Review, Reset, & Revive
KM at Peace Corps

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Knowledge at Peace Corps

- **Global organization**
  - HQ, Regional Offices, Field Offices in over 60 countries

- **2,500 Staff**
  - US Direct Hires = 5-year terms
  - Host Country Nationals = No term limits

- **7,500 Volunteers**
  - Peace Corps Volunteers = 27-month terms
  - Peace Corps Volunteer Leaders = +1 year
  - Peace Corps Response Volunteers = 3-12 months

- **Agency & Field Partners**

*Constantly hemorrhaging knowledge*
The Early Attempts

- **Guru**
  - 2005-2011
- **Global Online Village**
  - D.O.A. 2012
- **PCLive 1.0**
  - 2013*
REVIEW: Bamboozled, but it’s okay!

“Come run our SharePoint 2010 site, train users, and provide technical support.”

- Difficult to use
- Expansive technical and human infrastructure required
- Dumping ground
- Incomplete functionality
- Sub-par search and organization
- Not attractive
- Not mobile-friendly, responsive
- Authentication for Volunteers didn’t work
“3R” TAKE-AWAY #1

Use the data you have!

Failures produce a treasure trove of lessons.
(Partially) **RESET!**

- Use what you know first. You’re not really starting from scratch.
  - Be strategic about what “additional” requirements you seek to collect
  - Choose a technology that meets your needs and solves the biggest problems
  - Think about the design flexibility of the tool
    - Silver platter vs. trashcan lid
    - What implementation path can you reasonably (honestly) support?
- Be decisive!
"3R" TAKE-AWAY #2

You can save money by starting over instead of forcing what you have to work.
“3R” TAKE-AWAY #3

Be **candid** and honest with your audience about what’s broken and how it will be fixed.
REVIVE: Same Vision, New Execution

**Features:**
- Extensive resource library
- Prioritizing findability
- Social component
- Open sharing
- Community-vetted content
- Collaborative capabilities

**Execution:**
- Open-source
- User registration option
- Mobile-friendly, responsive
- Modern design
- Structured and unstructured metadata
- Clarifying “collaboration”
“3R” TAKE-AWAY #4

Be realistic about what can be done with what you have, BUT don’t short-change yourself.

Hunt for the bargain!
REVIVE: Baking It In

• Employee orientation
• Volunteer pre-service training
• Key agency initiatives
  • Let Girls Learn, Read 4 Life, Ending Preventable Child & Maternal Deaths, Feed the Future, PEPFAR, World Wise Schools
• Platform integration
  • Connect it to existing systems (to the extent possible)
• Conferences & workshops
• Staff trainings
“3R” TAKE-AWAY #5

Out of sight, out of mind.
Offer practical solutions to their biggest problems.
REVIVE: Build Your Hype Squad

- Ambassadors/Champions
  - Train them up
  - Be responsive
  - Arm them with knowledge, materials, information
  - Give them the “inside scoop”
  - Build a community of ambassadors
  - Proactively solicit their input
    - ACT ON THAT INPUT or at least provide progress updates
"3R" TAKE-AWAY #6

*It can’t just be your voice.*
REVIVE: Market, Reward, & Train

• Gamification
  • Contests
    • Create competition between the natural “teams” in your organization
    • Reward activity on the site
  • Community badges

• Put the early adopters on a pedestal
  • Make others jealous!

• Swag, swag, and more swag
  • Bookmarks, pens, magnets, USBs, posters, stress balls

• Leverage existing training opportunities and create new training opportunities
“3R” TAKE-AWAY #7

People love stuff and people love to brag.
REVIVE: “Require” Action

• End every session or workshop with a call-to-action:

<table>
<thead>
<tr>
<th>Action Item/Goal</th>
<th>By when?</th>
<th>Training &amp; Resource Needs</th>
<th>Who will lead?</th>
<th>Who will support?</th>
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Will you commit?
“3R” TAKE-AWAY #8

Make them accountable.
Your “3R” Checklist

✓ Deliver your “State of the Union”
  ✓ Sell the vision. Build confidence. Cultivate ambassadors.

✓ Write down what you already know
  ✓ Sell the vision. Build confidence. Cultivate ambassadors.

✓ Prioritize your list of must-haves and nice-to-haves
  ✓ Sell the vision. Build confidence. Cultivate ambassadors.

✓ Choose your technology
  ✓ Sell the vision. Build confidence. Cultivate ambassadors.

✓ Map your support model
  ✓ Sell the vision. Build confidence. Cultivate ambassadors.
Your “3R” Checklist cont...

✓ Build your demo and shop it around
  ✓ Sell the vision. Build confidence. Cultivate ambassadors.

✓ Prepare your usability testing plan
  ✓ Sell the vision. Build confidence. Cultivate ambassadors.

✓ Conduct your testing
  ✓ Sell the vision. Build confidence. Cultivate ambassadors.

✓ Make any necessary adjustments
  ✓ Sell the vision. Build confidence. Cultivate ambassadors.

✓ Take the plunge: Launch, train, iterate...
  ✓ Sell the vision. Build confidence. Cultivate ambassadors.
Questions?

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