Online Brain Storming as a Tool for University Planning

The experiences of a university using open, on-line engagement to inform its strategic planning process

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Aims of the Session

- Context for the development of the 2017-2022 DCU Strategic Plan

- DCU Fuse- a consultation platform for strategic planning

- Analysing the outputs of DCU Fuse

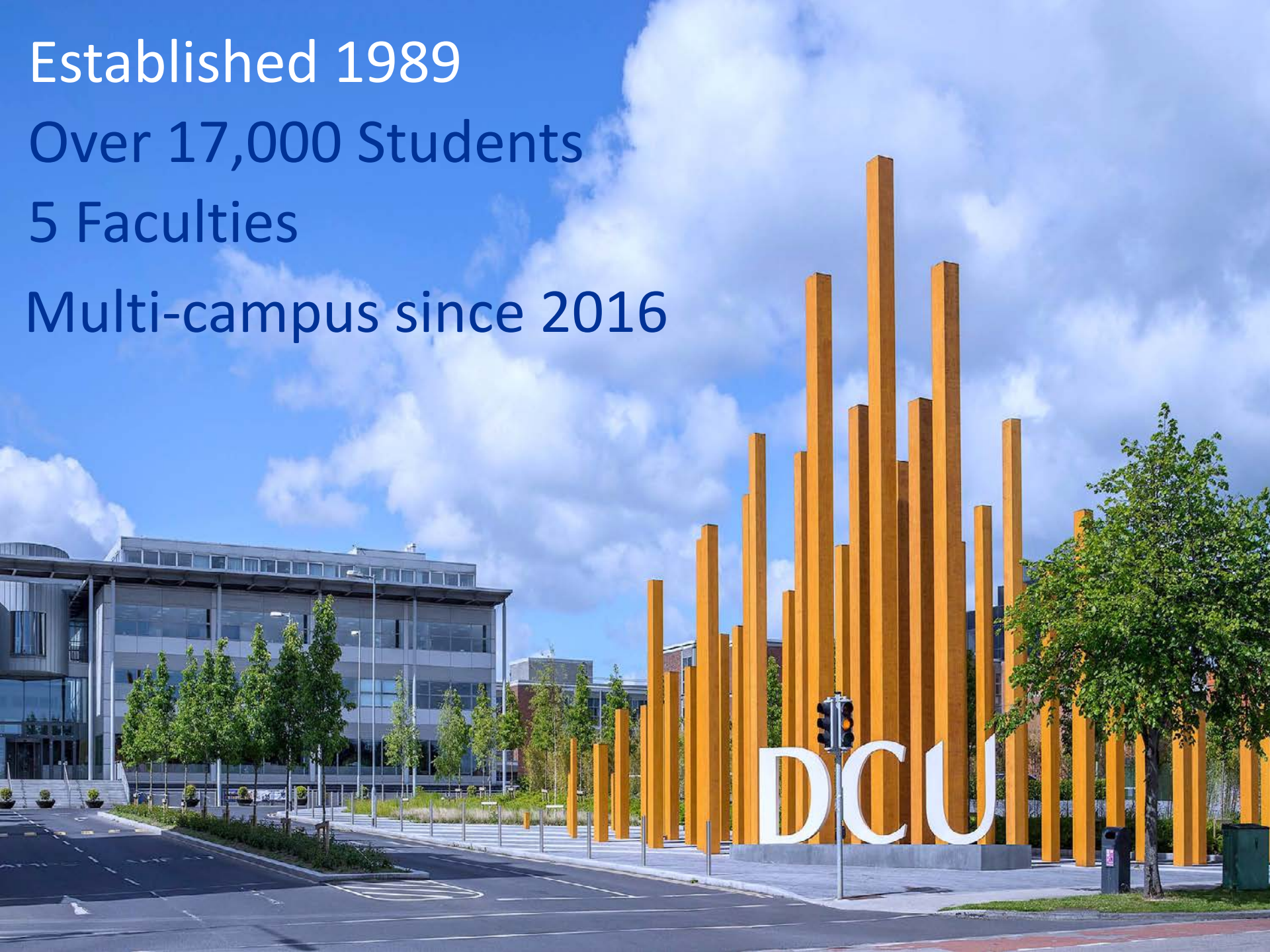- What was the staff experience of DCU Fuse?
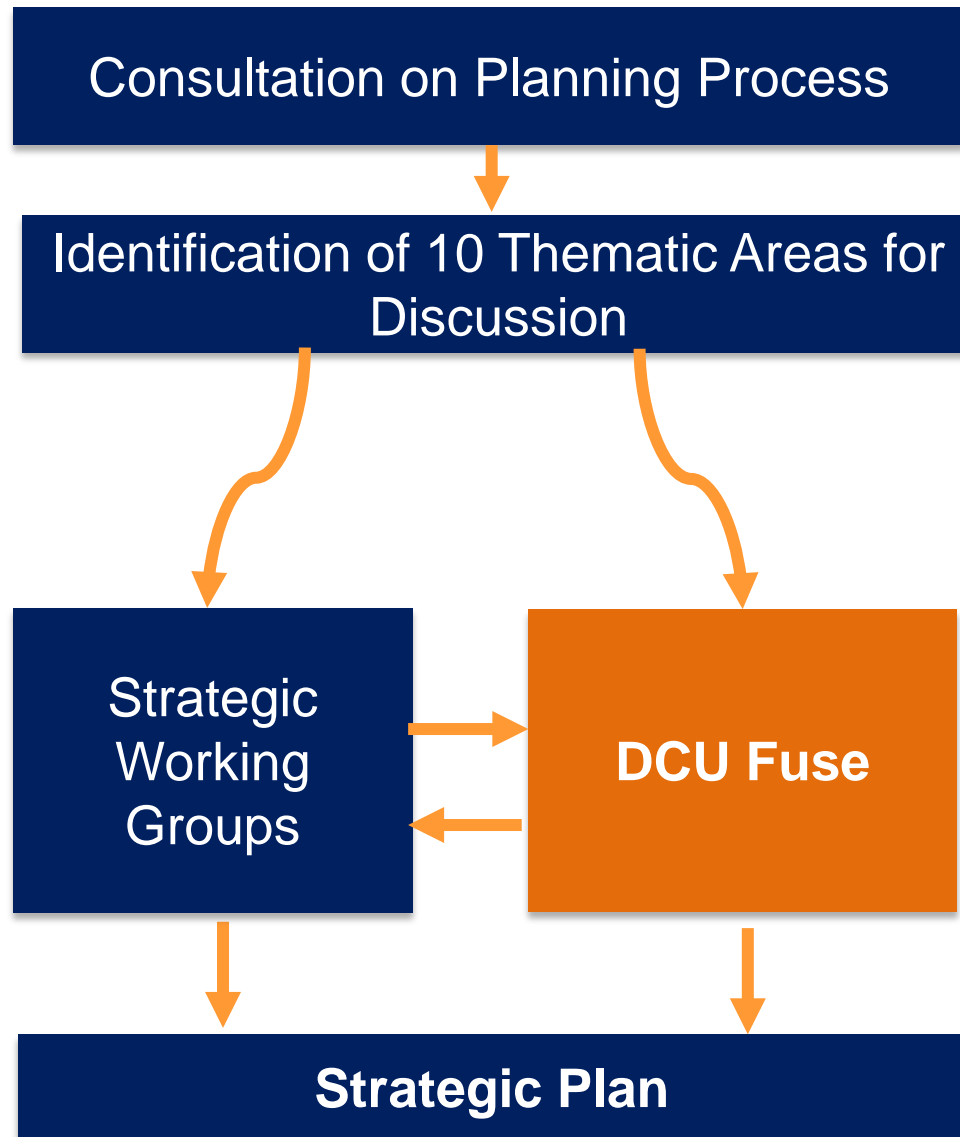
Established 1989

