

Xavier University's Web 2.0 Strategy

Wednesday, October 24, 2007

10:30 – 11:20 am

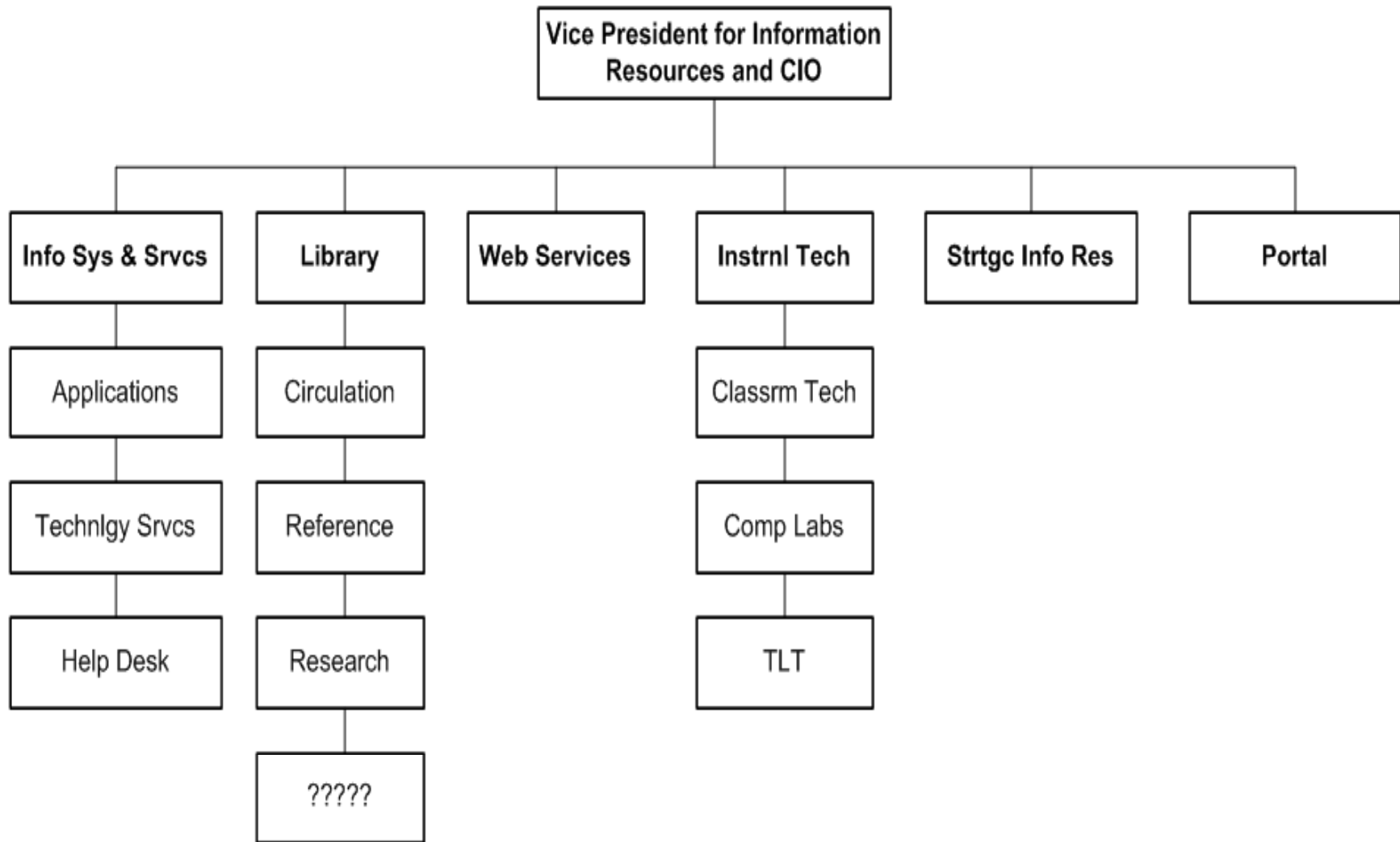
Grand Ballroom D, 2nd Floor,
Sheraton Hotel

Fast Facts

- **175 years old Jesuit university in Cincinnati**
- **Ranked 2nd among comprehensives in Midwest**
- **77% enrollment driven (tuition & fees, R&B)**
- **Highly traditional liberal arts background**
- **Drop in accepted students who enroll in the past 5 years**
- **Financially challenged in some respects**
- **Student recruitment challenges in a number of areas where competitiveness matters**

