Successful Policy Implementation and Communication Strategies

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NO ONE TOLD ME
NOT TO NOT DO THAT!!!
Change...

It is inevitable.
Successful Policy Implementation

- Review and edit/create policy that provides guidelines for staff
- Identify where and why is there need for edit/creation
- Draft policy and review with team to fine tune and be sure it meets federal law and regulations
- Ask yourself: Is the policy within reason? Does it limit opportunity otherwise acceptable within federal law and regulations? How does it impact students? How does it impact college stakeholders?
- Update all areas impacted: P&P manual, website, forms, portal, emails, etc.
- Set dates of implementation (hard date, phased in, exceptions/grandfathering)
- Plan communication strategy
Communication Strategies

- Create a Timeline of Events
- Announcement
  - What is the policy?
    - Why created or changed?
  - When is it effective?
- Training
  - Information Sessions / Q&A Sessions
    - Internal staff
    - External stakeholders
  - Recorded tutorials
  - Case studies
  - Providing a point of contact
  - Follow up / Check-in (1yr later)
PCC Change in Maximum Timeframe Policy

Timeline of change process:

Winter - Summer 2021
- Identified issues with Max Timeframe Policy
  Internal conversations began around policy issues and what resolution needed to happen.
- Committee Formed
  A committee of managers and processing team staff worked to update the policy and create action plan along with communication strategy.

Sept. - Oct. 2021
- Meeting with FA and Academic Advising Managers
  High level discussions with stakeholders to create buy-in and share ideas for roll out.

November 2021
- December 2021
  Announce Implementation Date and Hold Training with AA Pathways
  FA point persons joined AA Pathway meetings to discuss changes to policy and impact on process. Training video and support resources created.

Information Sessions/Q&A
- FA hosted eight Information Sessions/Q&A during winter 2022.
Some things to consider...

- It doesn’t matter how large or small the college is, this method can be applied.
- FA staff, other college stakeholders, and students are all human with real feelings - when things are poorly communicated or not at all, feelings get hurt.
- Emotions come up with change - people want to know “why the change?”
- Ideas for change can come from anyone.
- Who is responsible for leading and training the change?
- Where can staff and stakeholders find this information or access the training materials?

- What other thoughts are out there?
Questions?