Community & Internal Comms Prioritization & Support Framework

Guiding Principles for Project Prioritization

> Visit full guideline document for detailed information

1 **CONSIDER AUDIENCE**
Consider the size of the audience affected by the update. Generally must impact all employees, and/or volunteers from most or all regions.

2 **ASSESS PROJECT IMPACT**
Use the prioritization matrix to quickly assess urgency, importance, and business alignment when requests come in and assign to appropriate tier.
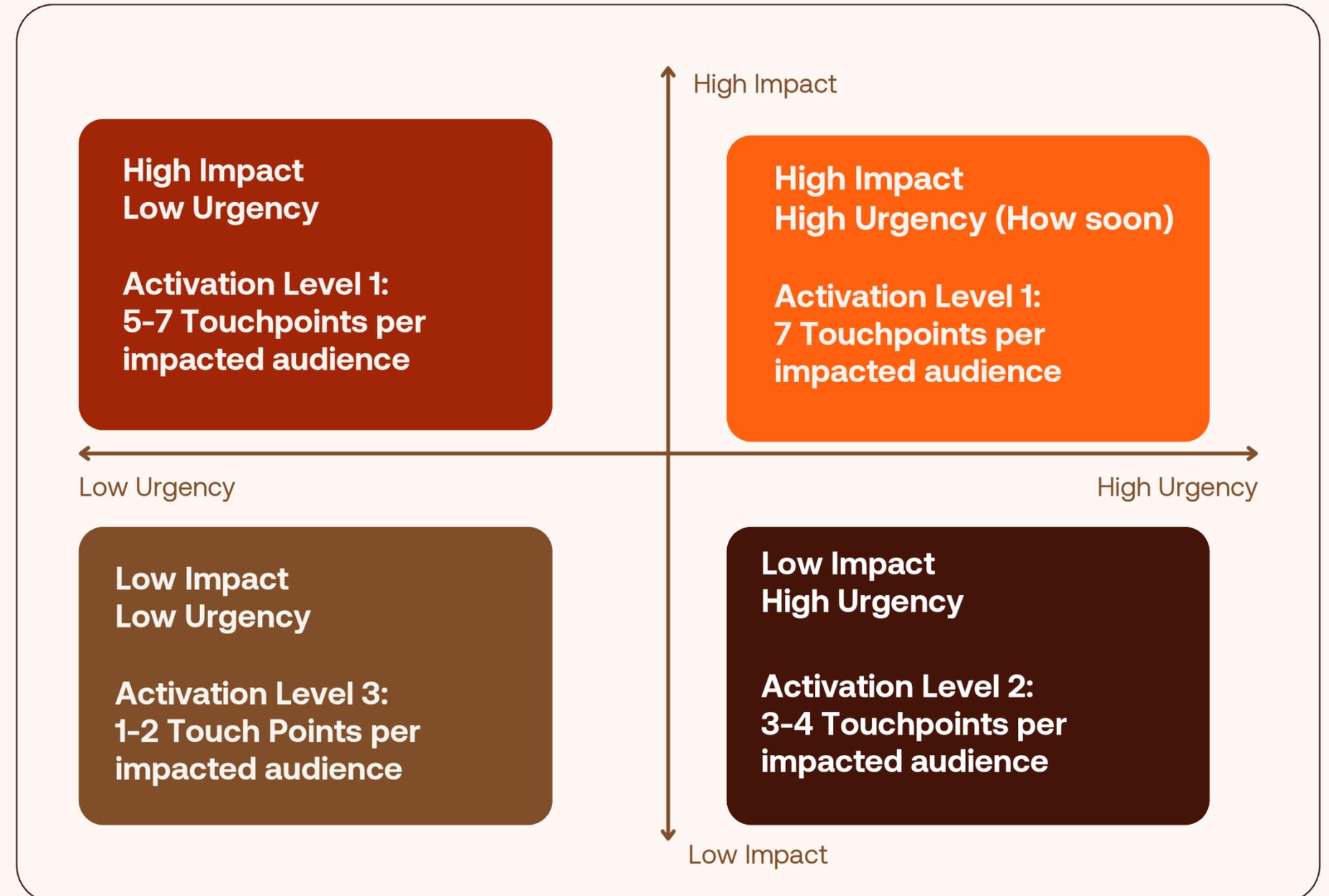
3 **COMMUNICATE PRIORITIES**
If a high volume of Tier 1 requests arises, inform stakeholders that lower-tier content may be delayed or reprioritized.

