TRANSFORMING CAMPUS TECHNOLOGY TO SUPPORT UNCG’S STRATEGIC GOALS

Information Technology Services Strategic Plan 2017 - 2022
Good technology is easy to use. Great technology is invisible.

Technology plays a critical supporting partner role on student-centered campuses as the scaffolding upon which faculty build engaging pedagogical content and the accessible delivery channels that meet our students right where they are.
Re-Invention of ITS or \textit{ITS 2.0}

\textbf{Value add or get out of the way:}
- If we aren’t adding value to a technology service for students, faculty and/or staff, we shouldn’t be providing it

\textbf{Usable technology (tech degree not required):}
- We will provide usable platforms for the UNCG community to easily be able to deliver content to their audiences

\textbf{“Burstable” support models:}
- Our service models have to be cost effective and sustainable, but we must also develop the technology capacity and readiness (agility) required to support students, faculty and staff as UNCG grows

\textbf{Talent management:}
- We will cultivate talent to build the depth of expertise needed to move from technical support organization to strategic partner
Mobility:  
Transition to low touch services available on any device, anywhere

Student Success:  
Support innovative learning

Automation:  
Automate business processes and platforms to improve operational efficiency and cost effectiveness

Cloud First:  
Build cloud ready IT infrastructure

Innovation:  
Cultivate ideas and partnerships that foster collaboration and giant steps
MOBILITY

Key Concepts
• Device, location and time independent services
• Reduce service complexity to increase agility
• Consistent, high-quality user experience

Paradigm Shift
• Moving from “install everywhere” to “install once and consume everywhere”
• Managing the data not the device
• Netflix not Time Warner

Key Initiatives
• MyCloud Desktops (Secure, Campus, Student)
• UNCG App Store
• Web Printing
• Cloud storage
• Streamlined CHP
STUDENT SUCCESS

Key Concepts
• Environments for student engagement both inside and outside the classroom
• Predictive analytics to constantly improve the student experience
• Instructional content delivery that meets our students where they are

Paradigm Shift
• On-demand educational experience
• Lower cost, more flexibility
• Bring your own device
• Increased demand for Internet connectivity

Key Initiatives
• Technology Enhanced Learning and Collaboration Spaces
• Virtual Learning Environments
• Student Innovation Fellows
• ITS Student Employment Experience
AUTOMATION

Key Concepts
• Operational efficiency and productivity gains
• Reallocation of resources to higher value tasks
• Sustainable services that are more intuitive and easy to use
• Technology platforms that are cost effective launching points for innovation
• Improved service and user experience

Paradigm Shift
• Integrated business processes
• Consistent data
• Mercedes not Bentley

Key Initiatives
• Banner 9
• Identity Management
• Next Gen Web Platform and Mobile Apps
CLOUD FIRST

Key Concepts
• On-demand, agile, economies of scale
• Globally available, resilient architecture

Paradigm Shift
• Default to cloud
• Cattle not puppies
• Pre-paid gift-card

Key Initiatives
• Migrate campus software applications to SaaS
• Transform campus infrastructure for 24x7x365 cloud readiness
• Move infrastructure to cloud
INNOVATION

Key Concepts
- Develop the future technology capacity and readiness required to support students, faculty and staff as UNCG grows
- Build cost-effective and sustainable technology service models

Paradigm Shift
- Cultivate talent to build the depth of expertise needed to transform the ITS team from build and operate “techies” to strategic institutional partners

Key Initiatives
- Tri-Gig, Connected Cities and K-12
- Smart Corridor and Millennial Campus
- Regional Data Lake and Big Data Analytics
- Faculty Fellows Program and Center for Learning Innovation
- Emerging Technologies Sandbox
WEB AND MOBILE

REACHING INDIVIDUALS AND TARGETING AUDIENCES
Web & Mobile: Reaching Individuals, Targeting Audiences

“Find your way here”

- Tells our story to the world.
- Our first handshake.
- A continuing connection.

User defines the experience. Engages with UNCG in most preferred way.

Thrive, belong, create, transform, succeed. From anywhere. Any device. Any time.
The Move to Mobile

“Users spend on average 69% of their media time on smartphones. Apps account for 89% of mobile media time, with the other 11% spent on websites.” – Higher Education Magazine

“83% of mobile users say that a seamless experience across all devices is very important.” - Source: Wolfgang Jaegel / Visual.ly

“61% of users are unlikely to return to a mobile site they had trouble accessing and 40% will visit a competitor’s site instead.” – Google
Supporting our desire to reach rural and underserved communities, mobile web is helping us reach throughout the state and the world.

