Assignment 2 Business Brief

Organizational Change and Culture Project -Part 1

Hampton University (HU)

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JWMI 555

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**History of the company**

Hampton University was founded in 1868 by General Samuel Campman Armstrong. It began awarding BA degrees in 1922, was an accredited college in 1933, and gained university status in 1984.

Hampton University has had 12 admins to succeed the founder, General Samuel Armstrong.

1 General Samuel Armstrong 1868-1893 7 Ralph Bridgeman 1944-1948

2 Drs. Hollis B. Frissell 1893-1917 8 Alonzo Moron 1949-1959

3 James Gregg 1918-1929 9 Jerome Holland 1960-1970

4 George P. Phenix 1930- 10 Roy D Hudson 1970- 1976

5 Arthur Howe 1930- 1940 11 Carl M. Hill 1977-1978

6 Malcolm MacLean 1940-1943 12 William R Harvey 1978-2022

13 Darrell K. Williams 2022-present

Mary Peak was asked to teach even though laws forbid the education of slaves, free blacks, and mulattos. She held her first class of twenty students on September 17, 1861, under a simple oak tree. This tree would later be known as Emancipation Oak.

Emancipation Oak, which still stands today, would be the site of the first southern reading of the Emancipation Proclamation in 1863. Emancipation Oak is a lasting symbol of the promise of education for all in the face of adversity.

**Identify the problem and why it is important.**

Now that we have given some historical background of the company. We are going to talk about some problems that need addressing.

At the core of one of the company’s problems is the HR department. The HR department needs to overhaul the hiring process to the time it takes for onboarding.

The next problem that needs to be addressed in the company is bringing the company into the digital era and updating the university as a whole internet service, also moving the company from paper to digital, faster process of communication and bill payments as well as processing information.

The next problem we will address will be updating old policies and procedures. With having a president in control for so long, the need for updates was not there. There is a new president. Now is the time to bring policy and procedures up to date. Change the culture of the company and a new vision and uphold ethics.

We want to address these problems quickly and without creating mass chaos within the company, as we are already dealing with new leadership and many projects that are taking place.

**Describe the change Initiative.**

**3.1 Creating urgency**

How can we handle these problems in the company with a sense of urgency?

To start, to handle these problems with a sense of urgency, we must get everyone to buy in and support including our stakeholder’s management and employees of the organization.

The next step will be to go slow but to go fast. Assuring we have a clear strategy, laid-out plan, and goals for product or service launch addressable market before attempting.

Lastly, remove any barriers that may stand in the way or slow down or stop the urgency or change initiative, and most importantly, communicate the urgency of your change initiative to your stakeholder’s management and employees, as this will help the buy-in process go smoother.

The urgency for these changes in the firm is due to the lack of professors to teach classes, so there is a low enrollment and, therefore, a lack of providing excellent education. The university will be able to provide excellent higher education, gain higher enrollment, and fill open positions in teaching.

**3.2 Building a Guiding Coalition.**

Our Next step is to build our guiding coalitions, and to do this we will make sure that the team is diverse and has like behaviors, ensure that our objectives are clear, and include leadership, high and lower leadership, and top management to communicate the change process.

To help with the change initiative. We will get all departments involved at the university as we are looking to improve all departments. In the educational department, we will get faculty together to build a faulty coalition to help bring in new faculty to support the students coming and offer sign-on bonuses for new professors and referral bonuses for professors who bring in new professors.

For non-staff members, we will do the same and offer a sign-on bonus and a referral bonus. To help get positions filled at the university.

**3.3 The change vision and strategy.**

 Our vision and strategy will be the company’s core goals. To update policy and system while assuring to keep business as usual with limited interruptions. The strategy will be to form teams for all of these areas, attack all problems, and set deadlines to check in weekly following with teams’ lead.

We must not forget to communicate our vision change, so these are the ways we will attack communication1. We are going to use multiple communication methods so that we reach everyone in every way. These are the methods of communication that we will be using. We will have meetings and put information in newsletters, emails, and through the intranet and on one. We will keep it basic and check in regularly.

**4. Empowering employees to embrace the change initiative.**

We have covered the problems, the sense of urgency, how to build our guiding coalition, as well as our vision and strategy, and to communicate our change vision, we will now talk about how to empower our employees to take action for this.

As we know and can’t reiterate enough, we to communicate the vision and its purpose clearly to the employees so that we gain their trust and make sure that employees are involved while following up regularly.

Management and team leaders support employees and encourage them to experiment and learn. We also want to motivate management and leadership to model the company’s behavior so that employees will as well.

**5. short-term wins**

Finally, we create short-term wins. Making sure we are monitoring our success and making necessary revisions as needed. Engage with stakeholders, management, team leads, and employees so that we can achieve goals that have been planned out.

One team, one goal, one plan, check-in, make changes, when necessary, trust gets everyone to buy in. Change is healthy and brings new life to the company, and when the correct steps change initiative brings about new investment, customers, and employees.

**References**

1. JWI 555 weeks 1-7 discussion notes

2. Leading Change

John Kotter

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3. [www.homehampton.edu](http://www.homehampton.edu)

About Hampton University

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