GO Big Staff Initiative
Team Meeting

Division of Student Affairs

Friday May 1, 2015

2014 Word of the Year: CULTURE - the beliefs, customs, arts, etc., of a particular society, group, place or time
“May 1st, often called May Day, just might have more holidays than any other day of the year. It's a celebration of Spring. It's a day of political protests. It's a neopagan festival, a saint's feast day, and a day for organized labor. In many countries, it is a national holiday.”
Welcome & Introductions

1. Name
2. Department
3. Favorite lunch spot or activity
Subteam Group Time
CULTURE DESIGN: SWIPE RIGHT FOR DIVERSITY

Diversity in tech is all the rage. But how do you make the business case for diversity initiatives? Join diversity experts from Pandora, Twitter and Google to learn how they've done it.

Highlights:
- Twitter, Pandora and Google represented
- Community, changing demographics, needs of clients
- Personalized workplace
Great Place to Work Conference

Highlights:

1. CEO’s spend 30-40% time on culture
2. It’s the little things
3. People are the differentiators
4. The way you treat your staff members will determine the way they treat customers
5. Words matter - associates, team members
6. Culture is word of year
7. Work Life Integration not Work Life Balance
8. Everyone has a video
Caravans

May 1st: call out to our GO BIG team--here’s what we’re doing

• Call for volunteers from our team
• Prep questions
Caravans

May 8th meeting to film

- Why are you involved in GO BIG?
- Why does a cohesive and supportive culture matter?
- Why are you proud of working at Berkeley?
- How do you build trust in the workplace?
- What community are you a part of?
Comms./Marketing Update

• Thanks to You Day
• Infographic
• Website:
  • Design question…
  • Photoshoot…
• General swag
Shout out for Recent Departmental Highlights!
Administrative and Logistical Updates--Kun

- New member onboarding process
- Sub-team lead weekly meetings
Subteam Updates

- Critical information group should know
- Any asks from the large group?
Staff PLAN BIG Timeline

Community Conversations Structure
- 400 attendees
- ~ 3-4 hours long
- Community Conversations #1 – 200 X 2
- Community Conversations #2 – 400 X 1
- Community Conversations #3 – 400 X 1
Supportive & Cohesive Build

Community Conversations & Walkthrough Team
Scope: Organize Caravans, Comm. Conversations, & Walkthroughs
3 Project Leads
Sub-teams
- Data
- Logistics
- Facilitation
- Marketing
- Key stakeholder engagement
- Timeline / Milestones

Survey Team
Scope: Organize, market and deploy culture benchmarking survey
- Marketing
- Logistics
- Data Organization

Senior Alignment and Gap Analysis Team
Scope: Lead and coordinate Go Big deployment
- Lead weekly Go Big team meetings
- Sr. Leader Alignment
- Data development and consistency

Best Practices Team
Scope: Engage industry leaders who have been recognized as best workplaces for gap analysis with current culture
- Recruitment
- Interview
- Site-visits
- Data Organization
- Cross validation of data with current data