



Workday Communications Strategy

Communications Considerations

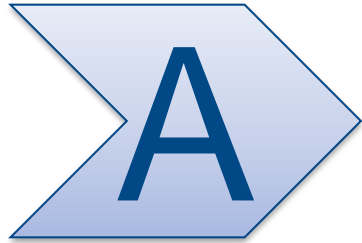
- Strategy
- Audience groups
- Vehicles
- Standing meetings
- Communications plan

Communications Strategy

- Key findings from organizational readiness efforts*:
 - Concise, simple
 - Consistent
 - Candid, transparent
 - Repetitive
 - Info housed on website to refer back to easily
- Approach: ADKAR campaigns
- Preferred senders: Sponsors and Managers

* Readiness Survey and Stakeholder Interviews

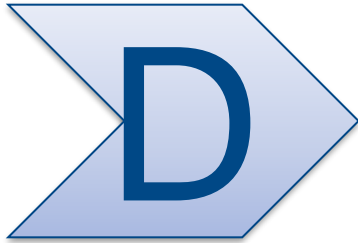
Change Management Approach: ADKAR



AWARENESS

...of the need
for the change

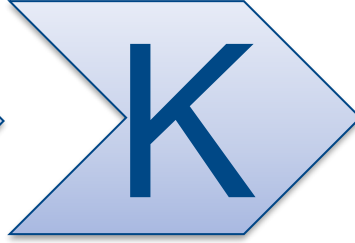
**I understand
why**



DESIRE

...to
participate
and support
the change

**I have
decided to**



KNOWLEDGE

...of how to
change

I know how to



ABILITY

...to
implement
required skills
and behaviors

I am able to



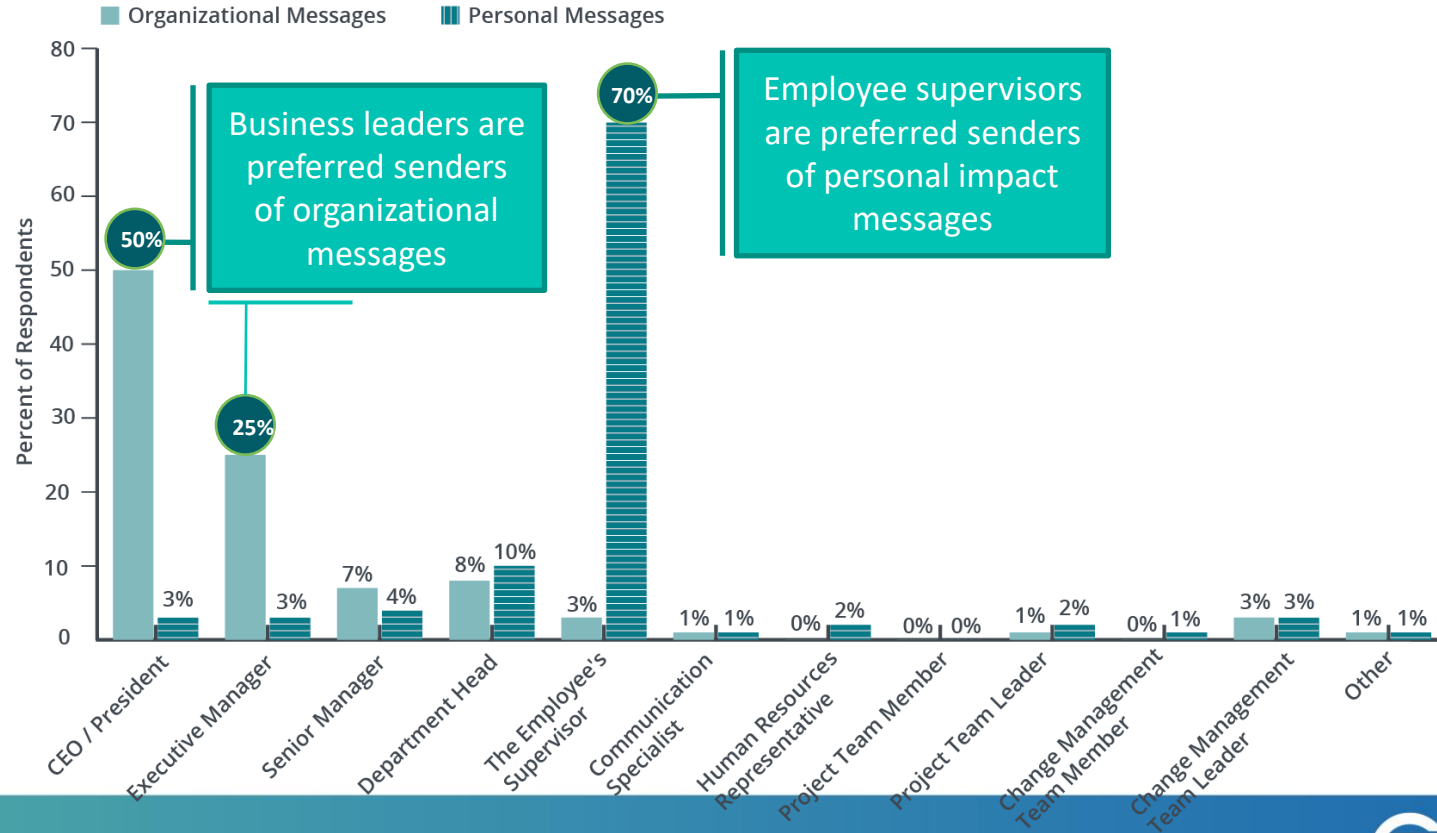
REINFORCEMENT

...to sustain
the change

**I will
continue to**

ADKAR Campaigns: The purpose of Workday communications will be to walk the GVSU community through the individual stages of change.

Preferred Senders: Sponsors & Managers



Audience Groups

Employees

- All faculty/staff
- Professional Support Staff (PSS)
- Hourly workers who manually enter their time (Facilities, Public Safety, student workers)
- Timekeepers
- TBD based upon Change Impact & Training Needs Assessment

Leaders

- Appointing Officers
- Managers (Execs, Dirs, Deans, Supvs)

Change Agent Network

