Computing Services

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Communications Operational Plan

Document Information

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Contents

Recently completed projects

Communications resilience

Aims:	To enable Computing Services to provide timely and accurate information even when a major incident such as network unavailability occurs
Solution:	The Information Management team have now obtained a mobile broadband dongle so that they can communicate to our customers through social media and email
KPIs:	Communications plan in place in the event of a major incident
Dependencies:	Availability of mobile network Access to broadband dongle if not in the office

Student induction information

Aims:	To ensure that new students receive consistent, accurate and timely information about the services that Computing Services have to offer
Solution:	Creation of a new "bedroom pack" booklet for new students staying in University accommodation. Transition of all website pages relating to information that is required by new students to the new CMS. Social media campaign informing new students about the services available.
KPIs:	10% reduction in tickets raised by new students in relation to setting up their IT 4,000 bedroom pack leaflets produced (3,500 for accommodation and 500 for the IT Service Desk to distrbute) 27,333 unique pageviews over the induction period of the new induction web pages with "Connecting to WiFi" being the most popular page (4,580 unique pageviews)
Dependencies:	Students' Union to distribute the bedroom packs IDPS resources to print the leaflets Service owner availability to confirm accuracy of information

Status dashboard

Aims:	To enable customers to see availability of the different services provided by the Department at a glance
Solution:	Creation of a dashboard showing the current and planned status of IT services within the University.
KPIs:	Retirement of the IT status blog In the first quarter of 2017, there were 12,579 pageviews of the status dashboard
Dependencies:	Availability of status dashboard and network Training on use of dashboard Administration access requirements/permissions Agreement on services listed and wording Documentation on updating statuses and dashboard platform Availability of Bristol server (where the status dashboard is hosted)

Software consultancy

Aims:	To ensure that appropriate software is available on GTA PCs in line with Faculty/Departmental requirements.
Solution:	A communications plan was established and various communications have been sent out to all affected stakeholders using social media and email. A new form was created in TOPdesk to establish the requirements of the Faculties and Departments in a consistent and efficient way
KPIs:	All requests for software were made through the software request form
Dependencies:	Availability of TOPdesk form Staff resource to manage requests

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Current projects

Departmental Senior Management Let's Talk event

Aims:	To encourage dialogue between the Computing Services Senior Management team and members of the Department
	To identify any common issues within the Department.
	To hold a departmental event where senior management can discuss future plans and answer any questions.
Audience:	Computing Services staff
Current progress:	The Director of ahs currently carries out a Departmental Let's Talk. A meeting between Director of Computing Services and Director of ahs has taken place.
KPIs:	To have run at least one Let's Talk event within 12 months
	To have gained, and acted upon, feedback given
Responsibilities:	Organise initial meeting (Service Manager (IT Literacy & Communications))
	Discuss how this works in other departments (Director of Computing Services)
	Organise logistics and receipt of questions for the events (Executive Officer)
	Organise AV facilities (Service Manager (Audio Visual))
Dependencies:	Availability of room
	Availability of staff members
	Facilities to record/stream the event
	Method for staff members to submit questions prior to the event

Rebranding of Computing Services from "BUCS"

Aims:	To ensure that all references to the previous department name of "BUCS" are removed to avoid confusion.
Audience:	Anyone who receives communication from Computing Services
Current progress:	Most references to "BUCS" have been removed apart from some Twitter accounts. Approval for the Twitter accounts has been given and we are currently liaising with the account owners to shut down or redirect their accounts to the main @UniofBathIT account.
KPIs:	To have all references to "BUCS" removed from external communications within 12 months.
Responsibilities:	Service Manager (IT Literacy & Communications) (Liaison with account owners)
Dependencies:	Access to Twitter accounts to make changes
	Confirmation from team leaders for old Twitter accounts
	Confirmation of followers and impact

