Purpose

The Communications Plan Matrix, details and tracks the OCM communications activities of a given project. The stakeholders identified and confirmed from the FX Program Stakeholder Analysis are the targeted recipients of key messages. The Communications Plan Matrix includes the timing of message distribution, the audience for each, and the approval status.

The Communications Plan Matrix will also include program level communication activities (executed by the Program Communications Lead), for all Vendor OCM teams to complete and/or contribute to in partnership with the Agency OCM Team. These may include, but are not limited to FX Program Executive Steering Committee (ESC) meetings, FX Insight Updates, and Ad Hoc / Emergency Communications.

Considerations

The Communications Plan Matrix is to be completed with the Communications Plan. Once completed, the Communications Plan and the Communications Plan Matrix should be stored in the FX Project Repository for the given project.

For available communication vehicles, see the Communications Vehicle Inventory on the FX Project Repository.

Note that the messages herein are examples that should be updated as needed for the given project.

Completed By

This template is completed by the Project Communications Lead.

Completed When

This template is completed during the **3. Build OCM Strategy and Plans** phase of the OCM Standards which aligns with FXPLC phase **Initiation**, **Concept**, **& Planning**.

ID#	Communication Activity	Goal of Message	Message Highlights	Sender	Target Audience	Vehicle	Frequency	Level	Owner	Target Date	Goal Metric	Status
	Type of Communication	Purpose, Reason, Outcome Target	Key Points	Delivered From	Delivered To	How Delivered	How often	Program or Project	Responsible Resource	Delivery Due Dete	Measure Achierement	In progress, Approved, Completed
		ensure that all agency										
		personnel know about the	vision, purpose, and strategy,									
		project and how it fits within	and information related to									
	Awareness	the FX program	organizational changes	Secretary	All	Video	once	Program	Program Communications Lead			
			goals, anticipated impacts,									
			benefits, rationale necessary									
		ensure that impacted groups	to effect the anticipated									
		understand and buy into the	changes associated with the									
	Awareness	change	new structure	Key Leaders	Impacted groups	email	once	Program	Program Communications Lead			
		ensure that impacted groups	policy changes, why and when			Articles						
	Newsletter	understand policy changes	effective			FX Insight	monthly	Program	Program Communications Lead			
		Stakeholder inclusion;										
		Empowering stakeholders to	Encourage Stakeholders to									
		provide feedback in order to	share their comments and									
		facilitate continuous	questions about the impending			SharePoint List						
	Feedback Loop	improvement processes	changes	Program Communications Lead	All	FX Communications mailbox	Ad hoc	Program	Program Communications Lead			
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