Communications Outline & Schedule
HarvardKey Rollout — Fall 2015

Below is an outline and timeline for key communications touchpoints and tasks to be executed during the HarvardKey rollout in Fall 2015.

JUNE 2015

By end of month: Create IAM Conceptual Architectural diagram for use in communications efforts (geared to general public) [Raoul]

By end of month: Complete first HarvardKey info video and post on IAM site. Investigate distributing video to wider HUIT channels.

JULY 2015

Early July: Communications audit from Kyle on Google search for Harvard sites with "PIN" language on them.

July 8: Lunch & Learn brown-bag talk.

July 15: Lunch & Learn brown-bag talk.

weeks of July 20 and 27 : FAS Demo Days (5 lunchtime sessions geared to the Department Admins) with all the new technology that HUIT is deploying this fall

By end of month: Need to rework and replace MIDAS POI onboarding instructions/tutorials on HUIT page for MIDAS. Ways to distribute to all potential users (MIDAS page is obscure)

By end of month: Examine most-frequently-used systems for PIN login and discuss any appropriate direct outreach to these groups in September/October.
- Library (Ask about possibility for email or alert positions - maybe also slideshow position on front of Library site?)
- Canvas (Ask Annie/Kristin at TLT about possibility for email or alert positions)
- PeopleSoft (Ask Isabel about getting in alert position)
- Oracle (Ask Lisa at FSS if possible to send an email or if there's an alert position)
- DCEWeb (single email to all DCE users two weeks out)
- Aspire (HR sounds willing to pull emails for us to send to recent users)
- Electronic Billing Presentment & Payment (who runs this? Is there an alert position?)
- ServiceNow (ask Peter Basquette - email or is there an alert position?)

- Grant Management (email two weeks before, but who runs this?)

AUGUST 2015

Once stable environment exists for screenshots: Begin work on producing walkthrough materials (cheat sheets, etc) for help desk staff. This includes additional alumni-specific materials for their help desk and end users - though produce these in raw materials to forward to their comms person for formatting.

Once stable environment exists for filming: Create scope and begin work on any other HarvardKey intro videos. Discuss distribution channels.
- Per AAD request, Camtasia walkthroughs (narrated?) of HarvardKey claim and password reset.
- Alumni-specific how-to-claim video for John Harvard
- Different versions of generic first-level intro video customized to Schools etc?
- "What does HarvardKey get you in to?" funny video?

Early August: Work on material for September EVP newsletter, **due 9/9** (see email from Nakia Amado 15 July). SHOULD THIS BE PUSHED OUT A MONTH due to FAS later rollout?

Aug. 5: Lunch & Learn brown-bag talk.

Aug. 12: Lunch & Learn brown-bag talk.

Aug. 19: Lunch & Learn brown-bag talk.

Mid-August: Distribute HarvardKey intro video via Administrative eNews.

Mid-August: News Article "Accessibility Testing of HarvardKey: Perkins School for the Blind Using Assistive Technologies to test..." [this is just after we get results, hopefully news is good!]

Aug. 13: IAM open house.

week of August 17-21: FAS Demo Days (5 lunchtime sessions geared to the Faculty, TAs, TFs)

Aug. 26: Lunch & Learn brown-bag talk.

By end of month: Begin work on rewriting materials on reference.iam.harvard.edu.

By end of month, if possible: Distribute AAD instructional walk-through videos.

By end of month: Need communications audit of materials needed from Bill Ganzenmuller. Start work on items he needs.

By end of month: Coordinate materials with Information Security for Cyber Security Awareness Month campaign. Include HarvardKey in their materials, add the appropriate language to our launch materials (use strong password, etc).

By end of month: Create FAQ-style Web page by user role: "I'm an associate dean, what do I need to do?" Keep in mind some of these people will need to sponsor POIs. Also, issues with schools who aren't part of HarvardKey.

SEPTEMBER 2015

Early Sept: Distribute walkthrough materials to help desk staff.

By Sept 15: Submit HarvardKey ad to Harvard Magazine targeted toward current faculty and employees. (Include backup language for alumni.)

Mid-Sept: Expanded article in September Administrative eNews.

Mid-Sept: Mention in EVP email newsletter. MOVE OUT A MONTH due to FAS date change?

Mid-Sept: Fliers to house ambassadors (include links to videos) to distribute to their residents.

By mid-month: Any direct outreach to frequently-used PIN login groups from June (most likely email).

