

# IT Strategic Plan - Campus Leadership Briefing

## Meeting Notes

<b>Division or Area</b>	Associated Students Inc.
<b>Date</b>	1-17-18
<b>Number of Participants</b>	45

## Debrief – Executive Summary

- **For Marketing** – How can they get students participate in events? How can they avoid using A-frames? Can they push data through the mobile app?
- **Mobile First** – Idea on carpooling. An application is needed for matching people. Ride sharing is important for sustainability.
- **Mobile First** – Targeted communications for events – What should ASI expect to do different to get people to events?
- **Keywords or Phrases** – Consistency, ease of use, Mobile, Targeted Communications

## What areas are not meeting their expectations?

- **Classroom Technology** – How do we keep the technology current? UHALL 101 had issues with sound recently. Jazz class is having issues.
- **Mobile First** – myCSUSM.edu looks and functions different than the campus website, OU, Moodle (IITS) we have a front end to PeopleSoft/myCSUSM and the interface will be better and mobilized. In the fall the myCSUSM interface will change. Focus is on getting them all o be more mobilized or responsive design.
- **Customer Service** – Paw Print: Will there be printing that is more accessible/ faster? (IITS) not sure the timeline but will reply with more information.
- **Mobile First** – support for events – What should ASI expect to do different to get people to events? (IITS) how does ASI get connected to the events? We want to make sure that the CSUSM app will have all events targeted to the people who want to see it. Push notification type message.
  - Example – Basketball game that you’re interested in or events, we envision the social media platform where you can simply tap on the interface that you’re going to the event, events will know you are there, marketing can be done too.
  - SLL will pilot the push notifications soon. Capability is here and it can be done. How do we choose to sign up for this?
- **Mobile First** – Idea on carpooling. An application is needed for matching people. Ride sharing is important for sustainability.