

Process Name: Marketing Drive Optimization

Opportunity:

How do we organize our marketing drive to optimize navigation? The desired outcomes from this improvement are increasing efficiency and maximizing the value of the resources in the drive.

Current Landscape:

Navigating multiple folders to find information:

- Not being able to find information about systems and processes.
- Photos and documents not being obviously named once folder is found.
- Multiple folders for one topic. i.e. social media.
- Folders named after employees, possibly with important information.
- Difficulty viewing photos once found - must download to preview.

Relying on others to find information:

- New staff don't know where to find department resources.
- Current staff may feel incompetent because they can't find basic information.

Deficiencies:

- Spending a lot of time trying to find what we need.
- Having to pay extra for higher speed internet.
- Files take a long time to open.
- Have to use the VPN to access M: Drive.
- Having to use 2 systems (Box and M: Drive).

Goals/Targets:

- More efficient work processes
- Standardized practice for naming
- More sustainable process for obtaining/locating resources
- Less dependent on others to complete tasks

Future Recommendations:

- Standardization for naming conventions of folders and files
- A SOP for reference and training materials
- One repository system
- Audit to remove unused and duplicated items

Implementation Strategy:

Phase 1 3 Weeks

- Research to see what other institutions to see what they use for photo storage
- Decide if separate storage for photos is the best process
- Connect with USNH IT to determine whether we should move files over to Sharepoint.
- Depending on outcome of conversation, determine whether to stay with M drive or migrate to Sharepoint.

Phase 2 1 ½ work days over 1 month

- Create SOP for how to access folders/where to find them.
 - System and naming conventions for organizing folders.
 - Step by step process for saving and accessing files.
 - Make sure new staff are trained in the system during onboarding.
- Create folders with new naming conventions.
 - All new documents should be saved in these folders

Phase 3 End of 2022

- Conduct an audit of the current folders
- Remove any irrelevant documents
- Schedule "file fling" as initial kickoff to organize folders

Follow-up/Sustainability:

30: Check to make sure a decision has been reached and IT has been contacted
60: Ensure that an SOP has been started and working sessions have been scheduled
90: Ensure that SOP is done, folders have been created, and file migration has been started

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