Northwestern University Collaboration Services
Communication Report for March 3, 2011

Listed below are the collaboration services communications and training outreach efforts for February and this first week of March.

**Overarching communications strategy** (as developed with input from the Communications and Training Working Group):

- **To raise confidence and awareness** – ensure the University community has access to the necessary information for the migration to the new system
- **To educate, empower, and engage** – invoke behavior change and empower the faculty and staff to integrate collaboration tools into their daily activities
- **To involve key University faculty/staff** – identify and expand “champions and ambassadors” from across the University who will carry out functions at all levels of the community as well as reinforce all key messages and benefits

**Training/Outreach Events**

- **Microsoft Outlook Demos**
  - One basic and one advanced demo for University faculty/staff hosted by Aaron Ward on 2/11; 100 attendees (overall enthusiastic feedback – next session on 3/16)
  - Two demos for University Library staff hosted by Aaron Ward on 2/23; 75 attendees (Mary had positive discussion with Pritchard’s admin to address MM transition, additional training)
  - Demo for University Services staff hosted by Cynthia Manika (HR software training consultant) on 2/15; second session scheduled for University Services staff March

- **February LRTL Webinar Meeting**
  - Addressed communications efforts thus far (attached); discussions on MM transition preparation, e-mail forwarding policy

**Distributed Communications (newsletters, e-mails, handouts, etc.)**

- **Newsletters**
  - Articles in SCS, HR, Office for Research, and NUIT February campus staff newsletters (in response to pre-written blurb sent to University marketing contacts across campus)
- February Northwestern Collaboration Services e-newsletter for all faculty/staff (monthly)
- NUIT e-newsletter for all faculty/staff (quarterly)

- **E-mail Messages**
  - Message to UNITS/Collab-LRTLs about Microsoft demos (2/10)

- **Handouts**
  - Printed Northwestern Collaboration Services informational/how-to handout distributed to faculty/staff attending Microsoft demos
  - LRTL “packet” mailed to all LRTLs including “Are You Ready to Collaborate” business cards and demo handouts for distribution at local level

- **Other**
  - 95 percent of MM primary content owners (rooms, resources, shared calendars) have been contacted for 7/11 transition (as of 3/4)

**Updates from Scott Pitts**

- **Collaboration Discussion with Kathy Tessendorf’s Group – 2/22**
  - Met with Kathy’s team to better understand their needs for Collaboration. We discussed the different collaboration offerings between Microsoft Exchange and PeopleSoft. The meeting went well, with a second meeting planned to discuss HR needs for SharePoint and how quickly we can help them.

- **Meeting with University of Chicago – 2/25**
  - Met with the project manager for University of Chicago’s collaboration project. We established a great rapport and professional relationship that will allow us to work together in the future.

- **Discuss Exchange Email and Calendaring – 3/3**
  - Alan Wolff set up a meeting with some faculty from McCormick and Weinberg to discuss the new email and calendaring. We received great feedback from everyone; they really liked the integration between email, calendaring and web conferencing.
  - Michele is looking for auditing tools within the calendaring system for reports. We will be looking into third party tools that can do this as this is the second request we have received for this feature. This will not stop them from using the system, but they may still use their own reservation system for rooms until we get this figured out (this was not part of the original scope so this will not be an issue).
  - **Attendees:**
    - Ajit C Tamhane - Senior Associate Dean (Academic) McC Administration
    - Garth A Fowler - Asst Chairperson WCAS Neurobiology & Physiology
    - Michele M McDonough - Lecturer WCAS Molecular Bioscience
Collaboration Services Top Ten Web Page Views for February 2011
Northwestern Collaboration Services Initiative Project Site:

- 1196 - Pre-Collaboration Training (Lynda.com)
- 584 - Overview
- 261 - Project Status
- 180 - E-mail Comparison and Minimum Requirements
- 108 - Local Readiness Team Leads
- 102 - Talking Points
- 57 - Communications and Training Calendar
- 29 - Newsletters
- 23 - Steering Committee
- 19 - Communications and Training Working Group

Total views of Collaboration Services project site for February: 2,674