

Rome, March 13th 2017

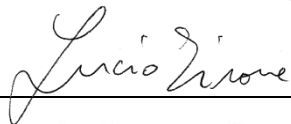
### ITALIAN ASSOCIATION ON SYSTEMS ENGINEERING INCOSE CHAPTER ITALIA

## Communication Plan

# 2017

Prepared and approved by:

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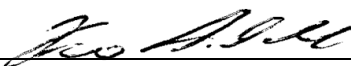
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5) Davide Fierro (Treasurer Officer)



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Translated in English by: Daniela Caruana

### **1 Introduction**

The present Communication Plan has the objective of defining the activities and initiatives that the Italian Association on Systems Engineering intends to pursue during the course of the year 2017 relevant to Communications, both internal and external. The Communication Plan is derived both from AISE Strategic Plan for the two year period 2016-2017 from which it incorporates the referential strategies and objectives, as well as from AISE Operating Plan 2017 from which it incorporates timing and responsibilities.

The Communication Plan is composed by the following sections:

- Chapter 1: Introduction
- Chapter 2: Operating Organization of AISE Communications
- Chapter 3: Communication tools
- Chapter 4: Development lines

The Communication Plan is drafted by the Responsible for Communications in cooperation with the Association President, submitted to the approval of the Board of Directors, and made available for consultation to all Members and to the professional community of INCOSE at large. To this purpose, the Communication Plan will be issued in two version, Italian and English.

#### **1.1 Field of application**

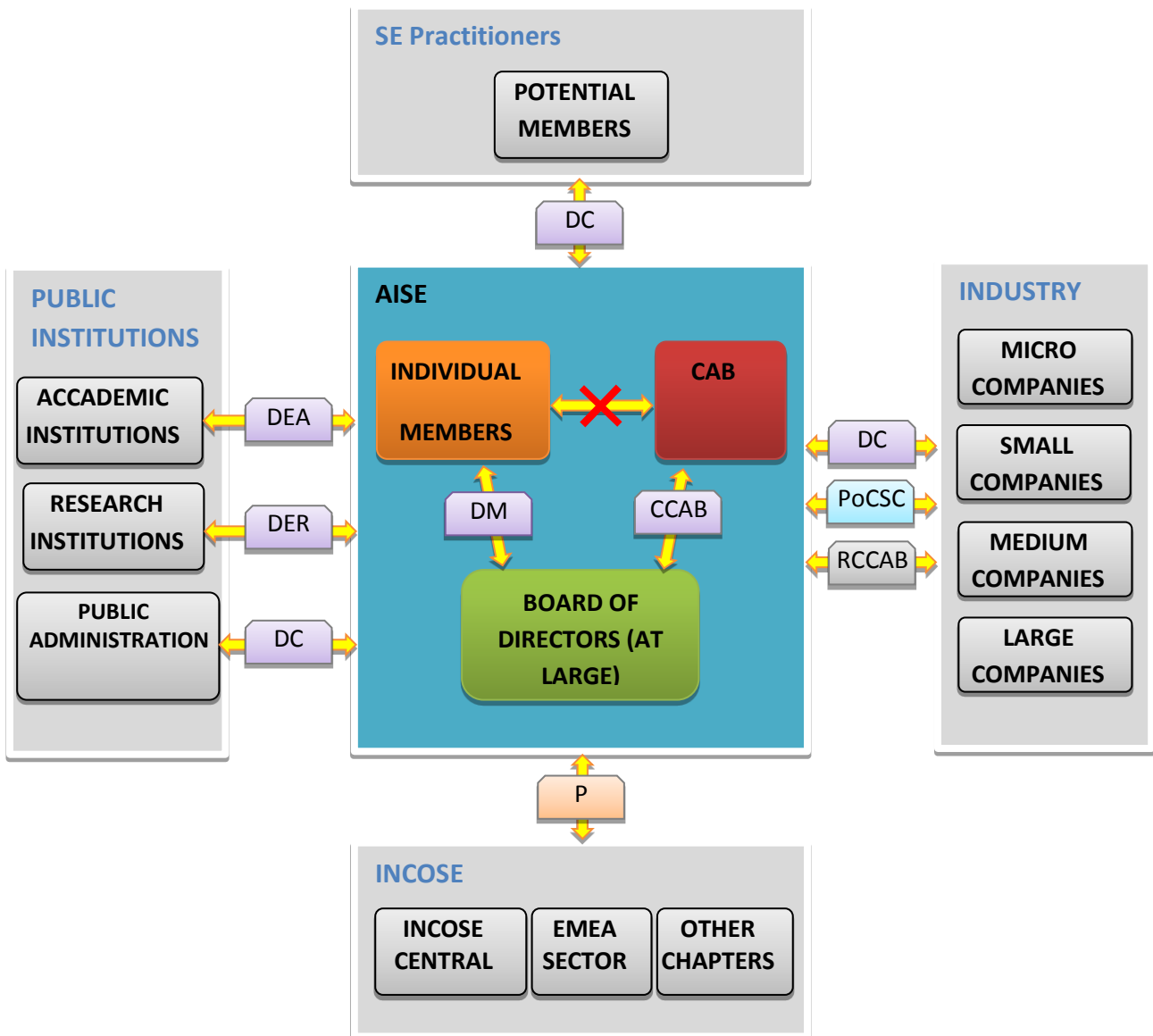
The Communication Plan applies to AISE official communications that are broadcast to selected groups of users; therefore it does not apply to direct communications addressed to specific users (generally managed by Directors and Officers), nor to operating communications from the President, Secretary and Officers and Directors addressed to members of the Board of Directors.

