



IT 520 Milestone One Guidelines and Rubric: Area of Focus and Framework

For Milestone One, you will submit a written report in which you analyze the communication environment that exists within BOLDFlash and discuss the particular areas of concern.

Specifically the following critical elements must be addressed:

- **Background and Area of Focus:** Analyze the communication environment that exists within BOLDFlash, and discuss the particular areas of concern.
- Define the area that you feel should be your focus to start. Specifically, describe which area (internal business processes, product documentation, or technical service communication) you feel is the most important to fix first, and describe why. Provide your reasoning.
- **Key Stakeholders:** Discuss your framework for planning and communicating with the stakeholders in your chosen area. Determine who the stakeholders are, why they are stakeholders in your chosen area, and how your communications will affect them.
- **Established Practices:** Identify established communication practices that would benefit your approach to communicating with the stakeholders that you have identified. Provide evidence to support your conclusions.
- **Framework for Communication:** Construct a framework for continued communication, both technical and nontechnical, with the identified stakeholders. This framework will be the one to which the Mobile Division management team will refer when tasked with special projects.

Guidelines for Submission: This submission should be 4–6 pages long (not including cover page and resources if applicable) and must follow these formatting guidelines: double spacing, 12-point Times New Roman font, one-inch margins, and APA-style citations.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Background and Area of Focus	Analyzes the communication environment within the context of the scenario to identify and justify an area of focus with logical reasoning	Analyzes the communication environment to identify and justify an area of focus, but analysis lacks detail or the area of focus is not justified with logical reasoning	Does not analyze the communication environment scenario to identify and justify an area of focus	20
Key Stakeholders	Accurately assesses the extent to which key stakeholders in the area of focus will be impacted by the communication framework	Assesses the extent to which certain stakeholders will be impacted by the communication framework, but assessment is not accurate, or the stakeholders identified are not the key stakeholders	Does not assess the extent to which certain stakeholders will be impacted by the communication framework	20

Established Practices	Accurately determines established communication strategies with reasoning and support as to why they are appropriate for those stakeholders identified in section II.a	Determines established communication strategies with reasoning and support as to why they may be helpful, but not as to why they are appropriate for those stakeholders identified in section II.a	Does not determine established communication strategies with reasoning and support as to why they may be helpful	20
Framework for Communication	Constructs a framework for continued communication for the area of focus that covers both technical and nontechnical communication strategies and that will logically perpetuate successful communication between the technology team and stakeholders	Constructs a framework for continued communication for the area of focus that covers both technical and nontechnical communication strategies, but the framework will not logically perpetuate successful communication between the technology team and stakeholders, or the framework does not cover both technical and nontechnical communication	Does not construct a framework for continued communication for the area of focus	20
Articulation of Response	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	20
Earned Total				100%