

ISS Communications Strategy

Information Systems Services

Our Aims

ISS Communications aim to:

- **Engage** with customers to ensure that our services are customer driven not technology focussed
- **Advise** customers with guidance and training
- **Inform** customers & stakeholders with up to date information about our services
- **Promote** IT services, developments & achievements
- **Support** the implementation of the University's Digital Strategy
- **Reflect** ISS values

Audiences

Where possible we will communicate messages only to the audience(s) they apply to

Our primary audiences are Lancaster University students & staff. Within this generalisation, however there are particular groups of users with whom we regularly communicate:

- Faculty IT Committees / Policy and Resource Committees
- Heads of Department / Section within Professional Services
- Departmental IT Representatives
- Service owners across the University (Finance, HR, SBS etc.)
- Users of specific services (HEC, iLancaster, Student Portal)
- IT support staff in faculties, departments and professional services
- Students and the Students' Union
- Teaching staff
- Research staff
- Administrative staff and those working across Professional Services
- College Teams
- Staff and students in our partner institutions
- Prospective students and parents

Information Provision

We will ensure all messages are accurate, relevant and up to date

Things we need to tell our customers about include:

- What our services are, what they can expect and how they can ask for them
- Advice, guidance and training
- How to get help
- Progress with individual requests or reported faults
- Current issues or unplanned service interruptions
- Notification of planned maintenance
- Planned developments / service improvements
- Good news stories

Customer Engagement

We will listen to our customers and keep them informed about improvements we make to our services

We will strive to engage with our customers about:















































- Current services
- Planned service developments
- Their priorities for new developments
- Planned interruptions to services
- The information, training & guidance we provide
- How well we are meeting their expectations

Channels

For Information Provision	For Customer Engagement
News / Carousel article on web site	Faculty IT Committees and PRCs
Issues & Alerts on web site	IT Strategy Committee
Targeted eMailshots	Information Security Foresight Group
LU Text	Student Forums
Student eNewsletter	Feedback forms
eNewsletter for Heads of Department, Team Leaders and Departmental IT Reps	Service Desk Requests
Posters & eCampus screens	Individual Service User Groups
Online Videos, Training Resources & LancasterAnswers guidance	IT Staff Mailing List
Training courses	IT Reps Mailing Lists
Twitter	Staff "Marketplace" (for new staff)
Marketing (Open Days, Prospectus)	Student Talks (for new students)
ISS eMagazine	Twitter

We will use the most appropriate channel for the message & audience, focussing on the web as the one stop shop for IT information, advice & guidance (see Appendix A).

Next steps: 6-month implementation plan

Action	Lead	Jan	Feb	March	April	May	June	July
Phase 1 Web Pilot Completion	RF							
Ensure Comms Office presence during office hours	RF	 	 	 	 	 	 	
Trial use of Twitter	RF							
Review LA governance	DP/AL							
Review Roles & Responsibilities	RF							
Finalise Service Catalogue (<i>for presentation on the web</i>)	JD/DP							
Phase 2 Web Pilot (<i>staff directory integration, LA search facility, service catalogue</i>)	JD							
Initiate Student Forums	RF							
Review Service User Groups	DP							
Introduce ISS "magazine"	JD							
Split Technical / IT Reps Mailing Lists	AL							
Ambitious Futures student project	RF							
Contribute to University-wide student communications project	JD							
Provide evidence for CSE visit & renewal	JD	 						
Security Campaign	CP ¹							
Review of ISS Internal Comms (update)	AL							

¹ Led by ISS Security Manager when in post

Appendix A: ISS Communication Matrix

Information Provision

Message / Audience	HoD /Division Team Lead Newsletter	Student Newsletter	News Carousel /Article ²	Issues & Alerts ²	Targetted email / mailshot	eCampus Screens	Lancaster Answers	Online training / guides	Posters	LU text / InLU	All staff / student email ³	Twitter
Issues with ISS service(s) affecting large no. of users	?	?	?	✓	?	?	✗	✗	✗	?	?	?
Issues with ISS service(s) affecting specific group	✗	✗	✗	✓	✓	✗	✗	✗	✗	✗	✗	✗
Planned maintenance	?	?	?	✓	?	✗	✗	✗	✗	?	✗	?
Planned maintenance affecting specific group	✗	✗	?	?	✓	✗	✗	✗	✗	✗	✗	✗
News & updates on ISS Services / Projects ⁴	✓	✓	✓	✗	✗	?	✗	✗	✗	?	✗	✓
New functionality / service	✓	✓	✓	✗	?	?	?	?	?	?	✗	✓
Raising Awareness (e.g. policy /service changes, security guidance)	✓	✓	✓	✗	?	✓	?	✓	✓	?	?	✓
Training opportunities	✓	✓	✓	✗	?	?	✗	✓	?	✓	✗	✓
How to use / access services	✗	?	✓	✗	✓	✗	✓	✓	?	✗	✗	?

² These currently also appear (selectively) on Labs/Resnet “homes”. Issues & alerts also appear on individual service pages

³ To be communicated via the University Internal Communications Office

⁴ Formal updates on projects & services are provided to specific stakeholders via project boards & service groups

✓	Appropriate channel for message
?	May be appropriate in some circumstances
✗	Not appropriate









































































Customer Engagement




Message / Audience	Feedback form on web site	Request form(s) on web site	Service Desk email	IT Partner discussion	Faculty Student Forums	Faculty / Department / Divisional Visits	Individual Service User Group ⁵	IT Staff Mailing List	Twitter
Individual Service Request	✓	✓	✓	?	?	?	?	✓	?
Service Development / Project Request	✓	✓	?	✓	✓	✓	✓	✓	✓
Feedback on services	✓	✓	✓	✓	✓	?	✓	✓	✓
Prioritisation of Developments	✗	✗	✗	✓	✓	✓	✓	?	✗
Technical discussion on planned developments	✗	✗	✗	?	✗	✗	?	✓	✗
Strategy Development	✗	✗	✗	✓	✓	✓	?	✗	?

✓	Appropriate channel for message
?	May be appropriate in some circumstances
✗	Not appropriate

⁵ iLancaster & Student Portal currently have user groups. LUSI has a work prioritisation group

Internal Communications for ISS Staff & IT Professionals in Faculties / Divisions

Message / Audience	Director's Blog	Dept Managers Meeting	Individual Team Meetings	Change Mgmt Group ⁶	IT Staff Mailing List	Issues & Alerts	ISS All Staff Meetings	Brew Area Notices / Posters
Current Incident Updates								
Planned outages / maintenance/ 'at risk' periods								
Project Updates								
Technical discussion on planned developments								
Prioritisation of Developments								
Policy & Process Updates								
Staff News								
Social Events								
Staff Development Opportunities								

	Appropriate channel for message
	May be appropriate in some circumstances
	Not appropriate

⁶ Currently multiple groups for multiple services