

IT Strategic Plan - Big 8 Ideas

Division or Area	University Advancement Meeting
Date	01-17-18
Number of Participants	18 attendees

Summary:

- **Customer Service** – A screen in the library that tells you what study rooms are open.
- **Customer Service** – A person who records the class session by video for students – like a note taker but video.
- **Identity Management** – Utilize the student ID card, as a “one card”, to be able to use it to print or make purchases, reload using an app.
- **Mobile First** – Create a live chat optimized for mobile.
- **Mobile First** – Push out maps for parking and walking on campus, agenda, background videos, for real-time help.
- **Identity Management** – Identify students throughout their academic career to keep them connected to CSUSM – profile of interests.
- **Mobile First** – App that can be used by external clients to find events, register, agenda, etc.
- **Personalization** – Personalized push notifications adapting to the identity to customize the page (Intranet). Strategic communications hubs and channels.
- **Machine Learning** – Tracking campus movement and traffic patterns, understanding where different groups spend their time.
- **Mobile First** - Location based information for when visitors leave we keep bio demo data and automatically thank them as a follow-up push notification.
- **Mobile First** - Use campus app at grad fest to purchase Alumni association memberships.
- **Mobile First** - Integrate event calendars and tracking attendance in the app to be able to suggest upcoming events which will engage students, alumni, donors, community.
- **Customer Service** – Options of programs and services – a menu of technology services

New Trends Identified:

- Technology Enhanced Office

Action Items / Concerns:

- **Mobile First** - Make sure to streamline the notification process in the campus app to - Steps Magazine, Giving Day, News Center, email notices, Emergency Notifications
- **Customer Service** – Options of programs and services – move away from one size fits all solutions, often changing updating
- **Customer Service and Infrastructure** – Need to make sure as we move away from paper that the Wi-Fi needs to improve to prevent overload at commencement or orientation.

Common Themes - ideas noted by trend and primary theme

<p>Identity Management</p> <ul style="list-style-type: none"> Utilize the student ID card to be able to use it to print or make purchases, reload using an app (one card). Identify students throughout their academic career to keep them connected to CSUSM – profile of interests. 	<p>Non-Traditional Support</p> <ul style="list-style-type: none"> Find ways to protect employees from working 24/7 once access is expanded. Need at home access for distributing messages and updating the website. The website is time consuming to update in the event of an Emergency – how can we streamline this? How do staff get help in a 7/24 when working from home or after hours? 	<p>Technology Enhanced Class</p> <ul style="list-style-type: none"> Greater access to tablets for individuals to allow for more productive meetings. Bringing tablets to meeting to take notes, communicate with presentation screen
<p>Digitalization</p> <ul style="list-style-type: none"> Build a culture of digitalization in the workplace. User SharePoint for online workflow and document storage. Need to add more resources to support digitalization. Overcome current and cumbersome online registration and giving forms. Digitize Steps and news center for multi-media, photos, and embedded video How do we reduce the # of hard copy documents? How to skip paper forms at grad fest? 	<p>Breaking Down the Silos</p> <ul style="list-style-type: none"> Find ways to work in parallel for collaboration and avoid duplication of effort and more efficiency in personnel time and resources. Increased campus media productions and platforms for gathering/archiving media from departments and campus users (students and staff). Robust easy equipment for staff to check out. Many departments spend \$ on equipment they don't use often. 	<p>Hybrid and Cloud Systems</p> <ul style="list-style-type: none"> Need Database Integration with PeopleSoft, Raisers Edge, and Accounting. So that information can be shared. Event registration with payment card support that belongs to the university not another outside product to rely on.
<p>Hybrid and Cloud Computing</p> <ul style="list-style-type: none"> Expand the integration of Raisers Edge to have a feed to the Finance system GL. Expand the integration of Raisers Edge with CFS. Many benefits for acctg, comm., donors, alumni. 	<p>Personalization</p> <ul style="list-style-type: none"> Ability to push out conflict of interest to donors on various platforms to maximize the use of digital media Ability to assemble materials digitally to customize reports and information to donors 	<p>Data Analysis and Decision Making</p> <ul style="list-style-type: none"> The ability to know when donors or companies I work with are interacting with others on campus via faculty, internships, etc. A comprehensive database system to track the external community who engages with the campus but still has the

