University of Wisconsin - Green Bay

Information Technology Operational Plan

Date of Last Review: 4/1/2014

Goals:

1) Identify larger, long term projects
2) Identify projects that involve multiple areas or have a large impact
3) Clearly convey the description and status of a project
4) Does not include every project that IT staff are involved with
5) Not intended to be a method for detailed project tracking

Revisions:

Updated twice per year (April, October) with latest revision available on the campus web site.
Retain previous plan revisions to address records retention needs.
Information Technology Strategic Plan
Goals and Objectives
2014-2017

Leveraging information technology to create a competitive advantage for UW-Green Bay
(Effective January 2014 – December 2017)

GOAL 1.0 - Advance the academic mission of the University through innovation and effective technologies, resources, and services.
Objective 1.1 - Leverage technologies and information resources for recruitment and retention efforts and to support student services.
Objective 1.2 - Provide technology systems and services to enhance student learning and to foster curricular innovation.
Objective 1.3 - Provide technology infrastructure and support for research, scholarship, and creative activities.

GOAL 2.0 - Leverage our reliable, secure, and efficient information technology infrastructure and maximize staff potential to foster innovation and excellence.
Objective 2.1 - Maintain and enhance the IT infrastructure to support the operations of the University.
Objective 2.2 - Provide a secure computing environment that ensures data privacy and integrity and mitigates cyber-security threats.
Objective 2.3 - Ensure a strong IT workforce capable of achieving the information technology goals of the University.
Objective 2.4 - Align funding and explore new funding sources essential for IT operations and new strategic initiatives.

GOAL 3.0 - Advance business processes and operational efficiencies through effective implementation of information technology.
Objective 3.1 - Support, upgrade, and enhance current business processes, tools, and administrative systems.
Objective 3.2 - Evaluate and implement new technologies to improve operational efficiency.
Objective 3.3 - Ensure excellent services to enable the effective use of technology, resources, and systems by the University community.

GOAL 4.0 - Provide technologies to enhance communications with the greater University community and the world.
Objective 4.1 - Leverage web, social media, and mobile technologies to provide effective and consistent content delivery.
Objective 4.2 - Support effective means of internal and external communications for all University constituent groups.
Information Technology Operational Plan - Guiding Principles

The Information Services Leadership Team will create a *Information Technology Operational Plan*, in support of the goals and objectives identified in the *Information Technology Strategic Plan*, using the following guiding principles.

We will ensure that:

- the proper staff, financial, and intellectual resources, to implement and maintain technologies, are secured before commitments are made;
- implemented services have the greatest impact on UW-Green Bay’s mission;
- implemented technologies have a high return on investment
- new technologies maximize accuracy, security, integrity, share-ability, and re-usability of data using standards;
- both insource and outsource alternatives are evaluated where appropriate;
- the process is transparent and accountable to the University.
## Project Tracking Flow In the Operational Plan

<table>
<thead>
<tr>
<th>Project Step</th>
<th>Status</th>
<th>Achievement Date</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Un-Started</td>
<td>Expected Completion Date (if known)</td>
<td>Waiting for resources. Research/evaluation has not started.</td>
</tr>
<tr>
<td>2</td>
<td>Researching</td>
<td>Expected Completion Date</td>
<td>Research/evaluation has started, resource requirements being determined.</td>
</tr>
<tr>
<td>3</td>
<td>In Progress</td>
<td>Expected Completion Date</td>
<td>Resources are available, project plan in place.</td>
</tr>
<tr>
<td>4</td>
<td>On-Hold</td>
<td>Expected Completion Date (if known)</td>
<td>If a project needs to be halted for some reason.</td>
</tr>
<tr>
<td>5</td>
<td>Complete</td>
<td>Actual Completion Date</td>
<td>Project is fully completed.</td>
</tr>
</tbody>
</table>
### GOAL 1.0 - Advance the academic mission of the University through innovation and effective technologies, resources, and services.

#### Objective 1.1 - Leverage technologies and information resources for recruitment and retention efforts and to support student services.

