



Student Online Timetabling Project Communication Plan

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1 Introduction

The Student Online Timetabling Project will see the development of a system to create online live, up to date, personalised timetables to improve the student experience. In addition the introduction of a centralised approach to timetabling will lead to better use of the estate. Staff buy in to this project is essential for the provision of data for the system itself, following the process for changes once live and encouraging students to regularly check the timetable.

2 Principles

In line with the Business Enhancement communication plan the following principles will be adopted:

- Communication messages will be clear, simple and easy to understand
- Messages and themes will be updated frequently to ensure they do not go 'stale'
- In order to reach all stakeholder groups we will use a range of methods for promotion
- Messages and themes will be circulated inside LIS and particularly in Development team to ensure consistency of message when they liaise with users on other projects
- Sustainability will be a consideration in the development of PR materials

3 Objectives

The objectives of the communication strategy are.

- To ensure staff understand actions that will be requested of them required to do with regards to data inputting
- To highlight to the wider staff community that Online Timetabling will be introduced and key project dates
- To dispel any miss information around the project and to provide answers to issues or concerns raised by staff
- To encourage staff to promote the new service to students
- To encourage students to regularly check their online timetable.

4 Stakeholders

Identify the stake holders for the project and the type of communication they will require.

Stakeholder	Interest	Impact	Key messages	Communication methods	Timing
Students	Students will use the new timetabling project and will be required to ensure the check the timetable on a regular basis	Medium – lack of student engagement will not impact the development of the project, but will impact its intended influence on the NSS scores and Student Satisfaction.	<ul style="list-style-type: none"> Online timetable is most accurate source of timetable information Regularly check your online timetable – ideally before you leave for university in the morning 	<ul style="list-style-type: none"> Plasma screens Student AU Lookout Academic staff Student Lobby 	<p>Induction and regular reminders throughout the academic year: Plasmas in Sept, Nov, Jan and March</p> <p>Details on the student lobby prior to system going live.</p>
All staff	Generic information for all staff	N/A	<ul style="list-style-type: none"> Benefits to staff Benefits to students Benefits to UCLan Time scale of project Where they can access information 	<ul style="list-style-type: none"> Information on project page on staff intranet Frequently asked questions on project page Messages on AU Look out at key miles stones 	<p>At the start of project announce launch on AU</p> <p>Look out and highlight location of website.</p>
Staff involved in	Staff will supply the data, which will be	High – if the data is not provided the	<ul style="list-style-type: none"> Why they are being asked for the data 	<ul style="list-style-type: none"> Visit from project team member to discuss issues 	At the start of the project (intranet)

timetabling	used to build the timetables. These staff will work with the CTU throughout the scheduling process.	timetables cannot be produced. In the early stages of the project this will impact the initial testing of the system and if the data is not provided for the “go live” students will not have online time tables	<ul style="list-style-type: none"> • Timescales of project i.e. when data is required when the first schedule is to be run, when they will be requested to review the schedules • What the benefits are to students • What the benefits will be to them • What the benefits will be to the university as a whole 	<p>and requirements</p> <ul style="list-style-type: none"> • Email updates on project development 	project site) and updates at key mile stones or one month before staff will be asked to undertake any activity(intranet and direct emails).
Heads of Schools	Heads of Schools will be required to ensure their Schools provide the required data to the CTU on time during the development stages and at the go live stage.	High – if the Head of School does not buy into the project they may not encourage their staff to meet the project requirements	<ul style="list-style-type: none"> • What the benefits are to students • What the benefits will be to staff • What the benefits will be to the university as a whole • Time scales of projects and requirements from their staff • Updates on the project 	<ul style="list-style-type: none"> • Visit from project team member to discuss issues and requirements (contacts to be identified from project team) • Email updates on key project development 	Updates at key mile stones or one month before their staff will be asked to undertake any activity. Visits offered when requests are made or at any time during the project if they require information.
Academic	Some academic staff	Medium – Staff will	<ul style="list-style-type: none"> • What the benefits are to 	<ul style="list-style-type: none"> • Direct email to course 	At the start of the

