Change Collective
UQ Engage Project (CRM and MA)
Meeting #5

18 June 2021
Agenda

• Welcome
• Implementation Planning
• Change Champions
• Lets talk
• Update on the CRM and MA Program

From the UQ Engage Project...

Colleen Stillman-Cheng
Product Owner

Alison van der Wiel
Change Manager

Karyn Burger
Change Specialist

Umer Syed
Program Manager
Headlines - since last meeting

- Our new Project Manager, **Casey Ammar** has joined the team
- UQ Engage name finalised
- Contract finalisation with the Implementation Partner
- Initial design validation workshops have commenced
- All working groups now in flight
A note about today’s content….

- A lot of the information provided today is an early look at what the project is planning
  - Most is DRAFT and not yet approved
  - Please do not share this information at this stage
- Formal project communications will be issued shortly
Implementation Planning

Karyn
Our Agile Approach

- **ANALYSIS**
  - Stakeholder Interviews
  - Design Workshops

- **DESIGN**
  - Iterative Development

- **ITERATIVE DEVELOPMENT**
  - Configuration
  - Development
  - Quality Assurance

- **QA and UAT**
- **GO LIVE**
- **PROJECT MANAGEMENT**
- **DATA MIGRATION AND SYSTEMS INTEGRATIONS**
- **CHANGE MANAGEMENT**
- **TRAINING**

Our Agile Approach

UQ Engage Project | Marketing and Communication

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Design Phase overview

- Time-boxed to 4 weeks
- Ultimate goals
  - Agree the solution requirements
  - Agree the high-level solution design to achieve these requirements
  - Agree the delivery schedule and effort to deliver this solution
  - Confirm the team needed to meet the schedule
  - Establish the ways of working to guide the team approach
  - Develop a team ethos and culture to enable these WOWs

Business Stakeholders are involved to:
- Attend workshops on specific issues and provide feedback:
  - Will what we have designed work for you?
  - What are we missing?
  - Help us design key functionality
  - Other feedback
- Attend 'playback sessions' to make sure we will implement the system that will meet UQ’s needs
Anatomy of a Release

System build is planned in 3 week blocks called 'sprints'. We have 1 or 2 sprints per release.

Each of our releases are numbered sequentially. They apply to a number of people within teams. Not everyone at the same time.

Training consists of 2 weeks:
Week 1 we finalise the training collateral in the stable, tested environment.
Week 2 we train staff.

Go Live is the day the new functionality is released into Production (Live) environment.

Hypercare is where we have a dedicated team to address any systems or training issues, as they arise. This is usually for 1 week. After that time, Power Users will usually take over support.

At the end of the build sprints, we have testing. This includes User Acceptance Testing (UAT) where we have people from the business running through scenarios to check the functionality behaves as its planned to behave.

If some functionality fails UAT, it will not be released. It will be put in backlog to be worked on in another build sprint to fix it.

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Agile

Agile Software Development is a project management technique that allows developers to create a working software model in just a few weeks.

An Agile team breaks down in their project into smaller development cycles called iterations or sprints.

At the end of the iteration, users give their feedback and suggestions, and the Agile team includes it in future iterations. This cycle continues until you’ve created a final software.

Sprint

It’s another term for an iteration.

Sprint maintain a uniform length (2-4 weeks) during the Agile development process. Whereas, iterations can have varying lengths, depending on the nature of the work.

Product owner

They are the key members of the team. They decide the vision and features of the final software - they carefully understand UQ’s needs and requirements and add those items to the product backlog. They also receive feedback from users and relay it to the development team.

User story

It’s a brief description of a specific feature or a function that UQ would find helpful. A user story looks something like this: ‘As (user name/type), I want to (do a thing), so I can (achieve a goal).

Epics

An epic is a big idea or feature that can be broken down into smaller user stories. Much like how large ‘epics’ like Lord of the Rings are split into 3 books.

