What’s my DNA?

Outcomes

• Your personal and team DNA – what’s essential and what is adaptable?
• Communication models – what works for your institution?
• Trigger points and growing pains – turning this to an advantage
• Move from current state to future state planning
The maturity of an IT Communications Team should align with the growing needs of an IT department and institution.

What factors might force you to re-imagine your Communications Team?

- New executive leadership
- New strategic vision
- Budget
- Automation or business process redesign
- Staff vacancies
Arrested Development

Growth does not always = staff resources and budget.
Don’t discount diversity in skills, services, and leveraging partnerships.
What makes up your team’s DNA?

Inventory of technical/soft skills
Communications ecosystem (tools, channels, platforms)
Team vision, mission, and charter
Communications framework or roadmap
Future state

Forecasting your Maturity Model

<table>
<thead>
<tr>
<th>FUTURE STATE</th>
<th>CURRENT STATE</th>
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<tbody>
<tr>
<td>Will you expand/shrink the team?</td>
<td>Assess/Evaluate skill set inventory</td>
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<tr>
<td>How will you build the case of investing in a team?</td>
<td>Current services/Operations</td>
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<tr>
<td>What will influence team make-up?</td>
<td>Process of re-evaluation/review</td>
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Benchmark against your competitors and know your comparators.
Be your own disruptor

Don’t forget to think about yourself.
Our DNA contains instructions needed for an organism to develop, survive, and reproduce.

Questions? Comments?
Contact Information

LINDA ONG
Director, Communications
Information Technology | Office of the Chief Information Officer
University of British Columbia
604.822.8989 | lindaong@ubc.ca
it.ubc.ca | @UBCITNews | @lindaong