

STUDENT COMMUNICATIONS PROJECT CHARTER

OBJECTIVES	DELIVERABLES/ MILESTONES	SCOPE
<p>To enhance the student experience through the development of a university-wide student communications strategy from confirmation of attendance, through to the January after graduation (completion of DLHE survey for UG students).</p>	<ul style="list-style-type: none"> • Clarify scope and terms of reference for SCPSG • Agree proposed sub-projects: <ol style="list-style-type: none"> 1. My Manchester developments (phase 1 & 2) 2. Student Email project 3. Student Survey Project 4. Link to Welcome and Induction 5. Student communications audit project • Provide project plans for each sub-project • Develop communications plan for sub-projects • Provide ongoing governance structures • Make recommendations for future governance • Make recommendations for staff training to bring about cultural and attitudinal change • Handover to business providers 	<p>In scope: the delivery of an agreed student communication strategy for all students in all years of study and at all levels of study, future governance for student communications and a number of sub-projects to improve the student experience.</p> <p>Out of scope: the delivery of a fully developed student portal (My Manchester), the full implementation of a student communications strategy by Sept 2013</p>
SPONSOR/S	<p>Tim Westlake – Director for the Student Experience</p>	STAKEHOLDERS
STEERING GROUP	<p>Rachel Brealey - EPS, Paul Govey - DSE Communications Officer - DSE (tbc), Alan Ferns – M&C Division, Alex Waddington – Student Communications, DSE, Kate Tidman – MHS, Kate Jeffery – MBS, Diane Masterson-Kerr – EPS, Joanne Jolley – FLS, Jeremy Buck – UMSU</p>	<p>All students UMSU SEMG PSS staff in central functions DSE staff Academic and PSS staff in schools or other delivery units</p>
PROJECT TEAM	BENEFITS	RISKS
<p>Rachel Brealey - EPS, Paul Govey - DSE Communications Officer - DSE (tbc), Alan Ferns - M&C Division, Alex Waddington – Student Communications, DSE, Kate Tidman – MHS, Kate Jeffery – MBS, Diane Masterson-Kerr – EPS, Joanne Jolley – FLS, Jeremy Buck – UMSU</p>	<ul style="list-style-type: none"> • To enhance the student experience for all students at Manchester by providing seamless and timely communications • To provide guidance and support to all staff on student communications • To create efficiencies through improved processes • To provide future governance and embed student communications strategies in business areas 	<p>Reliability of IT Solutions (T4 + Uportal) Lack of buy-in from key stakeholders</p>
TIME FRAME	DEPENDENCIES/SUCCESS CRITERIA	RESOURCES
<p>Phase 1 Complete by September 2012 Phase 2 Complete by September 2013</p>	<ul style="list-style-type: none"> • Suitability for the business of IT platforms offered • IT Services support of T4 CMS + development and support of Uportal platform for My Manchester • Release of staff time in DSE + Faculties and Schools to support sub-projects. • Non-staff budgets for specific developments 	<ul style="list-style-type: none"> • Staff resource from Project Steering Group and Project Team • Business area (Student Communications Team in DSE) • Some limited access to existing student marketing budgets