

IT Restructure Advisory Council

April 21, 2025 | Meeting Notes

Focus Topic: Communication in a Centralized IT Model

Key Themes

1. Communication Needs in a Centralized IT Environment

- As IT centralizes, communications must become more intentional, consistent, and responsive.
- Campus partners emphasized the need for flexibility and a personal connection despite increasing standardization.
- Participants stressed moving from one-way “announcements” to multi-directional engagement.

2. Communication Strategy & Frameworks

- UITS communication falls into three categories:
 - a) Service changes/upgrades
 - b) New service launches
 - c) General announcements
- Effective messaging includes:
 - Tailoring by audience
 - Using plain language and clear calls to action
 - Coordinated message timing: leaders → managers → staff
 - Leveraging multiple channels including UAnnounce, digest emails, liaisons, and newsletters

3. Inclusive & Accessible Outreach

- Emphasis on using diverse formats (e.g., written guides, videos, live Q&A) embedded in team routines.
 - Representatives need tools and context to act as two-way communicators between central IT and units.
 - Calls for multilingual translations (e.g., Spanish, Mandarin) and simplified visuals to support accessibility.
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Use Case Discussion: Student Email Migration (July 2025)

What's Changing

- Student email moves to Microsoft O365; Google Drive remains available.
- Email forwarding options remain active.
- Long-term goal: full email unification on O365 (planning for alumni and retirees to follow).

Communication Plan Highlights

- Channels: UAnnounce, direct email, Brightspace banners, Bear Down Rundown, social media, toolkits, help lines.
 - Collaboration with UComm, Marketing, and college communications teams to amplify outreach.
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Discussion Highlights

- **Timing & Outreach Gaps**
Concerns about:
 - Students disengaging after finals
 - Late registrants (e.g., summer students)
 - International students missing time-sensitive status emails
 - **Message Clarity**
 - Clear articulation of what is and isn't changing
 - Framing benefits in terms of student experience (e.g., fewer delivery errors, better collaboration)
 - **Effective Channels**
 - Embedding updates in standing meetings and regular newsletters
 - Ensuring communications are student-centered and repeat key points over time
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Specific Questions Raised (with Answers)

- **Will the @catworks.arizona.edu domain go away for student workers?**
→ Yes, it will no longer be required.
 - **How will we reach students disengaged after finals?**
→ Follow-up strategies are being developed for summer outreach.
 - **Is content being translated or simplified for non-native English speakers?**
→ The team acknowledged the need and is working on more accessible formats.
 - **What if the email migration doesn't go as planned?**
→ Dry runs and contingency plans are in place to support a smooth rollout.
 - **How can communication move from one-way to collaborative?**
→ Participants recommended space for concern-sharing and language feedback.
 - **Are we using existing channels (newsletters, meetings) effectively?**
→ Suggestions included deeper integration with existing unit rhythms.
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Action Items & Next Steps

- Post notes and slides to the ITRAC website
- Finalize and share the UITS Organizational Feedback Strategy draft
- Identify and address communication gaps for:
 - Students disengaging after finals
 - Late registrants
 - Multilingual/ESL populations
- Begin planning for:
 - Content translation
 - Visual simplification
 - Timed, targeted reminders