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VIRTUAL SUMMIT, APRIL 1st 2020

Making a Campus-Wide Impact: Change Management

Gerry Hanley
Kathy Fernandes
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California State
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SPEAKERS



Gerry Hanley

Director, CSULB Center for Usability in Design and Accessibility (CUDA), Executive Director, *MERLOT*



Kathy Fernandes

Academic Technology Officer,
California State University, Chico



Bridget Wikidal

Senior Director, Project and Change Management,
California State University



AGENDA

1. Change Management and Accessibility: Overview (**Gerry**)
 - Comments by Panel
2. Planning and Implementing Accessibility Technology: Educating and Empowering People at all levels (**Kathy**)
 - Comments by Panel
3. Deploying Change Management Strategies At Your Institution: Key Recommendations (**Bridget**)
 - Comments by Panel
4. Addressing Audience's Questions



How do you get your campus to change its institutional “habits” so it will adopt and sustain the use of technologies that serve the *all* students with equal effectiveness?

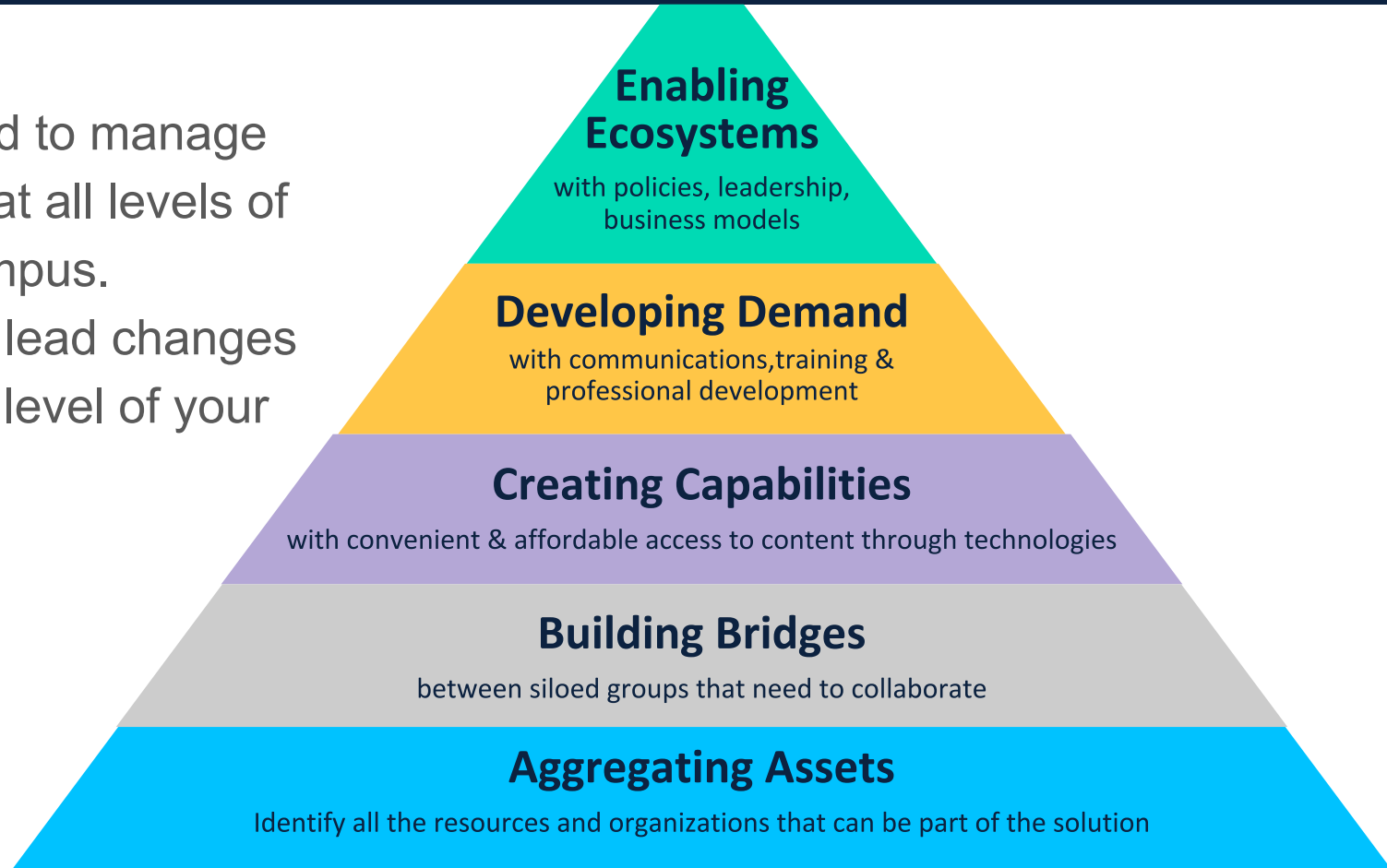


Basics of Change Management Process

- Raise Awareness and Relate to Current Habits
- Develop Demand for Change by Motivating Mindsets and Actions
