



It's a **New Day** with **workday**.

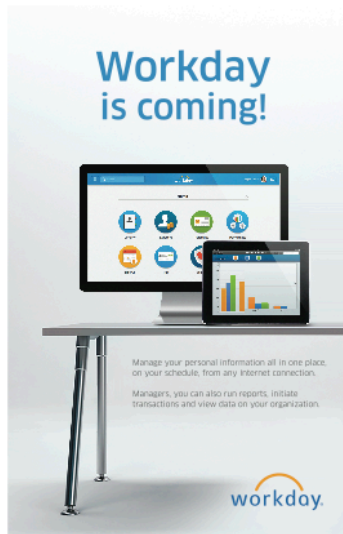
# COMMUNICATIONS PLAN



# Goal & Target

- Goal
  - To effectively communicate the transition of financial and human resources systems to a new streamlined and automated process.
- Target Audience
  - The End User Experience Group (all faculty/staff)

# Workday Materials Available



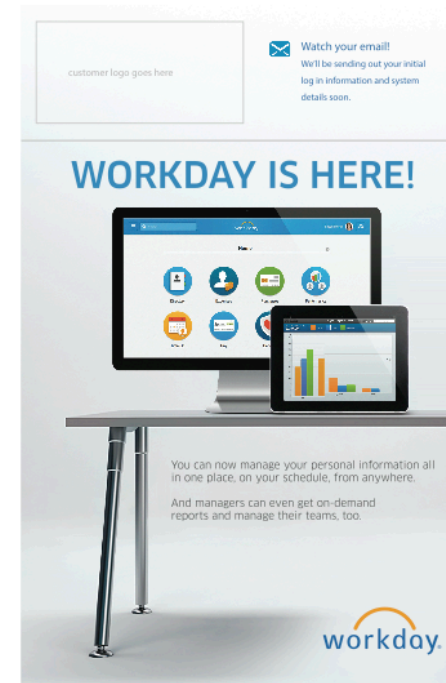
Flyer



Email Blast



Direct Mail



Poster

# FAU Workday Co-Brand



# Available Communication Outlets

- OWNED OUTLETS
  - Workday Website
  - FAU Homepage Navigation
  - FAU Today (shuts down 4/1/15)
  - MyFAU/Blackboard Web Banners
  - Email Blasts
    - HR Newsletter
    - Faculty/Staff Targeted Email Campaign (3-4 Blasts)
  - Campus Video Boards

