Business Case for Change and Value

- There are currently many systems across CU involved in understanding and fostering strong relationships with our constituents. CU employees who work in recruiting and admissions, student success, and advancement will benefit from a single platform because it will centralize data and lessen the need to manually manipulate and analyze the data in order to make it actionable. We will be able to take advantage of process automation and insights in a much more timely fashion. The team is working to quantify the business value of productivity gains and better insights/decision making.
- Results of the Business Value Quantification will feed into our business case for change, as well as inform targets for defining success.

Business Process Current and Future State

- Current state documentation to identify commonality across campuses and business engineering opportunities to efficiently drive business value.
- Future state process design will include nimble and competitive processes; technology integration that enables data sharing, analytics, and reporting; automation of manual processes where possible to enable high productivity and reduced process completion time; and improvement of quality for work output.
- Streamlined processes are essential to building and staying connected with your constituents.

Change Management
• The CU-wide CRM effort will involve changes to people, processes, and tools currently in place at CU. Change management is the application of a structured set of methodologies and tools to ensure the human side of change is addressed and managed. A successful change initiative requires input from those who will be affected so that we can meet people where they are at and move the organization through the transition as responsibly as possible through a combination of communication, training, stakeholder management, sponsorship, and culture considerations.

• In order to fully deliver the expected value, change management strategies and plans are being formulated to best prepare our impacted community to be successful in the future state.

Groups audience:
CU CRM

Source URL: https://www.cu.edu/crm/projects/building-foundation

Links