

Mockup: Made-Up-Organization Communications Process

Table of Contents

Overview	2
General Communications Process	2
Self-Service Communications Process	2
Prerequisites	2
Steps.....	2
Regularly Scheduled Communications Process.....	2
Prerequisites	2
Steps.....	3
Requesting a Regularly Scheduled Communications Process	4
Request Creation.....	4
Communication Request Questions	4
Timeline	5
Roles and Responsibilities	5
Specific Regularly Scheduled Communication Processes	6
Release Communications	6
Change Communications	6
Security Communications	6
Problem Management Communications	6
Newsletter Communications	6
Mailer Aliases/Groups.....	6
Director and Manager Group Mailers	6
Team Mailers.....	7
Scrum Mailers	7
Internal Mailers – Admin Mailers	7
Appendix - Previous Communications Models	7

Overview

There is a vast number of communications that are sent, or will be sent, under the Made-Up-Organization (MUO) umbrella. This document has been created to help outline the communication process with information on the various types of communications sent and the processes associated with them.

General Communications Process

If communications need to be sent outside of the MUO organization, you will need to adhere to the Communications Office standards. This process can be found in greater detail on the Communications Office SharePoint site here [[link to SharePoint](#)].

Self-Service Communications Process

To help centralize communications under MUO, the self-service option provides a structure for anyone under the MUO umbrella to send communications.

Prerequisites

There are a few prerequisites to send communications through the self-service communications process:

- User is a member of MUO
- Communication will only be sent to a team/group/organization within MUO (anything outside of MUO must follow the Communications Office Process as previously mentioned)
- Communication is not being sent to any MUO-related mailer (refer to the [Mailer Aliases/Groups section](#))
- Communication does not need to use a template
- Communication can be sent directly from the user
- Communication is not sent out on a regular cadence (weekly, bi-weekly, monthly, etc.)

Steps

To send communications via the self-service option, the user will need to utilize the following steps:

1. Draft communication with the desired content.
Note: Content is placed in a regular email format; no templates should be used if using the self-service communications process
Note: If user is associated with a particular Scrum or Kanban, the user can create a user story to track but it is *not* required.
2. You can now send communication/email to individuals or group mailers from your own email address. Refer to the [Mailer Aliases/Groups section](#) below for details.

Regularly Scheduled Communications Process

If scheduled communications need to be sent to MUO, the following instructions outlined in this section should be used.

Prerequisites

For a communication to be considered a regularly scheduled communication, it must meet the following criteria:

- User is a member of MUO
- Communication will be out to only members of MUO (communications sent outside of MUO will follow the instructions outlined on the Communications Office SharePoint site here [link to SharePoint]).
- Communication is to be sent out on a regular cadence (weekly, bi-weekly, monthly, quarterly, etc.)
 1. The cadence should already be set and implemented by the user or team (no need for a process to be created for the communication)

Note: If a user would like to create a process for a regularly scheduled communication, please refer to the [Requesting a Regularly Scheduled Communication Process section](#).
- Communication needs the use of a template
- Communication does NOT fall into any of the following categories:
 1. [Release](#)
 2. [Change](#)
 3. [Security](#)
 4. [Problem Management](#)
 5. [Newsletter](#)

Note: If the communication does fall into any of the above categories, refer to the specific communication processes in the [Specific Regularly Scheduled Communications Processes section](#).

Steps

To send communications via the regularly scheduled communications process, the user will need to use the following steps:

1. Navigate to the **MUO SharePoint** site [link to SharePoint site].
2. Click on the **Communications** Tab.
3. Select the **Approved Communications Templates** folder.
4. Select either the **Design 1** folder or the **Design 2** folder for available templates and download the file.
 1. **Note:** Be sure to download the version of the template specific to your OS. There are currently Mac and PC versions of all templates available for use.
 2. **Note:** Do not save your file to the SharePoint site, save it directly to your computer.
5. Open the template using **Outlook**.
6. Customize the template by following these steps:
 1. You will see the “MUO” banner at the top of the communication. There is the MUO official logo there that is not customizable, but below this, there is a customizable text field.
 2. Click the highlighted section of your template and enter the team or group that you are sending the communication for.
 3. In the date field at the top right of the template, enter the date that you are sending the communication on.
 4. In the Headline field (located directly below the MUO banner), enter your desired communication headline.
 5. Save your customized communication to your computer.
 1. **Note:** Do not save your customized communication to the MUO SharePoint site.
7. Draft your communication with your desired content on the template

8. Send the communication to users from your *own* email address. Refer to the [Mailer Aliases/Groups section](#) below for details.

Requesting a Regularly Scheduled Communications Process

The process outlined in this section is for members of MUO to the MUO Communications team to create regularly scheduled communications.

Request Creation

Communication requests should be directed to the MUO Communications team. A user story is to be created as part of the request to ensure adequate tracking is enabled for all associated parties.

User Stories should be created based on the following:

- **Subject:** Enter the following format as the subject – RSC: [specific headline of the regularly scheduled communication you want to have created]
- **Assignee:** Enter “Elizabeth Creel (Cabrera)”
- **Reporter:** Enter the name of the communication requester (person requesting the regularly scheduled communication)
- **Agile Team:** MUO Communications Team
- **Parent Task:** MCT: Regularly Scheduled Communication Requests
- **Story Points:** 1
- **Description:** Enter the information from the [Communication Request Questions](#) section here.
- **Acceptance Criteria:** Enter the requirements you are looking for to approve of the communication created for you.

Based on the type of communication request that is submitted, different processes will be followed by the MUO Communications team.