By mid-month: Distribute to all Schools/departments a fact sheet on HarvardKey, including sample language they can use to pass on to their constituents. Maybe include simple graphics for websites and/or email, plus links to videos and IAM source page.

By mid-month: Possibly pre-composed tweets for HUIT account, plus pre-composed tweets/FB posts for Harvard at large? Also send to communications managers in all Schools/departments affected by October launch.

By mid-month: Investigate which affected Schools/departments are willing to place content on front of websites, and their specific needs. Try to secure space on harvard.edu front page.

By end of month: Distribute any other videos as appropriate.

Last two weeks: Place alert on PIN login screen with link to IAM HarvardKey page.

Last two weeks: Place alert on Connections and/or MIDAS.

Week preceding Sept 22: Make changes to reference.iam.harvard.edu to reflect new language and documentation. Include information regarding gradual rollout and how Alumni are the only ones so far to have Key.

By Sept. 22: Distribute any other videos as appropriate. AAD asked for instructional videos (Step-By-Step Claim a HarvardKey, Step-By-Step Reset Password). The first one is different for different audiences, but second is same for everyone.

OCTOBER 2015

Early Oct: Negotiate and draft email from Anne Margulies on HarvardKey, to be sent Friday before main launch.

Early Oct: Remove redirect so key.harvard.edu can go to the right place.

October 2: Present to ABCD meeting on HarvardKey, MFA.

Early Oct: Materials (TBD) for HR to include in retiree packets for health insurance open enrollment

Mid-Oct: Short presentation (video or slides to include in someone's deck?) for October HUIT Town Hall

Mid-Oct: Targeted communications to the new occupants of 114 Mt Auburn Street to get their HarvardKey as they move in (they will need it for Harvard Phone - which is deployed in new building)

By mid-month: Need to provide HR with materials for their websites and other media.
- TweetDeck scheduled tweets for HR Twitter account
- Materials to update http://hr.harvard.edu/paperwork-id-card (should be replacement text only)
- Any appropriate existing video content (particularly "what does HarvardKey get you in to?)
- Materials for the front of hr.harvard.edu: Spotlight section blurb linking to IAM site, carousel slide and copy
- Materials for the front of harvie.harvard.edu: Spotlight section blurb linking to IAM site, temporary link under Special Resources section
- In all of the above, be sure to bullet out specific frequently-used systems for people administrators

NOVEMBER 2015

November 9: Email from Anne Margulies to everyone affected by the switch.

Week preceding Nov. 12: Gazette news bulletin. Kevin Donovan has promised help on securing this article.

Week preceding Nov. 12: Can we get an alert on the front of HarvardKey to let FAS/Central know their time is coming?

Week preceding Nov. 12: Make sure any Schools/departments who have agreed to front-of-website placement have what they need and put it into place.

DECEMBER 2015

Early Dec: Can we insert "if you haven't claimed a HarvardKey now is the time" message into messages about registration opening up?

JANUARY 2016

Early Jan: Possibly information to House Ambassadors again.

Full month: If needed, contesting related to HarvardKey claim. Could be "go to this URL and log in with your HarvardKey to enter to win" an iPad or similar prize. (Some privacy concerns with means of collecting contest info; need to consult with Scott Bradner.)

Full month: If necessary, repeat HR deliverables from September 2015.

Outreach Meetings - Spring 2015 (HarvardKey is Coming!)

Date	Group	Reason
May 11, 2015	Graduate School of Design	Schools involved in October rollout
May 12, 2015	Graduate School of Arts & Sciences	
May 13, 2015	ATS - Administrative Systems	*DCE never responded
May 20, 2015	School of Engineering and Applied Sciences	
May 26, 2015	Harvard Divinity School	
May 26, 2015	Graduate School of Education	
May 29, 2015	Harvard School of Public Health	
June 18, 2015	Economics Department Admin Mtg	FAS groups involved in October rollout
May 19, 2015	HRMS User Group	HR groups (supporting October rollout)
June 1, 2015	CDW (materials for HR/trainings)	
June 10, 2015	HR Focus Group	
June 12, 2015	HR (Harvie/Incoming Employee)	
June 9, 2015	University Health Services	Central Admin groups involved in October rollout
June 15, 2015	Campus Services	
June 15, 2015	CIO Council	
June 19, 2015	CAIT Managers	
July 1, 2015	Library Administration	