

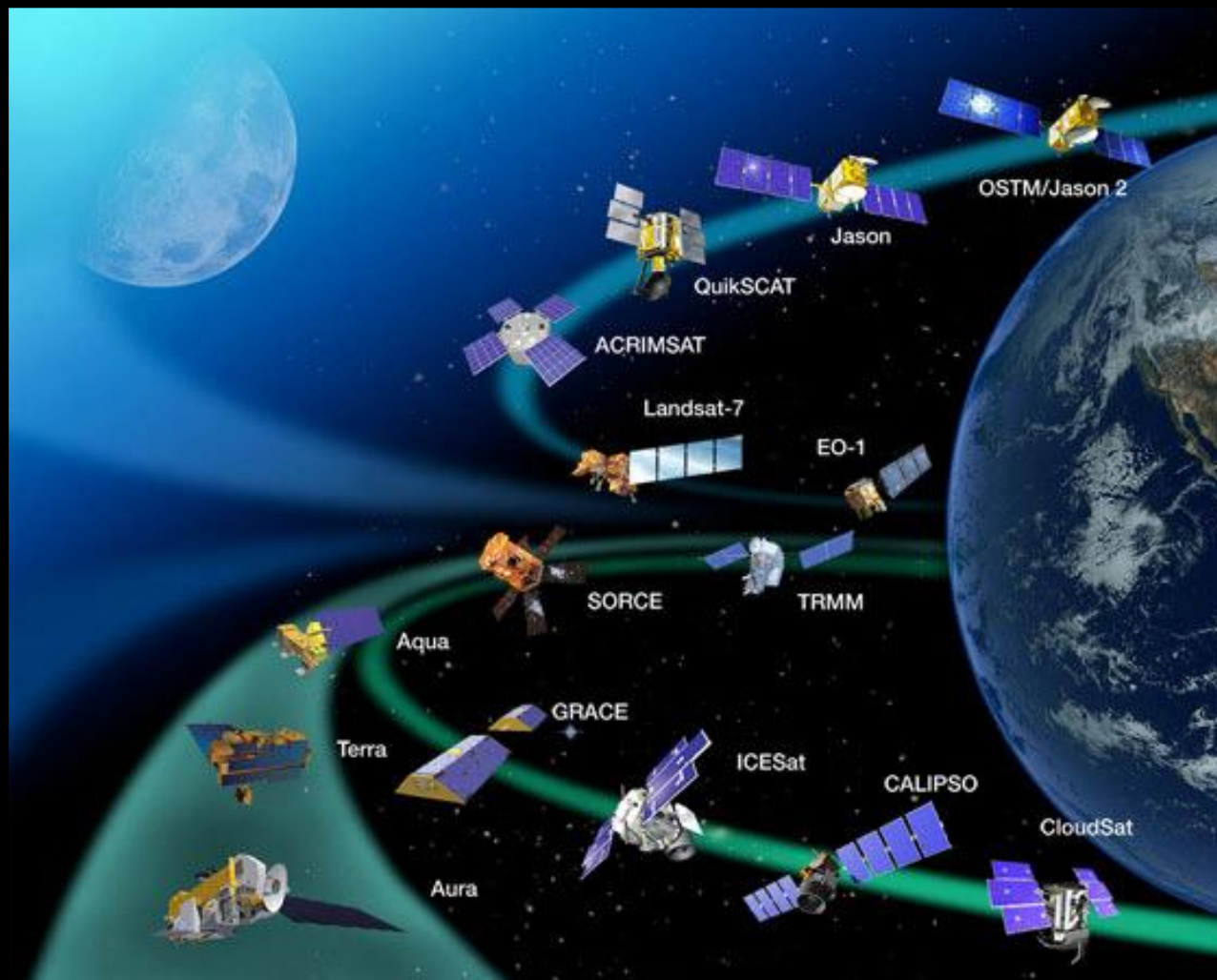
HARNESSING TECHNOLOGY TO ENGAGE STAKEHOLDERS

BRENDA SPRITE



CHANGE
MANAGEMENT
2014

WELCOME!



EXPLORE. DESIGN. LEAD.

