OUR PROJECT APPROACH

OBJECTIVE:

SET DIRECTION

PREPARE TO LAUNCH

UNDERSTAND OUR STAKEHOLDER NEEDS

PERFORM GAP ANALYSIS

DESIGN PORTFOLIO OF INITIATIVES

DEPLOY INITIATIVES

(Archive June 2012)

(Prepare July 2012)

(Collect August 2012-February 2013)

(Analyze February 2013-December 2013)

(Design December 2013-June 2014)

(Initiate June 2014-Present)

STAGE

Where do we want to be in 1-3 years? What is our process, approach and plan to accomplish both student and staff strategic planning? What are the challenges and opportunities to enhance the student and staff experience? Where should we focus our efforts based on our findings? Where are we starting from and how big are the gaps? What initiatives should we deploy to address our critical priorities and gaps? How will we execute our strategic plan and measure our progress?

KEY ACTIVITIES:

✓ Define long term vision and goals for student and staff
✓ Define high level planning process and phases
✓ Define planning steps and activities
✓ Define how/when to involve key stakeholders from project team and sponsors
✓ Define timeline for both student and staff plans
✓ Collect student data: focus groups
✓ Collect staff data: focus groups
✓ Collect internal data
✓ Collect external data including benchmark and partner input
✓ Synthesize findings
✓ Collect future state
✓ Conduct current state assessment
✓ Perform gap analysis
✓ Define critical issues
✓ Assess available resources
✓ Set strategic priorities
✓ Define goals and outcomes
✓ Design portfolio of Initiatives
✓ Define initiatives
✓ Estimate costs
✓ Create implementation plan
✓ Define resourcing requirements
✓ Define measurement process
✓ Assemble strategic plan

PROJECT MANAGEMENT AND COMMUNICATIONS

Tools and resources
Project team coordination
Tracking and reporting
Divisional updates
Sponsor updates
Partner updates
OUR PROJECT APPROACH

DEPLOY INITIATIVES
(June 2014-Present)

INFUSE ENGAGEMENT PRINCIPLES
(September-January 2015)

PREPARE TO
DECONSTRUCT SA CULTURE
Who are the Staffs’ we need to talk with? When do we need this to happen? And how will the data be analyzed?

PREPARE TO
RECONSTRUCT SA CULTURE
What are the lessons learned from the past? What research

SUPPORTIVE AND COHESIVE CULTURE

CREATING COMMUNITIES OF ACTION

OBJECTIVE:
ARCHITECT AN IMPLEMENTATION PLAN

FRAMING QUESTION:
How will we execute our strategic plan and measure our progress?

What are Engagement Principles

KEY ACTIVITIES:
• Create implementation plan
• Define resourcing requirements
• Define measurement process
• Assemble strategic plan

• Widen the Circle
• Connect People and Ideas to Each Other
• Create Communities of Action
• Embrace Fairness

• Devise a plan to:
• Understand staffs’ current experiences, beliefs, behaviors related to our current culture and their effectiveness in achieving results.
• Decide what is working and what is not working.
• Describe the context of our work

• Devise a plan to:
• Capture, analyze and validate your results utilizing best practice research, peer institution comparisons, consulting frameworks, etc.
• Define a cohesive culture & permeable definition
• Define what the desired cultural attributes
• Determine the 5-10 yr. context

How can you participate?

Are you an activist? Do you feel passionate and motivated to be a part of this movement?

○ Please discuss your interest with your colleague on the SPI team
○ Or contact Annalyn Cruz at annalyncruz@Berkley.edu

PROJECT MANAGEMENT AND COMMUNICATIONS

• Tools and resources
• Project team coordination
• Tracking and reporting

• Divisional updates
• Sponsor updates
• Partner updates
OUR PROJECT APPROACH

SPI COHESIVE & SUPPORTIVE
(September-January 2015)

PREPARE TO DECONSTRUCT SA CULTURE

Framing Question:
Who are the Staffs’ we need to talk with? When do we need this to happen? And how will the data be analyzed?

Objective:
Prepare to Deconstruct SA Culture

Key Activities:
- Devise a plan to:
  - Understand staffs' current experiences, beliefs, behaviors related to our current culture and their effectiveness in achieving results.
  - Decide what is working and what is not working.
  - Describe the context of our work.

Research and Discovery

Face to Screen
(October – November 2014)

Face to Face
(September-November 2014)

Face to Group
(September-November 2014)

On the Same Page
(November – December 2014)

Wrap up

ADJUST A PROJECT PLAN

Next Steps

How will we execute our strategic plan and measure our progress?

Research and Discovery

How will we execute our strategic plan and measure our progress?

Research and Discover- How staff are currently engaged
WHO ELSE MIGHT BE NEEDED TO HELP FACILITATE CONVERSATION
Consultants
Internal.

WHAT HAVE THEY ALREADY BEEN ASKED
DECIDE WHERE THIS FITS IN THE OVERALL PLAN
RESULTS WHAT ARE WE TRYING TO ACHIEVE WITH THIS FACE TO FACE MTG.

Language and trust barriers

Research and discover current group settings
Create new spaces-conference
Decide on what we want to achieve.
Decide on what we want to achieve.
Prepare marketing/communication structure to support all.

Define resourcing requirements
Define measurement process
Assemble strategic plan

WRAP UP

Write project plan review.
Identify metrics and targets.
Identify staff resources.
Funding model/budget.
Trade offs.
Risk/constraints.

PROJECT MANAGEMENT AND COMMUNICATIONS

- Tools and resources
- Divisional updates
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- Tracking and reporting
- Partner updates

WE ARE HERE

Berkeley
UNIVERSITY OF CALIFORNIA