Over 17,000 Students

5 Faculties

Multi-campus since 2016

Strategic Planning Process

Consultation on Planning Process

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Identification of 10 Thematic Areas for Discussion

Strategic Working Groups

DCU Fuse

Strategic Plan

Strategic Planning Process

Strategic Themes for Discussion

1. Research & Innovation
2. Engagement
3. Operational Excellence
4. Campus Infrastructure
5. Student Experience- Learning
6. Student Experience- 'Lived'
7. Sustainability- Financial
8. Sustainability- Environment
9. Staff Experience
10. Internationalisation

'Cross-Cutting' Areas for Discussion

- Creativity @ DCU
- Irish Language
- Diversity
- Sport and Wellness
- Relationships with our Graduates

Online Brainstorming for Strategic Planning

- **IBM Strategy Jam Project 2002**
  - 50000 Employees contributed
  - 10000 Comments about Companies Future Plan

- **University of South Australia (UniSA) - UniJam[3]**
  - Used IBM Jam Technology
  - 48hr Online Brainstorming Session in 2013
  - ~60% of Strategic Actions in its 5 year plan – UniJam[4]
  - Second UniJam 2016

https://www-01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=AB&infotype=PM&appname=GBSE_GB_GN_USEN&htmlfid=GBC03125USEN

25 Hours of Conversation

32 Different Discussions

10 Invited 'VIP' Guest Posters

150 staff and student roles in facilitating discussions

DCU FUSE

DCUFuse is now live!