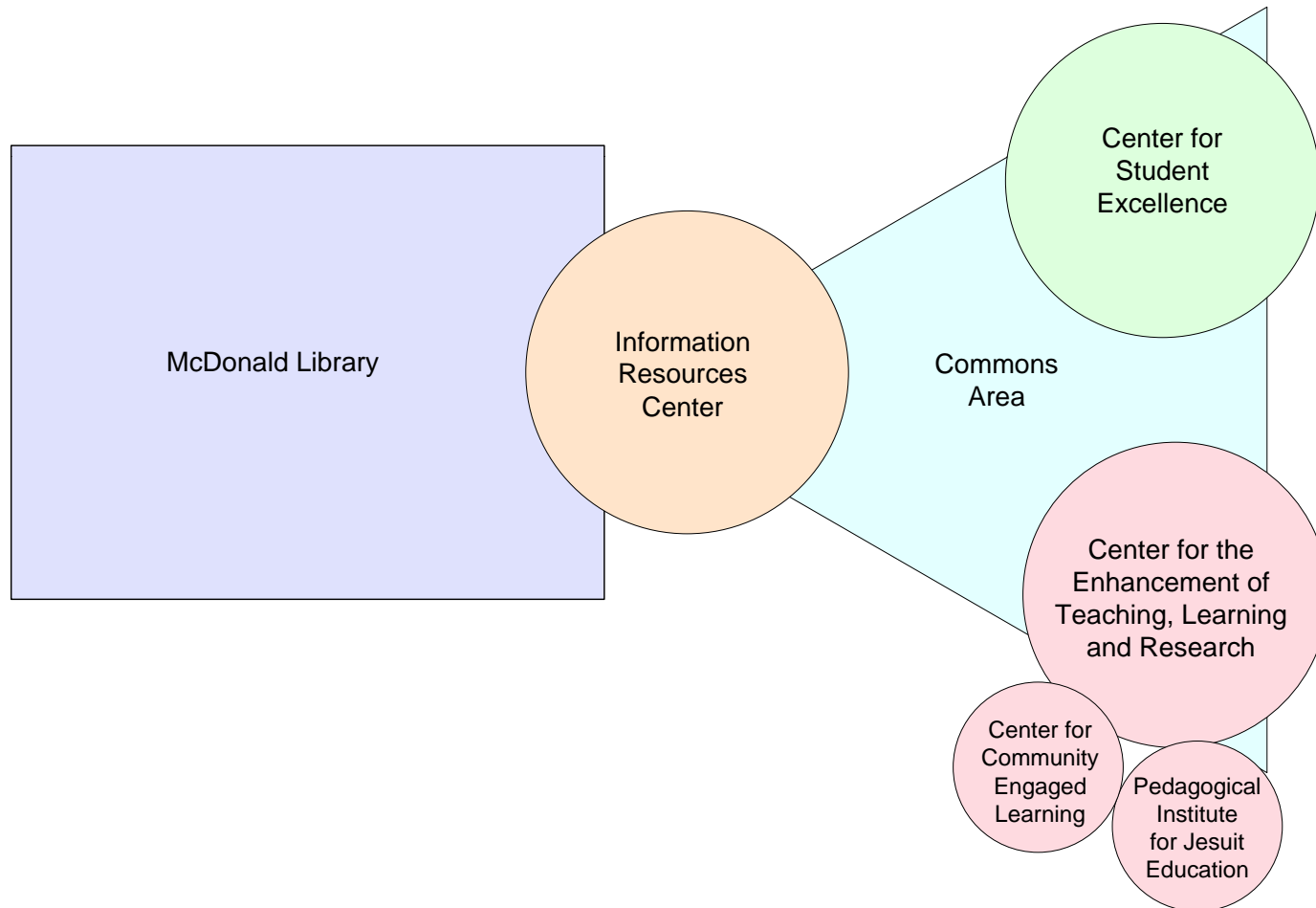
Background information

- **Information Resources division formed in 2001, essentially no subsequent integration**
- **Four CIO's in four years until 2005**
- **Dysfunctional, very silo-ed organization**
- **Technology was convoluted and obsolete**
- **Services were rudimentary in many areas**
- **Web services and institutional research were modest, IT was problematic, library was highly traditional and non-progressive**



The Organizational Triad:

