

IT Strategic Plan – Campus Leadership Briefing

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| Division or Area | Provost Office Meeting |
| Date | 01-19-18 |
| Number of Participants | 8 |

Summary of BIG Ideas:

- Technology Fair, lunch and learn, how different divisions are using technology.
- One place for everyone to find locations available
- Is there a YouTube video (short) topical video that can be built to assist in training?
- Athletics could send a targeted message to a student to get a free towel because they attended a few games.

Action Items/Concerns:

- There could be more information shared on new technologies. Here is how to use the technology and how to use it within your unit.

Questions: What have we missed?

- Need to consider regional needs of our students. Those students will drive the level of technology used on campus. Faculty, staff, and the University need to catch up to the students and their needs/expectations. We will always have people at different levels. We have to make the decision to move forward. Get on the train or the train will pass you by.
- **Example** – There is a need to have more than one level of access to the information and access with the app. (IITS) Salesforce integration is where we are headed. There are many layers of the transactional data that can be tracked throughout the lifecycle of the student to
- Discussed (values) critical thinking skills, personal engagement and communication skills as outcomes. How can we engage in skills to be the outcome?
- Sometimes staff want to talk to a person (IITS) Customer Service/Chat has been explored, PeopleSoft has been the center but now there can be a front end (SF) that can help all areas.
- How do we reach the students or others who are not on the app? Personalization expansion to marketing, Sometimes student don't know what they are interested in and events that they are planning/having (IITS) we can send targeted messages from the app, using Salesforce.
- How does a University keep up with all the changes in technology and what students are using?
- What are those students coming with and/or what will they need in the future with support on campus?

Questions: Sharing your big ideas

From your list of big ideas, please share the trends, themes and ideas that you think we should be considering for the Technology Strategic Plan.

- **Security and Privacy** is key especially if we lose a phone for example. (IITS) we need to educate the students to be able to know how
- **IT Training** – There could be more information shared on new technologies. Here is how to use the technology and how to use it within your unit. (IITS) idea has been discussed about a technology learning center. Examples:
 - SharePoint is complex and is not easy to learn.
 - Technology Fair, lunch and learn, how different divisions are using technology. What is the issue you're trying to do? Search on the interest.
 - Is there a YouTube video (short) topical video that can be built to assist in training?
 - Is there a Google Doc like way to do shared editing? (IITS) There are ways to share documents with OneDrive with outside community too.
- Safety in the buildings, 1st floor library, (IITS) there are ways now to do Wifi calling because there is more coverage. In the last 2 years we have upgraded the wireless, usage has exploded in the last 2 years. Recommend Eduroam so that when you travel, then you can connect using your campus credentials.
 - There are also ways to add a button on the app so that the location and communication direct to the UPD. Interesting discussions on how to manage this technical ability.
- **Customer Service and Training** – (IITS) we have noted this in other sessions, with all the technology changes there has been requests for more training for students too. Students who use Google in their previous classes at other schools may not know exactly how to use the tools we have here.
- Within 5 years, we will have a technology remediation for STEM vs Math or English remediation. We will need to provide that resource to students. How will we meet that expectation?

Questions: What will these trends affect our future students?

From the list of trends, which do you feel could have the most impact on students, student success, or the diversity of services to students?

- Make sure access is available for those who do not have current access.
- Parking flows – can we help identify where the students should park? How can we see the traffic flow and adjust signs or information? (IITS) risk in using the information is to use the real time data.
- Early warning, parking tracking – how we protect that data though?
- **Machine learning, personalization, IDM** – utilize social media component and behaviors to do marketing to the students. Degree planner, if the student is in the spring semester, we know what they need to stay on track, let them know the summer courses so they can graduate in the next year. Targeted communication to the student through Degree Planner and/or the app.

- The library could send a targeted message to a student that has been in the library for a few hours about an event in the library to take a stretch break.
- Athletics could send a targeted message to a student to get a free towel because they attended a few games.
- Better word for intrusive advising. Proactive advising. Change from a negative to a positive.
- Do we have the ability to slice and dice data? We are going to pull the data from PeopleSoft into Salesforce and then run reports from Salesforce.
- Rooms across campus aren't being utilized effectively because there isn't one location for everyone's information. How can we get to one place for everyone to find locations available?
- We don't have a single calendar for all events. Each department has a different calendar. It will take someone at the University level to make that decision.