Between January 2017 to January 2018 the percentage of mobile visitors to uncg.edu increased from 13.36% to 20.05%.
The New Normal – Mobile

- Among users 18-24

- 4.6 hours per day using all digital devices
- 3.6 hours per day using mobile devices
- 3.2 hours per day using apps on mobile devices
Generation Z has moved from email to messaging apps.

“In 2017 there were 113,421,108 emails received by UNCG users. Of those, 52,843,973 are still in an “unread” state.” Source - UNCG ITS

“39% of emails from advisors are ignored.” Source - Oohlala Mobile

Communication Redefined

- Mobile
- Engaging
- Personalized
Content delivery moved from “click and read” to “push based on preferences”

**Facebook 2010**
- Static icons
- Multiple clicks
- All content/features have equal weight
- Hard to find what you need

**Facebook Today**
- Updates feeds
- No click to get the latest info
- Focused on user needs
- Quick access
What Doesn’t Work

- One-trick pony
- Non-native to platform
- “Set it and forget it”
- Disjointed experience
- Generic
What Works
Defining a platform

It's the delivery vehicle

Selecting the right platform is crucial
Defining a platform - It’s the delivery vehicle
Selecting the right platform is crucial
Defining a platform

It's the delivery vehicle

Selecting the right platform is crucial

Not This
This
This
ALL YOUR HOPES AND DREAMS
Find your way here
Web Strategy
Our First Handshake

Page Views August 2017- July 2018: 31,481,028

- www.uncg.edu
- admissions.uncg.edu
- ispartan.uncg.edu
- reg.uncg.edu
- hrl.uncg.edu
- its.uncg.edu
- vpa.uncg.edu
- grs.uncg.edu
- recwell.uncg.edu
- other (23 sites)
The Current Student Experience
Building an Effective, Sustainable Model
# Web – We Are Here

<table>
<thead>
<tr>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platform selected / implemented</td>
</tr>
<tr>
<td>Consistent look &amp; feel / branding</td>
</tr>
<tr>
<td>Top-tier message management</td>
</tr>
<tr>
<td>Sustainable operating model</td>
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### Three-Year Web Strategy

<table>
<thead>
<tr>
<th>Year One –</th>
<th>New Brand, Search, Campus Events, Interactive Campus Maps, Cloud Hosting, Improved Web Creation Tools, Partnerships</th>
</tr>
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<tbody>
<tr>
<td>Platform enhancements</td>
<td></td>
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<tr>
<td><strong>Year Two –</strong></td>
<td>Updated primary web site, new look and navigation, policy &amp; process updates.</td>
</tr>
<tr>
<td><strong>New Look, New Navigation</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Years Three &amp; Beyond –</strong></td>
<td>Maintenance</td>
</tr>
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</table>
The most successful platforms integrate broad functionality and communication into one app that provides a complete, unified, whole-user experience.
Mobile Strategy
A Review of the Market

Top Campus App Platforms in US Higher Education

- Self (including vendor white label)
- OOHLALA
- Blackboard Mosaic
- DubLabs
- Unifyed
- Modo Labs
- Straxis
- Ellucian
- CampusEAI

Mobile Platform Recommendation - Modo Labs

- Over 350 universities including some of the best-implemented higher ed apps.
- Based on persona or relationship that the user has with the university.
- Content management style development which can be easily taught, granular permission granted and distributed. (Low-code/No-code)
- Can build effective integration with Banner within the app.
- Highly customizable to help us tell the story of UNCG.
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# Three-Year Mobile Strategy

<table>
<thead>
<tr>
<th>Year One – Initial Implementation</th>
<th>Persona for Current Student (Add / Drop classes, Grades, Holds, Academic Record, Account balances), Creation of Mobile Experience Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year Two – Additional Personas</td>
<td>Persona for Prospective Student &amp; New Student</td>
</tr>
<tr>
<td>Year Three &amp; Beyond – Additional Integrations</td>
<td>Additional personas, integrations</td>
</tr>
</tbody>
</table>
Questions?