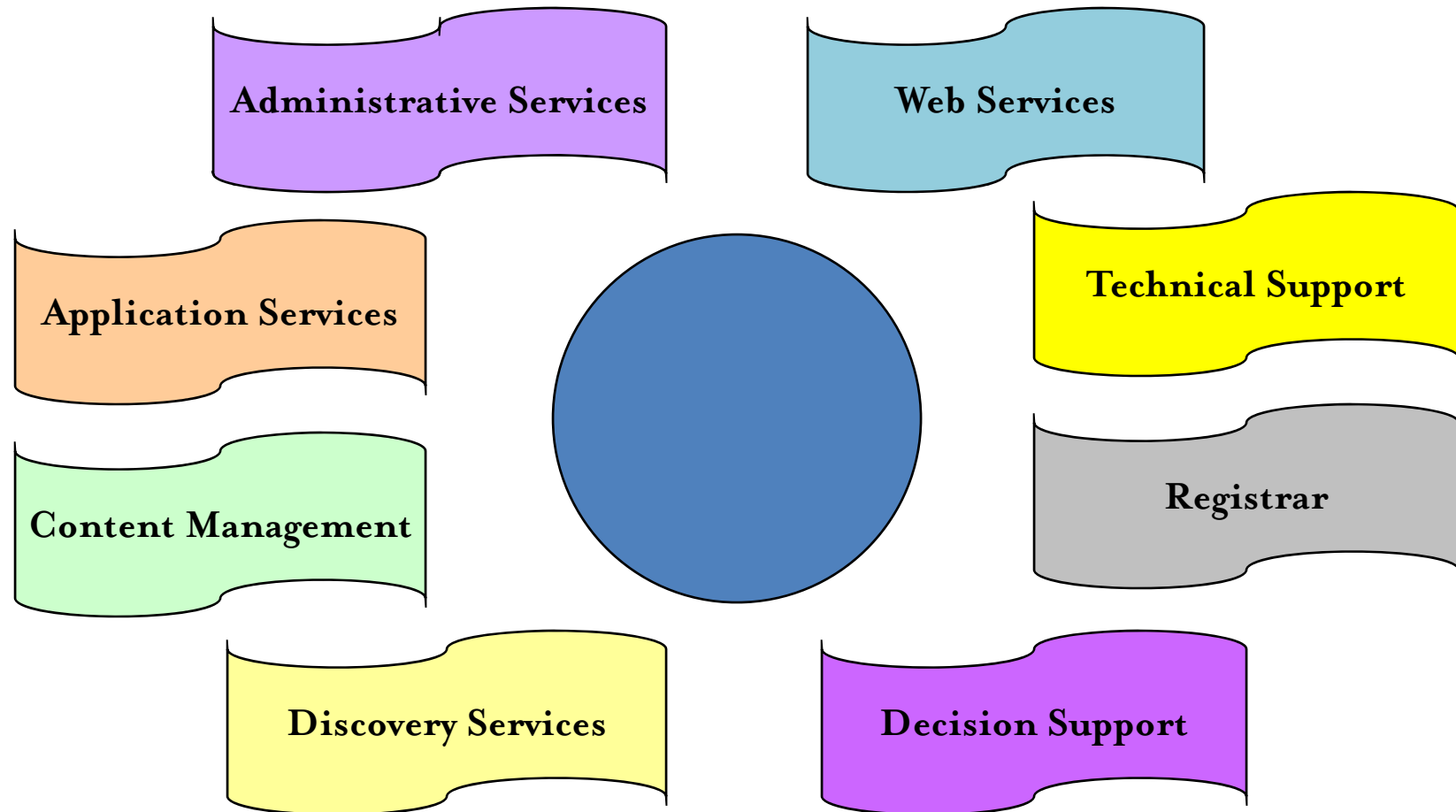
Shared spaces, shared services, essential relationships



Immediate Actions

- Ia. Facilities program for new Academic Quad**
- Ib. Case statement for capital campaign**
- 2. Restructuring of Information Resources to create a fully integrated, systematic unit**
- 3. Fundamental shift in service delivery model**
- 4. Emphasis: web services & decision support**
- 5. Technology remediation**

Division of Information Resources



Enrollment Support

- **Create the Road to Xavier to engage students throughout the recruitment process and create new and unique connections and points of engagement**

Beginning of the internet

The screenshot shows a Windows Internet Explorer browser window displaying a YouTube video. The browser's address bar shows the URL <http://www.youtube.com/watch?v=fxfhInhkvtM>. The YouTube page features the 'The revolution of the Internet in 1993' video player, which is currently at 00:04 / 01:57. The video is from the channel 'ChrisboxDOTcom', which has 25 videos and was joined 1 year ago. The video has a rating of 5 stars and 6,843 views. The page also includes a search bar, navigation tabs for Videos, Categories, Channels, and Community, and a list of related videos such as 'New Internet', '1993 AT&T commercial', and 'Vintage WTAE TV Promos'. The Windows taskbar at the bottom shows the Start button and several open applications, including Microsoft PowerP...

- <http://www.youtube.com/watch?v=fxfhInhkvtM>

Spring 2005: Accepted student site

undergraduate
admission XU HOME | SEARCH | XU CONTACT INFO

APPLY ONLINE VIRTUAL TOUR REQUEST MORE INFORMATION UNDERGRADUATE ADMISSION HOME

Accepted Students

What's Next?
Spring Preview Day
Submit Your Deposit
Regional Receptions & Interviews
Financial Aid
Priority Registration

Freshman Class Profile
CLICK HERE

Welcome to our site for accepted students! If you've been admitted to Xavier, that means we want you to become a part of the Xavier family. This site provides you with much of the needed information to make an informed decision about enrolling at Xavier. Here you can submit your tuition and housing deposits. You'll find a handy calendar of important dates and events that will happen between now and when you show up for orientation in August. Learn when housing assignments will be sent, or meet some of our outstanding faculty that will be teaching your classes.



I encourage you to browse through the site. I think you'll find it to be helpful. And if you have any questions, please contact any member of the admission [staff](#). Congratulations on your acceptance!

Sincerely,



Marc M. Camille
Dean of Admission

Spring 2006: Road to Xavier

The screenshot shows the Xavier University website interface. At the top right, there are links for 'Home' and 'Logout'. The main navigation bar includes 'XAVIER EXPOSED' and 'WEB FLIX'. A personalized greeting 'Hi there, John Mosey' is displayed. The central content area features a large yellow headline 'ONE POWERFUL PHRASE' with a sub-headline 'Personalis. If it sounds important, that's because it is. The Latin phrase embodies the Jesuit approach to education: care for the whole person. At Xavier, you'll experience it as spiritual growth, responsibility for others and a love of learning.' Below this is a large number '6' and the text 'Continents from which Xavier students can choose to study abroad'. To the left, a sidebar titled 'YOUR SPACE' includes a 'Update your profile anytime' link, a 'UPDATE YOUR PROFILE' section with sub-links 'MEET OTHER' and 'ACCEPTED STUDENTS', an 'INBOX' with a list of messages, and a 'MONEY MATTERS' section. At the bottom, there are sections for 'TOP X' (Good Places to Study) and 'BUZZ' (Get the daily buzz). A 'XAVIER EXPOSED' video player is visible on the right, showing a group of students. A 'MONEY MATTERS' section at the bottom right discusses scholarships, loans, and grants. Red arrows point to the 'Hi there, John Mosey' greeting, the 'YOUR SPACE' sidebar, the 'UPDATE YOUR PROFILE' section, the '6' statistic, the 'XAVIER EXPOSED' video player, and the 'MONEY MATTERS' section.

