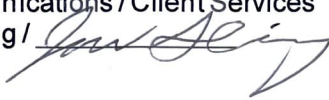


**Ball State University  
Lead Business Improvement Project  
Final Proposal & Implementation Plan**

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**Final Project Proposal and Implementation Plan**

**Brief Project Description:**

One challenge that the Client Services department of the Division of Marketing and Communications has faced is consistently implementing an effective onboarding process for new employees. The tasks we currently complete in preparation and response to a new employee are helpful to new employees, however, I would like to build on it and develop a comprehensive plan that our department can easily follow.

After doing some preliminary research, I found that 88 percent of new hires feel that their organization does not do a great job onboarding employees, and there is room for improvement ([source: aptv](#)). Onboarding is a crucial part of a new employee's journey and can have a major impact on their mindset and workflow. This project came at the perfect time because we are hiring a new account strategist now and hope to have them start after the first of the year.

Our Division is transitioning project management programs from WorkFront to ClickUp. The transition from WorkFront to ClickUp is an excellent opportunity to build out a

project in ClickUp that reflects the onboarding process. This project aims to create an environment for them that will allow them to execute their responsibilities in this role effectively. It also will be created in a way that the supervisor(s) and onboarding partner can complete tasks with ease.

### **Value Propositions:**

The onboarding process is essential because it directly influences employee morale, performance, and the impact of our Division's goals. Implementing an effective onboarding process allows for all of the critical elements to add up to define our culture. New hires who experience poorly planned and implemented onboarding processes may feel that the Division is not managed well and decide that it was a mistake to accept the position. To encourage new employees to remain engaged instead of not engaged or even disengaged employees, we have to give more thought and consistency into how we transition job applicants into successful long-term employees. Otherwise, we are wasting the time and energy that we spend on recruitment and selection.

My number one strength, according to the CliftonStrengths assessment, is empathy. With that being said, one reason I am passionate about this project is my desire to help others and my ability to put myself in the shoes of others. As an employee who was new in my position not so long ago, I understand the feeling of being a new employee. It is an exciting and overwhelming time, full of information and learning new things. Because of this, I want to build on the current onboarding process and create an environment where my colleagues and future colleagues can succeed.

The implementation of this onboarding process is directly related to Goal 4 Scholarship and Societal Impact and Goal 5 Institutional and Inclusive Excellence within the strategic plan. Strategic Goal 4 states, *“As a public research institution, our University recruits and retains outstanding faculty and staff who engage in scholarship—of discovery, integration, application, and teaching—that garners national and international recognition, attracts external resources, and improves lives.”* This onboarding implementation plan will give new hires the tools they need to impact and improve the Division, the University, and the community. Just as Strategic Goal 5 aspires to, this onboarding plan will also cultivate institutional effectiveness and encourage a positive and vibrant culture of wellbeing that helps employees lead engaged and meaningful lives.

The goal of this onboarding implementation plan is for the new account strategist to feel like they can effectively execute their responsibilities as an account strategist. The more effective way to measure this is for the onboarding partner to [survey](#) the new hire at the end of their first week and the end of their 30/60/90 milestones. This onboarding process will start once they are offered the position and end at the 90-day mark. I have also added a place for a six-month and one-year review.

### **Impact On Your Business:**

A successful onboarding process ensures that the employee can complete the tasks that they are responsible for. Without an effective onboarding process, the employee

will likely become frustrated, stressed, not engaged, or even disengaged. In addition to the new employees' frustrations, a lack of proper onboarding can lead to mistakes. The proposed process seeks to limit frustrations from new employees and subsequently limit mistakes.

My role in this process will be to build on what we already do for new employees and establish consistency by managing the onboarding process in ClickUp. I now act as the [onboarding partner](#) for our most recent hire, and I plan to continue that role for the next account strategist. As the onboarding partner, I will act as a guide to the new hire. For the first 30 days, I will meet with the new hire every week. Over time we will make the meetings less frequent. As the onboarding partner, I will also act as a project manager to the onboarding process and ensure that all tasks within the project are completed promptly.

### **Implementation Plan:**

The implementation of this plan will rely on the team's collaboration and our project management software. I have created and imported the New Hire - Onboarding Process Implementation plan into ClickUp. You can find the plan [here](#). This project outlines the first day/week and first 30/60/90 days of the new account strategist. Each task will be assigned to a person within the Division and will be assigned a date.

### **Conclusion:**

Creating an effective onboarding for new hires is crucial because it will familiarize the new employee with their role, the Division/University values, and Ball State University Marketing and Communications offerings. It will also engage employees, create workers committed to the University's success, and help retain new hires by making them feel like valued members of our team.

As someone who started in my role just over a year ago, it is important to me to make the new employee feel valued and provide a clear set of expectations to meet the requirements of their position effectively. This onboarding process will benefit not only the new hire but also the Division as a whole. It will empower the new hire to meet their job responsibilities effectively, and it lays everything out in an understandable place so supervisors and onboarding partners can move through the tasks with ease.