

Construction Project Communication Procedures

Approved for implementation October 3, 2005

Michigan State University is a highly complex organization with a daily population of approximately 55,000 people. The university also hosts more than 600 special events each year. Sharing information with the campus community and the public regarding the size, scope and impact of university construction projects is necessary in order for units to adequately plan for potential disruptions to their operations and to their use of the campus infrastructure.

The level of public communication provided should be proportional to the size of a project and the potential level of disruption.

General Policies:

1. Public communication shall be a part of every construction project. Although multiple methods will be utilized, email will be the primary means of communication.
2. The Physical Plant will be responsible for organizing and executing public communication plans, since they manage campus construction projects. Depending on project management, the communication plan will be developed either by Engineering and Architectural Services or the Shops. When appropriate, they will call upon other units for assistance.
3. A quarterly review of pending projects will be made with representatives of the office of the Vice President for University Relations. The VPUR office will provide assistance for any projects that are deemed to warrant a higher degree of publicity than normally provided.
4. If the level of public communication required for a specific project is not certain, the decision should be to err on the side of over-communicating.
5. A construction project information web site will continue to be maintained, including information about road closures and detours.
6. An article outlining summer construction projects will be published in the MSU News Bulletin every April.
7. Construction information will be made available to representatives of the MSU Union Coalition, when appropriate, for dissemination to their members through newsletters or electronic communication.
8. The Vice President and Assistant Vice President for Finance and Operations and the Resource Center for Persons with Disabilities will be copied on all construction communication notices.

9. The MSU Major Infrastructure Projects list should continue to be distributed to the Deans.

Building Interior Projects – These projects tend to be relatively small and usually only affect selected occupants of the specific building being modified, who are involved in the design process.

1. Send email notice of project to Physical Plant building contacts list and to administrative heads located within the affected building at least 3 weeks prior to start of the project.

Exterior Building or Site Projects Affecting Only One Location – This type of project could include a building addition, parking lot renovation, roofing project, brick tuck-pointing, mechanical systems, site, utility, or any other type of project which will impact the access to, and use of, one specific location.

1. Send email notice of project to Physical Plant building contacts list and to administrative heads located within the affected building at least 4 weeks prior to start of the project.
2. Send follow-up reminder and post signs in the building one week before project start.
3. If a parking lot is involved, email building contacts and administrative heads in all buildings that will be affected by the closure. Include information about alternative parking options in email. Post signs regarding closure at least 4 weeks prior to start of project. Signs should also list parking alternatives.
4. Conduct an informational meeting explaining the project to building/area occupants if size and/or complexity warrant it.

Exterior Projects Impacting More Than One Building or Location – Utility & Telecommunication projects and parking and road work can affect campus users at multiple locations, depending on the specific location of a project.

1. Send email notice of project to Physical Plant building contacts list and administrative heads for all buildings affected by the project at least 8 weeks prior to project start. Consider whether an email to Deans, Directors and Chairs across campus would be appropriate.
2. Send follow-up reminder two weeks before project start.

3. In addition to numbers 1 & 2 above, for road projects post signs announcing road closures at the affected locations at least 8 weeks prior to construction. Contact units likely to be impacted significantly by road projects (Academic Orientation Program, 4-H Exploration Days, summer camp programs, CATA, etc.) at the beginning of design, so that proper accommodation of specific needs can be planned into the project. Publicize detour routes along with other road construction information being disseminated.
4. Conduct an informational meeting explaining the project to area occupants if size and/or complexity warrant it.

Major Projects – projects of significant scope and cost which have the potential of disrupting a large area of the campus, possibly for a long time, or which will impact large amounts of parking.

1. Collaborate with University Relations to develop a communication plan for the project at least 5 months before start of construction. **The plan should include a component for communicating with the neighboring communities.**
2. Provide advance notice to Deans, Directors, and Chairs, as well as all Physical Plant building contacts within the vicinity of the project.
3. Conduct a public, Town Hall style meeting to present the project, discuss anticipated operational disruptions and share information regarding parking accommodation during construction.
4. Post signs providing pertinent project information after Town Hall meeting has been held.
5. Send second email to group listed in #2 two weeks before start of construction.
6. Conduct public meetings 2-3 times per year to provide updates on construction progress until project is complete.