Help shape the future of DCU and inform our Strategic Plan 2017 - 2022

Have your say at: www.dcufuse.ie

Research and Innovation: Building on our Research Strengths	**Student Learning Experience:** Optimising the Student Learning Experience at DCU	**Engagement:** Enhancing DCU's Societal Impact:	**Operational Excellence:** DCU Digital Campus Chair: Declan Raftery **Julie Spillane, Accenture**
Student Learning Experience: Developing Graduates to meet 21st Century Challenges	**Staff Experience:** Enhancing the working environment	**Operational Excellence:** Maximising the Effectiveness & Efficiency of our Operations:	**Cross Cutting:** Fostering a culture of Creativity at DCU
Sustainability (Env): Promoting a Culture of Sustainability at DCU		**Cross-Cutting:** Sport and wellness at DCU	**Student Lived Experience:** The new DCU Student Centre
International: The Global Student Experience	**Research and Innovation:** Advancing DCU's Innovation Impact. **Danny McCoy @ 1700**	**Student Learning Experience:** Enhancing Learning through Technology	**Engagement:** DCU's impact on the social and cultural life of North Dublin
Cross Cutting: Inclusion: Widening Participation in Higher Education	**Cross-Cutting:** An Ghaeilge i DCU	**Cross- Cutting:** Developing life-long, supportive relationship with our graduates	**Student Lived Experience:** Enhancing student life outside the Lecture theatre:

DCU Fuse – Who Took Part

Pie chart:
- Academic Staff 22%
- Alumni 8%
- External Guest/Friend 10%
- Postgrad Student 5%
- Undergrad Student 24%
- Professional Staff 31%
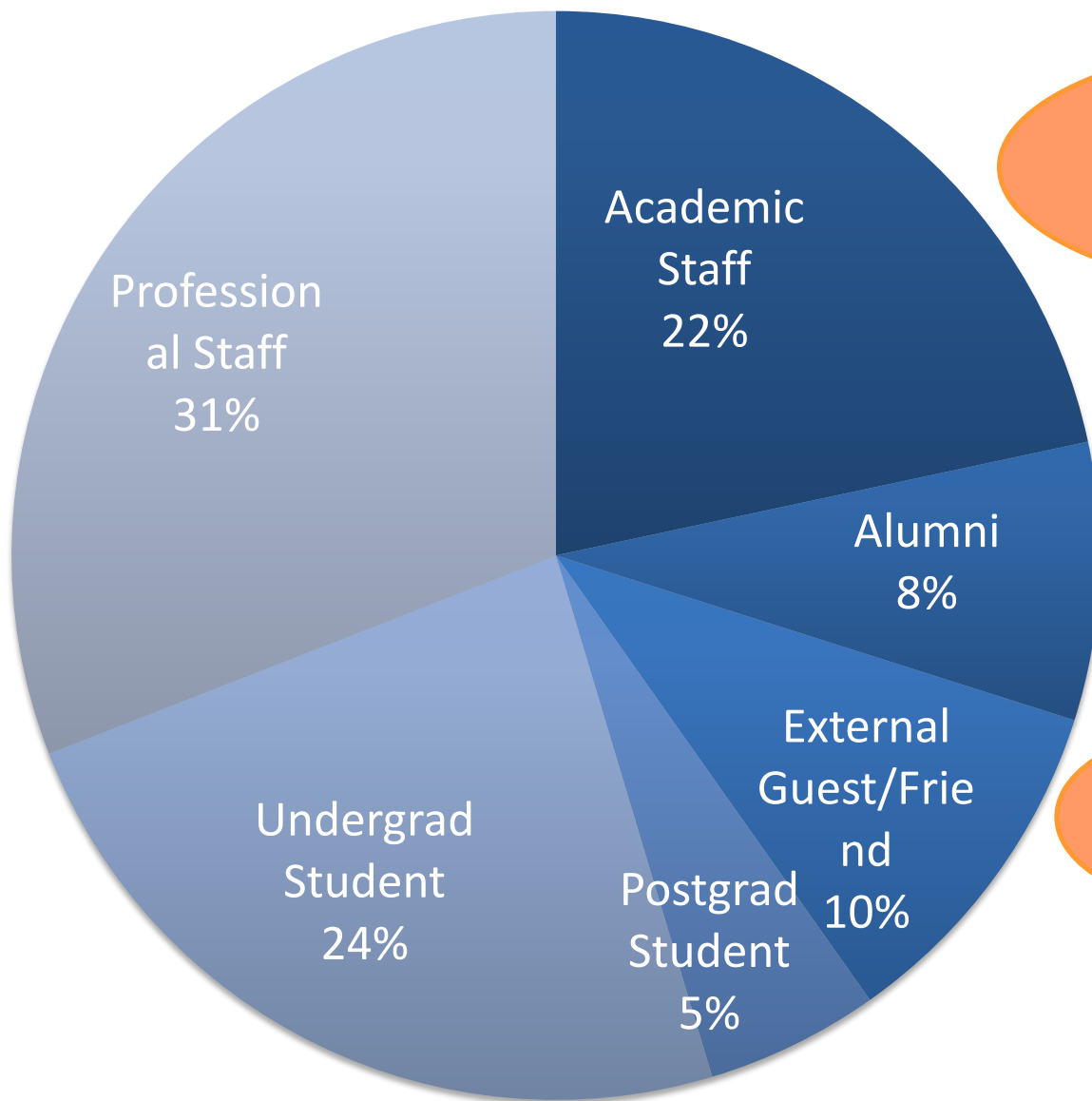
- 71% Accessed inside and outside of business hours
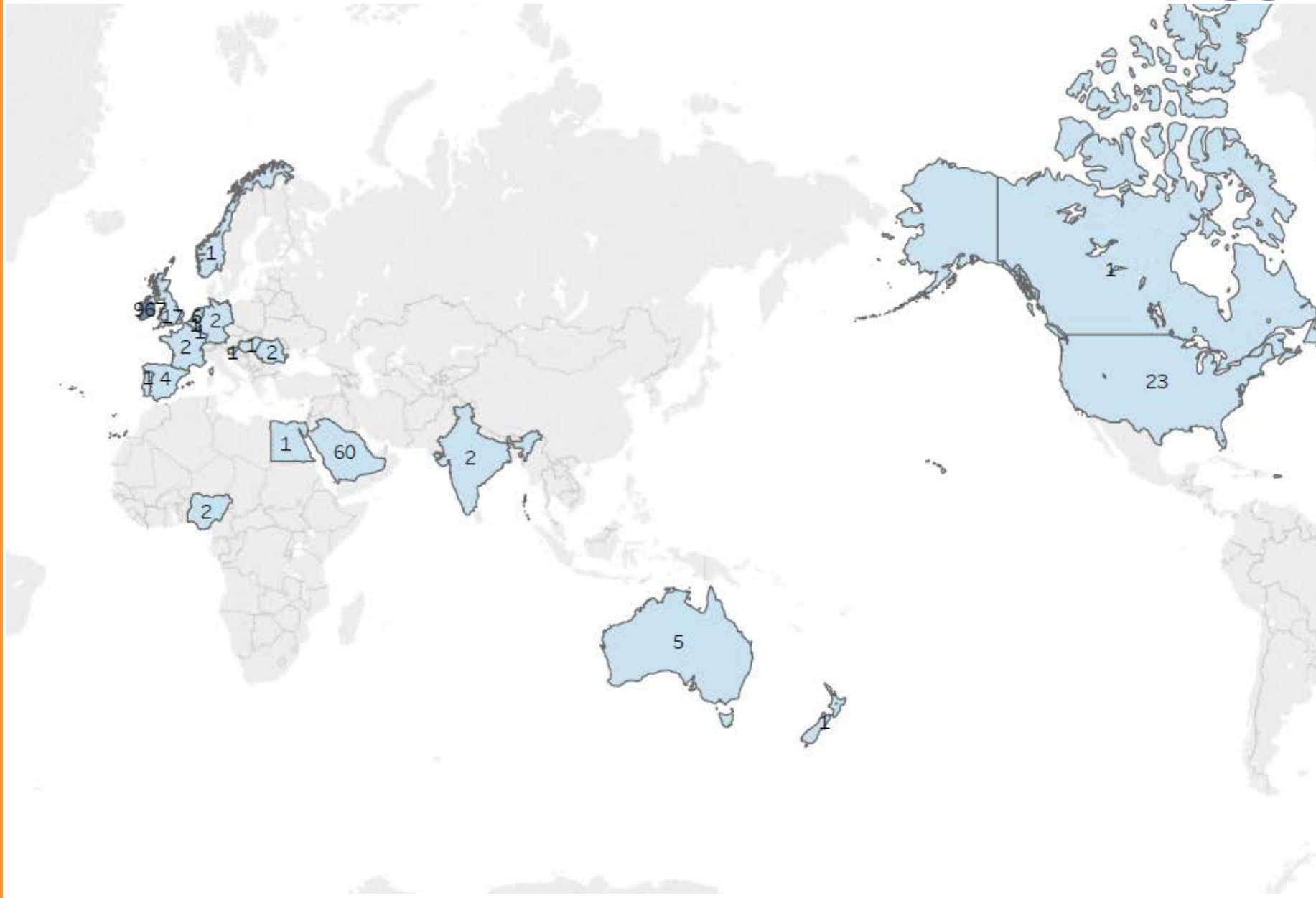- 80,000 Page Views
- 1099 Participants
- 5700 Posts!
- 7903 Likes

