



Oregon Department of Forestry

administrative services division

Salem, Oregon



**ForestryBuys**

**Communication Plan**

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**Reviews and Approvals**

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| **OSCIO/LFO – Stage Gate Endorsements** | | |
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Table of Contents

[1. Plan’s purpose 4](#_Toc470680480)

[2. Objectives 4](#_Toc470680481)

[3. Messages 4](#_Toc470680482)

[4. Audience(s) 5](#_Toc470680483)

[5. Commuinication Commitments 5](#_Toc470680484)

[6. Communication Coordination 6](#_Toc470680485)

[7. Glossary 6](#_Toc470680486)

# Plan’s purpose

To guide content development to ensure consistency in messaging across various project communications.

# Objectives

* Help stakeholders understand the benefits of this procurement improvement initiative, their role in implementing it, and steps planned to ensure a successful outcome.
* Establish consistency in project communications.
* Promote transparency of the project team’s activities.
* Highlight ODF’s pioneering role in the interagency OregonBuys program.

# Messages

* **Project Status.** The project team will provide status to stakeholder throughout the project.
* **Benefits.**
  + Replaces ODF’s outdated, inefficient, error-prone manual processes for soliciting and buying goods and services.
  + Introduces a streamlined online solution covering all steps of the process.
  + Provides a comprehensive picture of patterns and practices, so we can continually identify efficiencies.
  + Improves training opportunities.
  + Provides for accurate, timely reporting to DAS and the Legislature.
  + **Employees will have a vital role—and the information and training they need.**
  + Successful implementation depends on participation of people involved in procurement across the agency at all levels, in Salem and the field.
  + Through surveys or other means, the project team will seek input from employees involved in procurement.
  + Stakeholders will be updated through periodic All-Forestry newsletters and emails. Those interested in more detail will be able to find it on the ODFNet ForestryBuys Project site.
  + There will be training across the state, tailored to the needs of specific users.
  + **Contracted Expertise.** We are contracting with experts in areas such as training, coaching, organizational change, and quality assurance, so we can reduce project risks and provide end users with the best possible experience.
  + **ODF in the forefront of a rich collaboration**
  + ODF is collaborating with eight other agencies in the OregonBuys project to obtain an end-to-end eProcurement solution through a state-wide price agreement.
  + Among the collaborating agencies, ODF will be the first to implement the new solution. The Legislature has provided funds for ODF to accomplish this in the 2015-2017 biennium.
  + It is the goal of the OregonBuys project for the State of Oregon to consider adoption of this solution as an enterprise solution. If adopted, it will bring new consistency and allow sharing of expertise.

# Audience(s)

* **Internal** 
  + All ODF staff, with emphasis on staff involved in procurement, payment, contract administration.
  + ODF Leadership: Executive Team (ET) and Leadership Team (LT).
  + Executive Sponsor
  + Project steering committee.
* **External**
  + Legislators
  + Legislative Fiscal Office (LFO).
  + Improving Government Steering Team (IGST).
  + OregonBuys collaborating agencies.
  + Governor’s Office.
  + Office of State Chief Information Officer (OSCIO).
  + DAS Chief Financial Office (CFO).
  + Vendors.
  + Media.

# Commuinication Commitments

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| **Audience** | **Document** | **Frequency** | **Content** | **Responsible party** |
| All ODF Staff | One-page introduction | One-time, Oct 2016 | Introduction to the ForestryBuys project | Finance Director |
| All ODF Staff | Newsletter | Monthly | Accomplishments, upcoming activities, contact information | Business Analyst |
| ODF Executive Team (ET) | Update at meetings | Monthly | Project status | Finance Director |
| ODF Leadership Team (LT) | Update at meetings | Quarterly | Project status | Finance Director |
| Steering Committee | Update at meetings | Bi-weekly | Project status | Project Manager |
| OSCIO | Status Report | Quarterly | Project status, plan, issues, and risk updates | Project Manager |
| LFO | Executive briefing | As needed | Project status and plan | Executive sponsor |
| LFO | Executive briefing | As needed | Opportunities/needs during legislative days | Executive sponsor |

# Communication Coordination

Given that ForestryBuys is the first agency to implement the OregonBuys solution, the project team has agreed to share information the other collaborating and future participating agencies via the OregonBuys Implementation Toolkit website. To that end, project artifacts will be posted to this website.

# Glossary

* ODFnet is ODF’s internal document repository and collaboration tool. It is housed in ODF’s instance of SharePoint.
* ET is ODF’s Executive Team comprised of State Forester, ODF Division Chiefs and ODF Area Directors.
* LT is ODF’s Leadership Team comprised of ODF Program Directors and ODF District Foresters.