<table>
<thead>
<tr>
<th>Project</th>
<th>Responsible Department(s)</th>
<th>Contact</th>
<th>Achievement Date</th>
<th>Status</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluate the use of texting in the CRM</td>
<td>Enrollment Services</td>
<td>Stearney</td>
<td>9/1/2014</td>
<td>In Progress</td>
<td></td>
</tr>
<tr>
<td>Evaluate and implement solutions to eliminate duplicate prospects in the CRM</td>
<td>Enrollment Services, Outreach and Adult Degree</td>
<td>Stearney, Vanden Avond</td>
<td>9/1/2014</td>
<td>In Progress</td>
<td></td>
</tr>
<tr>
<td>Optimize the effectiveness of the CRM by expanding the student data to include additional information for ACT and AP tests, financial aid and housing data</td>
<td>Enrollment Services, Outreach and Adult Degree</td>
<td>Stearney, Vanden Avond</td>
<td>9/1/2015</td>
<td>In Progress</td>
<td></td>
</tr>
<tr>
<td>Expand the CRM To include enrolled students and support communication and retention efforts</td>
<td>Enrollment Services, Outreach and Adult Degree</td>
<td>Stearney, Vanden Avond</td>
<td>9/1/2015</td>
<td>In Progress</td>
<td></td>
</tr>
<tr>
<td>Business Intelligence / Business Analytics</td>
<td>Enrollment Services, Outreach</td>
<td>Holschbach, Stearney, Vanden Avond, Trombley</td>
<td>6/1/2017</td>
<td>In Progress</td>
<td></td>
</tr>
<tr>
<td>Evaluate and expand the use of the CRM for the Graduate and Undergraduate Nursing programs</td>
<td>Nursing</td>
<td>Lepak-Gallagher</td>
<td>6/1/2015</td>
<td>Researching</td>
<td></td>
</tr>
<tr>
<td>Expand the CRM To include Graduate student recruitment</td>
<td>Enrollment Services</td>
<td>Stearney</td>
<td>9/1/2015</td>
<td>Researching</td>
<td></td>
</tr>
<tr>
<td>Optimize the effectiveness of the CRM by creating solutions to communicate with School counselors, parents and corporate partners.</td>
<td>Enrollment Services, Outreach and Adult Degree</td>
<td>Stearney, Vanden Avond</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>Early Alert and Student Advising Tool evaluation</td>
<td>Student Affairs</td>
<td>Kersten, Amenson-Hill</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>Learning Analytics Tool evaluation</td>
<td>Student Affairs</td>
<td>Kersten</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
</tbody>
</table>
### GOAL.0 - Advance the academic mission of the University through innovation and effective technologies, resources, and services.

#### Objective 1.2 - Provide technology systems and services to enhance student learning and to foster curricular innovation.

