

## IT Strategic Plan - Big 8 Ideas

<b>Division or Area</b>	Community Engagement
<b>Date</b>	01-19-2018
<b>Number of Participants</b>	10 attendees (Admin/Staff)

### Summary of BIG Ideas/Themes/Keywords:

Customer Service, Information Sharing, Community Connections, Accessibility, Mobile App and community

### Common Themes - ideas noted by trend and primary theme

<p><b>Open Educational Resources</b></p> <ul style="list-style-type: none"> <li>Support for Open Access journal in Community Engagement – we have a plan!</li> </ul>	<p><b>Mobile First Perspective</b></p> <ul style="list-style-type: none"> <li>External event attendance – invitation &amp; tracking.</li> <li>Service Learning – integrate app &amp; S4 so students can select a site.</li> <li>Apps for students – help navigate</li> <li>How can CE be mobilized? Suggest a framework to understand what expectations students have in exchange for their information</li> <li>Bring Community Engagement to the app -&gt; section -&gt; “Get involved in your Community!” with opportunities for volunteering internships, service learning, in the app.</li> <li>Facilitate information sharing/participation in service learning and internships</li> <li>Create strong, visible presence for CE – opportunities for student learning, events, within University and in community.</li> <li>Can we provide a simple way to capture data during an event via a survey on our mobile app?</li> </ul>	<p><b>Unified Communications</b></p> <ul style="list-style-type: none"> <li>Digital on site communications – How do we leverage technology to compliment the app marketing efforts</li> <li>Take technology outside the phone &amp; add options for communication</li> <li>Common information platform for university staff/faculty (intranet?)</li> </ul>
<p><b>Non-Traditional Support</b></p> <ul style="list-style-type: none"> <li>Type &amp; search questions – answers searchable and available upon submitting (similar to Google search)</li> <li>Extended Help Desk hours – weekend, live, live chat</li> <li>Campus Chat – quick communication among departments/divisions, etc.</li> </ul>	<p><b>Virtual Reality</b></p> <ul style="list-style-type: none"> <li>360 view to all spaces; campus – truly allow people to visit before they visit – Virtual Reality</li> </ul>	<p><b>Online Learning &amp; Experiences</b></p> <ul style="list-style-type: none"> <li>Service Learning and Internship videos for training</li> <li>Alliance students</li> <li>Provide training on new technologies</li> </ul>

<p><b>Focus on Customer Service</b></p> <ul style="list-style-type: none"> <li>• 360 view to all spaces; campus – truly allow people to visit before they visit – Virtual Reality</li> <li>• Systems for collecting data on programmatic feedback</li> <li>• Live Chat</li> <li>• Move Customer service to a value &amp; goal – move out of trends</li> </ul>	<p><b>Supporting Research</b></p> <ul style="list-style-type: none"> <li>• Offer a customized database per division for professional development opportunities &amp; grant opportunities.</li> </ul>	<p><b>Digitalization</b></p> <ul style="list-style-type: none"> <li>• Re-envisioning paper processes. Liability forms. Is there a way for us to integrate these further in registration for Days of Service</li> <li>• Processes for both students and community are easy and convenient</li> </ul>
<p><b>Security/Privacy</b></p> <ul style="list-style-type: none"> <li>• Access on app if device is stolen</li> <li>• Yes – please!</li> </ul>	<p><b>Personalization</b></p> <ul style="list-style-type: none"> <li>• Integrating PeopleSoft internship course information with general internship information (access to community partners, opportunities, FAQ)</li> <li>• Access to information/database to facilitate placements in service learning &amp; internships.</li> </ul>	<p><b>Data Analysis and Decision Making</b></p> <ul style="list-style-type: none"> <li>• Analyze events and other activities to begin to group together and create marketing synergies</li> <li>• View visual web of community connections – be able to review gaps to identify where connections are needed – e.g. Engineering</li> <li>• Search web for data – start-ups, new business, moving in, business exits, etc., to inform LAMP.</li> <li>• Database – I can be better prepared when I am representing CSUSM out in the community – Can share information that I discover. I can archive details that would be valuable for my colleagues across campus</li> </ul>
<p><b>On boarding</b></p> <ul style="list-style-type: none"> <li>• Option for someone to provide on-boarding training for new systems <ul style="list-style-type: none"> <li>○ Primary dept. contact</li> <li>○ Technology fair</li> </ul> </li> </ul>	<p><b>Comments</b></p> <ul style="list-style-type: none"> <li>• Parking &amp; transportation – monitor parking flow – communicate transportation schedules – utilize data to inform structural planning of CSUSM</li> <li>• How often does a student come on to campus? One day per week for all classes? Using that data for sliding parking fees -&gt; fees are a huge access issue for our students</li> <li>• Accessibility - Is the web and phone reception for students, staff, and faculty across campus?</li> <li>• Safety - Can the outside campus world be reach from isolated areas on-campus? Example: lower floor of library (classrooms).</li> <li>• Google Docs – Would be nice to have the ability to collaborate and edit documents in “real-time.” (info sharing)</li> </ul>	