

Communications Plan for PantherLink*
Phase 3: Launch of E-mail and Calendar
 Revised Mar. 14, 2008

Subject	Audience	Media	Tentative Date
General info: estimated launch dates, training info re: Open Forums, Short Courses, labs	faculty, staff	UWM Report	April issue
Open Forum scheduled	faculty, staff	Emp Dev Calendar	April 7
(same as above)	students	press release	mid-April
(same as above)	all campus	UWM Web site	early May
(same as above)	faculty, staff	postcard	early May
(same as above)	all campus	Union "Gold signs"	early-May
(same as above)	faculty, staff	UTR e-mail	mid-May
(same as above)	all campus	e-announcement	mid-May
(same as above)	all campus	flyers	mid-May
All other training scheduled	faculty, staff	Emp Dev Calendar	April 21
Estimated launch dates ; mobile devices; CASification, training dates	faculty, staff	UWM Report	May issue
E-mail demo/questions	Help Desk	on site	end May
Launch dates; open labs; training; CASification	all campus	e-mail	end May
(same as above)	all campus	e-announcement	end May
(above) & add'l info about on-site training	faculty, staff	UTR e-mail	end May
E-mail launch and migration of calendar	faculty, staff	UWM Report	June issue
Migration of calendar data; no PCal access	all campus	UITS Systems Alert	mid-June
(same as above)	faculty, staff	UTR e-mail	mid-June
(same as above)	all campus	e-mail	late June
(same as above)	all campus	e-announcement	late June
E-mail demo/questions	Help Desk	on site	late June
Actual launch of calendar; CASification; open labs; e-mail running; "how-to's;" podcasts	faculty/staff	UTR e-mail	late June
(same as above)	all campus	e-mail	late June
(same as above)	all campus	e-announcement	late June

* Schedule based on May 30 e-mail launch & June 30 calendar launch
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