Activation Level Scoring Matrix

SAMPLE PROJECTS

HI x HU Global Summit or PMXPO Promotion	**HI x HU** PMI Next Rollout	**HI x HU** Gold Standard Product Updates
HI x LU Chapter Partnerships Framework	**HI x LU** Partner Platform Certification Transition	**HI x LU** International Volunteer Day for Community
LI x HU Chapter Satisfaction Survey	**LI x HU** Days of Recognition	**LI x HU** Annual Salary Increases
LI x LU DEI & Culture Observances	**LI x LU** AI Training Launches	**LI x LU** Quarterly Security Reminder

High Impact

**High Impact
Low Urgency**

**Activation Level 1:
5-7 Touchpoints per impacted audience**

**High Impact
High Urgency (How soon)**

**Activation Level 1:
7 Touchpoints per impacted audience**

Low Urgency — High Urgency

**Low Impact
Low Urgency**

**Activation Level 3:
1-2 Touch Points per impacted audience**

**Low Impact
High Urgency**

**Activation Level 2:
3-4 Touchpoints per impacted audience**

Low Impact

Activation Level 1 (High)

7+ Touchpoints

DEFINITION

Must-run content that directly impacts core business goals, critical deadlines, or high-visibility leadership initiatives.

JUSTIFICATION

This content is essential for meeting business priorities and engaging key audiences effectively.

PROJECT EXAMPLES

Critical/High-Impact Products that are central to PMI's strategy, highly visible, and widely recognized across the global community including:

- Core/ Gold Standard Certs: e.g. PMP, CAPM, PgMP, PfMP
- PMBOK® Guide Updates (major editions or framework shifts)
- Highly interested/high-growth products: e.g., Disciplined Agile®, PMI Infinity™, Project Success Report, new or highly anticipated product launches with global marketing efforts.

Announcements about major platform launches (e.g. Component System replacement, new brand marketing portal, etc.)

Comms tied to global leadership updates or strategic initiatives such as PMI:Next, BOD elections, M.O.R.E., etc.

Community and company-wide surveys such as the Culture Survey, Pulse Survey, and Employee Engagement Survey

Crisis comms affecting entire organization.

Change Management comms that impact all employees (e.g. Brand Refresh rollout, PMI Next rollout, Project Success)

Comms supporting large-scale company events such as Global Summit, PMXPO, etc.

Comms supporting global events (e.g., Milestone anniversaries, Chapter Leadership Impact Awards, Chapter of the Year awards).

Comms announcing Mergers and acquisitions

Activation Level 2 (Medium)

3-4 Touchpoints

DEFINITION

Content that supports ongoing operations, employee/volunteer engagement, or community needs. It may or may not be time critical, but it is simply not high impact.

JUSTIFICATION

While this content support overarching goals, timelines for launching can likely be adjusted because it does not have significant business impact.

PROJECT EXAMPLES

Products that are growing in importance, have a targeted audience, or support PMI's strategic goals but are not as widely recognized or critical:
- Specialized Certs (e.g., PMI-PMOCP, PMI-ACP, PMI-RMP, PMI-PBA, PMI-CP, CPMAI)
- Emerging Frameworks/Guides (e.g., AI Essentials for Project Managers)
- Online Courses and product webinars including AI Courses
- Regionally focused offerings with strong potential for growth.
- Updates to existing products (e.g. enhancements, minor revisions)

Comms aligned with Days of Recognition

Updates on chapter or employee resources like the Chapters with Branches guide or Chapter Partnerships Framework.

Community program or event promotion (e.g., webinars) where flexibility in timing exists.

Most Global Employee Engagement initiatives

Comms supporting All Hands, PMI Lives and Live with Pierre

Maintenance updates for tools and platforms (e.g., VEP changes, Partner Platform certification transition)

Activation Level 3 (Low)

1-2 Touchpoints

DEFINITION

Nice-to-have content that enhances communication but does not have immediate or strategic consequences, and/or a call to action.

JUSTIFICATION

While valuable, this content can be deferred or replaced when higher-priority requests arise.

PROJECT EXAMPLES

Niche products that have limited visibility, audience, or impact on PMI's strategy including:

- Thought Leadership
- Brightline
- WPS
- Maintenance Updates (e.g., software/tool patches, backend updates to product delivery systems).
- Updates to older Practice Guides or niche content with low engagement.
- Specialized products that serve a smaller audience (e.g., micro-credentials or specific industry adaptations).
- Minor content refreshes (e.g., formatting, terminology updates without major structural changes).

Informational updates with no deadlines or actions (e.g., reminders, non-critical program updates)

Volunteer spotlight stories, member testimonials, or employee spotlights

Educational resources (e.g., practice guides, how-to content not tied to urgent needs.)

Non-strategic events, non-work-related events like PMI Lounges

General updates, quarterly reminders, or "good to know" items.

DEIxCulture specific observances

Employee wellness initiatives

Recaps of regional events with no immediate follow-up actions.