Acceptance Criteria

Acceptance criteria are a set of conditions that software must meet in order to be accepted by a stakeholder. The product owner needs to determine whether the feature is doing what the users want it to do (user story).

Acceptance Test

An acceptance test ensures that a software feature is working correctly and meets the acceptance criteria. It’s usually run after the software has been developed.

Source: 50 Agile Terms Everyone Must Know (Detailed Glossary) | ClickUp Blog
Change Network

**Change Leaders**
- The **Sponsor/s** are the key driver of internal messaging
- **Formal influencers** in the business
- **Directly influence** team process, practices and ways of working
- **Confident communicators** with a passion for preparing the organisation for the future
- **Manage the change** and impacts facing their staff

**Change Champions/Change Advocates**
- Are **informal influencers**
- **Grasp new technologies** easily
- Are **natural connectors and coaches**
- Create a crucial **feedback loop** between the project team and the needs of staff as they navigate the changes

**CX Steering Committee**
- Provide **strategic oversight, governance, direction and resourcing** to the CX Program and the CRM and MA Project.

**Working Groups**
- **Senior leaders and subject matter experts** providing broader strategic focus and identification of whole organisation impacts, opportunities and barriers.
- **Co-design** of cross-UQ challenges needing to be solved for the new solution

**Power Users**
- Good at **technical use of systems and will upskill** themselves in the use of the solution and changes to business processes
- **Personable and approachable**
- May also be our User Acceptance Testers
Power Users

Alison
POWER USERS
What do we need them to do?

01 PROVIDE EXPERTISE
Assist with early system feedback, test planning and/or user acceptance testing

02 ATTEND TRAINING
Attend showcases and experience hubs, provide feedback on training materials, attend training sessions

03 FIRST LINE SUPPORT
Troubleshoot issues against known program nuances and provide help and support to new users

04 LIAISE WITH TECH SUPPORT
Log calls with Tech support (TBC). Be the point of contact for resolution. Pass the information to the team.

05 PROJECT LIAISON
Attend weekly project stand-ups to pass on incidents and keep project team updated
What we need you to do…

• Start thinking about who in your team might be good power users

<table>
<thead>
<tr>
<th>General characteristics</th>
<th>Specific to UAT</th>
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<tbody>
<tr>
<td>• Interested in technology</td>
<td>• Good at understanding technical instructions</td>
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<tr>
<td>• Those who know the business well</td>
<td>• Good with detail</td>
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<tr>
<td>• Good with people</td>
<td></td>
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<tr>
<td>• Those who naturally enjoy showing others how to do things</td>
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Let's talk…

- **Burning questions**
- **Myth busting**
- **Feedback**
- **Bouquets**
Key Messages

Karyn
Key Messages for your team

• We have appointed an additional project management resource - **Casey Ammar**. This recognises the project is growing, and we have begun the detailed design and development work.

• Contract negotiations are almost complete. Once a contract has been agreed with the Implementation Partner, we will announce our partner.

• We are currently working with our Implementation Partner to conduct a Design Validation phase with the Implementation Partner, phase 1 business SMEs and working groups. Following Design Validation, we will have agreed scope, implementation plan and resourcing.

• All Working Groups to co-design the solution are now in progress. The people and their time has been negotiated with Managers. We very much appreciate the involvement as it will lead to a better solution.

• We are co-designing a ‘One UQ’ Enquiries Management model with CX Working Group, plus others across the UQ business to get alignment on what enquiries management could look like in the future.
Next Steps

We will…

• Upload this deck to the website

Could you please…

• Share they key messages of the project with your team members

• Talk to your team about how they would like to be communicated with, and how often. Please feedback to Alison by 4 June

• Gather feedback from you people to share at next meeting

Next Meeting

• Introduce you to our Delivery Partner
Thank you!

Alison van der Wiel
Change Manager

Karyn Burger
Change Specialist
CRM and MA Program