**CHANGE
MANAGEMENT
2014**

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

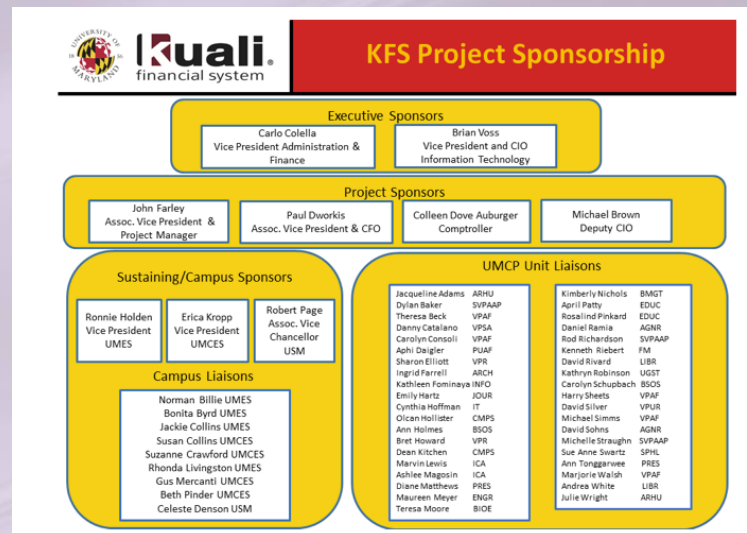
University of Maryland - College Park



- 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



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

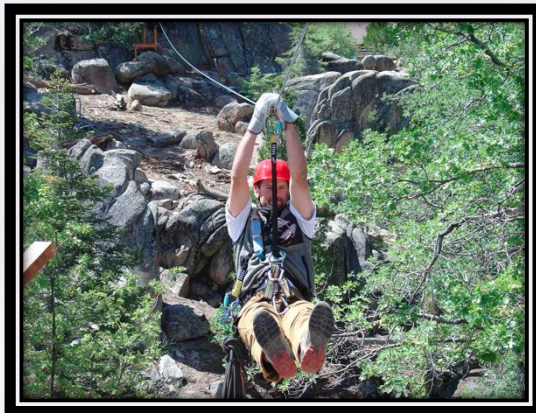
VIRTUALLY ENGAGE STAKEHOLDERS

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

EXPLORE. DESIGN. LEAD.

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

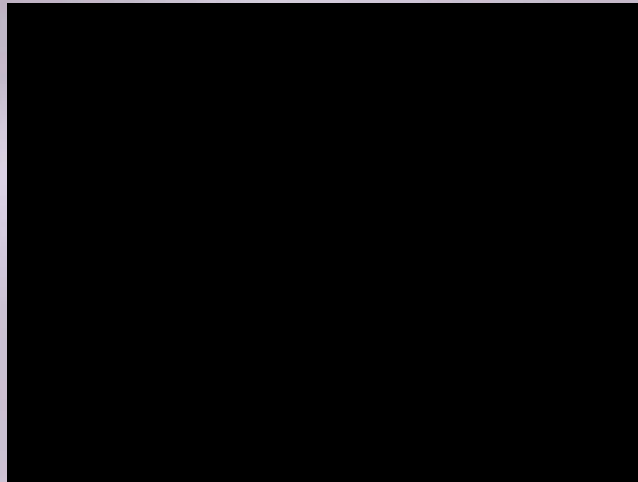
CREATE YOUR ONLINE PRESENCE

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 AND TOOLS

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

TIPS AND TOOLS

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

	Name of Tool	Purpose	Cost	URL
	FreeConference Call.com	Conference calling	\$0	https://www.freeconferencecall.com/
	Confluence	Data management	Varies	http://confluence.com/en-us/
	EMMA	Online campaigns and newsletters	\$30/mo	myemma.com
	GoToMeeting	Virtual meetings Up to 25 people	\$49/mo \$468/yr	http://www.gotomeeting.com/online/entry
	GoToWebinar	Virtual webinars Up to 100, 500, 1000 people	Starts at \$99/mo \$948/yr	http://www.gotomeeting.com/online/webinar
	Survey Monkey	Online surveys and analysis	Basic - \$0 Gold - \$25/mo	https://www.surveymonkey.com/

WHAT'S ON YOUR MIND?