- Educate and Enable Actions with Convenient Capabilities to “Get What They Want”
- Support Success and Resolve Problems Encountered In Implementation
- Celebrate Measurable Outcomes



- You need to manage change at all levels of your campus.
- You can lead changes at every level of your campus.





Planning and Implementing
Accessibility Technology:
Educating and Empowering
People at All Levels on
Campus

Kathy Fernandes

Academic Technology Officer,
*California State University,
Chico*



Lessons Learned from implementing ALLY across the Cal State University

- Clear Communication and Collaboration – Listening and Sharing
- Coordination with Commercial Provider and Campus Personnel
- Connecting with Larger Community
- Face-to-face Engagement, Planning and Training
- ALLY Data Providing Feedback on Growth



Deploying Change Management Strategies At Your Institution: Key Recommendations

Bridget Wikidal

Senior Director, Project and
Change Management,
California State University



Model for building a **change management** practice

- ✓ Best practices framework; research based
- ✓ Common language
- ✓ Easy to learn and apply
- ✓ Integrates with project management

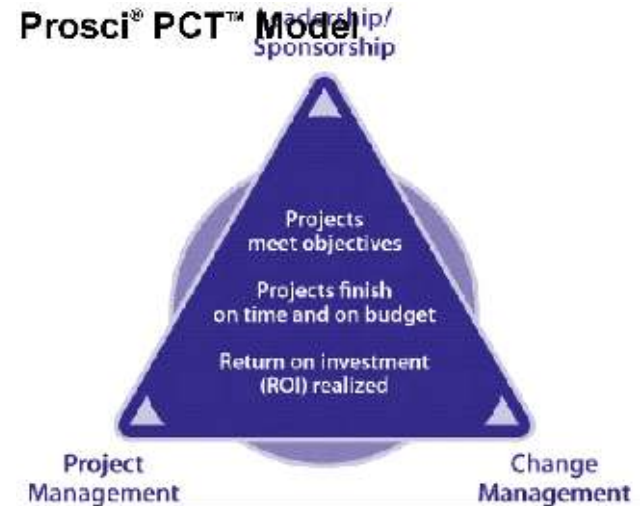


- ✓ Build in-house expertise
- ✓ Reduce reliance on consulting
- ✓ Tools, training, support
- ✓ “Higher ed” friendly