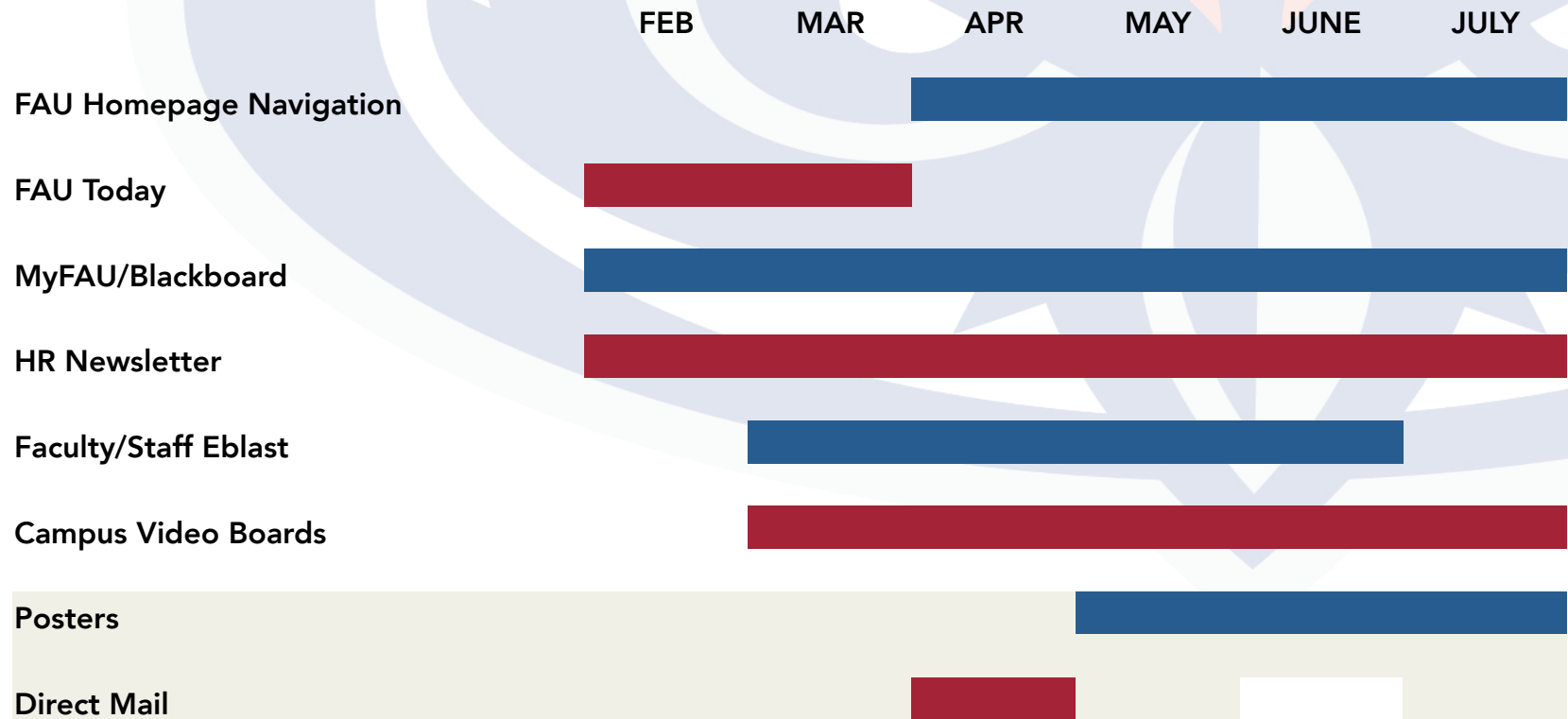
# Available Communication Outlets

- PAID OUTLETS
  - Large Posters (for display on campuses) – NOT RECOMMENDED
    - 200 posters (24" x 36", mounted on foam core)
    - \$25/poster = \$5,000
    - Would require a large logistical effort to maintain
  - Small Posters
    - 200 posters (11" x 17")
    - \$165
    - Printed on 100# card stock
  - Postcards (to be distributed via Campus Mail)
    - 6,000 pieces (5" x 7")
    - Majority to be mailed, others for passing out
    - \$635
    - No postage required

# Important Communication Topics

- Understand target audience
- Define Workday's functions that will be utilized by all
- Communicate those functions through our pipelines

# Communication Timeline





# FAU Homepage Navigation

The screenshot shows the FAU homepage navigation menu. The top navigation bar includes the FAU logo, the text "FLORIDA ATLANTIC UNIVERSITY", and links for "PEOPLE DIRECTORY", "SITE INDEX", "TEXT ONLY", and "GIVE". A search bar is located on the right side of the top bar. Below the top bar is a secondary navigation bar with links for "EXPLORE FAU", "ADMISSIONS", "CURRENT STUDENTS", "FACULTY & STAFF", and "ALUMNI & COMMUNITY". The "FACULTY & STAFF" menu is expanded, showing a list of links: "MyFAU Login", "Blackboard Login", "Computing Resources", "Calendars", "Faculty Resources", "Library", "Forms & Requests", "Human Resources", and "Equal Opportunity Programs". A red circle highlights the text "Add 'Workday' Link" with a red arrow pointing to the "Forms & Requests" link. The background of the menu is a blurred image of a woman's face. At the bottom of the page, there are three main sections: "APPLY NOW" with a checkmark icon, "News" with a list of news items, and "Events" with a calendar icon.

FAU FLORIDA ATLANTIC UNIVERSITY

PEOPLE DIRECTORY SITE INDEX TEXT ONLY GIVE

Search...

EXPLORE FAU ADMISSIONS CURRENT STUDENTS **FACULTY & STAFF** ALUMNI & COMMUNITY

**MyFAU Login**

**Blackboard Login**

**Computing Resources**

**Calendars**  
ACADEMIC CALENDAR  
CALENDAR OF EVENTS

**Faculty Resources**  
UNIVERSITY FACULTY SENATE

**Library**

**Forms & Requests**  
AUDIO VISUAL  
CONTROLLER'S OFFICE  
HELP DESK  
LEAVE REQUEST  
SPACE UTILIZATION  
WORK ORDER

**Human Resources**

**Equal Opportunity Programs**

**Add 'Workday' Link**

Advocating for Children in Palm Beach County  
FAU Student Christa... was just 13 years old when the influence of a middle school guidance counselor helped her overcome a life-changing incident. Now, she is paying it forward as a member of the Florida Guardian ad Litem Program.

Read More →

APPLY NOW

News

Events

Academic Programs

• FAU's Harbor Branch Oceanographic Institute's Shirlev Pomooni Co-Chairs New

FER Men's Basketball at

# FAU Today

>> [FAU PEOPLE DIRECTORY](#) > [SITE INDEX](#) > [ALTERNATIVE VIEW](#)

GO

**FAU** FLORIDA ATLANTIC UNIVERSITY

## FAU Today

▶ [ANNOUNCEMENTS](#)

▶ [NEWS](#)

▶ [MEDIA](#)

▶ [EVENTS](#)

▶ [CONTACT](#)



FAU HOSTS FIFTH ANNUAL

# MyFAU

**MyFAU**


FAUNet ID  Password

[LOOKUP FAUNET ID](#) [FORGOT PASSWORD?](#)

