

Communication Plan

The Safety Click Project

Process group: Planning. **Purpose:** Define what gets communicated, to whom, how often, and through what channel.

Communication Plan

Communication	Audience	Purpose	Frequency	Channel	Owner
Course release announcement	Learners	Drive enrollment	Per release	Website + channels	Owner
Progress self-review	Owner	Track health vs. milestones	Weekly	Status report	Owner
Learner feedback loop	Learners	Improve content	Ongoing	Surveys / comments	Owner
Vendor renewal and cost review	Owner	Avoid surprise costs	Monthly	Calendar reminder	Owner
Milestone / launch communication	All audiences	Mark major moments	At milestones	Public channels	Owner

Cadence Philosophy

Because this is an owner-led program, much of the communication is structured self-reporting rather than outbound messaging to a team. The weekly progress self-review and the monthly cost review exist to keep the program honest and on track against its own plan. Treating disciplined self-reporting as a first-class communication channel is itself a program-management signal: it shows the program is governed, not just executed.