Information Technology Services

Report to the Board of Trustees
August 7, 2013
<table>
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<tr>
<th>STUDENT SUCCESS</th>
<th>Commitment to Excellence</th>
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<td>iPads for Athletics -</td>
<td>Mobile devices are proliferating at the University. With the growing number of device models, platforms and operating system versions available, we are facing new and complex mobility management challenges. Accessing University resources from a mobile device can introduce a significant threat to university security if the devices aren’t managed properly. ITS has selected a Mobile Device Management System (MDMS) that will ensure complete management and support for these University-managed mobile devices. Purchase and deployment of mobile devices to support student athletes is currently on hold until funding can be finalized.</td>
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<td>Successful U</td>
<td>The application continues to be presented at all New student Orientation sessions and is gaining usage as new students and parents download the application. The Successful U application will add several features over the summer. The Office of Strategic Engagement is working with key community groups to provide a dialog with UA students using tools provided in the application. Using the application's social media tools, primarily Twitter, these community-based groups and entrepreneurs can reach users of the application with messages of inspiration, interest in UA student interns, news of community events, and student opportunities. The intention is to provide this functionality in the fall and to highlight it with a new roll-out campaign during the New Roo Weekend. Throughout the summer, data collection will continue tracking adoption and usage rates, feedback from users and in-application statistics. Consideration will be given to adjustments of the application and possible direction for Phase II efforts after the Fall re-launch.</td>
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- Undergraduate Admission Application

Admissions and Enrollment Management along with ITS are investigating methods to expand marketing efforts to prospective students/parents and provide an improved experience when applying to the University for admittance. The undergraduate admissions form in use today is in need of usability improvements and modernization. It is likely the University will engage a third-party to assist with marketing efforts and to develop a new online application form. The goal is to have these enhancements in place by Fall 2013.

We will continue tracking the Common Application closely to determine if and when is the best time to implement at The University of Akron. The Common Application requires prospective students to submit a written essay which creates extra work for prospective students and University Admissions. There is concern these essays could negatively impact a suitable student’s willingness to apply at the University. The assessment of the advantages and disadvantages of the Common Application will continue. It will likely take 12-18 months to implement the Common Application, if the decision is made to go forward. If the Common Application is implemented, it is likely to be an intermediate solution.

Longer-term the University intends to implement a Customer Relationship Management (CRM) system, sometimes called a Student Relationship Management (SRM) system in higher ed, to automate the entire student lifecycle, from prospect through graduation to donor. Automating the entire lifecycle with a single tool will significantly improve communications along the lifecycle, which will improve the student’s experience. This CRM system is likely to replace the short-term solution described above as well as the Common Application, over time.
| Akron Experience | During the New Student Orientation sessions, new planning tools for Career Development are being used. These tools are intended to:  
  - Introduce incoming freshmen to Career Planning Concepts.  
  - Provide forms for standardized New Student Orientation advising.  
  - Provide checklists in MyAkron to provide students an ongoing roadmap.  
Graduate and Law School students are being introduced to the messaging services within MyAkron. This will allow the University to push messages and notification to these audiences thus customizing their experience to differentiate them from undergraduate students. |
|---|---|
| Student Relationship Management (SRM) | The Student Relationship Management work group is in the process preparing a presentation to the oversight committee.  
Key to this effort will be a presentation by Salesforce.com and TargetX.  
The two organizations will provide a detailed analysis of a student / customer relationship management system and how it can benefit all aspects of the student life cycle from recruitment to alumni. |
| GLOBAL RELEVANCE | Develop Dynamic and Globally Relevant Programs |
| Online Learning (eLearning) | The RFP for an online marketing and student recruitment services provider received qualified responses from two bidders. The bids are currently being evaluated.  
The Search Committee for a Director of Online Learning has completed its deliberations and is presenting its recommendation to the Office of Academic Affairs. |
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<th>DISTINCTION</th>
<th>Facilitate Faculty Development and Success by Expanding Clusters of Interdisciplinary Teaching and Research</th>
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<td>• Desktop Synchronous Learning/Video Conferencing</td>
<td>Members of the sub-committee of the CCTC working on selecting a web-based video conferencing solution have finalized the requirements specification. This video conferencing solution will enable instructors to deliver courses in real time from any PC to any number of remote PCs. This will enable students to be reached at the location of their choice (i.e. home, at work, etc.) These requirements will be included in a request-for-proposal that will be posted by the Purchasing Department.</td>
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<td>• Website Updates</td>
<td>The website update planning committee has been working to produce updates to the University’s site to provide improved navigation and information for all potential students and their parents. Status of these updates are as follows. 30-day Implementation -- all items in the 30-day implementation list are complete and include:  - Organization of the online page.  - Provide descriptions of all degrees and courses within the online page rather than the current method of having some in the College of Education section.  - Home page revisions.  - Add a Future Students audience tab to the “Information for” section on right hand side.  - Review existing audience tab language. 60-day Implementation -- the revamp of the Academic and Majors page is underway and is approximately 70% complete. Testing of the improvements commenced in late July:  - Revamp “Academics &amp; Majors” page. 90-day Implementation -- these items are all being worked on currently and will roll out as they become available:  - Get proper “designation” of courses for sorting of course modality and offerings (daytime, evenings, weekend).  - Be able to search for classes on the web similar to the ability to do so on the mobile app.  - Consider “Your Degree. Your Way” as the umbrella for all enrollment at the University; determine the elements that would need to be incorporated into this messaging platform.  - Conduct usability testing at the conclusion of the 90-day time period.</td>
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**COMMUNITY**

- Police Dispatch – 911 Merger

The University of Akron Police Department and the City of Akron Police Department are partnering to share the City's Computer-Aided Dispatch and Records Management System to track and document public safety incidents. The Computer Aided Dispatch (CAD) and Record Management Systems (RMS) are essential to the scheduling, dispatching and tracking of police officers in the field when they respond to public safety calls. CAD and RMS also help dispatchers monitor response activity and play a key role in tracking evidence. This new joint system should provide better response to calls from students, faculty and staff of the University.

The project is in the final efforts before go-live. User Acceptance Testing is being completed along with all final scheduled training for the dispatchers and UAPD officers. A revised go-live date of August 5th has been established to switch to the new system.

**INTEGRATED PLANNING**

- Time & Labor Absence Management

The University is automating the process of time collection for hours by both non-exempt and exempt employees as well as managing the requests for planned absences.

The project is in the early stages for User Acceptance Testing based on the requirements that were defined and configured for the implementation. This User Acceptance Testing will continue into late September.

Open forums will be scheduled in early August and September. The forums will present the new application to the campus. They will focus on an overall discussion about Time & Attendance, provide a short demo, and provide a Question & Answer session.

Campus-wide go-live events will begin in late September and continue through into early November. Training dates will be communicated to employees and scheduled in conjunction with the go-live dates in September thru November.