

## MYUABRESEARCH STAKEHOLDER COMMUNICATIONS STRATEGY

Audience	Communication Channels	Key Information	Timing
Research Community (individual stakeholders)	Town halls	What/why/when changes are occurring? How will “I” be impacted?	One for project kickoff and potentially one at the beginning of each phase
	myUABresearch website	Accomplishments for current month and activities planned for next month	Monthly
	Research Matters	Project activities and milestones, system/business improvements, training opportunities, etc.	Weekly, if we have news to share
	eReporter	Major milestones and improvements	When major milestones occur
	Digital signage	Upcoming town halls, training opportunities, etc.	As needed
	Elevator flyers	Upcoming town halls, training opportunities, etc.	As needed
	Targeted email via Marketing Cloud	User-specific information	If needed
Implementation Team (power users)	Email	Project work they are involved in i.e. UAT, training development, etc.	When implementation team effort is needed
Leadership <ul style="list-style-type: none"> <li>– myUABresearch exec committee</li> <li>– President’s Cabinet (bi-weekly meetings)</li> <li>– President’s Risk Cabinet (quarterly meetings)</li> <li>– Office of Research Dean’s Meeting</li> <li>– Research Advisory Council (RAF)</li> <li>– Council of Center Directors (COCD)</li> <li>– Office of Research Sr. Leadership Meeting</li> </ul>	Face-to-face (Chris/Curt for exec committee and Pres Cabinets, Mike/Amanda for others)	Major milestones and improvements	As scheduled

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<p>Representative Groups</p> <ul style="list-style-type: none"> <li>– Faculty Senate</li> <li>– Faculty Senate – Research Subcommittee</li> <li>– Executive Risk Oversight Committees (EROC)</li> <li>– UAB Communicators</li> <li>– RANG (Research Administrator Network Group)</li> <li>– RAF (Research Administrator Forum)</li> <li>– Human Research Advisory Council (HRAC)</li> <li>– Clinical Trial Advisory Group (CTAC)</li> <li>– Council of Center Administrators (COCA)</li> <li>– Office of Research Team Lead Meeting</li> <li>– myUABresearch Advisory Group</li> <li>– myUABresearch Implementation Group</li> <li>– myUABresearch Core Team</li> <li>– CCTS Lunch and Learn</li> <li>– School/Department/Division Staff Meetings</li> <li>– School/College Onboarding Activities</li> </ul>	<p>Face-to-face (Mike/Amanda) -provide handouts when appropriate</p>	<p>Project activities and milestones, system/business improvements, training opportunities, etc.</p>	<p>Monthly/quarterly</p>
<p>Support Groups</p> <ul style="list-style-type: none"> <li>– Office of Research</li> <li>– AskIT</li> <li>– Distributed IT</li> <li>– Grants and Contracts Accounting (GCA)</li> <li>– Office of Council</li> <li>– University Compliance</li> <li>– Harbert Institute of Innovation and Entrepreneurship (HIIE)</li> <li>– Clinical Trials Administration Office (CTAO)</li> <li>– OnCore Initiative Team</li> </ul>	<p>Email</p>	<p>Heads up about upcoming change</p>	<p>Before deploying any changes</p>