

## POST-COVID OPPORTUNITY SCAN

### What we learned to things that went well during COVID:

1. We were able to engage more alumni across the United States (and Internationally) by switching our programming to a virtual platform. Alumni were able to participate as volunteers/panelists/presenters as well attend without traveling.
2. Virtual engagement provided evidence to staff that alumni and donors are willing to engage and participate at high rates (some times higher rates) at different times of days that are both convenient and meeting their needs.
3. Virtual engagement also provided evidence that technology reaches all age groups, as evidenced in Golden Graduate participation.
4. The pandemic also highlighted that staff can be flexible and think outside the box to continue to deliver services and programs to our constituents.
5. The pandemic pushed all traditional services to be available online. This is helpful to reach our online students as well as those that work full time and cannot get to campus.
6. Facilities, University Communications and EHS had a pretty tight partnership to put in place signage, training and update the website. This cross-departmental project team worked well.
7. University Advancement's weekly Thursday coffee/tea with Bill kept the members of the division informed and connected.
8. Kept our magazine on its production schedule and launched a stewardship newsletter. (other CSU campuses that abandoned their publishing schedules...).
9. We did a great job pulling off the COVID test site. Similar to the cross-departmental project team above, this was a strong collaboration within East Bay staff.

### Challenges brought on by the pandemic to what didn't work so well:

1. Not having a plan for all employees who couldn't pivot their work (still paying them for not working).
2. The role of EOC versus business operations was unclear and caused miscommunication and/or confusion on how to respond to the needs of campus during the pandemic.
3. Compared to other regional CSUs, we did not communicate as early and as often at the start of the pandemic.
4. Initially, there was resistance to providing employees additional technology/resources for remote work (such as monitors, etc.). This resolved, but we had to be creative at first.
5. Urgent issues/crisis management threw off ongoing projects. In hindsight, we should have adjusted timelines, but we kept thinking that we'd be back in the office shortly.

### What we should keep doing:

1. Regular cross-departmental meetings on specific needs/topics
2. Zoom meetings reduce discussion and transit time, and we are less apt to print agendas
3. We cross-trained and staggered responsibilities. For example, social media isn't an 8-hour-a-day job...but it needs to be fed and monitored frequently. We spread those tasks to avoid burnout. Same with web updates and media response.

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