Communication plan template

## Course announcements (via BrightSpace)

Sparking messages to be sent:

* 3 weeks before the course starting date
* 1 week before the course starting date
* On the course launch date (welcoming message)
* At the start of each week during the course (these should give motivating feedback about what happened and introduce the next week/topic)

The pre-course messages can also link participants to Twitter & Facebook group page if applicable.

## Forum moderation (via BrightSpace, while course is running)

Devise a moderation schedule for the team of teaching assistants. For example:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Week | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
| 1 | Mod1: 2-4pm |  | Mod2: 9-10am |  | Mod1: 2-4pm |  | Mod2: 9-10am |
| 2 |  | Mod2: 9-10am |  | Mod1: 2-4pm |  | Mod2: 9-10am |  |
| 3 | Mod1: 2-4pm |  | Mod2: 9-10am |  | Mod1: 2-4pm |  | Mod2: 9-10am |
| 4 |  | Mod1: 2-4pm |  | Mod2: 9-10am |  | Mod1: 2-4pm |  |
| 5 | Mod2: 9-10am |  | Mod1: 2-4pm |  | Mod2: 9-10am |  | Mod1: 2-4pm |
| 6 |  | Mod1: 2-4pm |  | Mod2: 9-10am |  | Mod1: 2-4pm |  |
| 7 | Mod2: 9-10am |  | Mod1: 2-4pm |  | Mod2: 9-10am |  | Mod1: 2-4pm |

Your team needs:

* People with expertise to answer questions and provide feedback to the students in the forum during the course.
* Facilitators who can build the online community and encourage students to aid each other in solving problems and furthering their knowledge.
* People with technical knowledge who can guide students in the early stages of the course.

Special attention has to be given to Forums where discussions are promoted (e.g. catch the error), since more posts are expected here than in regular Q&A forums (e.g. concept videos).

The first two weeks of a course are crucial, since this is when students are becoming familiar with the course.

## Emails

During the course, it’s common to send a weekly email. What will you send to the students?

Week 1

Week 2

Week 3

Week 4