1099 Participants/21 Countries
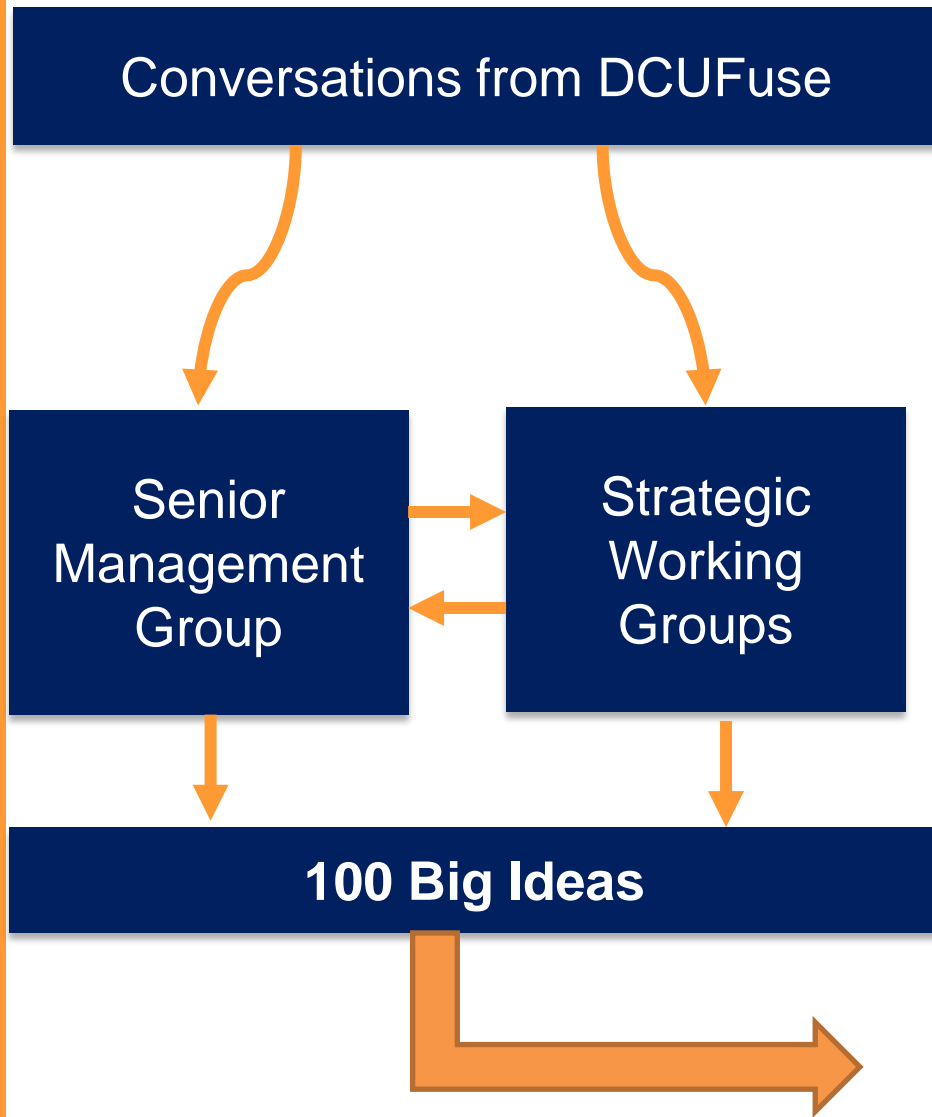
Analysis of DCU Fuse data

Analysis of Data

- ## Sentiment analysis
  - Led by Adapt Centre at DCU
  - Focusing on Linguistic Programming
  - Levels of agreement on themes

