

Coping Creatively with Limited Resources: A Discussion Forum for Chairs & Administrators

May 25, 2011 | 9:30 – 11:30 a.m.

Co-sponsored by
ADVANCE & Office of the Provost, 2y2d



Agenda

9:30 – 9:40 a.m. Arrival and Continental Breakfast

9:40 – 9:50 a.m. Welcome and introduction

9:50 – 10:45 a.m. Small group brainstorming and problem-solving

- Jot down the challenges you are facing
- Share them with your group
- Select three common challenges to focus on
- Together, brainstorm viable solutions to selected challenges and share any solutions you or others have tried

10:45 – 11:15 a.m. Large group reporting & discussion

11:15 – 11:30 a.m. Conclusion

Please start to wrap up discussion.

- **Look through the solutions you've proposed:**
 - **Circle any that have been tried either by those at the table, or others you know about.**
 - **Provide a department and contact name, if possible.**
- **Decide which challenge and related solutions your table will share with the larger group.**
- **Select a spokesperson.**

Featured Resources for Chairs & Administrators

Marisa Nickle

2y2d Project Manager

Office of the Provost

Shared Best Practices Communications Toolkit for Decision-Makers:

A resource for communicating budget decisions

- Collected best practices based on feedback
- Samples and templates made available to all UW decision-makers to use or adapt as they see fit.
- Includes:
 - 1. Articulating the Decision-Making Process & Principles***
 - 2. Sample Messaging***
 - 3. Communication Plan Template***
 - 4. Sample Public Announcement***

Resources for Decision-Makers—Communications Toolkit

Communicating Budget Decisions

The steps and template below are based on what deans, chairs and their communications specialists tell us is effective when sharing decisions with the public.

1. **Identify the people with the greatest stake in the decision:** Which internal and external groups or individuals have the greatest stake in the decision? Who will consider this decision important? Who will be impacted by the decision? Who will be most likely to be critical of it? How can you craft your message to address their interests and concerns?
2. **Draft and execute a communication plan (like this template):** with specific information about your methods of distribution, audience and timeline.

Communication Piece/Description	Method of Distribution	Audience	Target Date	Actual Date	Notes
Inform key <u>internal</u> people or groups most interested in or impacted by the decision	Personal communication (face to face or phone)	<i>Could include: student leaders, faculty senate leaders, deans, chairs, students, faculty, key staff members, etc.</i>	<i>before personal communication with external people or groups & before announcement</i>		<i>consider a “3-step” approach: 1.Process & principles behind the decision 2.The decision 3.Repeat principles</i>
Inform key <u>external</u> people or groups most interested in or impacted by the decision	Personal communication (face to face or phone)	<i>Could include key donors, industry/government/non-profit partners, interest groups, other UW units, process partners, etc.</i>	<i>after personal communication with internal people or groups & before announcement</i>	<i>preferably later the same day</i>	<i>Since word spreads quickly, close timing of communications can help avoid rumor or anxiety.</i>
Public announcement: one-sheet description of decision process, outcome and next steps	<ul style="list-style-type: none"> – email – on a website – press release, where relevant 	<i>Other interested groups or individuals, internal and external</i>	<i>very soon after personal communications with key people or groups</i>	<i>very soon to follow—e.g. the next day</i>	
Respond to comments, questions, etc. from interested people or groups	<ul style="list-style-type: none"> – personal communications – email – web-postings (blog, FAQ, comments) – release a follow-up announcement – etc. 	<i>People with questions, concerns, or complaints who take the time to respond</i>	<i>as they come in, providing timely response</i>	<i>as they come in</i>	<i>Consistency of message is critical. A prepared message that forms the core of these replies will help.</i>
Follow-up announcement			<i>when next steps become actions/outcomes—likely several weeks or months out</i>	<i>as needed</i>	

UW Activities and Improvements Tracker:

A web resource for capturing and sharing mission-based activities and improvements

- Examples of ways people or groups across campus have responded to challenges
- Database driven—pre-populated now, auto-populated later via web forms
- For decision-makers in academic and administrative units—deans, chairs, administrators, VPs, directors, etc.
- Goals:
 - To capture and share best practices across campus
 - To connect people with peers who faced similar challenges in practical and creative ways
 - To track activities that align to the goals of the 2y2d Sustainable Academic Business Plan

- 2y2d Initiative
- Organizational Effectiveness Initiative
- Program Evaluation Initiative

- Project Tracker
- Sample Form
- Details

UW Activities & Improvements Tracker

Filter list by

- Academic/Curricular
- Administrative**
- Strategic Goal

- Process & Policy
Staff Experience
- Cost & Affordability
Broader Impacts
- Technology & Data

Filter list by search:

15 Ideas found

STRATEGIC GOAL / QUALITY OBJECTIVE	WHO HAS DONE THIS	DESCRIPTION OF ACTIVITIES	OUTCOMES	CONTACT
Optimization of curricular management	The Psychology Department	Replaced an expensive lab with an updated, less expensive, more collaborative lab experience Read more		Sheri Mizumori, Department Chair of Psychology
Operational & Organizational efficiencies	Department of Engineering	Decreased quantity of full staff meetings Read more	10% increase in productivity	Julie MacGregor, Administrator, Department of Engineering
Invest in People	School of Nursing	Expanded continuing education budget for groups to help cover skill set needs	Staff able to meet growing demands	Ben Mueler, Manager, School of Nursing
Optimization of curricular management	The Psychology Department	Replaced an expensive lab with an updated, less expensive, more collaborative lab experience Read more		Sheri Mizumori, Department Chair of Psychology
Operational & Organizational efficiencies	Department of Engineering	Decreased quantity of full staff meetings Read more	10% increase in productivity	Julie MacGregor, Administrator, Department of Engineering

2y2d Improvement Tracker

Add an Improvement

I. Demographic Information

Campus:

School / College / Administrative Unit:

Department / Program / Center:

Is/Was this a cross-campus or multi-unit initiative?

Who is the primary contact for this project or effort?

First:

Last:

Title:

Email:

Does anyone else need administrative access to manage, edit, or update this record?

First:

Last:

Title:

Email:

Form completed by:

Review Request

Download the Communications Toolkit for Decision-Makers:

<http://www.washington.edu/discover/leadership/provost/initiatives/2y2d/uw-budget>

Browse and Upload to the Tracker website:

- We will send you the link when the site goes live
- You will be able to reach it from the 2y2d website

Learn more about 2y2d:

<http://www.washington.edu/discover/leadership/provost/initiatives/2y2d>

Contact:

Marisa Nickle

2y2d Project Manager

mnickle@uw.edu, 206-685-2745

Jill Aronson Pfaendtner

Public Information Specialist

jmap@uw.edu, 206-221-9239