Orange SUccess Managing Change, People, Technology, and Process

Syracuse University

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AAF/ESE



Fast Forward Syracuse

 Academic Strategic Plan All Schools and Colleges Information Technology Services

Enrollment and the Student Experience

"It's easier to change the course of history than change a history course."

Zell Miller Former Governor of Georgia and Chancellor of the University System of Georgia

6,797 total appointments created

2,748
total appointments created

Spring 2018

49.79%

76.77%*

*Calculated course completion rate was reported since Spring 2018

Fall 2018

50.57%

75.64%*

Through the lens of "One University" Managing change and culture within a large, private university is daunting,

but can be done by diagnosing what areas need alignment. More importantly, sustaining institutional change in higher education is possible with a strategic approach. This session will provide examples of how adoption of Orange SUccess was promoted strategically through the lens of "One University." We will share how our thinking shifted from focus on departments to an all-university view to successfully embed/anchor the change. Lessons learned include the many reactive changes that were unforeseen, or were simply more difficult to influence from the start.

for Change

Dual system structure in which hierarchy and cross-functional networks work together. Learn from research and campus history.

Unwavering support from Campus Leadership

Create a Vision

OPPORTUNITY: Improve Student

universities can place more and better information into the hands of a greater number of people, enabling informed decision-making."

Educause 2007

Communicate the Vision

Empower

Action

Create

Quick Wins

Guiding Coalition; Advising Practitioners Forum; and Retention Council

Remove barriers including:

- Disparate advising structures
- Stovepipe mentality Lack of collaboration
- Risk aversion Inaccessibility
- Legacy systems
 Resistance to change
- FOMO/WIIIFM/FUD

Successful system implementation

- New business processes, ESPRs/ MSPRs
- User-friendliness = high early adoption among faculty and advisors
- Early alerts ("nudge theory") motivate students
- Survey results, Usage numbers

UG ESPR

UG MSPR

Orange SUccess

SYRACUSE UNIVERSITY

student support/

The Network Effect

Early Wins

ORANGE SUCCESS

ADOPTION RATES

Fall 2017

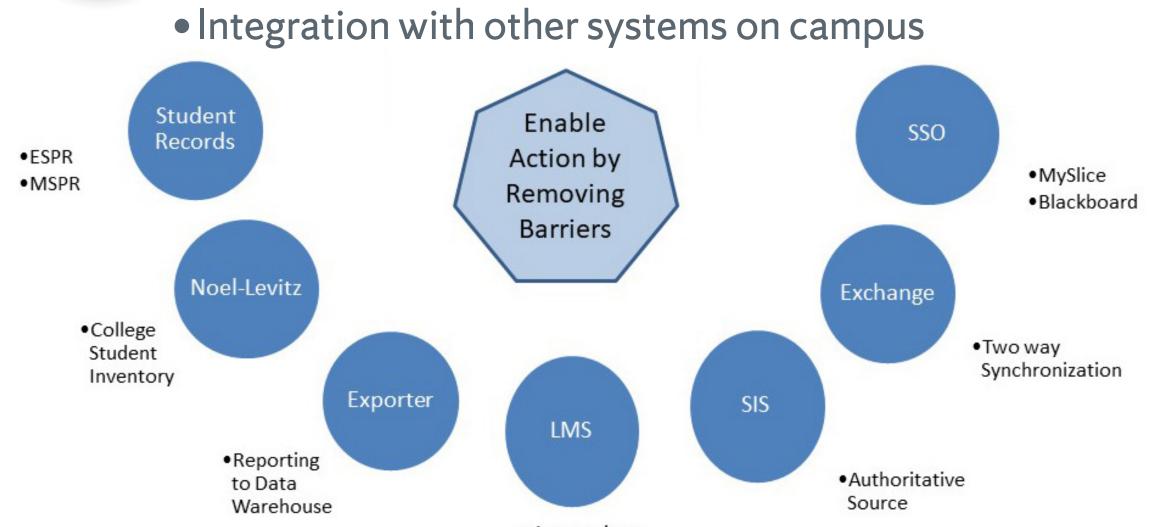
45.80%

62.49%

Early Alert/Connect

15.46%

53.96%



course data

Poster Session Objectives

- 1. Understand The Values And Culture
- 2. Manage Resistance To Change
- 3. Measure Adoption
- 4. Leverage The Network Effect
- 5. Communicate Early Wins

Feedback from all Players

66 Students:

- Kudos provided me with motivation to do better.
- I had immediate response when I raised a flag in the system.

Faculty:

- Those students who were recognized were more willing to participate in the next class.
- Orange Success is a win-won proposition for students, and those of us who teach and work with them.

Advisors:

- I was able to reach out to my students to advise them immediately when they missed classes or had low test scores.
- It was helpful to have more information from faculty for my probation students when they came to meet with me. ">>

Clear Evidence of Student Success

- Our faculty more than doubled the national average of 31% completion rate of Mid-Semester Progress Surveys at universities over 15,000 students, demonstrating the University's commitment to supporting students' success
- Nationally recognized for its exceptional use of advising technology and positive adoption metrics, Orange SUccess was awarded the 2018 Hobsons Education Advances Award for Student Success and Advising.

http://OrangeSUccess.syr.edu

Build on the Change

Network effect and relentless focus on new opportunities, continuous improvement, and integration with other systems on campus.

Make It Stick

Users' enthusiastic adoption has driven Orange Success into the University's DNA as a campus-wide system.

Adapted from John Kotter's model for Managing Change Management