



Communication planning template

1.0 INTRODUCTION

Describe the purpose of your plan and how it will be organized.

1.1 The _____ communication plan is organized into the following sections:

- Section 1.0 - Introduction
- Section 2.0 - Situational analysis
- Section 3.0 - Goals
- Section 4.0 - Objectives
- Section 5.0 - Strategies
- Section 6.0 - Tactics
- Section 7.0 - Target audiences
- Section 8.0 - Key messages
- Section 9.0 - Budget
- Section 10.0 - Action plan/timeline
- Section 11.0 - Evaluation

2.0 SITUATIONAL ANALYSIS

Provide a brief summary of your research findings.

2.1 Research (*Describe any research you have done to better understand your issue.*)

2.2 SWOT analysis (*Describe any strengths, weaknesses, opportunities and threats that you have identified to better understand your issue and the current environment.*)

3.0 GOALS

Describe the desired result of your communication plan. Your plan should have no more than three to five major communication goals.

- **Example goal:** *UAF Wood Center will be the first choice for students, employees and the community looking for dining options on campus.*

4.0 OBJECTIVES

Describe the attitude, opinion or behavior you want to change. Make your objectives SMART — specific, measurable, achievable, realistic and timely. Objectives create a basis for later evaluation.

- **Example objective:** *Within six months, 65 percent of UAF students living on campus will have purchased a new meal plan.*

5.0 STRATEGIES

Describe how you will approach the challenge of reaching your objectives. You can have multiple strategies for each objective.

- **Example strategy:** *Develop promotional materials featuring the new dining options for students.*

6.0 TACTICS

Describe the specific activities and tools you will use to achieve your measurable objectives. You can have multiple tactics for each strategy.

- **Example tactics:** *Brochure, poster, letter, website*

7.0 TARGET AUDIENCES

List all of the groups or sub-groups with which you need to communicate.

- **Example audiences:** *Students, staff, faculty, community members, advisory boards, legislators.*

8.0 KEY MESSAGES

What are the main messages you need to deliver to your audiences? Key messages need to be succinct and few in number to be “key.” Use UAF key messages as a foundation to build upon. Find them at <http://www.uaf.edu/marketing/guidelines/writing/>.

- **Example key message:** *Wood Center serves fresh made-to-order entrees that fit your dietary needs.*

9.0 BUDGET

What budget do you have or need to carry out your plan? Who approves that budget?

10.0 ACTION PLAN/TIMELINE

Identify who will execute each part of the communication plan. Enter dates, deadlines and the responsible individuals.

11.0 EVALUATION

When you have executed the plan, copy and paste your stated objectives, and describe whether you achieved them. Why? What lessons did you learn?