Communication Plan Outline

At the end of this PLU, you will create a communication plan for an upcoming school year. The plan will build from your Communication Audit and SWOT analysis. The plan should include the following sections:

1) **Problem Statement**
   This paragraph (3-5 sentences) should (a) state the overall communication problem your school/system faces, and (2) how strategic communication can be used to solve that problem.

2) **SWOT Analysis**
   This summary of your school/system's strengths, weaknesses, opportunities and threats should be pulled straight from your communication audit

3) **Goals**
   Provide 3-5 overarching solutions to the problem you stated in your problem statement.

4) **Audiences**
   Provide a brief description of each audience based on the information you found in your communication audit.

   For each audience, provide steps 5-7

5) **Objectives**
   Provide specific, measurable benchmarks that you want to meet with each audience after the communication plan ends. The objectives should help you meet your goals.

6) **Key Messages**
   Decide on three messages that you want to communicate consistently throughout all your communication efforts with this audience.

7) **Strategies and Tactics**
   Determine your strategies – how, in concept, you will achieve your objectives – and your tactics – the materials and deliverables you will produce to execute your strategies.

8) **Evaluation**
   Create a plan to measure the outcomes of your communication plan in order to determine whether or not your objectives were met.

9) **Logistics**
   Provide a timetable of your communication efforts and a budget to illustrate how much the campaign would cost.

10) **Personnel**
    Determine who would be responsible for your communication efforts, in general or specifically by audience or strategy.

Communication Plan Evaluation (Rubric)

Your communication plan will be based on the following items. You will be provided scores from either an Accredited in Public Relations (APR) practitioner or a public relations professor based on a six-point scale (1 = strongly disagree; 6 = strongly agree) for each item, as well as comments to help you improve the plan:

Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6

_____
PLU Participant Name

_____
Campaign Topic

_____
School/School System

Does this campaign use at least one student data source to help sustain continuous improvement?   ■ YES   ■ NO

1) The school's problem and situation are clearly defined.   _____

2) The school's target audiences are clearly defined.   _____

3) The objectives stated are attainable and measurable.   _____

4) The strategies provided are logical and effective.   _____

5) The key messages chosen are persuasive and memorable.   _____

6) The tactics chosen to support each strategy are sound and effective.   _____

7) The evaluation plan will effectively measure the results.   _____

8)   The timetable and budget are feasible and realistic.   _____

9) Overall, this plan is practical and appropriate for the issues the school faces.   _____

10) Overall, this plan is logical, strong and clearly written.   _____

                                                                                    TOTAL   _____

Feedback will be returned by the first Monday in June. A completed plan that has received
at least 40 of a 60 possible points will receive PLU approval
and deemed ready for implementation.