

# IT Strategic Plan - Campus Leadership Briefing

## Meeting Notes

<b>Division or Area</b>	University Advancement
<b>Date</b>	1-17-18
<b>Number of Participants</b>	18

## Debrief – Executive Summary

- There was significant validation of trends.
- Concern – Having enough resources – How can we re-deploy resources to shift the human resources to get these strategies done? (IITS) resources are being focused on the Strategic Planning trends already. We are watching where we are going now.
- Keywords or Phrases – Seamless Integration, Targeted Communications, Campus Fac/Staff Intranet, Infrastructure, Streamlined,

## 8 BIG Ideas – Summary of feedback

- **Mobile Ready** – Statistics are showing that the number of visits to the campus app are increasing. Students will be using the campus app to see their PeopleSoft student center. Campus events and locations of the event, Salesforce application will allow us to connect to the students, Can we provide the service to bid on the Gala auction items? Targeted messaging through the campus app is possible to donors or to alumni. Our Mobile Strategy is a focus.
- **Personalization** – Targeted communications are possible with the location aware. There are ways to personalize messages for student success, notifications for students on the Dean’s list.
- **Customer Service** – IITS is looking at ways to meet expectations on services. M-F are out of date, we are looking at self-service options and effective communications.
- **Digitalization** – Processes that are native to a digital and connected world. It’s not about linear processes but we need to handle multiple streams in an efficient way. Device independent ways. Lots of examples for donors.
- **Supporting Faculty Research** - we are increasing the number of
- **Identity Mangement** – If we know who is logged in then we can provide seamless access. More and more systems will be single-sign on for convenience.
- **Machine Learning** - We have some examples SIRI, Alexa. Life patterns exists, the phone learns behaviors. Retailers are learning how we are moving within a store for example. Example – another CSU uses iTuffy for example is learning as people ask it questions.
- **Mentioned:** Supporting Self Services, Unified Communications, Strategic Alliances, Data Analytics, SaaS,

## What have we missed?

- **SaaS or Hybrid Cloud** – Easier way to share data especially video. They are looking at services for cataloging such a system. Choice to use what we have or buy/services?
  - Collaborate on such files. How do they help students share photo and video too.
- **Security and Privacy** – How can we educate the need to protect user's identities and help them understand that what they tweet is there forever.
- **Personalization** – Are we moving to an Intranet? Discussions have been done for years on the Intranet.
  - Searching is somewhat cluttered in the searching of our website. (IITS) Internally to IITS has a Wiki, that can be setup.
- **IT Training for all** – How do we hold a microphone? What things students need to know about communications.
- Idea of tools to streamline the processes as we are off campus, with minimal tools. How to Photoshop an image on a laptop in an emergency situation.
- OU campus hindered by use of CA.
- There should be more cameras available for checkout so that others can assist them to get good photos at events. How do we share a resource better without each department buying a camera? The process for sharing.
- Integration with database platforms is needed with PS/RE/Student Data with Alumni. Benefits many areas such as events. There are many forms that we use internally, some need signatures, if there is a way to make the collaboration easier and more integrated. Would be good time savings. Short term, investing in some of the tools that we have partially deployed. Can we fully deploy some more of these tools? Provide the training and support to the campus as a whole.
  - (IITS) there is a move to push out electronic signatures more efficiently and keeping costs in line. Concept of staying with the technology can sometimes have costly impacts. It will likely that we are more agile in our adoption of technologies.
  - **Example** – DocuSign. Will there be more deployments for the entire campus? The digitalization of a document is not just mimicking the paper copy. Can we look at why we need a form for the information to be shared? The broader discussion is to forget the paper at some point.
- **Personalization** – How can we better use the content and target the audience? Taylor the messages such as Steps. Can we pull it apart and use the same content in different ways to different audiences? Custom content. Right now they manually associate the information to the alumni, what would an alumni app look like? Can we ping a phone with a button to GIVE to the university?
- How can we re-deploy resources to shift the human resources to get these strategies done? (IITS) resources are being focused on the Strategic Planning trends. We are watching where we are going now to ensure the direction is clear.
  - We do have paper pushing in the office, Technology enhances Classrooms can also be Technology enhanced Offices too.
- **Personalization** – They would love to push data to visitors, parking, location, Gala, follow-up. Events can also use this. Needs to be friendly too. Staff meet them on campus now in person. (IITS) **Flight Radar 24** is an example of VR. How can we do this on Craven Circle or at Kellogg.

Tell it what we want to go. Campus birds is the old way. Can we move to this idea? Where are the restrooms? Basic things like this.

## Big 8 IDEAS

- **Need a correlated Campus calendar – Space management system**
- **Database Integration** – Student information is entered after they graduate. They need it more **streamlined** so they can engage them right away. The day they visit campus is preferred.
- **Mobile First** – focus on the foundation board to get a portal. All advisory boards setup.
  - Example – Grad Fest – there will be over 1,000 entries to process. Needs to be more user friendly, personalized on the mobile app.
  - Make sure the **infrastructure** is in place so that we don't have dropped calls. Ballroom sometimes has issues with wireless. (IITS) sometimes the Wi-Fi is difficult to support with the current technology. The issue is access to the information when you need it for a presentation etc. Eduroam can be used to assist with Wi-Fi too.
- **IT Training for staff** – Here are the options available. More options with sharing files, contracts to train the staff too.
- **IT Training for Staff – need channels** – telling the campus what the tools are and how they are used.
- **Data Analytics** – specifically Record Retention – What is the plan to transition the current paper data to an electronic form. (IITS) CSU records retention policy is the controlling factor that needs to be considered. Cloud storage is an option.

## How will these trends affect our future students?

- **Mobile First** – How do we know? Sometimes students are OK with “big brother”. Example – push notification that the traffic is good, or Starbucks is a short line. How can we enhance staff and faculty workload on campus? (IITS) students want to know where the parking is and based on where they are.
  - Predictions are difficult. Staff and faculty will use the app if there are push technologies that can assist in balancing our workload, parking info, etc.
- **Mobile First** – Pay with your phone tracking – One card solution is being discussed.
- **Question about block chain** – how do we investigate the concept for Higher Education? Not a trend at this time.
- **Personalization** – We are going to have to modify or examine the way UA communicates.
  - Personalized messages are needed to smaller populations are needed. How will UA staff the monitoring, support of the communications?