#### **1.2 Recipients**

Groups of potential recipients of communications may include:

- Group of active members (up to date with the payment of the association fee)
- Group of people who have subscribed to the newsletter (non-members that have subscribed for receiving the newsletter through the website application)
- Group of people who joined the Linked-in group “AISE – INCOSE Italia”
- Group of External Contacts, including:
  - Former members (who have been associated to AISE or Chapter in the past years)
  - Non-Members who have participated in events organised by AISE or by the Chapter
  - Contact Points in different organizations (Associations, Educational Institutions, Research Institutions, Industries, Public Administrations )

Flow chart of AISE communication channels is illustrated in the following:



### KEYPLAN:

- DC - Director of Communications
- DEA - Director of Relations with Academic Institutions
- DER - Director of Relations with Research Institutions
- CAB - Corporate Advisory Board
- CCAB - CAB Coordinator
- DM - Director of Membership
- PoCSC - Point of Contact for Corporate Members
- RCCAB - Responsible for CAB establishment
- P - President



## 2 Operating Organization of AISE Communications

### 2.1 President

AISE President will be in charge for: definition of the guidelines for Communication activities, approval of contents of Viewpoints Newsletter, approval of Members' papers to be published on Viewpoints and on the website.

### 2.2 Director of Communications

Director of Communications will be in charge for the coordination of the Communication Team and for its relations with Officers and Directors.

### 2.3 Communication Team

Communication activities will be implemented by a dedicated Team (the Communication Team).

The Communication Team is led by the Director of Communications and is formed by every different Responsible for different communication channels and their co-workers

- Responsible for the Newsletter
- Responsible for the Flash Info
- Responsible for Social Media

The participants in the Communication Team are appointed by the Director of Communications and approved by the President.

At the initial phase of the establishment of the team, or whenever needed, the same person may be assigned to more than one position.

### 3 Means of Communication

#### 3.1 Mailing List

When broadcasting with different means of communication, the following mailing lists (single or combined) may be used:

- Members-List = list from registered Members
- Newsletter-List = list of people that have subscribed to the newsletter
- External-List = list of external contacts

All lists will be constantly kept up to date by the Director of Membership. For the External –list, the contact points for Academic and Research Institutions will be identified by the related Director; point of contacts in other organizations and industries will be identified by the holder of the contact.

#### 3.2 Newsletter

##### 3.2.1 Description

Viewpoints Newsletter is a periodic communication tool aimed at the divulgation of information related to AISE activities (advertising future events and report on past events, community, etc.) and dissemination of SE knowledge (articles by Members, books reviewing, information on printing and articles, etc.).

Thanks to its circulation towards non-Members, the Newsletter can also represent a tool for AISE Public Relations.

##### 3.2.2 Circulation

Viewpoints Newsletter will be published every six months; in 2017 two issues will be anticipated, in June and December.

The Newsletter will be circulated according to the following lists:

- Members -list
- Newsletter -list
- External - list f

##### 3.2.3 Management

The Newsletter is managed by the Editor that will be appointed by the Director of Communication after having obtained the approval from the President.

The Editor:

- Will define the contents for the next edition, coordinating with both the Director of Communications and the President (six weeks before publishing)
- Will collect contributions from authors (two weeks before publishing)
- Will prepare the draft newsletter and will submit it to both the Director of Communications and the President for approval (one weeks before publishing)

- Will transmit the Newsletter according to the established circulation lists and also to the Responsible for the IT and web site
- Will send a copy of the Newsletter to the Secretary for record keeping

### 3.2.4 Contents

Baseline contents for each issue:

- Message from the President
- Calendar of on-coming events
- Life at the Association: report on past events, news from WG, etc.
- Presentation of new Members
- [section dedicated to the sponsors]

Additional contents:

- Articles on happening of interest
- Summary of the last issue of the Systems Engineering Journal and Insight
- Reviewing of articles or books
- Articles proposed by Members

## 3.3 Flash Info

### 3.3.1 Description

Flash Info is a dedicated channel for communications related to a single topic that need to be circulated in a short time (communications that are critical for timing).

