

Introduction

Project Scope

Business Driver: ABC Company's Information Technology staff members perform routine monthly maintenance on the corporation's hardware and software the third Sunday of every month. The monthly maintenance window always occur between 1 to 5 a.m. Central Time.

The planning process for each maintenance window begins several weeks before the maintenance window, usually the last Friday of the previous month. All stakeholders — for example: affected staff within IT, their management and other key employees, such as Marketing — need to receive messages about the upcoming changes.

Messages — Audiences Affected

The messages will change every month, depending the on the changes being made during that maintenance window. Some audiences will receive a blanket, all-purpose message, while others — because of the nature of their work unit — will require their own message.

All messages will contain the following base content:

- Name/type of change — hardware or software,
- Environments/applications affected,
- Estimated impact — including risk analysis, if possible; and
- Anything special the specific audience may need to know regarding the change (optional).

The following target audiences have been identified:

- ABC1
- ABC2
- ABC3
- Marketing — this audience requires separate messages
- Operations — this audiences requires separate messages
- Sales — this audience requires targeted messages that are customer appropriate

Deliverables — Medium

Technical Communication will take responsibility for editing and distributing all approved messages. The initial messages will be sent via internal e-mail, with latter messages to include a parallel reference for readers to check an IT web site for more information. After a few months, these e-mails will be replaced with web-only messages. However, if staff members have a difficult time adjusting to web-only communications — this medium may be difficult to fathom, considering the natures of these audiences — Technical Communication may decide to continue publishing and distributing blanket e-mail messages, reminding affected personnel to check the web site for routine announcements about the monthly changes.

Each maintenance window requires two messages:

1. **Initial Announcement** — A key message announcing the initial updates scheduled for the next month's maintenance window. IT staff will provide the raw content to Alice (Technical Communication Team Lead) the Monday immediately following the IT Kickoff Meeting, which occurs the last Friday of every month. Alice does *not* need to attend the monthly kickoff meeting. Daffy Duck — or someone from his staff — will either:
 - Send Alice the raw text for this message, based on the information the team places on their SharePoint site, or
 - Give Alice direct access to the SharePoint site. If this is the case, IT staff will still be responsible for notifying Alice when they have updated the SharePoint site. They can make this notification via phone call or e-mail; the latter being more preferable.
2. **Update/Final Announcement** — A final announcement sent the Thursday before the maintenance window occurs. IT staff will be responsible for providing Alice (Technical Communication Team Lead) any relevant information for this message. Information that appears in this communication will include:
 - All changes that made the final “smoke text” — the ones that will indeed occur that weekend,;
 - Any of the changes — the ones previously announced in the initial message — have been cut (for whatever reason).

The Content Editing and Review Process — Roles and Responsibilities

Technical Communication: Staff from the Technical Communication team will take responsibility for editing all messages for mechanics, for example: grammar, punctuation, style and readability. The primary communicator will be Alice Dames; however, because all Technical Communication are peer reviewed before distribution, if Alice is not available, one of her peers will pinch-hit for her.

Information Technology: The following members of IT management staff — subject matter experts (SMEs) — will review and approve all edited messages for technical accuracy:

SME	Role
Donald Duck	Reviewer
Daisy Duck	Reviewer
Ludwig von Duck	Reviewer <i>and</i> Final Approver

We understand that most SMEs are often away from their desks — for example, attending meetings and/or working with staff — and could miss important e-mails. Due to the quick turn-around that this project requires, Alice (Technical Communication Team Lead) will page all SMEs whenever they e-mail the SMEs messages that require their immediate review/approval. This will ensure that message distribution does not become delayed for any reason.