Communication Request Questions

The following questions must be filled out and provided to the MUO Communications Team for communications coordination:

1. **What is the Priority?**
What is the priority of the communication requested? Does this communication affect other groups/teams/services?
2. **What is the Timeline?**
What is the timeline needed for creating this communication? When does the first communication need to be sent?
3. **What is the Cadence?**
How often will this communication need to be sent (daily, weekly, bi-weekly, monthly, quarterly, etc.)?
4. **Who is the Audience?**
Who will receive the communication? Will there be specific mailer groups that need to receive this communication, and if so, who?
5. **Who will send proceeding communications?**
Who will send the communication after the initial communication is created and sent? Will it be a specific individual? A team/group?

6. **Will there need to be a specific template used (optional)?**

Will the communication need to follow a particular format? Or does a new template need to be created as part of this process?

Timeline

Based upon the submission of the communication request, the following timeline can be expected:

1. Communication Requester engages the MUO Communications team through a user story.
2. Communication Requester contacts the Assignee via email to discuss the specific details of the request.
3. User Story Assignee creates a unique chat space with Communication Requester(s), Requester's Scrum Moderator, Requester's Product Owner, Operations Manager, and MUO Communications Team Scrum Owner for any needed discussion.
 1. **Note:** Communication Requester is responsible for adding any additional collaborators and approvals to room and provide needed detail.
4. Communication Requester is to upload the client contact list for review and approval in the chat space.
5. Communication Requester's Scrum Product Owner, Requester's Scrum Moderator, MUO Communications Team Scrum Moderator, MUO Communications Team Product Owner, and Operations Manager are to review and approve of the client contact list.
6. User Story Assignee creates a draft of the communication in Word and uploads it to the Communications Box folder. This is for the overall content to be reviewed and approved.
7. User Story Assignee posts the direct link for this document into chat space.
8. Feedback is added to the Webex Team room by all parties after reviewing. Approval must be given and written into the chat space.
9. User Story Assignee adds approved content from Word document into an approved communications template.
10. User Story Assignee uploads the communication draft directly into the chat space for final approvals. All members in the chat space must give their written approval.

Note: If the communication is going to be sent to an entire region, Service Owner approval is also required. User Story assignee then sends the approved communication draft and contact list to the Service Owner for their approval and feedback. This draft will additionally include the link for the user story as well as an excel spreadsheet with the *role* and *name* of all who have already approved of the communication.
11. Once all approvals have been received, the communication is now ready to send. The draft is then provided to the communication requester (or whoever will be responsible for sending these regularly scheduled communications going forward) for them to send.

Roles and Responsibilities

This section outlines the overall roles and responsibilities for this process.

Role	Definition
Communication Requester(s)	Individual(s) requesting the communication
Product Owner for MUO Communications Scrum	Individual who is the product owner for the MUO Communications Scrum

User Story Assignee	Designated individual responsible for creating and drafting the communication. This individual works directly with the Communication Requester on documenting this process for future use.
Service Owner	Individual who is the owner of the service the communication is representing
Requester's Scrum Owner	Individual who is the scrum owner for the scrum the communication requester(s) belongs to
Requester's Scrum Moderator	Individual who is the moderator for the scrum the communication requester(s) belongs to
Requester's Product Owner	Individual who is the product owner for the service/group the communication is being sent for
Operations Manager	Manager of operations for the service

Specific Regularly Scheduled Communication Processes

There are several distinct scheduled communication processes, which can be found in greater detail below.

Release Communications

Refer to the Release Communications documentation here [\[link to documentation\]](#).

Change Communications

Refer to the Change Communications documentation here [\[link to documentation\]](#).

Security Communications

Refer to the Security Communications documentation here [\[link to documentation\]](#).

Problem Management Communications

Refer to the Problem Management Communications documentation here [\[link to documentation\]](#).

Newsletter Communications

Refer to the Newsletter Communications documentation here [\[link to documentation\]](#).

Mailer Aliases/Groups

The table below outlines and describes the various mailer groups within the MUO organization.

Note that all mailer names end in “@muo.com”.

Director and Manager Group Mailers

Mailer Name	Description
Director-direct-report-mailer	List of only direct reports reporting to Director 1
Director-contractor-mailer	List of only contractors reporting to Director 1 (Temps, Vendors, or Partners)

Allstaff-director	List of all reports to Director 1 (both contractors and direct reports)
Manager1-direct-report-mailer	List of only direct reports reporting to Manager 1
Manager1-contractor-mailer	List of only contractors reporting to Manager 1 (Temps, Vendors, or Partners)
Allstaff-manager1	List of all reports to Manager 1 (both contractors and direct reports)
Manager2-direct-report-mailer	List of only direct reports reporting to Manager 2
Manager2-contractor-mailer	List of only contractors reporting to Manager 2 (Temps, Vendors, or Partners)
Allstaff-manager2	List of all reports to Manager 2 (both contractors and direct reports)

Team Mailers

Mailer Name	Description
Team-1	Team 1 mailer alias
Team-2	Team 2 mailer alias
Team-3	Team 3 mailer alias
Team-4	Team 4 mailer alias
MUO-Communications-Team	MUO Communications Team Mailer

Scrum Mailers

Mailer Name	Description
Scrum-1	Scrum 1 Mailer
Scrum-2	Scrum 2 Mailer
Scrum-3	Scrum 3 Mailer
Scrum-4	Scrum 4 Mailer

Internal Mailers – Admin Mailers

Mailer Name	Description
Admin-1	Admin 1 Mailer
Admin-2	Admin 2 Mailer
Admin-3	Admin 3 Mailer
Admin-4	Admin 4 Mailer

Appendix - Previous Communications Models

All previous communication models would be listed in this section but currently doesn't apply.