- ## Narrative analysis of the discussions
  - Organisation and theme identification of the posts
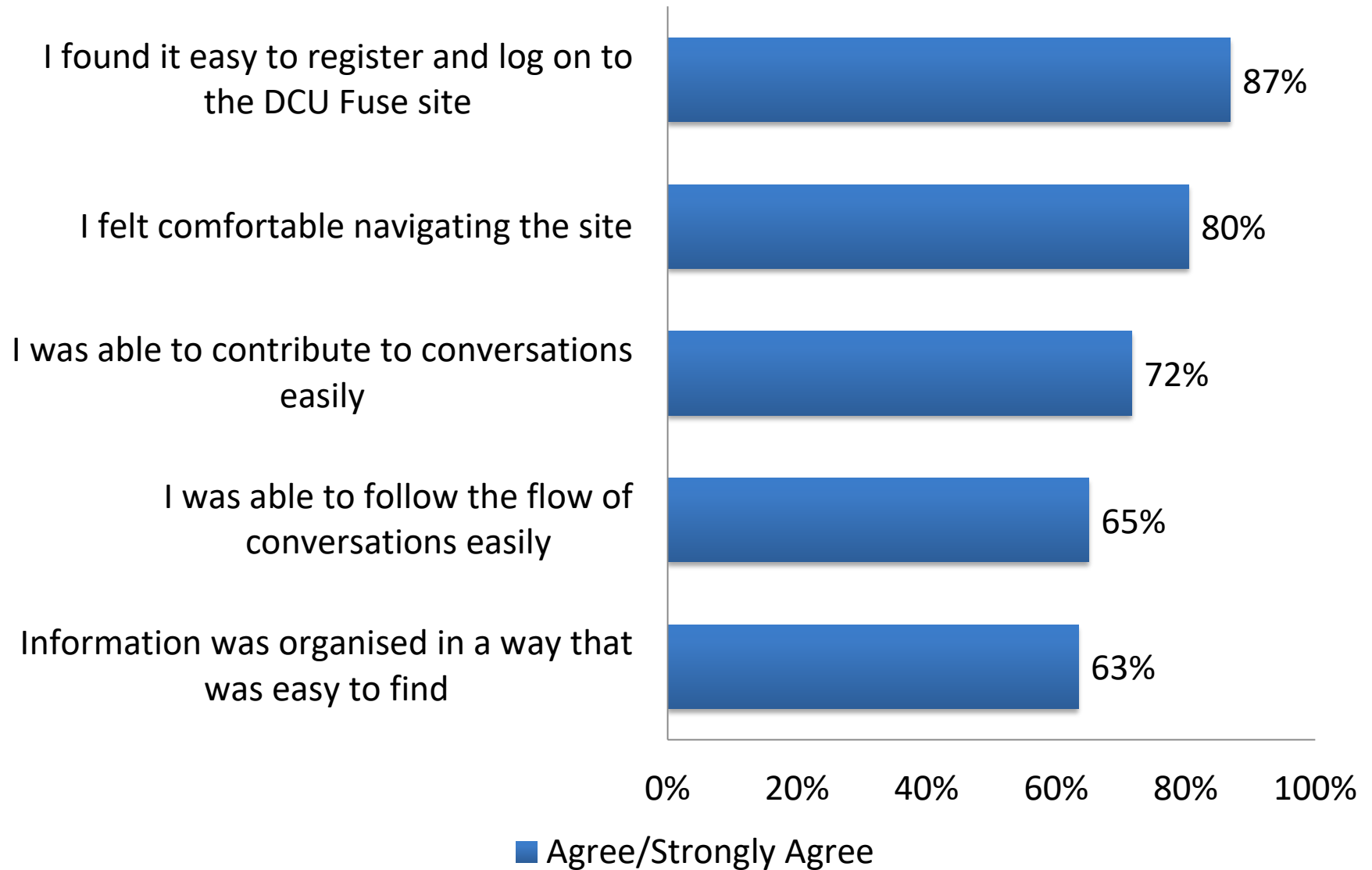 - Identification and selection of ideas