Staff	<p>will be involved in the development of timetables, however all academic staff will be asked to encourage their students to regularly check their timetable and staff will be required to follow the process for requesting changes to the timetable so students timetables are updated.</p>	<p>be required to follow the change process and will a key influencer to encourage students to access their timetables, however lack of engagement may hinder some of the benefits being fully realised but will not impact the project itself. Staff will also benefit as they will be able to access their teaching timetable.</p>	<p>staff</p> <ul style="list-style-type: none"> • What the benefits are to students • Messages to share with students • What the process is for requesting changes 	<p>leaders to disseminate to staff</p> <ul style="list-style-type: none"> • Messages on AU Lookout about training available to use the system 	<p>project – Intranet and AU Lookout announcement</p>
Service Staff	<p>In some cases service staff such as the SLRU may require access to timetables if they provide in class support. Most services are likely to come in contact with the system when students are lost.</p>	<p>Low – they will be a useful influencer to encourage students to check their timetables and will need to know how to use the system to help students</p>	<ul style="list-style-type: none"> • Messages to share with students • Where they can access information about how to use the system • Direct email message on how they can access the system to support students 	<ul style="list-style-type: none"> • Direct email to services • Messages on AU Lookout • Visit if requested 	<p>Once the project is established and the project team have information as to how the system will work send messages to service staff to alert them of how the system will impact them</p>

Senior Managers	The project is a top down initiative and will add additional burden to the School staff who are providing information for the timetabling system. SMT/ DAT/ Directorate will have an interest in the project realising the potential benefits as it will impact the university achieving its strategies aim	High – Given the sensitivity of the project buy in and active support from senior managers will be essential.	<ul style="list-style-type: none"> • Updates at key miles stones during project • Direct contact through Chair of Project board if issues arise that cannot be resolved • Details of processes / policies that are being developed and will need to be agreed and enforced • The impact the project will have on their staff 	<ul style="list-style-type: none"> • Direct emails • Presentations at key meetings • Project board 	<p>through AU Lookout and email.</p> <p>Prior to launch of system send reminder and highlight where they can access training.</p> <p>At key miles stones, if issues arise that will negatively impact the project or if processes or policies re senior managers should be updated either through email or through the relevant meeting.</p>
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5 Implementation plan

Date	Tasks	Responsible	Comment / Status
June 2010	<p>Create project web page on staff intranet with aims and objectives for project, justification of project including benefits to staff, students and the university.</p> <p>AU Lookout message to launch project with timescale and key milestones and highlight project site.</p> <p>Email message to Heads of School and identified staff involved in timetabling to explain project, tasks required of them and the timescales.</p>	LN	
August 2010	<p>AU Lookout to show new proposed process for new timetabling system</p>	LN	
September 2010	<p>Email Heads of School and relevant staff to remind that we will be requesting data from them in October</p>	LN LN	
October 2010	<p>Send request to Heads of School and staff to complete data capture</p> <p>Offer for a project team member to</p>	LN LN	

	visit the schools to discuss data capture and any questions or concerns they have with regards to the project			
	Update project web page with frequently asked questions and announce this on AU Lookout	LN		
December 2010	Feed back to Heads of Schools on the progress of the trials	DT		
December 2010	Message to staff to thank them for			
Jan 2011	Send AU Look out message to announce success of trials and remind staff of the new process for timetabling for the 2011/12 academic year	LN		
March 2011	AU Lookout message to academic staff to ask them to tell students a new online timetable system will be available next year	LN		
	Create Plasma messages for students to announce the launch of the new system next academic year	LN		
June 2011	AU Lookout message to announce the launch of the new timetabling policy, how it was created and where it will be located	LN		

July 2011	AU Lookout message targeted at academic staff to ask them to include information about the timetable in induction week	LN	
	Direct email to course leaders to ask them to include an introduction to the timetabling system in their induction programmes and details of where staff and students can access support with the timetables	LN	
	Create laminate sheets which explain to students and staff how to use the system to place in key locations in the university such as reception desks and computer rooms.	LN	
September 2011	Plasma screen messages for students to tell them to regularly check their timetable	LIS Comms Team	
November 2011	Plasma screen messages for students to remind them to regularly check their timetable	LIS Comms Team	
	Student AU Lookout message to remind them to regularly check their timetable	LN	
February 2012	Plasma Screen messages to remind students to regularly check their	LIS Comms Team	

	timetable		
	Student AU Lookout message to to remind them to regularly check their timetable	LN	