



UNIVERSITY OF ARKANSAS  
PULASKI TECH

## Information Technology Services Communication Plan

[www.uaptc.edu/its](http://www.uaptc.edu/its)



### Introduction

Developing a clear and consistent message is essential for effective communication for UA - Pulaski Tech's campus community. This document presents the Office of Information Technology (IT) Services at UA-PTC communication strategies for planned and unplanned outages, IT initiatives, and ongoing communications.

Communication to the campus community is based on the following criteria's:

- Impact of Change/Outage
- When notifications should be sent
- How communications should be sent

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## Audiences

IT Services communicates with two primary audiences: the first is internally within the department and the second includes, but are not limited to:

- Campus Community (administration, faculty, staff and students)
- External (affiliates, peers in higher education, service organizations, vendors, and the general public)

## Communication / Messages Responsibility

The IT Services public information specialist writes, reviews and edits all IT Services messages for distributing to the campus community and publishing on the college website in a manner that is easy to understand and informative.

Prior to a message being distributed, the following process occurs:

1. An IT direct report member(s) or Chief Information Officer (CIO) contacts the public information specialist about the IT issue occurring or for making a campus announcement related to IT Services.
2. The public information specialist writes the message and shares the proof with the IT direct report/CIO that requested a message to be sent.
3. The public information specialist makes any requested changes and proceeds with the following:
  - distributes the final/approved message through campus e-mail to the campus community
  - makes a post on the IT Announcements webpage on the college website
  - contacts PR and Marketing for distributing the message in campus newsletters and social media
  - messages for planned outages will also be shared on the day of the outage.

In the event that the IT Services public information specialist is unavailable, the CIO/IT direct report will have the following options: (1) contact the PR and Marketing director for distributing the message to the campus community or (2) distribute the message internally through the IT Services e-mail account.

## IT Safety/Tips/Resources Communication

In efforts to keep the campus community safe online, prevent any work delays due to minor IT issues, or bring awareness to available IT resources on campus,

the IT Services public information specialist distributes frequent IT tips messages through campus e-mail. Topics include: phishing awareness, clearing cache, using 365 applications, etc.

## Emergency Communication

**Rave Mobile Safety (RAVE)** - As determined by the Chancellor, emergency communication messages are sent by the director of PR and Marketing through RAVE. RAVE sends alerts as a text message to the mobile phone on file with RAVE and also sends an e-mail to campus mail. Faculty, staff, students, and administration can update their phone number with RAVE at [uaptc.edu/rave](http://uaptc.edu/rave).

In the event the PR and Marketing director is unavailable, the IT Services public information specialist will send the RAVE message.

**UA-PTC Mobile App** – A push notification and a message inside the app (same message used for RAVE) will be sent to all UA-PTC Mobile App users by the IT Services public information specialist. This is beneficial for individuals who do not have a RAVE account or have not updated their phone number in RAVE. Additionally, if the emergency message is related to IT Services, the message will also be posted on the IT Services announcements webpage.

## Outages

**Planned Outages** - These are necessary interruptions in order for IT Services to implement changes or perform system testing. When a planned outage occurs, IT Services will send a communication to the campus community (see communication process, page 3) through campus e-mail five business days or more in advance and the day of the outage if the following are affected:

- Campus-wide network outages
- Phones / Mitel
- Campus e-mail
- Blackboard
- College website
- Campus Portal
- UA-PTC Mobile app

If the outage is isolated and affects a specific group of individuals (classroom technology), IT Services (CIO/direct report) will communicate only with those affected through campus e-mail.

**Unplanned Outages** – These are unexpected interruptions IT Services were not aware of. In the event of an unplanned outage, IT Services will send a communication to the campus community (see communication process, page 3) through campus e-mail. If campus e-mail or the college website is affected from the outage, an announcement will be posted on UA-PTC’s social media platforms.

## Policies

- [330 UA-PTC Policy: Technology Use](#)
- [330.1 UA-PTC Policy: Laptop Use Policy](#)
- [331 UA-PTC Policy: Internet and E-Mail Use](#)
- [332 UA-PTC Policy: Technology Password Use](#)
- [333 UA-PTC Policy: Communication Devices](#)
- [335 UA-PTC Policy: IT Disaster Recovery Policy](#)
- [336 UA-PTC Policy: Encryption Policy](#)
- [594 UA-PTC Policy: Wifi Hot Spot Loan Policy for Students](#)
- [UA-PTC Website Privacy Policy](#)

## About IT Services

### UA-PTC Information Technology Services Mission Statement

The mission of the Office of Information Technology Services is to provide a high-quality technology infrastructure, maintain outstanding customer service with the campus community, provide quality, prompt, cost effective, and reliable technology services that upholds the mission of UA-PTC.

### About IT Services

IT Services at UA - Pulaski Tech provides information technology leadership and support to both students and employees. IT Services range from help desk and workstation support to providing enterprise-wide services in networking, systems, security, systems development, and telephony to protect the integrity of the College’s data and administrative systems. Whether you’re a student, faculty, or staff member, IT Services is here to assist you with your technology needs.

### Web Services Status

- [System Status for Web Services at UA-PTC](#)
- [System Status for Microsoft Applications](#)