CASE STUDY

Trinity College Dublin

*Fostering Community & Connection
at Trinity College Dublin*

Trinity College Dublin Brings Staff Together with a Modern Communications Platform

One of the world's leading universities, Trinity College Dublin has since it first opened its doors in 1592 been at the forefront of academic excellence. Attracting students and staff from across the globe, Dublin's landmark campus has undergone in recent years a significant redevelopment, expanding its physical footprint in line with growing demand.

Renowned for the collegiate community it has fostered over the years, Trinity continues to place students and staff at the core of day-to-day operations, so much so that the university's Strategic Plan for 2020-2025 was underpinned by the ethos *"we will be one Trinity community"*, with community and connection documented pillars of this new plan.

With 3,500 staff members both on and off the main campus, Head of Communications, Sally-Anne Fisher knew that bringing the staff together through a modern communications platform would be crucial to achieving the university's strategic goals. A theory validated by an internal communications survey among staff members, with 90% voting in favour of introducing a staff intranet.

Building on Existing Technology Infrastructure
Armed with additional survey insights in terms of feature and functionality preferences, the intranet steering group, made up of senior staff from HR, IT services, office of the Chief Operating Officer and Communications, set to work evaluating the best fit intranet platform for Trinity. With SharePoint already widely adopted across campus, SharePoint was selected as the intranet platform of choice. To minimise the impact on internal IT resources and tap into expertise in terms of intranet design and user experience the decision was made to work with an external agency. Storm was selected as the partner of choice due to their experience and range of out of the box intranet modules.

Community First Platform Design
To address the needs and wants of Trinity's staff, the intranet was to act as a *"one-stop-shop/knowledge centre"*, one that would encourage informal, two-way communication while ensuring instant access to the resources staff needed on a day-to-day basis.

"The home page very much emphasises community, with an informal news secition kept up to date with light-hearted internal updates, with our staff able to interact with this content by liking and commenting on individual posts. A team update section provides an opportunity to give recognition and meet your peers while the customised events widget keeps staff informed on upcoming events with content also pulled in automatically from the central social media channels. In addition to our updates and events section, the homepage features a photo gallery, where staff can share snaps from across campus, with the Trinity fox a regular feature within this section. Finally high traffic information resources such as the Buttery menu, job listings and COVID-19 information can all be accessed while on the homepage."

> "In addition to the user interface, SharePoint helps the communications team maximise the impact of each post. Providing a visual representation of how employees are engaging with and using the system while protecting employee privacy through the anonymisation of this data."
>
> Sally-Anne Fisher
> Head of Communications
> Trinity College Dublin

In addition to the community hub, the intranet acts as a self-service information repository. A knowledge centre that enables staff to quickly and easily access the information they need, with navigation structured into five intuitive information buckets including the Support Hub, Your HR, Community, How Do I? and Tools & Links.

Designed to address day-to-day queries the Support Hub is divided into five key areas: IT Help, Finance Help, Your Library, Communication Tools and Campus Info. Your HR is a HR driven section that helps employees access resources such as Learning & Development and Benefits, while answering some of the most commonly asked questions including EAP, maternity details etc. The Community section places emphasis on connecting employees via community initiatives and well-being focused content. Sub sections include Healthy Trinity, a section that focuses on mental and physical health with practical tips, tricks and events; Trinity Sport a stream that unites employees through a passion for sport; Sustainability, a resource that aligns with "green campus" strategic initiatives by sharing tips on sustainability and news from the green campus committee; and finally Clubs and Societies which provides information on what clubs and societies are available to the staff community.

In addition to building community and enhancing communications, early feedback from the staff indicated a desire to improve their working lives, with the How Do I? section tailored to address this need. How do I? questions are sectioned into distinct streams *"how do I.... find, book, access, contact, report or obtain"* providing on demand information and support to staff both on and off campus.

Supporting this the Tools & Links section connects staff to tools such as the people finder and commonly used links and resources, making the intranet a central resource for accessing critical tools and systems.

Leveraging Data Insights to Maximise Impact
Speaking on the impact of selecting Microsoft SharePoint, Fisher stated, *"by building T-Net on the SharePoint platform we have been able to bring the day-to-day management of our Intranet in-house. The easy-to-use interface means the communications team can manage the solution, minimising the need for third party intervention going forward and alleviating the burden on our IT Services department.*

In addition to the user interface, SharePoint helps the communications team maximise the impact of each post. Providing a visual representation of how employees are engaging with and using the system while protecting employee privacy through the anonymisation of this data. By understanding peak usage times our content delivery team is able to align publication with the highest usage periods to maximise engagement and content reach."

Strengthening Community Across Campus
"*For our employees the launch of T-Net has helped to re-enforce brand values, creating an increased sense of community across campus and reducing the dependence on emails for internal communications. System features such as*

> "We believe the decision to partner with Storm has been key to project success. We were continually impressed by the professionalism of the entire team ... they looked beyond the technical implementation, providing us with tips and advice to support roll-out and system adoption, this was really appreciated and added to the overall positive experience."
>
> Sally-Anne Fisher
> Head of Communications
> Trinity College Dublin

quick finds enable employees to quickly and easily access the information they need, which in turn minimises user frustration.

The project has represented a cross organisational initiative, with early buy-in from leadership resulting in our management team acting as system advocates. De-centralisation of content curation and creation through our T-Net champions across campus has further helped foster a sense of community, ensuring content uploaded caters to the needs of all our employees" continued Fisher.

Partnering for Growth
"*We believe the decision to partner with Storm has been key to project success. We were continually impressed by the professionalism of their team; everyone was really lovely to work with and the entire process was streamlined with regular meetings and weekly updates to ensure we were kept informed throughout the project and everything was explained in a way that was easy to understand, uncomplicated by technical jargon.*

An added benefit of working with Storm was that they looked beyond the technical implementation, providing us with tips and advice to support roll-out and system adoption, this was really appreciated and added to the overall positive experience". concluded Fisher.

Looking to transform employee experience and foster a culture of connectivity and collaboration within your organisation? Speak to a member of our Connect Intranet team today!

storm
technology

Contact Us

Dublin
The Capel Building,
Mary's Abbey,
Dublin 7
D07 FK22

Galway
Galway Bus. Park,
Upper Newcastle Rd,
Dangan
H91 RWF1

T: +353 1 416 1226
E: info@storm.ie
W: www.storm.ie