Knowledge Management Project:

The Knowledge Management team is working on the following "main" tracks to launch the college's new Knowledge Base hosted by Intelligirresponse.

Knowledge Base Track (Ongoing)
- Identify core questions and their common variations which will include the incorporation of varying syntax.
- Answer questions from pre-defined template designed by Intelligirresponse, which includes most frequently asked questions from other institutions. Customize answers with unique LaGuardia responses.
- Review and update LaGuardia website FAQs. Enter them into knowledge base.
- Review answers
- Conduct both staff and student focus groups to review content.
- Improve Knowledge Base using focus group report and results from live demo, scheduled from 4/1/14-4/30/14.

Web Integration Track (Completed by 4/1/14)
- Branding / Marketing of Knowledge Base
- Plan and Implement Technical Integration
- Develop Branding & Decide on Placement
- Code User Interface Components
- Complete Integration

Escalation Strategy Track (Completed)
Finalize & Set Up Escalation Strategy – Escalation represents the process in place to handle student questions when the Knowledge Base doesn't adequately answer a student's question.

Metrics Track (Ongoing, expected completion date 9/1/14)
- Define Metrics to Track
- Finalize Setup for Metrics Tracking / Reporting

Launch (May 1, 2014)
- Make final Adjustments
- Live Launch

Post-Launch Optimization Period (Forever)
- Improve Knowledge Base Using Live Launch Data
- Implement Usability Enhancements (if applicable)

Knowledge Management Topics
- How to Pay for College – (Bursar and Financial Aid)
- How to Register for College (Admissions and Testing)
- FAQ's throughout the website
Resources needed to align KM with college

- Marketing Campaign
- Full-time Meta Data Librarian
- Consultant for next two phases
- Funds for meals
- Incentives or rewards for KM leaders
- Funds for over-time to for each launch

Next Steps Structure

- Introducing KM to college (to designate the natural KM liaison)
  - Curriculum Committee, Senate, Academic Standing, Provost Cabinet
  - Presidents Cabinet, SALT leadership, Student Affairs Cabinet
  - Leadership meetings for all Divisions: Institutional Advancement, Adult and Continuing Education, Administration,
  - Department Chairs, Academic Department Meetings, Student Affairs Departmental Meeting
  - Student Government
  - Enrollment Strategies, Advisement Councils, Scholarship Working Group
  - Special Programs (Credit) – ASAP, OSD, CD, Veterans
  - Special Programs (Non-Credit) – CUNYstart, CEIT, CLIP, High Schools

- Organizational Infrastructure
  - Administer a readiness for knowledge management survey (college scan)
  - Develop internal knowledge sharing leaders (SIC)
  - Knowledge Capture Interviews
  - Knowledge Video Nuggets – (i.e. annual financial aid updates from Gail Baksh-Jarrett)
  - Knowledge Cafes – (video or in-person knowledge sharing, sense of belonging and trust)

- Strategic Planning
  - Executive support
  - Build community of practice around subject people are interested in
  - Knowledge Taxonomy – classification and relationship of terms

- Evaluation
  - On-going After-Action Reviews (what worked well, what didn’t, how do we get it right)
  - Metric reports
  - Year 1 – One month evaluation (financial, admissions and testing)
  - Year 2 – Extending community of practice to 5 areas (one for each division)