Knowledgebase development

Aims:	Due to the transition of all Computing Services web content from OpenCms to CMS beta, all guides and technical information for customers is to be placed in one location (the ITSM tool - TOPdesk) so that customers know where to go for this. To take advantage of the "suggested answers" feature of TOPdesk and reduce the amount of tickets sent in by customers and help deliver a better service to customers.
Audience:	Computing Services staff to provide standard solutions to common issues Staff, students and visitors using our IT services
Current progress:	We have liaised with the IT Service Desk to establish how to use this most efficiently. We have identified content that should be transferred over as part of the transition. We have transferred around 20 "How to" guides from the IT Service Desk over to the knowledgebase. We have transferred around 10 guides from OpenCms to the knowledgebase.
KPIs:	To have all guides currently in the website (except those aimed at new students/applicants) moved over to the knowledgebase within 12 months. To have all Service Desk handouts moved in to the knowledgebase within 6 months. To provide metrics on a monthly basis on how the knowledgebase is being used and review content accordingly.
Responsibilities:	Identification, transfer and updating of content to TOPdesk (Information Management team) Notification of new/changed content (Service Desk Management team)
Dependencies:	Access to TOPdesk to administer knowledgebase items Training on adding knowledgebase items Tone of voice/wording guidelines Process for adding/amending knowledgebase items including checks by subject matter experts Analytics for existing knowledgebase items to monitor performance/effectiveness Availability of network

Transition of web content to new CMS

Aims:	Digital Marketing and Communications are currently leading a project to create a new University website. This includes all content provided by Computing Services. To ensure that content is kept up to date and presented in a user friendly way.
Audience:	All staff, students and other visitors to the website with an interest in what we do
Current progress:	Induction content for new students has already been completed and work is underway to transition the remaining content. We are working in an agile way on fortnightly sprints to ensure this is done as efficiently and effectively as possible.
KPIs:	To have transitioned all Computing Services content over to the new website within 24 months
Responsibilities:	Signing off new content (Service Manager (IT Literacy & Communications) / Assistant Director (User Services)) Creating, updating and transitioning new content (Information Management team together with the relevant subject matter experts) Technical support for the new platform and content advice (Manager of Digital M&C)
Dependencies:	Availability of new CMS editor Support from Digital Marketing and Communications Support from subject matter experts Availability of network

Future projects

Create monthly internal and external newsletters

Aims:	To improve internal communication within Computing Services and ensure that staff within the department know what is happening. To keep external stakeholders informed of developments within Computing Services and to celebrate and share our successes with them. To improve quality of information sent out to all stakeholders.
Audience:	Computing Services staff Stakeholders across the University Stakeholders outside the University with an interest in what we do
KPIs:	To have produced the first internal and external newsletter within 6 months and monthly thereafter To have gained, and acted upon, feedback regarding the newsletters To have obtained metrics on the engagement of the newsletters
Responsibilities:	Monthly team updates (Team leaders) Collation and distribution of the newsletter (Executive Officer/Information Management team)
Dependencies:	Team leader availability Format for newsletter (e.g. blog post, printed, email)

Create an annual report

Aims:	To inform both internal and external stakeholders how Computing Services is performing against potential Service Level Agreements and what we have developed over the previous 12 months.
Audience:	Computing Services staff Senior Management and other stakeholders across the University with an interest in our performance
KPIs:	To have produced the first annual report for 2017 by the end of January 2018 To have gained, and acted upon, feedback regarding the report
Responsibilities:	Collation of the monthly updates (Information Management team) Provision of support statistics (Service Manager (Service Desk)) Provision of a Departmental overview of the year (Director of Computing Services) Provision of a Section overview of the year and future projection (AD Infrastructure/AD MIS/AD User Services)
Dependencies:	Access to and availability of reports in TOPdesk Access to monthly newsletters

Information for new starters

Aims:	To provide information to new staff on the services that Computing Services offer and how they can get help and advice.
Audience:	University staff
KPIs:	To have produced a draft communications document to be used in all new staff communications within 6 months in order to gather feedback from stakeholders involved
Responsibilities:	Determine information to be provided to new starters (User Services Team Leaders?) Review on a quarterly basis with other Departments across the University (e.g. HR, Staff Development, Academic Staff Development)
Dependencies:	New starters, movers and leavers process HR processes Regular list of new starters

Major incident communications

Aims:	In the event of a major incident, effective and responsive communications will impact directly on perception and confidence in Computing Services and the University. This needs to be adaptable to take account of as broad a range of scenarios as possible, although no two incidents will be the same.
Audience:	University staff and students
KPIs:	To have produced a draft plan for communications regarding major incidents within 12 months
Responsibilities:	TBA (Dependent on the development of the Major Incident Plan)
Dependencies:	Major incident plan Communications plan