<table>
<thead>
<tr>
<th>Project</th>
<th>Responsible Department(s)</th>
<th>Contact</th>
<th>Achievement Date</th>
<th>Status</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Offerings to improve IT Literacy for Students</td>
<td>ICS</td>
<td>Breznay</td>
<td>2/1/2014</td>
<td>Complete</td>
<td></td>
</tr>
<tr>
<td>Photography Teaching Lab</td>
<td>Art and Design</td>
<td>Detweiler</td>
<td>2/28/2014</td>
<td>Complete</td>
<td></td>
</tr>
<tr>
<td>Group Collaboration Lab/Ideas Lab</td>
<td>Library</td>
<td>Ganyard</td>
<td>6/1/2017</td>
<td>In Progress</td>
<td>Lab Mod funding approved for FY15</td>
</tr>
<tr>
<td>Replace video projectors in MAC Hall classrooms 103-113 and 204, 206, 237</td>
<td>Academic Affairs</td>
<td>Hubbard</td>
<td>9/1/2014</td>
<td>In Progress</td>
<td></td>
</tr>
<tr>
<td>Develop cost and plan to upgrade chemistry lab instrumentation to current software/hardware platforms</td>
<td>LAS - NAS/HB</td>
<td>Lyon, Johnson</td>
<td></td>
<td>Un-Started</td>
<td>Identify space, review need and capability, determine cost and funding.</td>
</tr>
<tr>
<td>Develop a plan for creation of a high quality recording studio.</td>
<td>Music, Theatre, Design Arts</td>
<td>Grosso, Gaines, Benzow</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>Plan for Music Miniatures Virtual Space - Digital organizational space to be national leader/clearing house for Miniatures groups that are springing up in major cities across the US. Would like web site space, perhaps radio streaming.</td>
<td>Music</td>
<td>McQuade-Dewhirst/Grosso</td>
<td></td>
<td>Un-Started</td>
<td>Review need and capability, determine cost and funding required.</td>
</tr>
<tr>
<td>Replace video projectors in MAC Hall classrooms 208, 210</td>
<td>Academic Affairs</td>
<td>Hubbard</td>
<td></td>
<td>Un-Started</td>
<td>Propose for future Lab Mod funding.</td>
</tr>
<tr>
<td>Upgrade instructional technology in TH 310</td>
<td>Academic Affairs</td>
<td>Hubbard</td>
<td></td>
<td>Un-Started</td>
<td>Propose for future Lab Mod funding.</td>
</tr>
<tr>
<td>Upgrade instructional technology in TH 312</td>
<td>Academic Affairs</td>
<td>Hubbard</td>
<td></td>
<td>Un-Started</td>
<td>Propose for future Lab Mod funding.</td>
</tr>
<tr>
<td>Upgrade instructional technology in TH 316</td>
<td>Academic Affairs</td>
<td>Hubbard</td>
<td></td>
<td>Un-Started</td>
<td>Propose for future Lab Mod funding.</td>
</tr>
</tbody>
</table>

#### Objective 1.3 - Provide technology infrastructure and support for research, scholarship, and creative activities.

<table>
<thead>
<tr>
<th>Project</th>
<th>Responsible Department(s)</th>
<th>Contact</th>
<th>Achievement Date</th>
<th>Status</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>3D Printing</td>
<td>HUS</td>
<td>Goldman</td>
<td>9/1/2014</td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>Innovation Lab</td>
<td>Academic Affairs</td>
<td>Provost</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
</tbody>
</table>
**GOAL 2.0 - Leverage our reliable, secure, and efficient information technology infrastructure and maximize staff potential to foster innovation and excellence.**

**Objective 2.1 - Maintain and enhance the IT infrastructure to support the operations of the University.**

<table>
<thead>
<tr>
<th>Project</th>
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<th>Achievement Date</th>
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<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloud Storage Evaluation</td>
<td>ISD</td>
<td>Kieper, Goldman</td>
<td>1/9/2014</td>
<td>Complete</td>
<td></td>
</tr>
<tr>
<td>Microsoft Office 365 Evaluation</td>
<td>ISD</td>
<td>Kieper, Goldman</td>
<td>1/9/2014</td>
<td>Complete</td>
<td></td>
</tr>
<tr>
<td>SAN (Storage Area Network) Replacement</td>
<td>ISD</td>
<td>Kieper</td>
<td>2/1/2014</td>
<td>Complete</td>
<td></td>
</tr>
<tr>
<td>Building Uninterruptable Power Supply (UPS) Replacements</td>
<td>ISD</td>
<td>Kieper</td>
<td>4/1/2014</td>
<td>Complete</td>
<td></td>
</tr>
<tr>
<td>Outdoor Wireless</td>
<td>ISD</td>
<td>Kieper</td>
<td>7/1/2014</td>
<td>In Progress</td>
<td></td>
</tr>
<tr>
<td>Office 365 Cloud Storage/Collaboration Implementation</td>
<td>ISD</td>
<td>Pynaker</td>
<td>8/1/2014</td>
<td>In Progress</td>
<td></td>
</tr>
<tr>
<td>MAC-149 SAN (Storage Area Network) Node Addition to Enhance on Campus Disaster Recovery Capabilities</td>
<td>ISD</td>
<td>Kieper</td>
<td>7/1/2014</td>
<td>Researching</td>
<td></td>
</tr>
<tr>
<td>Network Switch Replacements for non-Residence Life Buildings</td>
<td>ISD</td>
<td>Kieper</td>
<td>9/1/2014</td>
<td>Researching</td>
<td></td>
</tr>
<tr>
<td>Emergency Generator Power for MAC-149 Backup Data Center</td>
<td>ISD, Facilities</td>
<td>Kieper, Pinkston</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>Single Mode Fiber Optic Backbone for Cofrin Library</td>
<td>ISD</td>
<td>Kieper, Hubbard</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>Single Mode Fiber Optic Backbone for Student Services</td>
<td>ISD</td>
<td>Kieper, Hubbard</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>Single Mode Fiber Optic Backbone for Theatre Hall</td>
<td>ISD</td>
<td>Kieper, Hubbard</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>Single Mode Fiber Optic Backbone for Studio Arts</td>
<td>ISD</td>
<td>Kieper, Hubbard</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>Single Mode Fiber Optic Backbone for University Union</td>
<td>ISD</td>
<td>Kieper, Hubbard</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>Single Mode Fiber Optic Backbone for Environmental Sciences</td>
<td>ISD</td>
<td>Kieper, Hubbard</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>TCP/IP Version 6 Deployment</td>
<td>ISD</td>
<td>Kieper</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
</tbody>
</table>
**Goal 2.0 - Leverage our reliable, secure, and efficient information technology infrastructure and maximize staff potential to foster innovation and excellence.**