Functional Teams (Finance, HR, & IT)

Communication Vehicles

- Workday @ GVSU website (gvsu.edu/workday)
- Monthly Workday email update
- Change Agents, Managers, and Sponsors

Primary

- Department websites (Finance, HR, IT, PMO)
- HR, IT, & Procurement newsletters

Secondary

- Town halls
- Change guides & info sheets
- GVSU Forum monthly newsletter & other U. Comm publications
- Social media
- Videos
- Printed materials (posters, fliers, etc.)
- Campus monitors
- Teams channels

- Will become increasingly important as we near go-live
- Based upon ADKAR campaigns

Standing Meetings

Meeting
President's Council
Senior Leadership Team (SLT)
University Technology Council (UTC)
Academic Technology (ATAC)
Provost's Cabinet (includes Deans)
Faculty Senate (ECS / UAS)
Asst/Assoc Deans meeting
CLAS Unit Heads
AP Committee
Budget Resource Group (BRG)

As needed, project representatives may attend these meetings to address topics with these groups.

Communications Plan

- [Spreadsheet](#) containing specifics for each month
- First quarter 2023 to focus on Awareness & Desire

January 2023 (& recurring monthly):

- [Workday monthly update email](#) (1/25)
- Website updates
- Change Agent Network monthly meetings (1/11 & 1/12)
 - Change Agents to cascade info to teams
- HR monthly newsletter (1/11)
- IT monthly newsletter (1/16)
- Info sheet: Employee Self-Service

Communications Plan cont.

February/March/April 2023:

- All recurring items (see Jan. 2023 list)
- Procurement quarterly newsletter
- Standing meetings