Harnessing Technology to Engage Stakeholders

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WELCOME!
KEY POINTS FOR TODAY

• What do your stakeholders think and why should you care?
• Create an online presence with minimal “care and feeding”
• Unleash the potential of e-newsletters
• Tips for selecting and using the best technology
• Questions and answers
What’s In It For You?

- Learn how to virtually engage and listen to stakeholders
- Electronically engage stakeholders without spending a fortune
- See one example of an online newsletter tool
- Select the right technology
MEET UMCP

University of Maryland - College Park

• Ranked 19th among public U.S. universities
• Ranked 38th worldwide
• > 37,000 students
• 10 colleges | 90+ majors
• >13,400 faculty/staff
• Three campuses | one system office
• > 1,500 users

• Replacing 12-year-old legacy financial/reporting system
MEET UMCP STAKEHOLDERS

- Executive Sponsors - Business and IT
- Sustaining Sponsors - Campuses
- Campus Liaisons - Campus change agents
- Unit Liaisons - Business partners
- Change
  Advocates – Super users and informal leaders
- Employees/Users
What do your stakeholders think? And... why should you care?
**VIRTUALLY ENGAGE STAKEHOLDERS**

**Methods**

- Encourage two-way communication by providing multiple feedback channels
- Effective use of automated voice mail responses
- Simple, easy to remember project email address
- Employ stellar customer service within acceptable time frames
VIRTUALLY ENGAGE STAKEHOLDERS

Benefits

• Minimize the rumor mill
• Reduce “noise” to project team members
• Make each individual stakeholder feel valued
• Continuously raise awareness
• Disseminate verified and accurate information
• Project a united and competent image
CREATE AN ONLINE PRESENCE WITH MINIMAL CARE AND FEEDING
CREATE YOUR ONLINE PRESENCE

Challenges

• Website governance stalled creation of a new project-specific website
• Difficult to quickly design/develop multiple layers of security
• No dedicated web master
CREATE YOUR ONLINE PRESENCE

Solutions

• Leveraged existing departmental website as a repository for non-sensitive project material
• Utilized project knowledge repository to create a Unit Liaison Dashboard
CREATE YOUR ONLINE PRESENCE

Solutions

- Leveraged existing website as a repository for general public project material
- Utilized project knowledge repository to create a Unit Liaison Dashboard

Cost - $0
CREATE YOUR ONLINE PRESENCE

Project “Link Farm”
CREATE YOUR ONLINE PRESENCE

Unit Liaison Dashboard
UNLEASH THE POTENTIAL OF ONLINE NEWSLETTERS
Why Use E-Newsletters?

• Recognize individual accomplishments
• Encourage interest about key elements of the program
• Provide consistent and accurate information from a variety of sources in a one-stop vehicle
• Reduce MAC/PC and email platform incompatibilities
• Keep all stakeholders informed of the same information at the same time
Why Use E-Newsletters?

How to Get the Most Out of Your E-Newsletter Authoring Tool

• Use it as the source for your distribution lists
• Insert links to other documents to provide a single source and reduce the amount of text users see initially
• Track your links to determine areas of highest interest
• See who is opening/sharing your newsletter in real time
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Tool - EMMA
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Tool - EMMA

Cost - $30/month
Why Use E-Newsletters
TIPS FOR CHOOSING THE RIGHT TECHNOLOGY
Conference Calls

- Best technology when users do not need to simultaneously view a presentation or document
- Can be recorded for participants who cannot dial-in live
- Up to 1000 participants | 6 hours

Tool – Free.Conference.Call.com

Cost - $0
Tips and Tools

Virtual Meetings

- Best technology when users need to simultaneously view a presentation or document
- Online chat feature
- Can be recorded for participants who cannot dial-in live
- Up to 25 participants

Tool – Go to Meeting

Cost - $49/month | $468/year
Virtual Webinars

- Best technology when a large group of users needs to simultaneously view a presentation or document
- Advanced registration feature
- Can be recorded for participants who cannot dial-in live
- Up to 100, 500 or 1,000 participants

Tool – Go to Webinar

Cost – starts at $99/month | $948/year
TIPS AND TOOLS

Combination Virtual/Live Brown Bags

- Provide an open forum to casually share information
- Combine live audience brown bag with a virtual webinar for those who can’t attend in person
- Can be recorded for participants who cannot dial-in live
- Up to 100, 500 or 1,000 participants

Tool – Go to Webinar

Cost – starts at $99/month | $948/year
TIPS AND TOOLS

Online Surveys

• Solicit training evaluation feedback
• Solicit webinar/meeting feedback
• Gain stakeholder readiness information

Tool – Survey Monkey

Cost

• Basic - $0 | Gold = $25/month
• Select - $17/month | Platinum = $65/month
## Resources

<table>
<thead>
<tr>
<th>Name of Tool</th>
<th>Purpose</th>
<th>Cost</th>
<th>URL</th>
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<td>GoToMeeting</td>
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<tr>
<td>Survey Monkey</td>
<td>Online surveys and analysis</td>
<td>Basic - $0 Gold - $25/mo</td>
<td><a href="https://www.surveymonkey.com/">https://www.surveymonkey.com/</a></td>
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WHAT’S ON YOUR MIND?