



Communications Plan Overview

Event/Strategy	Timing	Message Description	Stakeholders	Purpose	Method
Development of web skills portal	Early January 2009	Notification to literacy groups Invitation to visit and inquire for more information	All	Raise awareness Solicit feedback Generate Interest	Announcements on regional and provincial mailing lists, forums, web communities
Launch of Edublog	Late January 2009	Outline reasons for why edu-blogging is crucial for instruction (what is the benefit?) Explain impact on students of the use of blogs and other web 2.0 technologies in classroom teaching (How will it affect teachers?) Identify features and functionality of ICTs and web 2.0 services (what can it do to improve teaching practice)	1. Educators 1.1 College faculty 1.2 Secondary school teachers 1.3 Elementary school teachers 1.4 ESL Instructors 1.5 Vocational School Instructors	Promote participation Foster discussions Solicit feedback Understanding/Positive Perception	Web Skills announcement; news release; community announcements;
Notification of Upcoming Online Courses	Early February 2009	Provide details on the courses' learning outcomes and goals Describe nature of support that will be available during and after course sessions Offer updates on latest information about resources	All	Raise awareness Solicit Feedback Generate Interest	Announcements page; online community announcements

		online		Recruit participants	
Launch of Book Reviews	February 2009	Provide rationale Outline benefits	Potential students; educators	Raise awareness Increase visitor traffic	Site announcements page; Edu-blog, blog-rolls, RSS feeds;
Launch of Email Newsletter	March 2009	Announce launch of announcements feature about edu-blogging resources and new blogs; Inform community of new content, services, and courses	All Educators Members of Edu-blogging community	Raise awareness Promote positive perception	Site announcements page; announcements on web communities; Edu-blog, email newsletter
Launch of WebSkills Community	Late February 2009	Describe emerging role of edu-blog community; Introduce successes of learners to wider edu-blogging community Announcement of Showcase: Lessons Learned section	Regional and Provincial Literacy Groups; Educators	Raise awareness Foster discussion Solicit Feedback Promote participation	Web Skills announcements page; announcements on web communities; Edu-blog, email newsletter
Invitation for Participation (Pilot)	January and February 2009	Invitation to potential participants to join in as beta testers and take course as learners and assessors of instruction	Edu-Bloggers College faculty E-Learning Champions	Promote Positive Perception Notification of Pilot Project	Web Skills announcements page; announcements on web communities; Edu-blog, email newsletter
Invitation for Participation (Courses)	Monthly (mid-month)	Invitation to potential participants to enroll as students Describe course objectives, skills and knowledge learned	Edu-Bloggers Educators Entrepreneurs E-Learning Champions	Recruit participants Increase understanding Promote positive perception	Web Skills announcements page; announcements on web communities; Edu-blog, email newsletter
Orientation to Course Pilot	Start of each month	Rationale (why is it needed) Participant roles Basic knowledge about	Edu-Bloggers Educators	Notification about User Acceptance Testing (UAT)	Web Skills course news page; course Edu-blog, email



		<p>course goals Specific details on student support and feedback</p> <p>Timeline for pilot course deliverables (roadmap)</p> <p>Highlights of what course offers; gives details on learning goals, outcomes, and objectives; Identification of skills and knowledge learned</p>	<p>Entrepreneurs</p> <p>E-Learning Champions</p>	Solicit Feedback	
Focus groups	End of each course	Inviting discussions about rewards for participation; meeting outcomes; deciding on evaluation criteria	<p>Course participants;</p> <p>Edu-blog contributors</p>	Revision	Edu-Blog comments; feedback from web page; E-mail communications