AcmeLEARN Communications Plan

For all operating companies

Overview

AcmeLEARN is the company's new learning management system, designed to help provide employees with training and professional development tools to build technical competencies, leadership skills, health and safety requirements, and other professional development skills required to deliver on our global values.

AcmeLEARN also serves as the core platform for our corporate policy training and online compliance and ethics training programs. The online compliance and ethics program highlights key elements of our Code of Business Conduct and provides deeper insight on how employees should handle compliance and ethics decisions they may face during the course of business.

In AcmeLEARN, courses are customized by user, as some courses are designed for a specific role in the organization, while other courses are intended for all employees.

Objective

The objective of this communications plan is to inform all identified target audiences that AcmeLEARN will be the learning management system (LMS) for all operating companies, and will replace previous systems such as KnowledgeWire and The Network, the online compliance and ethics training program.

The objective of this plan is also to outline the messaging, timeline, tactics, and persons responsible for helping to implement this plan, in alignment with AcmeLEARN's scheduled go-live date of January 11.

Target Audiences

The communications plan will address the following stakeholder groups:

1.1   Executive Leadership
   1.1.1   Operating company presidents
   1.1.2   Operating company leadership teams

2.1   All Employees
   2.1.1   Current employees
   2.1.2   New hires

3.1   Specific User Groups:
   3.1.1   Current KnowledgeWire users
   3.1.2   Current The Network users
   3.1.3   AcmeLEARN administrative points of contact

Messaging

Select draft communications are located at the end of this communications plan.

1.1 Executive Leadership

1.1.1 Operating Company Presidents

Objective 1: Inform leaders and their teams of AcmeLEARN and its benefits.

Objective 2: Provide background and context for the new LMS.

Objective 3: Share timeline for implementation.

Timing	Activity	Responsible POC
December 31 or January 4	**AcmeLEARN PowerPoint presentation overview** Presentation provided by JP to company presidents and other key stakeholders of their leadership teams.	Corp. Comms. to format / edit JP to coordinate date and time Compliance & Ethics and Learning & Development are optional attendees

1.1.2 Operating Company Leadership Teams

Objective 1: Provide general information on AcmeLEARN and its benefits.

Objective 2: Provide general instructions on the process for adding and assigning training in AcmeLEARN.

Objective 3: Inform leaders of the upcoming communications targeted to employees and specific user groups.

Timing	Activity	Responsible POC
January 4	**Email to management teams** The email will include information regarding the objectives outlined above.	Corp. Comms. to draft email JP to send
January 4	**AcmeLEARN PowerPoint presentation overview** This will be provided as a PDF attachment along with the email.	Corp. Comms. to format / edit JP to send

2.1 All Employees

2.1.1 Current Employees

Objective 1:   Provide general information on AcmeLEARN and its benefits.

Objective 2:   Provide general instructions on the process for adding and assigning training in AcmeLEARN.

Timing	Activity	Responsible POC
January 4	**Intranet Story #1** Scheduled to run on the Intranet home page. Informs employees of the new LMS and its scheduled go-live date	Corp. Comms. to draft JP, Compliance & Ethics, Learning & Development, JB to provide review and feedback.
January 4 – 15	**Intranet Ad** Call-out ad placed on landing pages of all operating companies	Corp. Comms. to design and post ad
January 4 or 5	**FAQ Sheet** Contains expected questions and answers for all employees	Corp. Comms. to develop potential questions and prepare final document Compliance & Ethics and Learning & Development to provide responses and develop potential questions
January 5	**Create AcmeLEARN email** Email address to be used for general communications	Learning & Development (?) to request IT to create AcmeLEARN@fakecompany.com, and provide necessary authority to specific email distribution lists
January 5	**AcmeLEARN email template** To be used to send all emails to intended addressees. Will also include general text for assigning a course / training	JE to provide content Corp. Comms. to provide edits, and design email
January 6	**Intranet News Roundup** Intranet story #1 included in weekly e-newsletter	Corp. Comms.
January 7	**Information on Acme University:** New page with information which will include FAQ sheet, link to AcmeLEARN, instruction sheet for AcmeLEARN, points of contact	Corp. Comms. to work with JE on development
January 8	**Information updated on relevant Intranet sites:** • Compliance & Ethics Center • Employee Onboarding Portal • Policy Centers • Left menus of each operating company page	Corp. Comms. to update Compliance & Ethics and Learning & Development to confirm content updates
January 11	**Intranet story #2 (if applicable)** Scheduled to run on the Intranet home page. Informsemployees that AcmeLEARN is now live, and	Corp. Comms. to draft

Timing	Activity	Responsible POC
	provides points of contact to troubleshoot technical issues.	JP, Compliance & Ethics, Learning & Development, JB to provide review and feedback.
January 13	**Intranet News Roundup** Intranet story #2 included in weekly e-newsletter	Corp. Comms.