Strategic Plan & DCUFuse

Conversations from DCUFuse
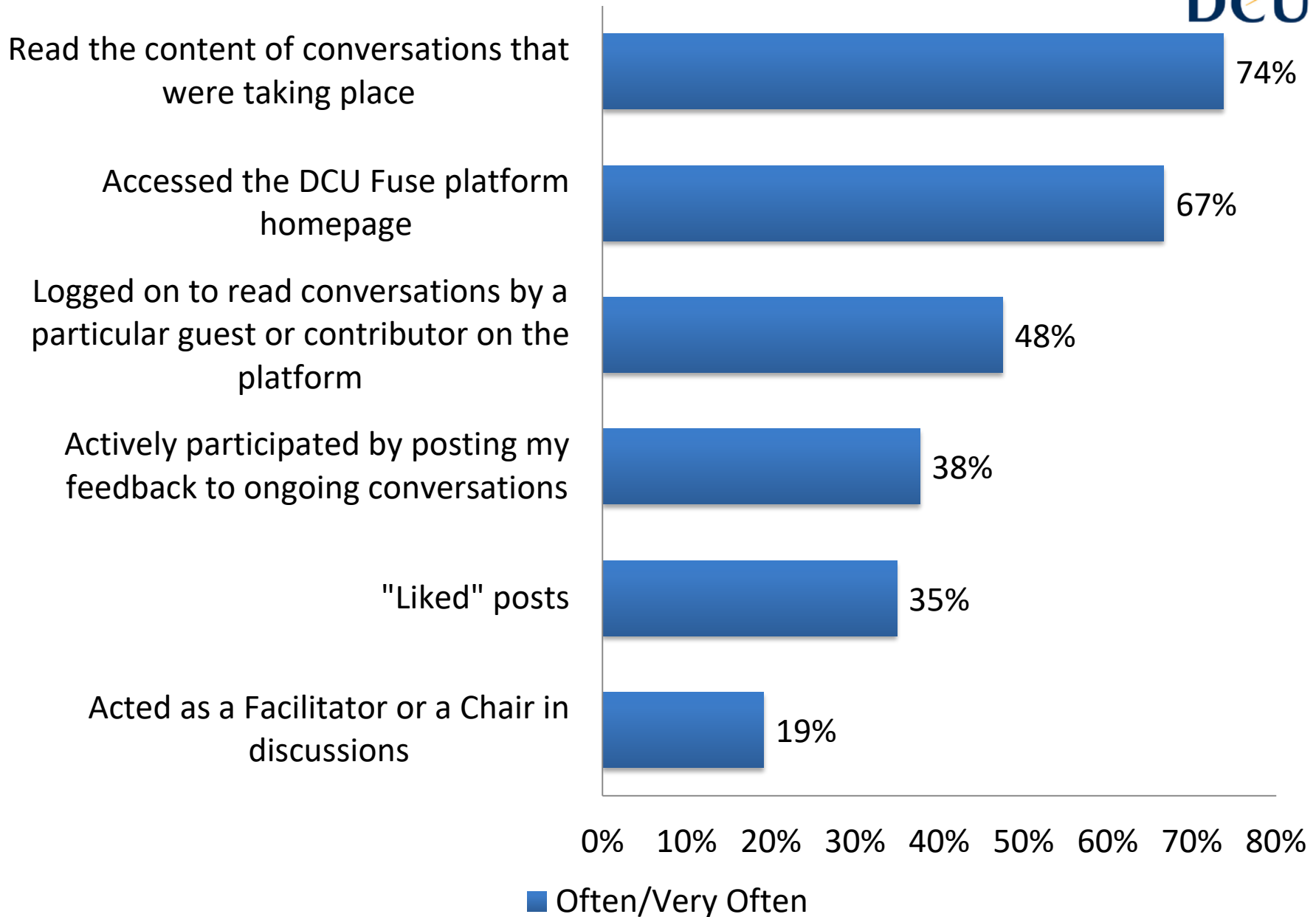
Senior Management Group

Strategic Working Groups

100 Big Ideas

DCU Strategic Plan 2017 - 2022

Post DCUFuse Survey

- Usability of Platform
- Experiences with the conversations
- Use of the concept in the future

Usability of Platform

I found it easy to register and log on to the DCU Fuse site — 87%

I felt comfortable navigating the site — 80%

I was able to contribute to conversations easily — 72%

I was able to follow the flow of conversations easily — 65%

Information was organised in a way that was easy to find — 63%

0% 20% 40% 60% 80% 100%

■ Agree/Strongly Agree

Interactions with the Platform

Read the content of conversations that were taking place — 74%

Accessed the DCU Fuse platform homepage — 67%

Logged on to read conversations by a particular guest or contributor on the platform — 48%

Actively participated by posting my feedback to ongoing conversations — 38%

"Liked" posts — 35%

Acted as a Facilitator or a Chair in discussions — 19%

0% 10% 20% 30% 40% 50% 60% 70% 80%

■ Often/Very Often

Attitude to Conversations

The conversation topics were relevant to my work/ study/ activity at DCU — **84%**

I found using DCU Fuse to be an interesting experience — **78%**

The topics covered a wide range of areas within the university in a transparent... — **78%**

The platform is a good way to solicit views and allow large groups of people... — **72%**

I understood how the conversations related to aspects of the strategic... — **70%**

Participating in DCU Fuse was a good use of my time — **67%**

I felt comfortable expressing my opinion and providing input to an online... — **56%**

0% 10% 20% 30% 40% 50% 60% 70% 80% 90%

■ Agree/Strongly Agree

DCUFuse - Most Enjoyable Aspect

- Sense of Community
- Sharing Ideas and Opinions
- Interaction and engagement with different people
- Seeing the opinions of students
- Allowing every voice to be heard
- Listening and Learning from others

'It was really useful to have a forum where staff members could engage in an exchange of ideas about issues relating to the future direction of the university.'