Prosci PCT Triangle

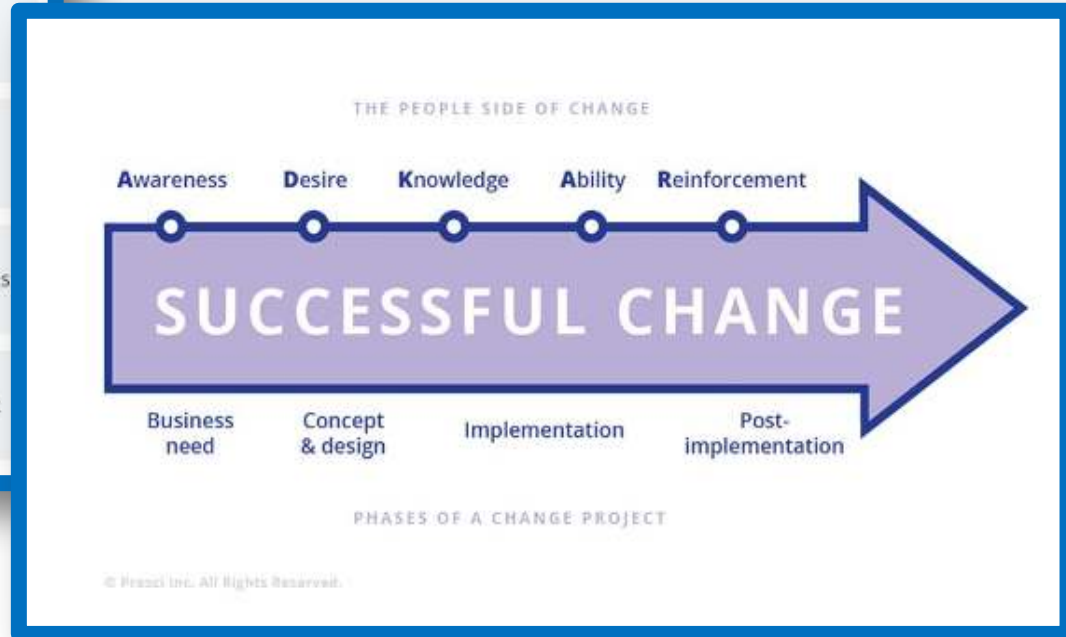
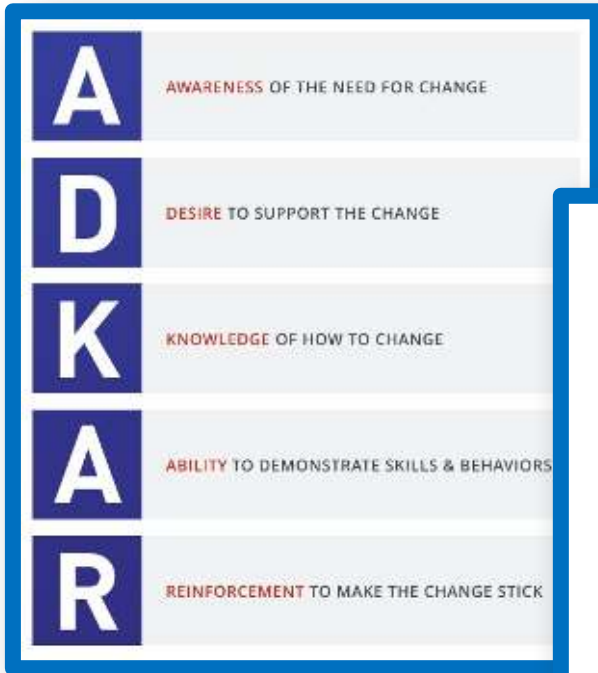
- **Leadership / Sponsorship** provides guidance and governance
- **Project Management** gives structure to the technical side of the change
- **Change Management** supports the people side of the change



All three elements must be present for project success



People move through each phase individually to achieve organizational results





What **activities** are involved in Change Management?

Stakeholder analysis

Readiness assessments

Communication & communication planning

Sponsor activities and sponsor roadmaps

Change Management training for managers

Training development and delivery

Resistance management

Data collection, feedback analysis and corrective action

Recognizing success and reinforcing change

After-project review





Lessons Learned from implementing change management in the CSU

- Build a change management practitioner framework
- Active and visible sponsorship is #1 success factor
- Communicate, communicate, communicate!
- Build in-house change management practitioner expertise
- Engagement -- everyone plays a part in successful change
- Integrate change management with project management
- Measure change management effectiveness

A blue-tinted photograph of a group of people in a meeting room. Several people have their hands raised, indicating an interactive session or a Q&A period. A man in a suit is standing in the background, possibly a panelist or moderator. The room has a modern, open-plan feel with a curved desk and a whiteboard.

Quick Reflections From Panelists



Time for Questions from the Virtual Audience!





SAVE THE DATE

Ask The Expert: Moving Schools Online

April 7th | 12:00 - 12:30 pm EST

Join us for a 30-minute deep dive into the topic of best practices for online learning.

info.verbit.ai/moving-schools-online



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THANK YOU!



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