

CWRU IT Centralization Process Communications Assessment Team

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Charter/Project Plan:

The IT Leadership Communications Assessment Team will strategically plan, implement and measure a comprehensive communications plan regarding the Centralization of IT at CWRU. The plan will outline communications for all target audiences. The Team will operate in an advisory capacity to Sue B. Workman, Chief Information Officer.

Plan Components:

To ensure a collaborative and inclusion process, communications regarding the Centralization of IT must be transparent, timely and continuous. There are communications components which the Team can outline (listed below), however, there will spontaneous communications that arise as the Centralization process unfolds. The Communications Assessment Team will address those situations as they arise.

- Campus-Wide Communications Assessment
- Centralization Campus-Wide Message
- Ongoing IT Leadership Meetings
- Centralization Brown Bag Lunch Series
- Centralization Message Projects LIVE Promotion
- Centralization Website and Blog
- Communications of status and accomplishments

The Communications Assessment Team will work together to ensure these components are the right steps to take and brainstorm additional plan elements that will help engage the campus community.

In addition, the Centralization Communications plan will highlight opportunities to improve communications, internally and externally. Using the Communications S.W.O.T. Analysis the Leadership Team participated in, the Assessment Team will provide recommendations to increase communications strengths, address weaknesses, leverage opportunities and eliminate threats.

The Team will work together on an ongoing basis throughout the Centralization process.