



# ITS Communications Plan

## Desktop Videoconferencing

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*For the introduction of new services or major changes to an existing service.*  
**Supplied by: ITS Client Communications Office**

## Communications Plan - Overview

### Document control

<b>Project:</b>	Desktop Videoconferencing
<b>Creation date:</b>	19/02/07
<b>Version:</b>	v0.1
<b>Filename:</b>	dvc-communicationsplan.doc
<b>Location:</b>	

### Distribution

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## 1. Project description

<b>Project / Service change outline</b>	This is a limited introduction to an extended service to videoconferencing service in Monash University. This new service enables users to be able to do videoconferencing from any desktop without having to leave the office for videoconferencing rooms.
<b>Event deadline:</b>	Service release date is 9 <sup>th</sup> March 2007

## 2. Stakeholder identification

<b>Stakeholders</b> Indicate relevant stakeholders (Y/N) and add other relevant stakeholders not listed	<ul style="list-style-type: none"><li>• Service Desk</li><li>• Desktop Support, EWS</li><li>• Shared System</li><li>• Faculty IT Managers</li></ul>
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### 3. Communication channels and frequency plan

Stakeholders / Target audience (only complete for stakeholders identified in Table 1)	Purpose of communicating with each group?	How will you communicate with each stakeholder group? (see resource notes below)	Frequency of communication & when they will occur
Service Desk (SD)	Need to know about the service and where to find information that will assist questions the SD may receive to provide 1 <sup>st</sup> level support over the telephone or email.	<ul style="list-style-type: none"> <li>• One-to-one discussions with Service Desk Managers.</li> <li>• Email to SD Managers specific details of the service, the website resources, training material and so on.</li> </ul>	1 <sup>st</sup> email – introduce the service 2 <sup>nd</sup> email – notify going live date
Desktop Support, EWS	Need to know about the service and where to find information and training materials so they are able to provide high quality installation service and 2 <sup>nd</sup> level support.	<ul style="list-style-type: none"> <li>• One-to-one discussions with EWS Managers.</li> <li>• Email to EWS Managers specific details of the service, the website resources, training material and so on.</li> </ul>	1 <sup>st</sup> email – introduce the service 2 <sup>nd</sup> email – notify going live date
Faculty IT Managers	Need to know about the service and where to find information that will assist questions the Faculty IT Support may receive to provide 1 <sup>st</sup> level support and training.	<ul style="list-style-type: none"> <li>• Email</li> <li>• Updates to website.</li> </ul>	1 <sup>st</sup> email - introduce the service and notify going live date
Corporate Services	Update the Service Catalogue and Service Level Agreement to include desktop videoconferencing service.	<ul style="list-style-type: none"> <li>• Email</li> </ul>	Email as often as required until the Service Catalogue is updated.

## **4. Notes**

### **Email to:**

#### **Service Desk**

- Provide service website
- Advise that they go through the materials on the website and be very familiar with the software and hardware
- Advise on videoconferencing workflow changes

#### **Faculty IT Managers**

- Alert to release dates
- Inform that the service is for those who make request for desktop video conferencing and not for everyone.