Overview
The goals of the HR/Payroll Modernization project communications plan are to: create awareness and understanding of the project; build confidence in the project and trust with target audiences; provide methods for feedback; and prompt action by stakeholders as needed. To attain these goals, the HR/P communications plan uses a phased-based approach. For each phase, we've identified which stakeholders should know/understand information and those key messages that will be shared.

There is some overarching communications work that spans the duration of the project and applies to all stakeholders. Key messages for general communications include:

- What are we doing and why
- What are the anticipated impacts and benefits ("what's in it for me")
- What is the overall timeline and the project's current status
- Which actions need to be taken (as applicable)

Phase-Focused Communications and Key Messages
Additional communications activity centers on activities in a specific phase and targeted stakeholders. The remaining phases of the project and key messages for those phases include:

- **Design Phase (April – October 2014)**
  - Scope of Phase 1
  - 22-month timeline, with a December 2015 go-live
  - Progress to date
  - Design phase work (functional, technical, and change management)
  - Key design decisions (functional or technical)
  - What is and is not changing

- **Configuration and Prototype Phase (November 2014 – May 2015)**
  - Outcomes from design sessions
  - Demonstrate the new system (show and tell)
  - Impacts of decisions, including processes and roles
  - Organization and personal readiness strategies/tactics
  - Training plan
  - Testing plan overview
  - What to expect in fall 2015 (awareness for folks gone over the summer)

- **Testing Phase (June – November 2015)**
  - What to expect in the fall (training, changes)
  - Who is testing and what to test
  - Go-live checklists
  - Demonstrate the new system (show and tell)
  - Benefits of the new system and processes
  - How to prepare for change (personal and organizational readiness)
  - Resources available to help each unit
 Deploy Phase (November 2015 – January 2016)
  o Training schedule
  o Resources available to help units and end-users
  o Activities taking place over next several weeks
  o How to understand the new biweekly pay statement
  o Easier access to pertinent employee information

 Stabilization & Optimization Phase (January – June 2016)
  o Continued access to resources
  o Answers to key questions
  o Post go-live changes
  o What to expect next
  o Success stories

As the project moves forward and/or timeframes for specific work changes, it is understood the communications plan will be modified to reflect the current situation.

Timeframe for Stakeholder Outreach
The plan for stakeholder outreach is as follows.

  • 2011 – March 2014: While planning and preparatory work was underway, communications were targeted toward UW executive leadership; unit administrators; and HR, payroll, and technical staff whose jobs will be impacted.

  • April 2014 – October 2014: With the project design work underway, detailed communications will be targeted toward groups already aware, as well as leadership groups (unions, Faculty Senate, Professional Staff Organization). Subject matter experts from around the University are participating in design sessions. In addition, we will begin introducing the project to general UW audiences through the UW@Work newsletter and sharing design decisions.

  • November 2015 – May 2015: Stakeholder outreach in this period will become increasingly broad. This also is the key period in which to reach academic personnel, as many people are gone over the summer and should not be surprised when they come back in fall 2015.

  • June – October 2015: Communications will be focused on administrators and technical audiences as they prepare for fall. Managers will receive awareness packets. Toward the end of this period, we also will begin ramping up communications to the full UW workforce.

  • November – December 2015: The entire UW workforce will receive frequent messages through the communications vehicles listed below as training commences and Workday hits the go-live period.

  • January – June 2016: The entire workforce will continue to receive updates on Workday and available resources as needed.

Communications Vehicles
Information about HR/Payroll Modernization will be shared using these communication vehicles:
  • 1:1, Departmental, Unit or Leadership Meetings
  • E-mail Listservs
  • Fact Sheets and Tip Sheets
  • Forums and Open Houses
  • Newsletters (Project newsletter: UW@Work, UW, unit, departmental)
  • Presentations to Impacted Groups
  • Website