Home Logout

Hi there, John Mosey

XAVIER EXPOSED WEB FLIX

YOUR SPACE

Update your profile anytime

UPDATE YOUR PROFILE

MEET OTHER
ACCEPTED STUDENTS

INBOX

- ✓ Dean's message
- ✓ Meet your counselor
- ✓ iPod Winners
- ✓ NOT too late to file FAFSA
- ✓ Housing - Living at Xavier
- ✓ PREP - Priority Registration
- ✓ Still deciding?
- ✓ Manresa - Freshman orientation

MONEY MATTERS

SUBMIT YOUR DEPOSIT

VISIT XAVIER

YOUR NEXT STEPS

ACADEMICS

ONE POWERFUL PHRASE

Personalis. If it sounds important, that's because it is. The Latin phrase embodies the Jesuit approach to education: care for the whole person. At Xavier, you'll experience it as spiritual growth, responsibility for others and a love of learning.

6

Continents from which Xavier students can choose to study abroad

A behind-the-scenes look at the campus. **VIEW XAVIER EXPOSED**

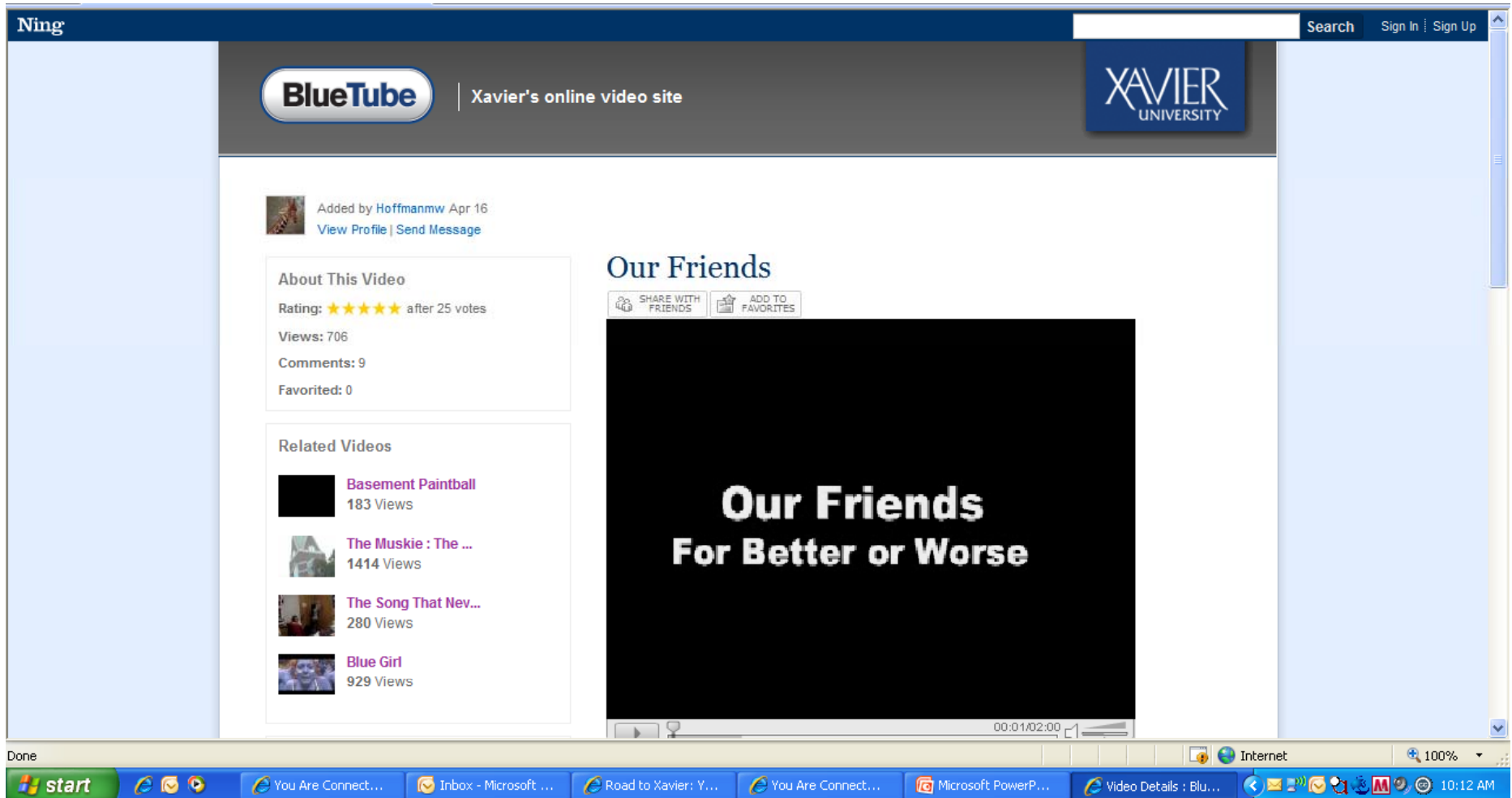
YOUR SPACE Meet. Greet. Chat.
Meet other accepted students