OFFICE OF UNDERGRADUATE RESEARCH AND INQUIRY

# CALL FOR APPLICATIONS

2014 UNDERGRADUATE RESEARCHER OF THE YEAR AWARD



[APPLY NOW](#)

## ANNOUNCEMENTS

[News](#)

## IMPORTANT DATES

JAN	Spring Term Begins
5	

# HR Newsletter

**FAU** HUMAN RESOURCES  
Florida Atlantic University

## HR MATTERS

*Important Announcements & Updates from the Department of Human Resources*  
Tuesday January 13, 2015

### ***In This Issue:***

- "Eliminating Campus Sexual Violence" **DEADLINE January 16, 2015**
- Stressed Out? Try FAU Yoga!
- "Lunch & Learn" Workshop – Work Life Balance – January 15, 2015
- IRS Increase of 403(b) and 457 Deferred Compensation contributions for 2015
- Increase in Minimum Wage effective January 1, 2015
- Quit Smoking Session Classes at FAU
- Performance Management Changes
- Employee Assistance Program - EAP
- Did You Know.....??

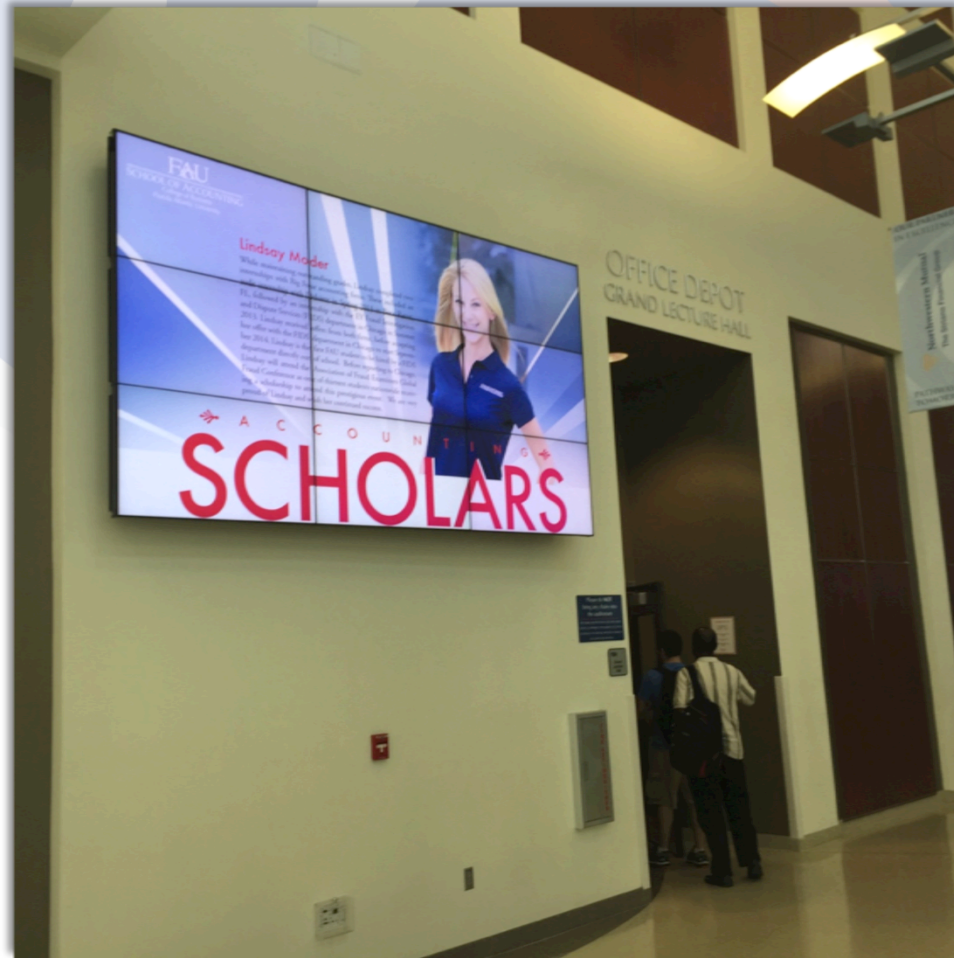
### **Eliminating Campus Sexual Violence**

On November 12, 2014, all faculty, staff and temporary employees received an FAU authorized email from Stacy Volnick, VP, Administrative Affairs & Chairperson of the Title IX Task Force requesting all employees complete the on-line course entitled "Eliminating Campus Sexual Violence". The email is a legitimate email authorized by the university and is not spam. If you did not receive the email, please check your junk mail or go to [Lawroom](#) and follow these instructions: click on "Member Login", click on "Forgot Login ID/PWD".

# Faculty/Staff Eblast



# Campus Video Boards



# Paid Executions



Direct Mail

Posters

