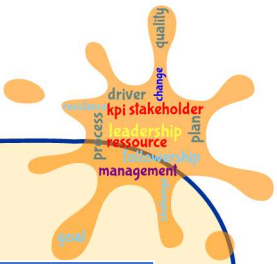


Stakeholder's Engagement & Communication Plan for Curriculum Transformation



Internal

Here identify 2 key internal and 1 key external stakeholders in the curriculum transformation process, and complete the stakeholder engagement plan below for the stakeholders that you have selected.

Internal Stakeholder 1	Influence level	Interest level	Desired stakeholder outcome	Communication, Key Messages				Risks	Resources	Metrics & Evaluation
				Channels	Frequency	Information	Type			
	Very high	Leading								
	High	Supporting								
	Medium	Neutral								
	Low	Resistant								
	Very low	Unaware								



Internal Stakeholder 2	Influence level	Interest level	Desired stakeholder outcome	Communication, Key Messages				Risks	Resources	Metrics & Evaluation
				Channels	Frequency	Information	Type			
	Very high	Leading								
	High	Supporting								
	Medium	Neutral								
	Low	Resistant								
	Very low	Unaware								

Digital channels - social media, email, website, blogs, messaging apps, WhatsApp

Interpersonal channels - face-to-face/virtual meetings, conferences, video-conferencing, networking events

Oral meeting channels

Other channels - launch or webinar

Traditional channels - print media, brochures, broadcast, direct mail

Events - public relations, media or press releases, partnerships

External

External Stakeholder 2	Influence level	Interest level	Desired stakeholder outcome	Communication, Key Messages				Risks	Resources	Metrics & Evaluation
				Channels	Frequency	Information	Type			
	Very high	Leading								
	High	Supporting								
	Medium	Neutral								
	Low	Resistant								
	Very low	Unaware								