MONEY MATTERS
Scholarships, Loans, Grants. If it's got anything to do with college funding, you'll find it here.
Show me the facts

TOP X
Good Places to Study

BUZZ
Get the daily buzz

Road to Xavier: Interactive



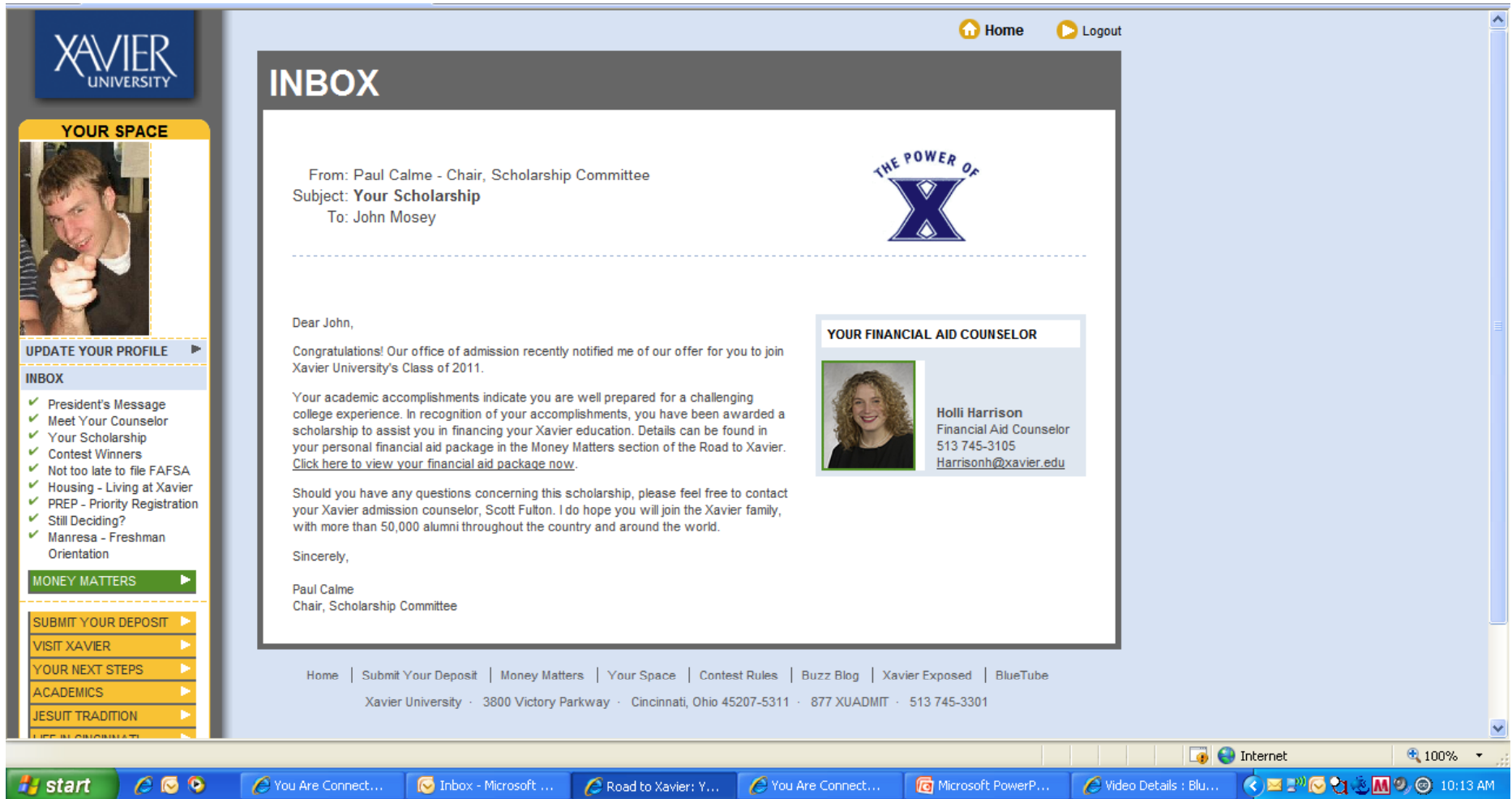
The screenshot shows a Ning website interface. At the top, there is a blue header with the "Ning" logo on the left and a search bar with "Sign In" and "Sign Up" links on the right. Below the header, a dark grey banner features the "BlueTube" logo and the text "Xavier's online video site". A "XAVIER UNIVERSITY" logo is positioned on the right side of this banner.