Production Timeline

For the sake of efficiency, I have included a complete timeline for all messages that will occur throughout the remainder of 2007 and the following year. The dates that appear in the following timelines are based on the following assumptions:

- All IT kick-off meetings occur the last Friday of the previous month.
- The dates for (and rationale behind) both messages stay the same.
- IT sends Alice (Technical Communication Team Lead) all relevant information — for both messages — in a timely fashion.
- Alice and the Technical Communication staff edit the content as soon as possible, preferably within a one-hour timeframe.
- Alice sends all messages to IT SMEs for review within two-hours of receiving the initial content, preferably by noon, following up all e-mails with a page to the SMEs.
- SMEs review the draft messages as soon as possible, sending all responses to Alice (Technical Communication Team Lead) within a 90 minute window.
- Alice (Technical Communication Team Lead) receives all content reviews within 90 minutes to two hours.

If all parties follow this process, all messages should be created, edited and approved within one business day, with the goal to distribute all messages within one hour of close of business.

Schedule — 2007 Calendar

Below is the time line for the messages sent for the March through December 2007 maintenance windows:

Maintenance Date 1-5 a.m. 3 rd Sunday	IT Kick-off Date Last Friday of Previous Month	Send First Message Monday after IT Kickoff	Send Second Message Thursday before Change	Responsibility (for sending all messages)	Medium	Stakeholders Audience Changes Monthly	Summary of Message(s) Changes Monthly	Status To be filled in every month (hit milestone or project completion)
March 18	Feb. 23	Feb. 26	March 15	Technical Communication	E-mail			
April 15 **	March 30	April 2	April 12	Technical Communication	E-Mail / WEB			
May 20	April 27	April 30	May 17	Technical Communication	E-Mail / WEB			
June 17	May 25	May 28	June 14	Technical Communication	E-Mail / WEB			
July 15 **	June 29	July 2	July 12	Technical Communication	WEB			
Aug. 19	July 27	July 30	Aug. 16	Technical Communication	WEB			
Sept. 16	Aug. 24	Aug. 27	Sept. 13	Technical Communication	WEB			
Oct. 21	Sept. 28	Oct. 1	Oct. 18	Technical Communication	WEB			
Nov. 18	Oct. 26	Oct. 29	Nov. 15	Technical Communication	WEB			
Dec. 16 **	Nov. 30	Dec. 3	Dec. 13	Technical Communication	WEB			

****Note:** These months have very short production time frames

Schedule — 2008 Calendar

Below is the time line for the messages sent for the 2008 monthly maintenance windows:

Maintenance Date 1-5 a.m. 3 rd Sunday	IT Kick-off Date Last Friday of Previous Month	Send First Message Monday after IT Kickoff	Send Second Message Thursday before Change	Responsibility (for sending all messages)	Medium	Stakeholders Audience Changes Monthly	Summary of Message(s) Changes Monthly	Status To be filled in every month (hit milestone or project completion)
Jan. 20	Dec. 28	Dec. 31	Jan. 17	Technical Communication	WEB			
Feb. 17	Jan. 25	Jan. 28	Feb. 14	Technical Communication	WEB			
March 16 **	Feb. 29 <i>Sadie Hawkins</i>	March 3	March 13	Technical Communication	WEB			
April 20	March 28	March 30	April 17	Technical Communication	WEB			
May 18	April 25	April 28	May 15	Technical Communication	WEB			
June 15 **	May 30	June 2	June 12	Technical Communication	WEB			
July 20	June 27	June 30	July 17	Technical Communication	WEB			
Aug. 17	July 25	July 28	Aug. 14	Technical Communication	WEB			
Sept. 21	Aug. 29	Sept. 1	Sept. 18	Technical Communication	WEB			
Oct. 19	Sept. 26	Sept. 30	Oct. 16	Technical Communication	WEB			
Nov. 16 **	Oct. 31	Nov. 3	Nov. 13	Technical Communication	WEB			
Dec. 21 **	Nov. 28 (??) <i>Thanksgiving</i>	Dec. 1 (??)	Dec. 18 (??)	Technical Communication	WEB			

****Note:** These months have very short production time frames. December is also affected by the Thanksgiving holiday.

