THANK YOU FOR BEING A CHRS SPONSOR

The ABCs of Sponsorship

A

Actively and visibly participate throughout the project

B

Build a coalition of sponsorship with faculty and staff

C

Communicate directly with employees

Research shows that the **number one success factor** for change initiatives is **visible and active sponsorship**. By carrying out sponsor activities on your campus, you are making a vital contribution to the success of CHRS on your campus.

What does a CHRS Sponsor do?

- ✓ **Support the team**: Provide resources and budget, remove obstacles
- ✓ **Champion the change**: Build excitement for the project, "own" the change, participate in change management activities
- ✓ **Communicate support:** Convey the end vision, create awareness about the need for change, explain "what's in it for me"
- ✓ **Build a coalition of sponsorship:** Engage across the organization, encourage other senior leaders to support the change, solicit and listen to feedback from management

Because CHRS is a large, cross-functional project that will impact more than one area at your campus, there may be a need for more than one sponsor.

There are two types of CHRS Sponsors:

Authorizing Sponsor

- Generally a President, CIO, or Vice Chancellor
- Have influence across multiple divisions
- Provide approval to commit campus resources
- Prioritize the project among additional campus initiatives

Reinforcing Sponsor

- Generally an HRO or AVP
- Work directly with key team members on project management and change management activities
- Reinforce commitment to change
- May be more than one reinforcing sponsor

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SPONSOR ACTIVITIES
A sample of sponsor activities includes:

Pre-Implementation / Preparing for Change

Status	Activity	Authorizing	Reinforcing	Both
☐	Meet with campus leadership to address the business case, build management support, and gain project buy-in	X		
☐	Assign the necessary resources for the project			X
☐	Sign off on campus scope found in Project Definition Document	X		
☐	Speak at town hall event/meeting for all impacted stakeholders to generate awareness and share the business case			X
☐	Send email or newsletter communication from Sponsor's desk reiterating the vision and support		X	
☐	Build a coalition with other leaders to express support across the organization at all levels		X	

Early Stages of Implementation / Managing Change

Status	Activity	Authorizing	Reinforcing	Both
☐	Attend project kickoff event			X
☐	Host a forum to gather feedback, address concerns, and discover business impacts of the new system		X	
☐	Send email from the Sponsor's desk to kick-off User Acceptance Testing (UAT) and express support		X	
☐	Communication from Sponsor's desk that advises key users of go live date, what this means for them and where they can receive more information	X		

Throughout Project Lifecycle / Managing Change

Status	Activity	Authorizing	Reinforcing	Both
☐	Meet regularly with the project and change leads on your campus to stay informed on the schedule, scope and risks		X	

Post-GO LIVE / Reinforcing Change

Status	Activity	Authorizing	Reinforcing	Both
☐	Plan an event to celebrate the hard work of your campus in implementing the system and changing work habits			X

*Note that this is a subset of activities you may be requested to perform.
Please work with your campus Change Lead for the completed plan.*

For more information, visit csyou.calstate.edu/chrs/sponsors

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