Congratulations on your decision to migrate to our new student engagement platform – Engage. To help create a successful migration process, we have put together some resources regarding communication for the various campus constituents. Please feel free to tailor the email templates and example transition plan to your campus’ needs.

**Rethink! Revamp! Rebrand?**

Your campus has been utilizing OrgSync and all of the features it has to offer. You have implemented administrative processes and have been successful at adopting OrgSync across campus. The questions below are meant to be discussed with your stakeholders so that you can better understand how you will market your platform, message with your campus constituents, and develop a comprehensive transition plan.

- What purpose will Engage serve on campus?
- How do you define engagement?
- Are you taking your engagement to the next level?
  - Are you launching any new products or tools to get students excited about the process?
- How does your community feel about OrgSync?
  - Do you need to rename your site, or would you like to keep the current name?
- Does your online community tell your student involvement story or define what engagement is at your institution?

**Crafting a message to campus constituents**

The migration process creates an opportunity to collaborate and connect with your campus partners. Our research has shown that having campus partners be involved in your online engagement experience increases adoption and creates a sense of community with centralized resources. If your campus partners are currently using OrgSync, make sure that as the system administrator, you map out what the migration process looks like for them.

*Migration Communication with Campus Partners:*

> *Attached you will find our Engage Migration Training Schedule. These trainings are all webinars offered by Engage directly. I would invite you each to look over the trainings and decide which ones make sense for you or members of your team to participate in.*

Trainings are very important and we recommend having someone from each umbrella participate. Trainings 3 and 4 directly relate to organization registration and event/space requests respectively, so it is necessary for a member of your team to participate in these trainings, although anyone is welcome to join.

This will put us on a timeline to launch the new system by the end of July, as we had previously discussed. I will be adding events and locations for each of these trainings to
Migration Communication with students and staff:

Part of the migration process will require that you create a message informing your campus members about the process. You will want to think about communicating any rebranding, restructuring or new features to your students, faculty, and staff users. This is a great time to consider doing a contest if you plan on changing the name, creating a buzz video to get your campus excited about new features or tools, or using a social media campaign. We have gathered a few communication emails and announcements from previous migrators to help you get creative with the type of message that you would like to send.

Pre-Migration:

Message A:

"We are excited to announce that OrgSync will be upgrading during Summer 2018 to Hometown Life. During May, OrgSync and Hometown Life will both be offline for site maintenance. Please check our website for more information.

Thanks and Go Hedgehogs!"

Message B:

"Hey Hedgehogs -

Farewell OrgSync! OrgSync will be transitioning to a new student engagement platform called Hometown Life on Friday, March 30th. All student organization information will transfer to the new platform and will be live on Monday, April 2nd. OrgSync will no longer be available after this date. You can find our Hometown Life site at http://hometown.campuslabs.com/engage.

We are excited for Hometown Life and all the exciting new features! Please join us at our launch party on Friday, April 6th from 12-2pm in Alumni Hall to learn more! Questions? Please contact the Student Activities Office."

Day of Migration:

"Attention Hedgehogs,

We are excited to announce that we are in the process of migrating to our new Hometown Life system. Unfortunately, our system will be down for approximately a few days as we launch the site. We look forward to sharing it with you soon and appreciate your patience through this process.

All student organizations will be required to attend a training on the new system. Please see the schedule breakdown by organization category below:

August 22, 5-6:30pm, Hobbies & Recreation"
August 23, 5-6:30pm, Pre-Professional, University Department Related, Honorary
August 24, 11:30am-1pm, Student Organization Advisors
August 28, 5-6:30pm, Fraternity & Sorority, Sports Clubs, Programming
August 28, 7-8:30pm Community Service, Volunteer, Social Issues, Political Advocacy
Please contact your administrator with any questions."

Post Migration:

Email:
"OrgSync has been updated, you can now access your organizations, forms, and more by visiting http://hometown.campuslabs.com/engage and logging in with your Campus ID and password. The Office of Student Organizations and Activities is excited for you to experience the new look, tools, and features that are offered on Hometown Life. You can look for more updates from our office on Twitter at @hometownlife and contact studentactivities@hometown.edu."

Promotional Video:
https://www.youtube.com/watch?v=fm36wgiwBYs&t=6s

Informational Website:
http://www.utoledo.edu/studentaffairs/osi/invonet.html

Campus Labs created resources
To help you market and educate others about the new student engagement platform, Campus Labs has created a few generic videos and tutorials for use with students and campus partners.

Video: Engage for Students
Video: Engage for Campus Partners
Article: Navigating the Switchboard
Article: Registering a New Organization
Article: Joining an Organization
Article: Contacting an Organization
Example Migration Plan

In addition of communication with campus constituents, another main factor of the migration process is to create a transition plan that will set your campus up for success through the intentional identification of priorities and deadlines. Outlined below is an example to reference:

Prior to Transition

- Select name of software and design logo
- Begin transitioning website from OrgSync

Getting Started

- Remove old accounts/never used accounts in OrgSync (Work with IT staff)
- Begin Engage trainings
- Meet with campus partners to understand concerns and questions
- List all processes that will need to be re-developed or designed
- Order trinket marketing materials for Fall 2018 (mini buttons, laptop sticker, etc)
- Preserve student org constitutions
- Confirm Connect Attendees

Involving Students: Email announcement to student leaders

- Update your information in OrgSync to get re-registration information
- Begin Conversations on building pathways
- "Engage Central" is Coming! Advertising Campaign Begins
- Publicize shut down dates due to data migration with campus partners

Post Migration

- Close access to OrgSync for non-community admins
- Create new events
- Ensure Re-registration/Event Process are complete
- Review primary contacts in org sites and consider involvement import for positions
- Create “How to Re-Register your Organization” resources
- Prepare key departments to demo new product
- Train student staff
- Import new students

Continued Marketing

- Social media campaign to announce new site
- "Engage Central" Posters
- Swag distribution
- Offer training for student leaders and departments