The main content area is divided into several sections:

- About This Video:** A box containing the text "Added by Hoffmanmw Apr 16" with a small profile picture, and links for "View Profile" and "Send Message". Below this, it shows a rating of five stars (after 25 votes), "Views: 706", "Comments: 9", and "Favorited: 0".
- Our Friends:** A section with two buttons: "SHARE WITH FRIENDS" and "ADD TO FAVORITES". Below these buttons is a large black video player with the white text "Our Friends For Better or Worse". The video player has a progress bar at the bottom showing "00:01:02:00".
- Related Videos:** A list of four video thumbnails with their titles and view counts:
 - "Basement Paintball" with 183 Views
 - "The Muskie : The ..." with 1414 Views
 - "The Song That Nev..." with 280 Views
 - "Blue Girl" with 929 Views

The bottom of the screenshot shows a Windows taskbar with the "start" button, several open application windows (including "You Are Connect...", "Inbox - Microsoft ...", "Road to Xavier: Y...", "Microsoft PowerP...", and "Video Details : Blu..."), and a system tray with various icons and the time "10:12 AM".

Road to Xavier: Personalized



The screenshot shows a web browser displaying a personalized email inbox for a Xavier University scholarship recipient. The interface includes a navigation menu on the left, a main email content area, and a footer with contact information.

Navigation Menu (Left):

- YOUR SPACE (with profile picture)
- UPDATE YOUR PROFILE
- INBOX
 - President's Message
 - Meet Your Counselor
 - Your Scholarship
 - Contest Winners
 - Not too late to file FAFSA
 - Housing - Living at Xavier
 - PREP - Priority Registration
 - Still Deciding?
 - Manresa - Freshman Orientation
- MONEY MATTERS
- SUBMIT YOUR DEPOSIT
- VISIT XAVIER
- YOUR NEXT STEPS
- ACADEMICS
- JESUIT TRADITION
- LIFE AT XAVIER

Header (Top Right): Home | Logout

INBOX

From: Paul Calme - Chair, Scholarship Committee
 Subject: **Your Scholarship**
 To: John Mosey

THE POWER OF X

Dear John,

Congratulations! Our office of admission recently notified me of our offer for you to join Xavier University's Class of 2011.


Your academic accomplishments indicate you are well prepared for a challenging college experience. In recognition of your accomplishments, you have been awarded a scholarship to assist you in financing your Xavier education. Details can be found in your personal financial aid package in the Money Matters section of the Road to Xavier. [Click here to view your financial aid package now.](#)

Should you have any questions concerning this scholarship, please feel free to contact your Xavier admission counselor, Scott Fulton. I do hope you will join the Xavier family, with more than 50,000 alumni throughout the country and around the world.

Sincerely,

Paul Calme
 Chair, Scholarship Committee

YOUR FINANCIAL AID COUNSELOR

 **Holli Harrison**
 Financial Aid Counselor
 513 745-3105
Harrisonh@xavier.edu

Footer: Home | Submit Your Deposit | Money Matters | Your Space | Contest Rules | Buzz Blog | Xavier Exposed | BlueTube
 Xavier University · 3800 Victory Parkway · Cincinnati, Ohio 45207-5311 · 877 XUADMIT · 513 745-3301

Taskbar (Bottom): start | You Are Connect... | Inbox - Microsoft ... | Road to Xavier: Y... | You Are Connect... | Microsoft PowerP... | Video Details : Blu... | 10:13 AM

Road to Xavier: Connecting

SUBMIT YOUR DEPOSIT ▶

VISIT XAVIER ▶

YOUR NEXT STEPS ▶

ACADEMICS ▶

JESUIT TRADITION ▶

LIFE IN CINCINNATI ▶

BUZZ BLOG ▶

XAVIER EXPOSED ▶

BLUETUBE ▶

MYSPACE: <http://www.myspace.com/themose>
 PICTURES: <http://www.flickr.com/search?q=Hanson+Dodge&m=text>

BLOG: <http://moserblog.typepad.com>

INTERESTS

Gadgets iPod/MP3 Xbox 360	Hobbies Fantasy Sports Fashion	Movies Comedy	Sports Hockey	Television BET Bravo Cartoon Network Comedy Central Discovery
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MY FAVORITES

MOVIES: Godfather, Heidi, Godfather II

BANDS: Dave Matthews Band, Rolling Stones, Ghetto Boys






BOOKS: Fight Club, Anything from Oprahs book club, Bible

TV SHOWS : 24, Lost, The View

VIDEO GAMES : Pacman, Legend of Zelda, Mariocart

FAST FOODS : Mcrib, late night Taco Bell, wendys chicken sandwich

MY PHOTOS

Done

start | You Are Connect... | Inbox - Microsoft ... | Road to Xavier: Y... | You Are Connect... | Microsoft PowerP... | Video Details : Blu... | Internet | 100% | 10:15 AM

Web Marketing Association

2006 Best University Website

Xavier University:
The Road to Xavier

Standards of Excellence

Adelphi University
School of Visual Arts
St. John's University
UCLA
UNC Charlotte
University of Texas
Wesleyan University



Judges comments:

"The site was right on the money."

"There's a pretty awesome experience for users."

"The concept is excellent. The messaging technology is very well done. One of the best niche sites I have seen."