**Objective 2.2 - Provide a secure computing environment that ensures data privacy and integrity and mitigates cyber-security threats.**

<table>
<thead>
<tr>
<th>Project</th>
<th>Responsible Department(s)</th>
<th>Contact</th>
<th>Achievement Date</th>
<th>Status</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firewall Replacement</td>
<td>ISD</td>
<td>Kieper</td>
<td>9/1/2013</td>
<td>Complete</td>
<td></td>
</tr>
<tr>
<td>Security Improvements for Primary Data Center</td>
<td>ISD</td>
<td>Kieper</td>
<td>12/31/2013</td>
<td>Complete</td>
<td></td>
</tr>
<tr>
<td>IP Address Management/DNS Firewall Appliances</td>
<td>ISD</td>
<td>Kieper</td>
<td></td>
<td>Researching</td>
<td></td>
</tr>
<tr>
<td>Hire IT Security Officer Full-Time</td>
<td>ISD</td>
<td>Kieper</td>
<td></td>
<td>Un-Started</td>
<td>Requires funding and recruitment of fulltime IT Security Officer</td>
</tr>
<tr>
<td>Identity Finder Implementation</td>
<td>ISD</td>
<td>Kieper</td>
<td></td>
<td>Un-Started</td>
<td>Requires funding and recruitment of fulltime IT Security Officer</td>
</tr>
<tr>
<td>Information Security Awareness Program</td>
<td>ISD</td>
<td>Kieper</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>Centralized Device Log Management</td>
<td>ISD</td>
<td>Kieper</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
</tbody>
</table>

**Objective 2.3 - Ensure a strong IT workforce capable of achieving the information technology goals of the University.**

<table>
<thead>
<tr>
<th>Project</th>
<th>Responsible Department(s)</th>
<th>Contact</th>
<th>Achievement Date</th>
<th>Status</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Offerings to improve IT Literacy for Employees</td>
<td>ISD</td>
<td>Theyerl</td>
<td>2/1/2014</td>
<td>Complete</td>
<td>One 8 week in person Excel course being offered starting in Spring 2013.</td>
</tr>
</tbody>
</table>

**Objective 2.4 - Align funding and explore new funding sources essential for IT operations and new strategic initiatives.**

<table>
<thead>
<tr>
<th>Project</th>
<th>Responsible Department(s)</th>
<th>Contact</th>
<th>Achievement Date</th>
<th>Status</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identity Funding for Classroom Technology Replacement</td>
<td>ISD</td>
<td>Kieper</td>
<td>7/1/2014</td>
<td>Researching</td>
<td></td>
</tr>
</tbody>
</table>
### GOAL 3.0 - Advance business processes and operational efficiencies through effective implementation of information technology.

