

A Guide for Planning Communications During LMS Selection, Implementation and Beyond

Steps → Communicators ↓	Strategic Planning	Decision to Procure/ Upgrade	RFP and Vendor Evaluation	Vendor Selection	Procurement Process	Fit/Gap Analysis	Design	Development and Training	Deployment	Support	Assessment
	<i>Change?</i>	<i>When?</i>	<i>Who?</i>	<i>What?</i>			<i>Why?</i>	<i>How?</i>		<i>Sustain?</i>	
Executive/ Steering Committee	Initiate overall direction, for selection, frequency of change, etc.	Set direction for procurement, mandates, purchasing process, etc.	RFP shepherding	oversee RFP, Legal, other issues	provide funding sources and communicate change	ultimately resolve business process changes vs. customization issues	approval to confirm results of Fit/Gap analysis	upward project communication	provide high-level support to resolve issues –	transition to operational support	obtain project assessment report; plan for future upgrades and/or changes
Information Technology	provide guidance on IT infrastructure capabilities, etc.	recommend window for acquisition, and for systems integration	security & accessibility evaluation	hardware decisions and provisioning discussions	confirm technology integration	detailed discussions regarding customization needs	installation and SIS integration	train help desk	installation and SIS integration; technical problem resolution	provide help-desk support for faculty and students	evaluate system performance based on SLA; alert for contract renewal, etc.
Academic Units	provide guidance on current usage patterns and future needs	recommend window for acquisition	develop evaluation criteria; vendor research and consumer reviews	identify evangelists to begin the change process	begin discussions about business process changes and transitions	make decisions regarding business process changes vs. customization issues	engage departments to confirm results of Fit/Gap analysis	develop learning community, e.g. faculty training, etc.	provide support to faculty, courseware, class setup, etc.	provide academic support to faculty and students	evaluate functionality of system and provide report
Instructional Design and Support	provide guidance on future needs	propose evaluation criteria; develop transition strategies	conduct evaluation by instructional designers	develop transition schedule	plan for necessary conversion processes	support discussions regarding business process changes vs. customization	engage departments to confirm results of Fit/Gap analysis	develop learning community, e.g. faculty training, etc.	provide support to faculty, courseware, class setup, etc.	provide course and instructional design support to directors and faculty	evaluate functionality of system and provide report
Marketing and communication	provide guidance on public perceptions	get direction from Academic Units and IT for communications	sketch the communications plan, for message consistency	provide communications plan to stakeholders		provide communications updates to the committee	develop branding & style sheets	roll out communication plan	communicate to constituents and stakeholders	communicate to constituents and stakeholders, as needed	evaluate effectiveness of communications, surveys, etc.
Faculty and Faculty Senates	provide feedback on current limitations	propose evaluation criteria	participate in evaluation	prepare for change	prepare for change	support discussions regarding business process changes vs. customization	discuss training needs and provide input to training plan	participate in training and conversion planning	classroom setup	provide feedback to Academic Units regarding support needs to be incorporated in future releases	evaluate functionality of system and provide report

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Students or Student Senate Organizations	Provide feedback on current limitations (user experience)	propose evaluation criteria	participate in evaluation	prepare for change	prepare for change				Support classroom needs	provide feedback to Academic Units regarding support needs to be incorporated in future releases	provide responses to student surveys, etc.
Enrollment Management/ Registrar's Office	Provide feedback on current limitations (constituencies)	propose evaluation criteria	participate in evaluation	revise schedule and text descriptions		support discussions regarding business process changes vs. customization	test SIS connections	set up services to promote online environments			
Governing Bodies	Provide direction for shared service needs for systems, partners, etc.	Collaborate with Executive/Steering committee on issues	participate in evaluation, determine role of broader community								
K-12 Constituents											
Advising			participate in evaluation								
Vendor	none	provide general information: RFI helps frame RFP	provide specific information in response to RFP	provide demonstrations, references and test accounts		provide answers, alternatives and support regarding business process changes vs. customization	access to installation support	access to faculty-oriented technical support	furnish implementation needs	provide support based on service level agreement	provide usage reporting; evaluate support based on service level agreement