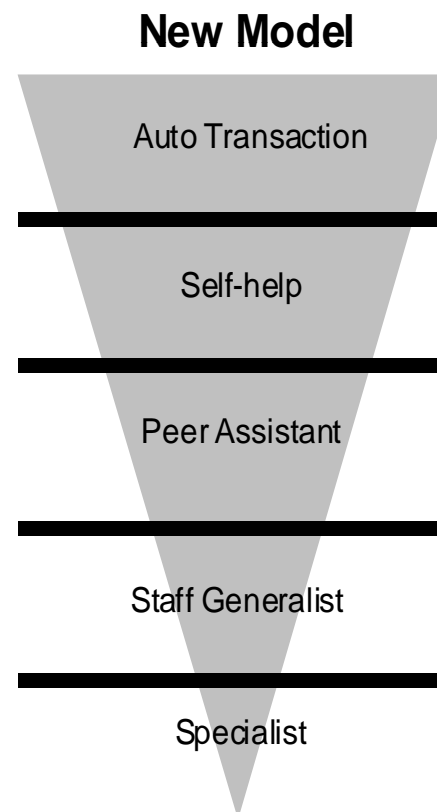
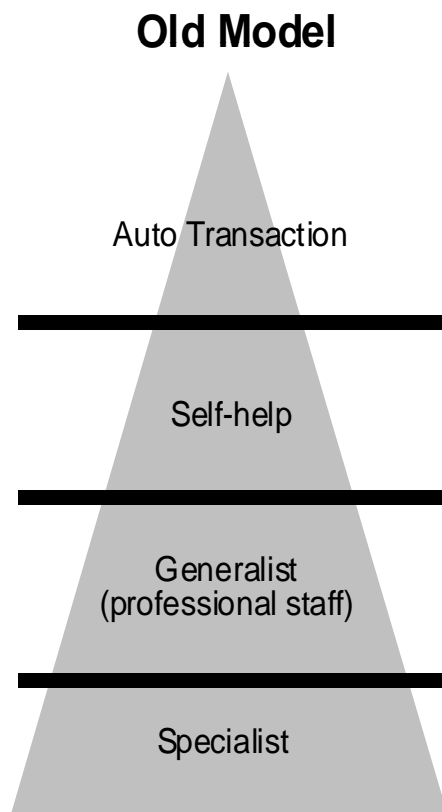
Virtual Learning Commons: Strategy

- **Create relationships and points of engagement that would not have existed previously**
- **Highlight the services and support of the Division of Information Resources to support student learning and academic success**
- **Create a 24 x 7 model that will prelude a physical building coming online in the next few years**
- **Use our current technologies.**

Key Findings

- 1. Services must be seamless, highly satisfactory, and self-driven^I**
- 2. 84% of information searches begin with a search engine; 1% use a library website^I**
- 3. 40% of Xavier's library holdings had not circulated in 10 years or longer**
- 4. >96% of XU students register for courses online; yet online support was not a priority**
- 5. Xavier had to confront the brutal facts**

New Service Model Inverted Pyramid



Examples

- Overdue library notice
- Enrollment e-mail notice
- Renew books online
- Enrollment online
- Quick Answer Help
- Basic technology assistance
- Help Desk
- Financial Aid
- Librarian subject spec.
- Statistical Analyst

Principles Driving VLC Development


- Central focus on user-centric services for 21st century learners, NOT on content providers and organizational units
- Web 2.0 strategies and techniques
- Unconstrained intranet / portal capability
- Optimized information access (metadata, federated searches, search streams)
- Guided by focus groups and analytics

Held current student focus groups

- **“I don’t know who my advisor is.”**
- **“You mean there is a librarian who specializes in major.”**
- **“I start all of my research papers at Google. It’s usually a good spot to start. I would not know where to start at the Xavier library.”**


VLC: Personalized information

Your Librarian




Daphne Miller
millerda@xavier.edu
(513) 745-1007

Your Advisor



Mr. Adrian Schiess
schiess@xavier.edu
(513) 745-3036

Your Dean



Dr. Janice B. Walker
walkerj@xavier.edu

- Quick access to your:
 - Academic Advisor
 - Major specific librarian
 - Retention officer
 - Dean of your college

VLC: Start your academic search here

Philosophy

[Database Guide](#)

Use to find articles in journals, newspapers and magazines.

[Book Guide](#)

Use to find books at Xavier and other OhioLINK libraries.

[Journal Guide](#)

Use to find journals the library has in print, microform and electronic formats.

[Media Guide](#)

Use to find images, videos and other media.

[Librarian Liaison](#)

Contact the philosophy librarian liaison for help.

[Library Subject Page](#)

- **Database, book, journal and other specific information designed for your major.**

VLC: Fun with social technology



- Social networking map detailing Xavier students study abroad (frappr.com)
- 1st floor of the library web cam



VLC: Fun with social technology



- Oops.