'Follow and participate in discussions and feel that my comments arrived at those who are important to deal with these topics'

DCUFuse - Suggestions for Improvements
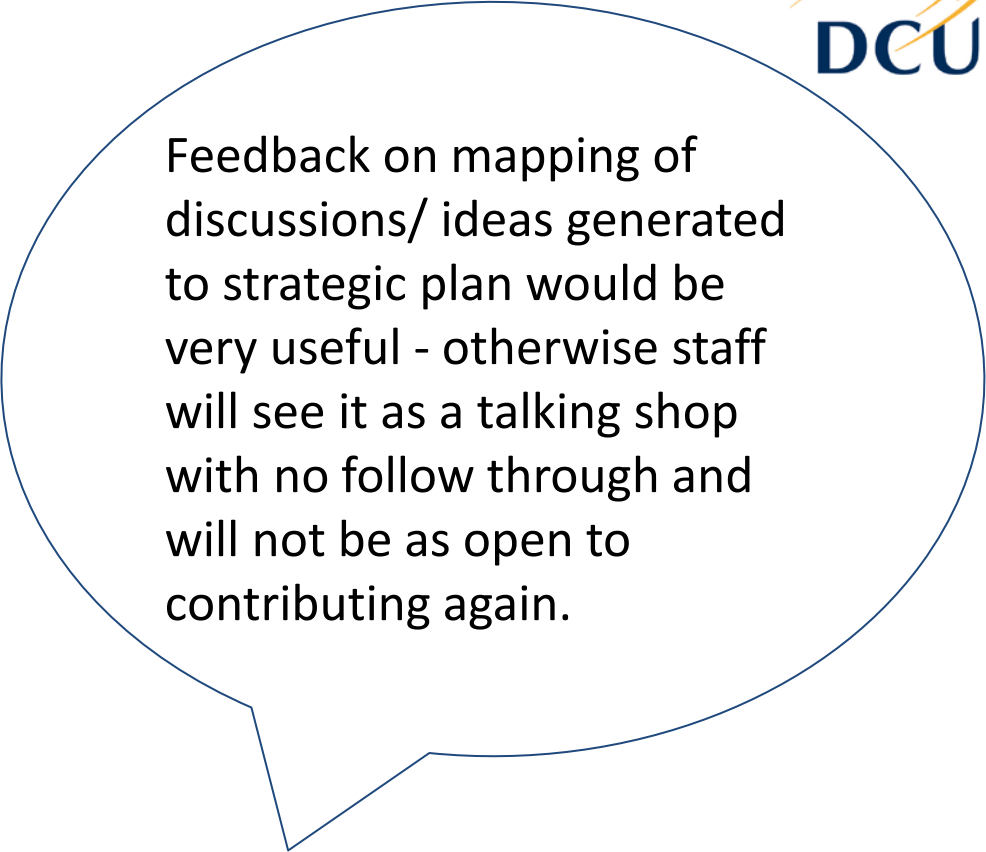
- Consider option for anonymity

- Longer time-frame on conversations

- Summary of conversations at end

- Get more Students and Staff involved

- Mix DCUFuse with Face to Face Conversations, traditional surveys
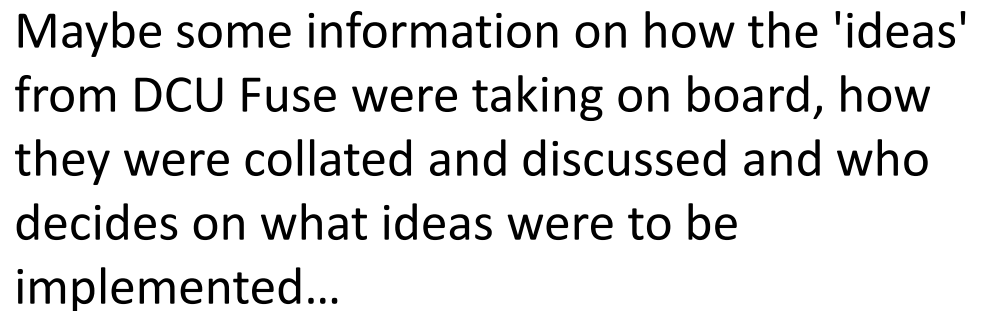
- Clear Communication of Results

Next Steps

- Overall Positive experience (67% would participate again)
- Develop Roadmap of DCUFuse Ideas and where they feed into the Strategy
- Develop the DCUFuse platform for other organisations

Feedback on mapping of discussions/ ideas generated to strategic plan would be very useful - otherwise staff will see it as a talking shop with no follow through and will not be as open to contributing again.

Maybe some information on how the 'ideas' from DCU Fuse were taking on board, how they were collated and discussed and who decides on what ideas were to be implemented...

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