Provision of intelligence reports

Aims:	To improve decision making by providing managers with relevant information
	To identify areas of improvement
Audience:	University staff and students
KPIs:	To have produced at least one report for relevant stakeholders
	To have gained feedback and implemented it in to future reports
Responsibilities:	Identification of reports required (BI team?)
	Presentation of reports (Information Management team)
Dependencies:	Availability of intelligence information

Learn at lunch

Aims:	A series of talks/drop in sessions carried out by Computing Services staff which will raise the profile of Computing Services and the expertise of our staff and improve the IT Literacy of the University Community.
Audience:	Initially Computing Services with possible rollout to other staff and students
KPIs:	To have successfully carried out at least one session
	To have gained feedback and implented it for future sessions
Responsibilities:	Staff speaker (Team leaders)
	Organisation of events (Information Management team)
Dependencies:	Room availability
	Staff availability
	Advertising of sessions

Coffee with Computing Services

Aims:	To promote the services that Computing Services has to offer to new members of staff including our training and help facilities.
Audience:	University staff
KPIs:	To have successfully carried out at least one session To have gained feedback and implented it for future sessions
Responsibilities:	Organisation of events (IT Training team) Promotion of events (Information Management team)
Dependencies:	New starters, movers and leavers process HR processes Regular list of new starters Room availability Availablity of subject matter experts

Provision of communications branding, processes and guidelines

Aims:	To ensure that communications are made in a consistent way with provision for tailoring those communications dependent on the situation. To ensure that general/widespread communications is provided by the Information Management team and not by individual teams for consistency. To include the relevant methods of communication for particular events (e.g. social media including blogs and podcasts) To provide a set of brand guidelines for all communications media from Computing Services
Audience:	University staff and students
KPIs:	To have drafted a branding, process and guidelines document To have implemented the branding, communications process and guidelines in all communications To have created and publicised the branding guidelines
Responsibilities:	Creation of a communications process (Service Manager (IT Literacy & Communications)) Creation of communications guidelines and branding (Information Management team) Advice on branding guidelines for the University (Marketing and Communications/IDPS)
Dependencies:	Review of existing communications process Promotion and notification of new process to staff members Buy-in from Computing Services staff members

Focus on Technology events

Aims:	To showcase the technology we have available.
	To showcase what is possible with future technology.
Audience:	University staff and students
KPIs:	To have held at least one technology event
	To have gathered feedback and implemented it in future sessions.
Responsibilities:	Organisation of events (TBA)
	Advertising events (Information Management team / Corporate Communications)
	Speaker for the event (technology expert)
Dependencies:	Room availability
	Availability of technology
	Availability of speaker

Staff and student suggestion scheme

Aims:	To provide a platform for suggestions for new and improved services from staff and students
	To evaluate those suggestions in line with departmental and University strategies and implement them if possible
	To promote the projects we have completed as a result ("you said, we did")
Audience:	University staff and students
KPIs:	To have set up and publicised the scheme
	To have responded to at least 95% of suggestions received
Responsibilities:	Decision on system to be used for suggestions (TBA)
	Publicise the scheme (Information Management team)
	Management of suggestions received (Service Manager (IT Literacy & Communications))
	Consideration and response to suggestions (Relevant team in Computing Services)
Dependencies:	Platform
	Team availability

Calendar of events

Certain activities take place at certain points throughout the year and we are able to plan for, and around, these events accordingly. This is not to be regarded as an exhaustive list and is correct at the time of writing.

Month	Event
January	
February	Semester 2 starts
March	
April	Semester 2 vacation Software consultancy communications
May	Closure of Graduate accounts
June	Open Days Summer Graduation Ceremonies
July	End of financial year
August	Summer vacation Conferences and events (ahs, etc.)
September	Open Day New student arrivals Induction and Fresher's Week
October	Semester 1 starts SU Skills and PG Skills training starts
November	
December	Winter Graduation Ceremonies Semester 1 vacation

Other events that take place regularly throughout the year are:

- Public Lectures
- Departmental Open Days
- Staff induction events
- UCAS days