

**Communication Plan**

**End-To-End eProcurement Project**

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# Plan’s purpose

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

# Objectives

* Establish consistency in project communications.
* Promote transparency of the project team’s activities.
* Share information with other agencies and organizations who could potentially use the procurement software.

# Present situation

# Summary

Nine state agencies are working together (“shared services”) to find a software solution (“OregonBuys”) that allows for the automation of all procurement processes required of state agencies. This isn’t an Enterprise-led initiative; rather, the collaborating agencies are driving this effort, with the long-term goal of Enterprise-wide adoption. The project started January 2015. The project team expects to award a contract by September 2016.

There are nine collaborating agencies:

* Secretary of State.
* Department of Revenue.
* Department of Justice.
* Department of Forestry.
* Department of Administrative Services.
* Department of Fish and Wildlife.
* Department of Education.
* Department of Consumer and Business Services.
* Department of Human Services/Oregon Health Authority.

Each agency is providing subject matter experts representing finance, procurement, and information technology.

1. **Problem**

OregonBuys will automate all procurement processes. The software many agencies are using is outdated and much of the process requires paper forms and manual inputs. Reports are produced manually and are often inaccurate and inconsistent. Data isn’t easily available within or between state agencies. The state can’t properly leverage its buying power to obtain favorable terms of service and quantity discounts. It also makes it difficult for the state to make informed decisions about purchasing.

1. **Scope**

The project scope is to develop common requirements, solicit new software, and, ultimately, award a contract to the software vendor that best meets the needs of the collaborating agencies. The scope doesn’t include software implementation. The project is following the Stage Gate process, and a number of internal and external organizations are involved with and providing oversight of the project.

Key communications will be project reports to oversight organizations and informational reports to organizations interested in implementing this software once the contract is awarded.

# Messages

* **Collaboration**. We’re focusing on bringing together experience and expertise from multiple agencies to develop requirements for a product that meets the needs of all state agencies through a process where each collaborating agency has an equal say in the final outcome.
* **Project** **scope** **and** **oversight**. The project scope has been clearly defined from the beginning, and multiple internal and external groups are involved in oversight of this project.
* **Benefits**. There are multiple benefits of obtaining an e-procurement solution, including increased efficiency and better data and reporting.
* **Goals**. We hope both the e-procurement solution can be implemented enterprise-wide and our collaborative process can serve as a model for future efforts.
* **Unique**. This collaborative, grassroots approach is unique in Oregon state government.

# Audience(s)

1. **Internal**

* Collaborating agencies.
* Monitoring agencies.
  + State agencies.
* Other candidates who can use the system.
  + State agencies.
  + Local governments.
  + Nonprofits.
* Project-specific audiences.
  + Steering committee.
  + Executive sponsors.
  + Project Management Advisory Team (PMAT).

1. **External**

* Legislators.
* Legislative Fiscal Office (LFO).
* Media.
* Governor’s Office.
* Project-specific audiences.
  + Improving Government Steering Committee (IGST).
  + Office of the State Chief Information Officer (OSCIO).
  + Enterprise IT Governance Steering Team (EITGST).
  + Others.
* Vendors.

# Appendix A—Communications commitments

1. **Required communications from project management**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Audience** | **Document** | **Frequency** | **Content** | **Responsible party** |
| IGST | PM status reports | Monthly | Project status, project plan, issues, and risks updates. | Project manager |
| Steering committee | PM status reports | Monthly | Project status, project plan, issues, and risks updates. | Project manager |
| Executive sponsors | PM status report, steering committee report | Quarterly, or as needed | Project status, project plan, issues, and risks updates. | Project manager or steering committee |
| OSCIO | PM status report | Quarterly | Project status, plan, issues, and risks updates. | Project manager |
| LFO | Executive briefing | As needed | Project status and plan. | Executive sponsor chair and vice-chair, and steering committee co-chairs |

1. **Other communications**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Audience** | **Document** | **Frequency** | **Content** | **Responsible party** |
| Collaborating agencies, monitoring agencies, and other candidates to use the system | Email/ newsletter | Monthly | Project status | Project manager, other project leaders as needed |

# Other information

Project scope: State agencies working together to find an end-to-end procurement software solution by developing common requirements, soliciting new software, evaluating responses, selecting the software that best meets the agencies’ needs, and contracting for the software.

* + The scope doesn’t include implementing the software in individual agencies or working on acquiring unique applications that some agencies may need.
  + The project ends when the contract for the new software solution is signed.

Oversight components:

* + Project and risk assessments.
  + Risk management plan.
  + Ongoing risk notification.
  + Monthly internal controls status report.
  + State Stage Gate process.
  + Work status presentations.
  + Lessons learned at major milestones in the project.

# Talking points

1. **Collaboration**

* The project is supported from the subject matter expert level through the executive level by all nine collaborating agencies.
* Procurement, IT, and Finance staff from each collaborating agency are tasked with looking at their business processes to determine agency-specific solution needs.
* Every collaborating agency has a part in oversight and decision making for this project. They have a say in the process, rather than just participating in the process.
* To ensure fairness in representation, each collaborating agency only has one vote on the steering committee, regardless of how many representatives they have on the committee (up to three).
* All nine agencies contributed to the costs associated with this project and getting a statewide contract in place.
* The collaborative environment gives us the opportunity to bring in experience and expertise from multiple agencies to jointly define the requirements for this e-procurement solution.

1. **Project** **scope** **and** **oversight**

* The Department of Administrative Services is a collaborating agency, and provided representatives to oversee the project’s progress.
* The project is following the Stage Gate process and the Enterprise IT Governance Steering Team (EITGST) and the Improving Government Steering Team (IGST) are involved with the project.
* The Legislative Fiscal Office is involved in development and oversight.

1. **Benefits**

* A more efficient, predictable procurement process.
* Better procurement results.
* A streamlined, consistent procurement process.
* Better performance data and more accurate reporting.
* Ability to negotiate a lower price for a larger contract.
* Only one vendor and contract to work with.
* Better training opportunities.
* Staff moving between agencies will be familiar with the software platform.
* Agencies can call other agencies for technical and business support.
* Faster time from contracting to implementation.
* Open contract. Other agencies can sign on when they’re ready.

1. **Goals**

* We hope OregonBuys can become the enterprise solution, replacing current e-procurement systems for all state agencies.
* This type of collaborative process hasn’t been done before in Oregon government. We hope it can serve as a template to guide future collaborative projects for state agencies.

# Future communications

There’s the potential for using news releases to generate public and vendor interest following each agency’s implementation of OregonBuys. Messaging would focus on how contracting with the state is easier for vendors with OregonBuys. This is a better focus than just announcing the completion of the contract and the availability of the software. Agencies should issue the news release following implementation and include examples of the specific vendor communities they interact with frequently and a few examples of the efficiencies vendors will see thanks to OregonBuys.