Implementing Video Conferencing Systems

navigating the past, negotiating the present, preparing the future
Outcomes

• Participants have a clear idea of how to create a successful implementation plan for a web conferencing system

• Gain some insights by examining both sides of the vendor-institution relationship, discover strategies for how to work well together.

• Be able to identify the key concerns of your own environment, with regard to video/web-based communications, and how to best address them.
Experiences and best practices in creating a healthy change-based environment
EXERCISE

• Write down 1-3 things your web conferencing system does well now

Now, from our discussion do you see any NEW ways you might use web conferencing, other stakeholders that you might not have first considered? (e.g., for weekly meetings? Instead of a telephone, For admissions interviews, etc.)?

• Write down 1-3 things NEW ways you might use web conferencing

Work collaboratively and discuss with your table, we will take some sharing out to the room.
A successful plan for implementation
Plan - Change Management Preparation

- set the stage, prepare your people (requires some emotional intelligence)
- Create "road signs" (like how signs go up in advance before work is begun)
- Set up communication and training schedule

Deploy - Set-up and Configuration

- Configuration Meetings, be sure to involve stakeholders
- This is often a time your Vendor will draw your attention to opportunities
- Provision Accounts
- Confirm training schedule

Adopt [Transform] - Communication and Training

- Monitor usage & begin weekly emails / reporting out
- Meet weekly customer rep. Cover status of user adoption, identify power users.
- Roll out trainings, communicate how people will be supported (use vendor support and help)

Run and Grow - On-going management

- Do at least quarterly meeting with your vendor for the first year.
On-Boarding At-a-Glance

The Complete Zoom Timeline

Plan
7-14 Days

- Scope & Requirements
- User trial
- Feedback loop
- Rollout plan
- Weekly review

Deploy
14-60 Days

- Vanity URL branding
- User training
- Admin/Helpdesk training
- Support ticket submission
- Feedback loop
- Weekly review

Adopt
1-3 Months

- Monitor initial adoption
- Ensure proper training & collateral distribution
- Support escalation path
- Establish bi-weekly or monthly account health QBR

Continued Success
Ongoing

- Pro-active regularly recurring QBRs
- Continue to monitor adoption trends
- Support escalation path
- Provide on-going best practices and roadmap visibility
## Change Management Preparation

- **Set up and Configuration**
  - **Kick-Off Meeting**
    - Roll-Out Meetings Led by CSM - 20 minute introductory meetings regarding license set up, training offerings, and how to use within the sales cycle
    - **Stakeholders:** Project Manager, Supervisors, Implementation Team
    - **Accountable Person:** Implementation Team
    - **Time Req.:** 30-60 min.
  - **Deployment**
    - Vendor Configures Account
    - **Time Req.:** 1-2 Days
  - **Establish Weekly Review**
    - Weekly roll-out project status call with lead contact
    - **Time Req.:** 30-60 min.

### Launch Communication
- **Documentation**
  - Launch Announcement with Kick Off Meeting Schedule
  - **Notes:** Email
- **Training Information**
  - Follow up notification w/ training schedule
  - **Notes:** Email

### Onboarding / Training Events
- **Admin Training**
  - Admin training
  - **Time Req.:** 45-60 min.
- **End User Training**
  - Custom/Private Trainings for users
  - **Time Req.:** 60-90 min.

### On-Demand Training
- **Admin and End-User Training**
  - Navigate to Vendor Provided Trainings. Possibly organize sessions amongst different stakeholder teams.
  - **Time Req.:** 60-90 min.
  - **Notes:** On Demand

## Adoption
- **Track Usage**
  - Monitor usage & begin weekly emails / reporting out
  - **Time Req.:** 30 min.
- **One Month Analysis**
  - Schedule review for analysis of first month results
  - **Time Req.:** 1 hr.

## On-Going Management
- **Pro-active QBRs**
  - Conducted quarterly or as needed with the customer. Goal of highlighting useful information, data analytics and trend analyses, making key recommendations where needed. Review any current product updates and/or roadmap where appropriate.
  - **Time Req.:** 1-2 hrs.
  - **Notes:** 1 month from launch, then Quarterly
Lessons Learned—you’ll want to deal with during implementation

Things you might need to prepare for:

1. Your infrastructure is ready. What if it really takes off? Can to manage a 10x increase of video bandwidth? Much of the time is more about updating configurations and managing your network, and only sometimes about building out.
   Did you work with your vendor on this issue in advance?
2. Recordings Storage--you may get what you want! Our transformation was actually that, and people started using the system more than expected. We ran out of cloud storage very fast. We were somewhat prepared, knowing that the cost of extra storage was low, and that there were other options available.
3. Support. Is this a good time to ween people off of your help desk? To what extent do you want people to use the vendor for support? Do you really need to make those FAQ pages, why not just point them to the vendor’s support site.
Does this spark new ideas for implementation at your institution?
Discuss the exciting changes in the video conferencing/communications (e.g., UCaaS)
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Your Presenters

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