2.1.2 New Hires

Objective 1:   Introduce AcmeLEARN as the company's official LMS.

Objective 2:   Assign required training for new hires.

Timing	Activity	Responsible POC
January 11	**AcmeLEARN email template** To be used to send all emails to intended addressees. Will also include general text for assigning a course / training	Corp. Comms. to design and draft email template

3.1 Specific User Groups

3.1.1 Current KnowledeWire Users

3.1.2 Current The Network Users

Objective 1:   Inform users that any assigned and pending courses will be closed and migrated to AcmeLEARN.

Objective 2:   Provide general instructions on how to access and take courses in AcmeLEARN.

Timing	Activity	Responsible POC
January 5	**AcmeLEARN email** To be sent to targeted users.	JE to draft email, Corp. Comms. to provide edits Distribution list to be generated by JE et. al Email to be sent via AcmeLEARN email from JE to distribution list

3.1.3 AcmeLEARN Administrative Points of Contact

Objective 1:   Inform of changes to roles and responsibilities.

Objective 2:   Provide general instructions for carrying out responsibilities.

Timing	Activity	Responsible POC
January 8	**<u>AcmeLEARN email</u>** To be sent to targeted users. **<u>Instruction sheet</u>** (if applicable)	JE to draft email, Corp. Comms. to provide edits JE to create instruction sheet. Distribution list to be generated by JE et. al Email to be sent from JE to distribution list

AcmeLEARN PowerPoint Presentation

Please refer to the PowerPoint document that was emailed separately.

Email to Management Teams

Dear Colleagues –

Maintaining the highest ethical standards with our clients and in all our business activities is one of the hallmarks of Acme. In keeping with that longstanding tradition of integrity and ethical conduct, Acme will launch a new, consolidated, learning management system (LMS) in January 2016.

Called AcmeLEARN, this LMS will be a central repository for *all* Acme-required training for our employees worldwide. AcmeLEARN will replace KnowledgeWire and the current e-learning tool for compliance and ethics training (The Network). It will serve as the central, core platform for our corporate policy training and online compliance and ethics training programs. AcmeLEARN will also support Acme's mission to provide our employees with training and professional development tools to help them build the technical competencies and other professional development skills required to deliver on our global values.

Beginning January 4, employees will begin to receive information on AcmeLEARN, including Intranet stories and additional guidance regarding required training. I'm asking your support in ensuring you're your teams are aware of these communications, pointing them to the relevant information on Intranet and on Acme University.

From February and beyond, AcmeLEARN will feature training on a comprehensive list of subject matter areas which include, but are not limited to:
- Health and Safety
- Employment and Workplace Issues
- Financial Integrity and Applicable Policies
- Information Security
- International Trade (Import and Export)
- Ethics and Business Conduct

If you have any upcoming training needs — such as for a specific group of employees (e.g., Authority Matrix) — please contact Jane Doe, the person responsible for managing AcmeLEARN. Jane will work with you to upload your training into AcmeLEARN and distribute the training to the applicable employees.

As a business leader, you will be able to view the status of course completions for staff who directly report to you, and obtain reports (organized by region, office or department) that highlight the employees still required to complete training.

For further context, attached is a brief overview of AcmeLEARN, which provides additional informationon the LMS.

Please let me know if you have any questions or concerns.

Sincerely,

Intranet Story #1

Acme will launch new learning management system on January 11

Teaser: Called AcmeLEARN, the system will serve as the central platform for corporate policy training and online compliance and ethics training programs.

Jan. 4, 2015 — Acme is pleased to announce the launch of a new learning management system (LMS) that will serve as the firm's consolidated platform for corporate policy training, online ethics and compliance training programs, and professional development training. Called AcmeLEARN, the LMS will be a central repository for all required training for employees worldwide. AcmeLEARN will replace KnowledgeWire — the current LMS for Group operations — and The Network — the current e-learning application for compliance and ethics training.

