

Human Resource Initiative (HRI) Implementation Plan for Education and Marketing of the new Classification Process

1.0 INTRODUCTION

This plan was developed to support the education and marketing of the new classification process for the Hiring Reform Initiative (HRI). The purpose of this plan is to outline the resources, tasks, schedule and costs necessary to implement an education and marketing plan for the new Classification Process.

1.1 Overview

Education and marketing of the new classification process and tools available to support the classification program will ensure consistency of enforcement of the process within each Center.

1.2 Scope

To educate and market the new classification process in order to get buy-in from the top down and ensure consistency of enforcement of the process within each Center.

1.3 Resources

This will require establishing a sub team to develop and implement a plan for education and marketing. Contractor support is needed to assist in the development, creation and distribution of marketing materials.

1.4 Costs

Utilize existing civil service and contractor support to create, publish, and distribute the marketing materials. Also consider printing costs.

1.5 Schedule

SCHEDULE

Tasks	Who	By When?	% Complete	Comments
1. Establish Sub team				
• Kick-off meeting				
• Establish regularly scheduled meetings				
2. Develop Education and Marketing Plan				
• Define Stakeholders				
• Define marketing vehicles				
• Draft Marketing Plan				
• Finalize Marketing Plan				
3. Develop Marketing materials				
• Assemble content and draft materials				
• Vet with Classification Community				
• Finalize and publish				
4. Distribute Marketing materials				
• Brief Center Directors to get support				
• HR Specialists brief at serviced organization staff meetings				
• Roll out new process to HR Community through HR University				