

CIMS Part C Communication Plan

In the “Stakeholder Interviews for CIMS Part C” report, Public Sector Consultants Inc. (PSC) identified the need for clear, tangible, and meaningful communication. This plan provides a framework suitable for such communication.

TARGET GROUPS

CIMS Part C stakeholders can be separated into three categories prioritized by level of involvement with *Early On*[®] Michigan:

- **Tier 1:** *Early On* coordinators and data entry staff; *Early On* Training & Technical Assistance (EOT&TA); the Michigan Department of Education’s Office of Early Childhood Education & Family Services (MDE OECE-FS); and health and human service agencies at the state and local levels
- **Tier 2:** MDE’s Office of Special Education & Early Intervention Services (OSE-EIS); intermediate school district (ISD) special education staff; and local interagency coordinating council (LICC) leaders
- **Tier 3:** families of children receiving *Early On* services; and groups advocating for *Early On* services

LEADERS AND AMBASSADORS

The person or group delivering the communication can be just as important as the targeted group. One of the reasons CIMS Part C is still so vague to its stakeholders is that no entity has taken firm responsibility for disseminating information about it.

Because the OECE-FS is the group responsible for reporting data from CIMS to the federal government, OECE-FS must be the ultimate owner and leader of CIMS Part C and its communications. In order to maximize the penetration of information to the *Early On* stakeholders, OECE-FS must rely on the CIMS Part C SPSR project team and communicate from a collaborative perspective whenever possible.

The OECE-FS must also rely on the group currently responsible for the hands-on delivery of *Early On* policy and procedures. EOT&TA should be brought in as a communication partner to deliver the advance information about CIMS, in addition to its presumed role in testing and training later in the project.

DELIVERY METHODS

Communication about CIMS for Part C should flow through methods already in existence for each of the ambassadors and the target groups. An example of these methods is provided in Exhibit 1, although it is not exhaustive. Additional methods will be identified pending MDE’s review of this plan.

EXHIBIT 1
Communication Delivery Plan

Ambassador	Target group	Delivery method
OECE-FS	Tier 1/ <i>Early On</i> coordinators	E-mail listserv
OECE-FS	Tier 1/EOT&TA	Grantee meetings
OECE-FS	Tier 2/ISD special education staff	CEN website; OSE-EIS methods (proxy)
OECE-FS	Tier 1/partner agencies	SICC methods (proxy)
EOT&TA	Tier 1/ <i>Early On</i> coordinators	System updates
EOT&TA	Tier 3/advocacy groups	<i>Early On</i> website
CIMS Part C SPSR Project Team	All	Team members communicate with their respective constituencies using customary methods

COMMUNICATION CONTENT

As staff to the CIMS Part C SPSR project team, PSC will prepare all materials to be distributed and provide them to leaders and ambassadors. The same content will be available to all target groups for maximum project transparency. These materials—some of which have yet to be developed in their concise form—include:

- CIMS Part C **overview** for *Early On* stakeholders (2 pages maximum)
- CIMS Part C **timeline** for *Early On* coordinators (1 page)
- CIMS Part C guidance on **roles and responsibilities** (2 pages maximum)
- CIMS Part C **flow-chart**: from service area to state performance plan (SPP)
- Table of **changing tasks** (what goes away, what's new, what's different)
- CIMS Part C **frequently asked questions** (divided into sections by stakeholder)
- CIMS Part C **help desk** information sheets with Web link to all this information (probably on *Early On* or CEN website)

TIMING

Preliminary communication about CIMS Part C will be disseminated starting the last week in March. Exhibit 2 provides a detailed timeline. As with the communication delivery methods, additional activities may be identified pending MDE's review of this plan.

EXHIBIT 2
Communication Calendar (2007)

Date	Action/event	Target group
3/27	"Stakeholder Interviews for CIMS Part C" report is delivered via e-mail: from PSC to interviewees	All
3/28– 4/26	PSC develops communication content	All
4/20	E-mail notification to <i>Early On</i> coordinator listserv regarding the mailing of surveys by Wayne State University; e-mail will have "Stakeholder Interviews for CIMS Part C" report attached	Tier 1
4/26	Briefing at <i>Early On</i> conference	Tier 1; Tier 3
5/3, 5/9	Briefing at <i>Early On</i> system update conference calls	Tier 1
5/22	Briefing at ISD monitor meeting	Tier 2
June	Briefing at SICC meeting	Tier 1
June	Briefing at MAASE meeting	Tier 2