
RUN LEARNING AND TEACHING AWARDS 2023

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Title: Managing Change

Application Category: Innovation and Learning

Abstract: The innovative approach described tackles the challenge of informing and preparing university staff for significant system upgrades, particularly those involving substantial visual changes. Previously, change notifications were conveyed through staff newsletters, often going unnoticed. The new and innovation approach introduced short and engaging videos. These 30-second videos, infused with humour, drew inspiration from Dr. James McQuivey's assertion that "a minute of video is worth 1.8 million words." This novel approach aimed to raise awareness and enhance memorability of impending system changes.

The impact was remarkable. The 10 diverse genre videos in the series garnered almost ten thousand complete views, capturing the interest of a significant portion of the 1,100-strong staff. This translated into a substantial reduction in support requests following the Moodle 4 upgrade in January 2023 compared to the previous major update in 2020.

This project represents a pioneering approach to promoting system changes, successfully striking a balance between entertainment and informative content. With the ease of transition during the Moodle 4 upgrade, the team is already planning the next series of videos, underlining the initiative's lasting impact on user readiness and engagement.