

Creating a Virtual Orientation for New Staff

Webinar Notes

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- Twitter hashtag: #vitorient
- Panelists: Jean Mantegna, Sandra Lombardo, Melissa Hepler
- New staff orientation is important!
- Onboarding (orientation)
 - The strategic process of:
 - Attracting and engaging new staff
 - Reaffirming their employment decision
 - Acclimating new staff into the organization's culture
 - Preparing them to contribute at the desired level as quickly as possible.
 - By doing these steps, you have a better chance of keeping your staff!
- The 6 Ws
 - Why
 - Time: Different Schedules
 - Hard to find a common time for orientations.
 - Time: Different New Hire Dates
 - People are hired all the time.
 - Time: Travel to Different Locations
 - People had to travel to a central location.
 - Who
 - New Staff
 - Volunteers
 - Refresher accessible to all staff
 - How (or Wow)
 - Project Charge
 - Develop supplement existing in-person orientation
 - Information was relevant and available on their time schedule
 - Materials available to all staff
 - Where
 - Previously:
 - On-site at administrative offices
 - Vision:
 - Work computer, laptop, computer lab
 - When
 - Previously:
 - Time delays in attending
 - Vision:
 - Intro available from 1st day of employment
 - Full day customer service program
 - What
 - Previously:
 - Face to face, 3-4x/yr, 1/2 day program
 - Face to face full day customer service program, 1-2x yr
 - Vision:

- Computer based orientation available from 1st day of employment
 - Face to face full day customer service program
- Timeline for project: 1 year

January	• Assign Project Managers; Begin looking at other orientations/ websites
February	• Brainstorm design ideas with Graphic and Web Designers; Work on Project Scope Statements
March	• Complete rough drafts of scripts
April	• Continue progress on content; Recruit talent for voiceovers
May	• Review design mock-ups and select design; Plan audio/ video sections
June	• Develop flowchart/ storyboards
July	• Graphics creation; Weekly distribution of graphics to Web Designer; Select photos; Present update to Administrators
August	• Graphics are complete; Web design in progress
September	• Project is ready for Beta testing; Select Test Group
October	• Beta Testing
November	• Analyze results of test; Make adjustments
December	• Launch Product; Prepare presentation and Final Report

- Phases of Project:
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 - Design Phase
 - Reviewed other products
 - Identifying features wanted
 - Desired Features
 - Thematic design
 - Different media formats
 - Content Creation Phase
 - Create uniform scripts regardless of format
 - Engage stakeholders to provide information for scripts
 - Use material already created (i.e. Staff Handbook)
 - Scrutinize the details, but not too much.
 - This is a "living document" which can be added to frequently.
 - Engage stakeholders and get them involved in the process.
 - Make podcasts general so they don't show any staff who may disappear.
 - Only the director is in it and it is updated every year.
 - Podcasts made with [Camtasia](#).

- Implementation Phase
 - Testing the Product.
 - Diverse group of staff from all levels and departments beta-tested.
 - Address all aspects of orientation: content, functionality, and relevance.
 - Allow suggestions.
 - Provide feedback.
 - Launching the Product.
 - Maintain communication with managers.
 - Inform all staff.
 - Encourage all staff to review.
 - Updating the Product.
 - Is a living document.
 - Include mechanism for annual review and revision.
- Include maps!
- Include simple instructions on how to use podcasts (ex: play, pause).
- Don't have a certain staff member represent a department/branch if you can help it!
- Tips:
 - Look at multiple designs and a variety of techniques.
 - Work in a diverse team.
 - Have a defined scope.
 - Set a timeline and stick to it.
 - Create a project that is easily updateable.
 - It will never be "finished."
 - It takes a village.
 - Avoid specifics in staff or reference.
 - Don't reinvent the wheel.
 - Think outside the box.
- Building communication within an organization (from development coach):
 - Look for people who are ready to grow in their position and responsibility.
 - Go through team building, communication, problem solving together to form a bond.
 - Have a sponsor who keeps an eye on how the project is developing.
 - The development coach is in a management position who meets with each member and helps them figure out their goals in this project and where they want to go.
 - Learn about leadership.