#### Objective 3.1 - Support, upgrade, and enhance current business processes, tools, and administrative systems.

<table>
<thead>
<tr>
<th>Project</th>
<th>Responsible Department(s)</th>
<th>Contact</th>
<th>Achievement Date</th>
<th>Status</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>PeopleSoft SFS Upgrade</td>
<td>Controller</td>
<td>Detampel</td>
<td>9/1/2013</td>
<td>Complete</td>
<td></td>
</tr>
<tr>
<td>Persona Door Access Control System Virtualization/Upgrade</td>
<td>Public Safety, Residence Life</td>
<td>Wikgren</td>
<td>12/1/2013</td>
<td>Complete</td>
<td></td>
</tr>
<tr>
<td>Install new 800 MHz Public Safety radio repeater to maintain compatibility with county wide radio system</td>
<td>Public Safety, ATS</td>
<td>Hubbard</td>
<td>2/14/2014</td>
<td>Complete</td>
<td></td>
</tr>
<tr>
<td>Imagenow V6.6.0.1213 Server Patch</td>
<td>Business and Finance, Student Services</td>
<td>Kieper, Wikgren</td>
<td>3/31/2014</td>
<td>Complete</td>
<td></td>
</tr>
<tr>
<td>Video Surveillance System Upgrade and Expansion</td>
<td>Business and Finance</td>
<td>Wikgren</td>
<td>7/1/2014</td>
<td>In Progress</td>
<td></td>
</tr>
<tr>
<td>Automated License Plate Recognition (ALPR) and Virtual Parking Permit</td>
<td>Public Safety</td>
<td>Kujawa</td>
<td>8/1/2014</td>
<td>In Progress</td>
<td></td>
</tr>
<tr>
<td>WashAlert - Laundry Monitoring and Alert software implementation</td>
<td>Residence Life</td>
<td>Gering</td>
<td>9/1/2014</td>
<td>In Progress</td>
<td></td>
</tr>
<tr>
<td>CRM Server and Software upgrade</td>
<td>Enrollment Services, Outreach and Adult Degree</td>
<td>Holschbach, Stearney, Vanden Avond</td>
<td>9/1/2014</td>
<td>In Progress</td>
<td></td>
</tr>
<tr>
<td>Persona Access Control System for Exterior Doors</td>
<td>Public Safety</td>
<td>Kujawa</td>
<td>12/31/2014</td>
<td>In Progress</td>
<td></td>
</tr>
<tr>
<td>Implementation of paperless applications and online deposit/payment gateway</td>
<td>Residence Life</td>
<td>Gerow</td>
<td>12/1/2014</td>
<td>In Progress</td>
<td></td>
</tr>
<tr>
<td>Ungerboeck - Event Management software implementation for Outreach</td>
<td>Outreach</td>
<td>Vanden Avond</td>
<td>12/1/2014</td>
<td>In Progress</td>
<td></td>
</tr>
<tr>
<td>Imagenow V6.7.0 Upgrade</td>
<td>Business and Finance, Student Services</td>
<td>Kieper, Wikgren</td>
<td>8/1/2014</td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>TMA (The Maintenance Authority) Server/Software Upgrade/WebTMA</td>
<td>Facilities</td>
<td>Pinkston</td>
<td>9/1/2014</td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>RMS (Residential Management System) Classic and Mercury software upgrade</td>
<td>Residence Life</td>
<td>Gerow</td>
<td>9/1/2014</td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>Review of Auto Email notifications to students</td>
<td>Residence Life</td>
<td>Gerow</td>
<td>12/1/2014</td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>Automate the import of student applications from Ungerboeck to SIS</td>
<td>Outreach, Human Resources</td>
<td>Vanden Avond</td>
<td>6/1/2015</td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>Evaluation of Outreach Business processes to determine if there are possible interfaces to SIS and HRS.</td>
<td>Outreach, Human Resources</td>
<td>Vanden Avond, Wikgren</td>
<td>6/1/2016</td>
<td>Un-Started</td>
<td></td>
</tr>
</tbody>
</table>
**GOAL 3.0 - Advance business processes and operational efficiencies through effective implementation of information technology.**