"Maintaining the highest ethical standards with our clients and in all our business activities is one of the hallmarks of Acme," said Jonathan Doe, corporate vice president for human resources. "AcmeLEARN will ensure that our employees complete the required training on Acme's policiesand Code of Business Conduct."

AcmeLEARN complements Acme University's mission to provide employees with training and professional development tools to help them build the technical competencies and other professional development skills required to deliver on our global values. Employees will be able to access AcmeLEARN-related information directly from Acme University in the coming days.

Please note that KnowledgeWire was discontinued on December 31, and The Network application will be discontinued on January 18. Employees' user completion history has been retained, and users with pending training in both systems will receive further details regarding migration to AcmeLEARN.

In addition to compliance and ethics training and courses for specific roles within the company, AcmeLEARN will feature training on a comprehensive list of subject matters, available in English, French and Spanish, where applicable. Subject matters will include, but are not limited to:
- Health and Safety
- Employment and Workplace Issues
- Financial Integrity and Applicable Policies
- Information Security
- International Trade (Import and Export)
- Ethics and Business Conduct

Please review the attached FAQ sheet for answers to specific questions. For moreinformation, please contact Jane Doe.

AcmeLEARN FAQs

Why is Acme implementing a new learning management system?

Historically, there has only been one learning management system (LMS) which managed training requirements for Holdings and Group employees only. And recently, as part of the firm's global reforms, a new platform for Code of Business Conduct training was made available to all employees.

The new learning management system will consolidate previous systems and will also manage training and professional development learning for employees across all operating companies.

What is AcmeLEARN?

AcmeLEARN is Acme's global learning management system (LMS). It serves as the core platform for our corporate policy training and online compliance and ethics training programs. The online compliance and ethics program highlights key elements of our Code of Business Conduct and provides deeper insight on how employees should handle compliance and ethics decisions they may face during the course of business.

AcmeLEARN complements Acme University's mission to provide employees with training and professional development tools to help them build the technical competencies and other professional development skills required to deliver on our global values.

In AcmeLEARN, courses are customized by user, as some courses are designed for a specific role inthe organization, while other courses are intended for all employees.

When will AcmeLEARN launch and when will previous learning management systems be discontinued?

AcmeLEARN will go live on January 11. KnowledgeWire was discontinued on December 31, and The Network application will be discontinued on January 18. However, your user completion history has been retained, and if you have any pending training in either system, you will receive further details regarding migration to AcmeLEARN.

What will happen to any training I completed in KnowledgeWire?

Your user completion history for all training completed in KnowledgeWire has been retained. If you have any pending training in KnowledgeWire, you will receive further details regarding migration to AcmeLEARN.

Will there be a record of compliance and ethics training I completed via The Network?

Yes. Your user completion history for all training completed in The Network application has been retained. If you have any pending training, you will receive further details regarding migration to AcmeLEARN.

Which operating companies will be able to access AcmeLEARN?

Employees of the Holdings, Group, International, and Services operations will all be able to take required training and sign up for courses related to specific subject areas using AcmeLEARN.

How can I access AcmeLEARN?

When the system goes live on January 11, the link to AcmeLEARN will be available on the Intranet (left menu navigation, Employee Onboarding Portal, and the Compliance & Ethics Center). There will also be a AcmeLEARN page available at Acme University.

What courses will be available on AcmeLEARN?

When AcmeLEARN launched on January 11, the following courses will be available:
- Code of Business Conduct (full course) – mandatory for all new hires
- Code of Business Conduct Refresher – mandatory for all employees
- 30-minute compliance and ethics course for all employees worldwide
- New York City/Port Authority training – mandatory for all new Group employees in specific divisions and locations

Beginning in February, AcmeLEARN will also include training targeted to specific users, depending on their roles within the company, on topics such as:
- Health and Safety
- Employment and Workplace Issues
- Financial Integrity and Applicable Policies
- Information Security
- International Trade (Import and Export)
- Ethics and Business Conduct

Does AcmeLEARN have the ability to provide training in more than one language?

Yes. Courses and training in AcmeLEARN may be offered in English, French and Spanish, dependingon course requirements.

I'd like my team to receive training on a specific subject matter. How do I get a course added to AcmeLEARN?

For future training needs, please contact Jane Doe, the person responsible for managing AcmeLEARN. Jane will work with you to upload your training into AcmeLEARN and distribute the training to the applicable employees.

Business and division leaders will be able to view the status of course completions for staff who directly report to them, as well as obtain reports (organized by region, office or department) that highlight the employees still required to complete training.