<ul style="list-style-type: none"> • Find an integrated on-line giving solution- current system is aged. • Identify technology to create business processes to eliminate paper waste and promote sustainability. • Need access to student data before they graduate, even as freshman. 	<ul style="list-style-type: none"> • Ability to push our materials to visitors by phone. • Push out maps for parking and walking on campus, agenda, background videos, for real-time help. • How can areas support this with the limited budget? • Personalized push notifications adapting to the identity to customize the page (Intranet) 	<p>ability for confidential notes.</p> <ul style="list-style-type: none"> • Find ways to share large files such as video, photos • Create an organized archive of digital files and share efficiently (not SharePoint) • Create a document storage solution for records retention – how can this be done? Departments need communications on how to handle records retention. • Use Raisers Edge to conduct predictive modeling of various segments (students, alumni, employees, or other donors)
<p>Mobile First</p> <ul style="list-style-type: none"> • Making the general CSUSM app capable of checking the number of open spaces in parking lots. • Being able to pre-order books from the bookstore to avoid first day lines. • Connecting auction items through a QR code that donors can scan and bid easily (like airlines, Nordstrom’s, etc.) • Create an app to make it easy to make a gift to the University – used for Giving Day not a form • User campus app to promote campus events • GPS with Parking info for guest and visitors, campus map • Include the Steps Magazine, Giving Day, News Center, email notices, Emergency Notifications (streamline the notification process) 	<p>Customer Service</p> <ul style="list-style-type: none"> • Some type of web/app police to make sure all material is current and fresh. There is lots of material that is outdated on the website. • Make sure that timely communications are distributed to alert campus of the new technology and how it can be implemented • Campus Intranet for internal content • A screen in the library that tells you what study rooms are open. • Consider usability and not just cost savings in making Technology decisions (ex: OneDrive and SharePoint) offer cost savings but they are not user friendly. • Create focus groups of real users before deciding on technology (ex: OneDrive and SharePoint) 	<p>IT Training</p> <ul style="list-style-type: none"> • Provide resources for training and support for all new technology • Training should keep in mind different comfort and knowledge levels • Zoom - Provide training for end users on how to lead a session/topic or be a participant • New apps to help students who are not savvy with technology.

<ul style="list-style-type: none"> • Targeted messaging for events prior to the event. • App that can be used by external clients to find events, register, agenda, etc. • Expand the app portal for different groups (Events, prospects, current students) • Create a mobile ready portal for the board meetings (agenda, meeting notes, PTP, videos) • If asked about campus service then auto reply with contact info. • Location based, when visitors leave we keep bio dem data and thank them as a follow-up. • Use campus app at grad fest to purchase Alumni association memberships and make gifts, giving day. • Integrate Alumni into the campus app. • Integrate event calendars and tracking attendance in the app to be able to suggest upcoming events which will engage students, alumni, donors, community. 	<ul style="list-style-type: none"> • Strategic communications hubs and channels. • Consistent sitemap across college websites. • Have a QR code available at key locations for service • Self-guided tours for campus tours audio, GPS • Robust easy equipment for staff to check out. • Options of programs and services – a menu of technology services • Website searching can be optimized so that no admin forms come up when searching general topics – would help to remove clutter. • Create rating and advice push notifications – based on patterns. 	
<p>Next Gen LMS</p> <ul style="list-style-type: none"> • Allowing the student who is unable to make to class access the session from home – like a webcam, or much like a paid note taker, how about a paid camera carrier to record the session for students. 	<p>Security and Privacy</p> <ul style="list-style-type: none"> • Hard to know - What to trust? • Concerns about staying logged in – how do people know what is safe? • How do people protect and stay anonymous? • Campus Intranet for internal content that is private vs public (private notifications) 	<p>Technology Enhanced Office</p> <ul style="list-style-type: none"> • Easier access for telecommuting and building it into the culture of the university. • The staff work for the university not necessarily at the university.
<p>Unified Communications</p> <ul style="list-style-type: none"> • Up to date phone system for the Technology Enhanced Office 		<p>Machine Learning</p> <ul style="list-style-type: none"> • Be able to predict and identify important life events of donors and alumni – like marriage,

<ul style="list-style-type: none"> • Easier way to conference with people on anywhere on campus without having IT involved. • Have a live chat optimized for mobile, ideal during Giving Day, end-of-year giving opportunities. • Access to work phone when working from home/telecommuting instead of using personal cell phone. • Easily create a way for staff to discuss a project in real time – without scheduling a meeting. 		<p>divorce, death, retirement for estate planning.</p> <ul style="list-style-type: none"> • Automated identification of messages in the media and identify expertise in the faculty • Tracking campus movement and traffic patterns, understanding where different groups spend their time. • Track behaviors in order to correlate the short/long Starbucks line with staff next meeting – push notification. • Track projects so that reminders can be pushed out – reserve a camera or other equipment.
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