Great Expectations:
Why IT Communication Matters

Kristin Lofblad Sullivan (Harvard University) • Cathy McVey (Miami University)
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Virtual Session Logistics

• Ask questions in chat window throughout session
• If with a group, assign a scribe for the group
• Do your audio check!
About the Presenters

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About Harvard University

• Oldest institution in US (founded in 1636)
• 2,400 faculty (+ 10,400 faculty appointments at affiliated teaching hospitals)
• 21,000 students (2,700 ugrads + 14,500 grad/professional)
• 11 academic units (10 schools + Radcliffe Institute for Advanced Study), each with own IT
• Harvard University IT (HUIT) = ~600 staff
• Pre-TLT, four learning management systems
About Miami University

- Public university located in SW Ohio
- 18,600 students: 16,000 ugrads, 2,600 graduates
- IT Services: 132 professional staff, 40 student staff
- Hybrid: 50% centralized, 50% decentralized
Who Are You?

A. IT communication staff member?
B. IT staff member?
C. Both A and B?
D. Other?
Session Goals

✓ Learn about campus expectations
✓ Learn about IT communication strategy
✓ Appreciate communication needs of different constituencies
✓ Get ideas about channels and techniques
Two Perspectives on Communication
TLT: Background

• Past:
  • Two stalled efforts, each within Operations
  • “Immediate trumps important”
  • No longer meeting faculty needs
  • Increasing technical risk

• TLT:
  • Teaching and Learning Technologies
  • Specially funded, time bound, specific goals
  • Intentionally outside of operations
  • 4 LMS’s → 1 ... and more
TLT: Phases

- **Phase 1**: AY13-14 (plan)
- **Phase 2**: AY14-15 (surge)
- **Phase 3**: AY15-16 (build / transition)
TLT: Phase 1

Who:
SLT, CIOs, HUIT, School ed tech, VPAL

What:
- TLT = LME + Black Pearl
- Specially funded and time-bound
- Vision and high-level goals
- Organization

When:
Planning phase (Jan - June 2014)

How:
Meetings, events, website, newsletter
TLT: Phase 2

Who:
HUIT / School leadership, Schools at many levels

What:
• Canvas migration
• Reminder of other program goals

When:
Year 1 of implementation phase (July 2014 - September 2015)

How:
Meetings, events, website, newsletter
TLT: Phase 3

Who:
HUIT / School leadership, Schools at many levels, TLT + AcTS

What:
• Progress on remaining program goals
• Re-integration with HUIT academic technology operations

When:
Year 2 of implementation phase (October 2015 - June 2016)

How:
Meetings, events, website, newsletter
Questions? Comments?

1. Post your questions in text box.

2. Save virtual hand-raising to the end of the presentation.
The Situation

IT Communications unit with responsibility for communications around:

- Unplanned and planned outages
- Projects and resulting service changes
- Awareness
- IT policies
The Problem

132 staff members with information and no expectations set regarding communication.
Setting Expectations

1. Leverage new ITSM system
2. Create communication process & form

Communicate
Reinforce
Repeat
Request for Formal IT Communication

Overview

IT staff may use this web form to initiate the formal IT Communication process.

Details

Click the green Request Communication button on this page to start the process of requesting formal IT communication regarding a new or changed service, planned maintenance, or IT project. You'll be asked a series of questions that will help IT Communications and the Leadership Team as they review, approve and fulfill your request.

You should not use this form to request help during a Major Incident or an EMERGENCY. Contact Randy or Cathy directly for communication assistance during Major Incidents and Emergencies.

Randy: 529-9731 (513) 255-2823
Cathy: 529-1379 (513) 330-1978

Need Help? Chat now, submit a ticket, or call 513-529-7900
Request for Formal IT Communication

Web form to initiate the IT Communication process

Requestor

This is an individual that is listed as the person asking for service detailed within the ticket. If used as a filter in a report, the filter allows for a lookup search.

- Cathy McVey

Acct/Dept

The account/department under which the ticket falls.

- Information Technology Services

I am requesting communication for:

Check all of the boxes that apply. If you are requesting assistance with communication for a Major Incident or an Emergency, contact Randy or Cathy directly.

- New Service
- Change to an existing service
- Planned maintenance
- Informational
- New project
- Existing project

Describe the event or action being planned

For example: What will end users experience?

What services may be/ will be/ are affected?

For example: Wired Internet or Wireless Internet
Results

✓ Over 60 uses of the form since February
✓ Requests are documented in shared repository
✓ Fewer “last minute” requests
Questions? Comments?

• We will refer to questions asked throughout.

• Raise your (virtual) hand!

• Type into text box.
Action-Oriented Takeaways

Stay tuned on EDUCAUSE conference session site for takeaways:

• Intake template (Miami)
• Communication plan template (Harvard)
• Examples of collateral (posters, postcards)
Thank you!

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Help Us Improve and Grow

We are very interested in your feedback. Please take a minute to fill out the session evaluation in the conference mobile app or the online agenda.