<table>
<thead>
<tr>
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<th>Responsible Department(s)</th>
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</thead>
<tbody>
<tr>
<td>Virtual Private Network for Campus Provisioned Computers</td>
<td>ISD</td>
<td>Kieper</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>EMS (Event Management System) Enterprise and Master Calendar Upgrade to Campus Version</td>
<td>University Union, University Communications</td>
<td>Grant</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>Campus Event Calendar Enhancements</td>
<td>University Union, University Communications</td>
<td>Grant</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>Business Intelligence / Business Analytics</td>
<td>Budget Office</td>
<td>Anderson</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>Price Comparison Software (Verba)</td>
<td>Bookstore</td>
<td>Sorelle</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
</tbody>
</table>

**Objective 3.2 - Evaluate and implement new technologies to improve operational efficiency.**

<table>
<thead>
<tr>
<th>Project</th>
<th>Responsible Department(s)</th>
<th>Contact</th>
<th>Achievement Date</th>
<th>Status</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leepfrog Courseleaf Catalog System</td>
<td>Enrollment Services</td>
<td>Stearney</td>
<td>6/1/2014</td>
<td>In Progress</td>
<td></td>
</tr>
<tr>
<td>Library Alma Implementation and Interfaces</td>
<td>Library</td>
<td>Platkowski</td>
<td>1/1/2015</td>
<td>In Progress</td>
<td>Voyager system is replaced with Alma</td>
</tr>
<tr>
<td>Evaluate replacement for Voyager Media Scheduler module</td>
<td>ATS</td>
<td>Schmitt</td>
<td>1/1/2015</td>
<td>Researching</td>
<td></td>
</tr>
<tr>
<td>Electronic Forms and Workflow</td>
<td>Human Resources</td>
<td>Wikgren</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
<tr>
<td>Digital Video/Image Asset Management and Storage</td>
<td>Athletics, Advancement</td>
<td>Vlies</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
</tbody>
</table>

**Objective 3.3 - Ensure excellent services to enable the effective use of technology, resources, and systems by the University community.**

<table>
<thead>
<tr>
<th>Project</th>
<th>Responsible Department(s)</th>
<th>Contact</th>
<th>Achievement Date</th>
<th>Status</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased Technology Support during “off” time</td>
<td>ISD</td>
<td>Goldman</td>
<td>9/1/2013</td>
<td>Complete</td>
<td></td>
</tr>
</tbody>
</table>
**GOAL 4.0 - Provide technologies to enhance communications with the greater University community and the world.**

**Objective 4.1 - Leverage web, social media, and mobile technologies to provide effective and consistent content delivery.**

<table>
<thead>
<tr>
<th>Project</th>
<th>Responsible Department(s)</th>
<th>Contact</th>
<th>Achievement Date</th>
<th>Status</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Application Development Evaluation</td>
<td>ISD, University Communications</td>
<td>Goldman</td>
<td>4/1/2014</td>
<td>Complete</td>
<td>University specific mobile application will not be developed.</td>
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<tr>
<td>Search Engine Optimization</td>
<td>ISD, University Communications</td>
<td>Goldman</td>
<td>6/30/2014</td>
<td>In Progress</td>
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</tr>
<tr>
<td>Web Content Management</td>
<td>ISD, University Communications</td>
<td>Goldman</td>
<td>6/30/2015</td>
<td>In Progress</td>
<td></td>
</tr>
<tr>
<td>Departmental Use of Social Media</td>
<td>ISD</td>
<td>Goldman</td>
<td></td>
<td>Un-Started</td>
<td></td>
</tr>
</tbody>
</table>

**Objective 4.2 - Support effective means of internal and external communications for all University constituent groups.**

<table>
<thead>
<tr>
<th>Project</th>
<th>Responsible Department(s)</th>
<th>Contact</th>
<th>Achievement Date</th>
<th>Status</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centrally Managed Digital Signage System</td>
<td>Business and Finance, Academic Affairs, University Marketing</td>
<td>Hubbard</td>
<td>Un-Started</td>
<td></td>
<td></td>
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<tr>
<td>Alumni, Emeriti, and Retiree ID Card</td>
<td>Advancement</td>
<td>Moody, Warpinski</td>
<td></td>
<td></td>
<td>Researching</td>
</tr>
</tbody>
</table>

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