### 3.3.2 Circulation

The definition of circulation list/s depends on the indication from the sender of the communication. If a larger broadcasting is desired, the content of the Flash Info can be sent directly from the Responsible for Social Media through the publishing a post.

Flash Info can be broadcasted by the function “newsletter” of Team Artist; the section “Title” holds the format : “AISE Flash Info - <title>”

The section “mail subject” hold the same format as for the Title; the text for <title> can be shorten in case it is too long.

### 3.3.3 Management

Management of Flash Info is in charge of a Responsible appointed from the Director of Communications after having obtained the approval from the President.

### 3.3.4 Contents

Flash info are dedicated to communications that are critical for timing (e.g. for events: opening of the Call for Papers, opening of registrations, reminder for paper presentation, applications, etc.). Provider of

communication (e.g. the organizer of the event) will send (possibly with adequate notice) the contents and date for sending to the Responsible for Flash Info.

### 3.4 Social Media (LinkedIn group)

#### 3.4.1 Description

The LinkedIn Group AISE-INCOSE Italy has as its primary function to establish a communication channel between AISE and the Systems Engineering national community, offering at the same time a tool of sharing and mutual exchange of knowledge and experience. Besides representing a potential mean for affiliation of new Members, the analyses of discussions activated in the group can give AISE a better understanding of the interests of a population of “followers” that is wider of the Members community.

#### 3.4.2 Opening

Subscription to the Group is open to all LinkedIn members; participation in discussions is free at the only condition that rules of the group are respected.

#### 3.4.3 Management

The Group is managed by the Administrator (Responsible for Social Media) appointed by the Director of Communications after having obtained the approval from the President.

The Administrator:

1. Posts new articles that have been published on the web site or derived from the contents of the Newsletter and Flash Info as received and in accordance with respective authors.
2. Monitors post contents assessing the compliance with the Rules of the Group, delating those that are clearly not responding to these and sending a warning to the author.
3. Executes the elimination from the Group of those members that repeatedly have not respected the rules, after consultation and approval from the Director of Communications and the President.
4. Reports to the Director of Events and the Responsible for the Calendar of Events the information on new events and eventually proceed with publishing after coordinating with them and having obtained their approval.
5. Informs the Director of Communications and the President on the publishing of posts for which an official answer from AISE is required (e.g. improvement suggestions for the Association, disapprovals, etc.)

##### 3.4.3.1 Rules for the LinkedIn Group

Welcomed posts are related to:

- Suggestions for discussions upon SE topics
- Sharing of information related to new developments on the state-of art of SE
- Advising request for the solution of problems encountered in the application of SE

Not-Welcomed posts are related to:

- marketing, commercial information or promotion of product or companies
- personal information (self-promotion)
- recruitment/job offers (a dedicated section is available for job offers)
- advertising of new events (information on new events will be only published by AISE; members are invited to send information on events to the group administrator <e-mail administrator>)

### **3.5 Articles published on the web-site**

Officers and Directors can (and are encouraged to) independently publish articles on the web-site. Same text or a shorten version with link to the original, can be published directly as a post (or alternatively can be addressed to the Responsible for Social Media for publishing).

Members who wish to submit articles, shall send them to the Director of Communications who will execute the publishing, after having assessed the suitability and obtained approval from the President.

### **3.6 Communications addressed to Officers and Directors**

Officers and Directors can independently send messages in broadcast to the Members- list by the use of the Teamartist tool “newsletter”.

Sending messages to the newsletter- list and/or to the external –list, requires a preventive coordination with the President.



### **4 Development baselines**

This section defines the baselines for activities to be developed in the medium range, in addition to those described at chapter 3; the objective is to give more visibility to AISE both in the national context and among the INCOSE international community.

#### **4.1 Press contacts**

##### **4.1.1 Publications from other Associations**

Objective: making available articles and news for publishing on the newsletters of other Associations covering topics of mutual interest.

Action: collection of reference from newsletter editors and establishment of a contact/agreement

##### **4.1.2 National technical publishing**

Objective: dissemination of information on SE, AISE and its initiatives to the readers of National technical publications

Action: collection of reference from editorials/journalists and establishment of a contact

##### **4.1.3 Local publishing**

Objective: promoting events organised by AISE towards the local press

Action: collection of reference from editorials/journalists and establishment of a contact

#### **4.2 Promotion and coordination for publishing articles on Systems Engineering, Insight and INCOSE Newsletter**

##### **4.2.1 Systems Engineering**

Action: Support to the Director of Relations with Academic Institutions

##### **4.2.2 Insight**

Action: Contacts with Editor and Theme Editor

Action: Circulation to the Members on topics related to on-coming issues and deadlines for papers presentation (reminder)

##### **4.2.3 Newsletter INCOSE**

Action: Identification of articles of major interest (e.g. from AISE Newsletter), translation and proposal for publication