Leading the Switch to Digital Student Records

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While you see the value of digital record-keeping and other content management services, you're unsure how to get your top school officials to green light the change. How well you guide school leaders through the planning and approval process will play a big factor in your success. Here are 7 tips to help build support for digital transformation:

1   **Form a change coalition** – If any co-workers have used digital information management in previous jobs, or if they are naturally change-friendly, engage these folks in your efforts.

2   **Create urgency** – Focus on convincing a critical mass of school officials about the compelling reasons for going digital; 100% management buy-in is not needed for success.

3   **Start small** – Surveys show a significantly higher failure rate for large IT projects vs. small IT projects. "To optimize success, look for ways to limit the size, complexity and duration of individual projects," advises IT analyst Lars Mieritz.

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4   **Plan ahead** – Schools often finalize next year's budgets in the spring of the current school year. You'll need to start pitching your proposal to top execs and the budget office ahead of time.

5   **Speed matters** – If an IT change is needed to comply with a new federal regulation, move as fast as needed. Otherwise, follow these tips and move more deliberately to improve your odds of success.

6   **Stress the return on investment** – Cloud content management services deliver a whopping 8X return on investment, according to this Nucleus Research report.

7   **Partner with a trusted technology vendor** – A vendor with a great track record, proven past performance and willingness to actively participate in the planning and budget process is an invaluable resource that can make all the difference in getting spending authority.

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Check out these articles for more helpful information on making the digital transformation:

▸ Managing Change: Leading Meaningfully • Workflow (workflowotg.com)

▸ Leading Change: Understanding the Faces of Resistance • Workflow (workflowotg.com)

▸ Managing Change: Surprisingly Simple Strategies to Increase Success • Workflow (workflowotg.com)

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