Quick access to course materials

Courses I'm Attending:

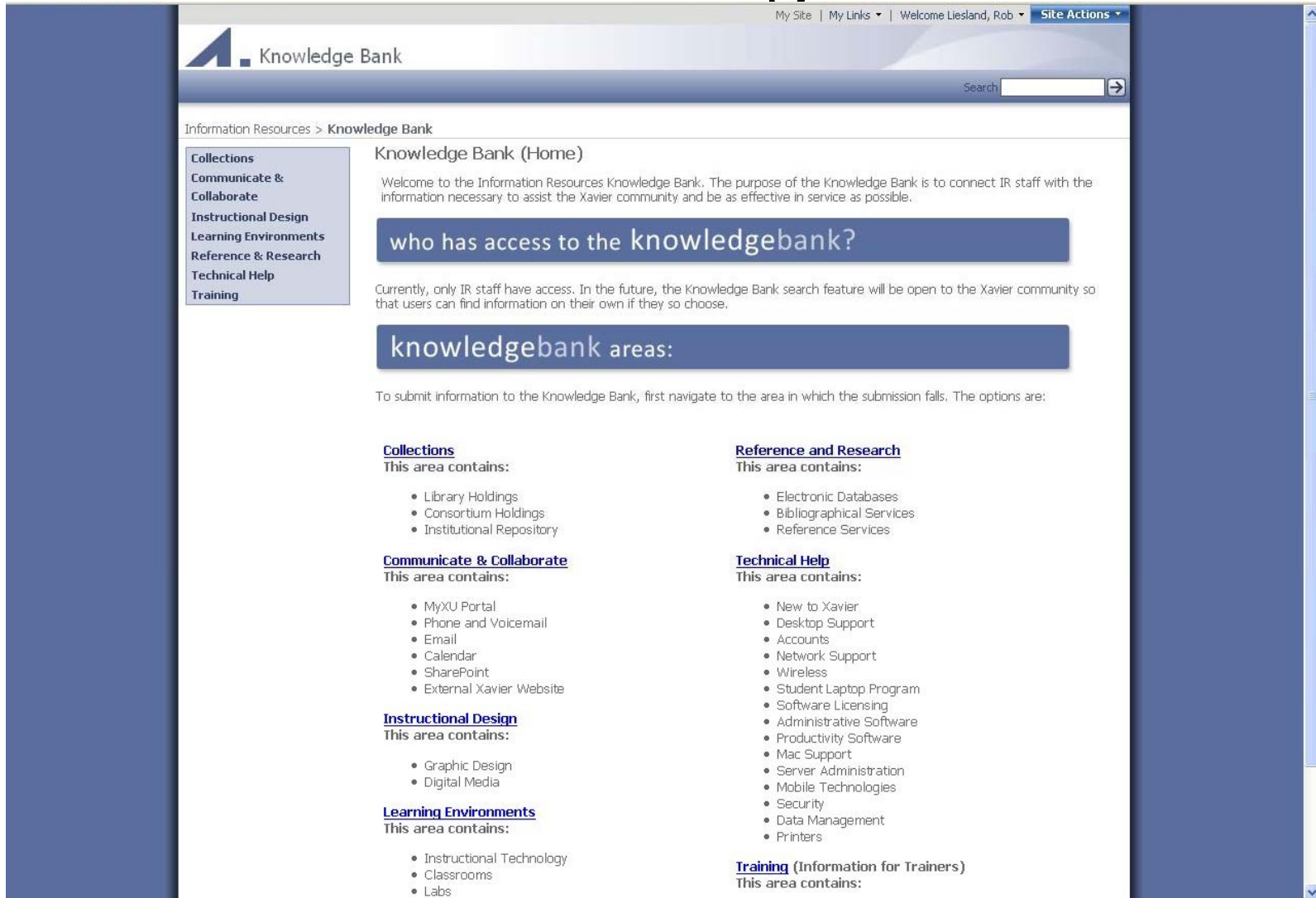
Tue Aug

Fall Semester 2007:	Sec.	Dept.	Instructor(s)
▶ Chemistry in Society I	CHEM-102-02	Chemistry	Roy Cohen cohen@xavier.edu
▶ Chemistry in Society I Lab	CHEM-103-03	Chemistry	Linda Witt wittl@xavier.edu
▶ Data Modeling and Management	INFO35801	Management Information Systems	Thilini Ariyachandra ariyachandrat@xavier.edu
▶ Introductory Managerial Acct	ACCT-201-01	Accountancy	Ed VanDerbeck vanderbeck@xavier.edu
▶ Legal Environment	BLAW30001	Accountancy	Norma Skoog skoogn@xavier.edu
▶ Managerial Communications	MGMT30103	Mgmt, Entrepreneurship and HR	Thomas Clark clarkt@xavier.edu
▶ Symphonic Winds	MUSC-285-01	Music	Ronald Montgomery montgomeryr@xavier.edu
▶ The Business Profession III	BUAD30101	Business Administration	Cynthia Stockwell stockwello@xavier.edu

VLC: Full of other resources

- **Online training videos and tutorials**
- **Integrated website for division & our services**
- **Technology training calendar**
- **Technology news / outages / updates**
- **VLC Part II**
 - **Allow staff (and eventually students) to tap into shared resources: Knowledge Bank**
 - **Leverage SharePoint for a collaborate work environment**

VLC: Knowledge Bank



My Site | My Links | Welcome Liesland, Rob | Site Actions

Knowledge Bank

Information Resources > Knowledge Bank

Collections
Communicate & Collaborate
Instructional Design
Learning Environments
Reference & Research
Technical Help
Training

Knowledge Bank (Home)

Welcome to the Information Resources Knowledge Bank. The purpose of the Knowledge Bank is to connect IR staff with the information necessary to assist the Xavier community and be as effective in service as possible.

who has access to the knowledgebank?

Currently, only IR staff have access. In the future, the Knowledge Bank search feature will be open to the Xavier community so that users can find information on their own if they so choose.

knowledgebank areas:

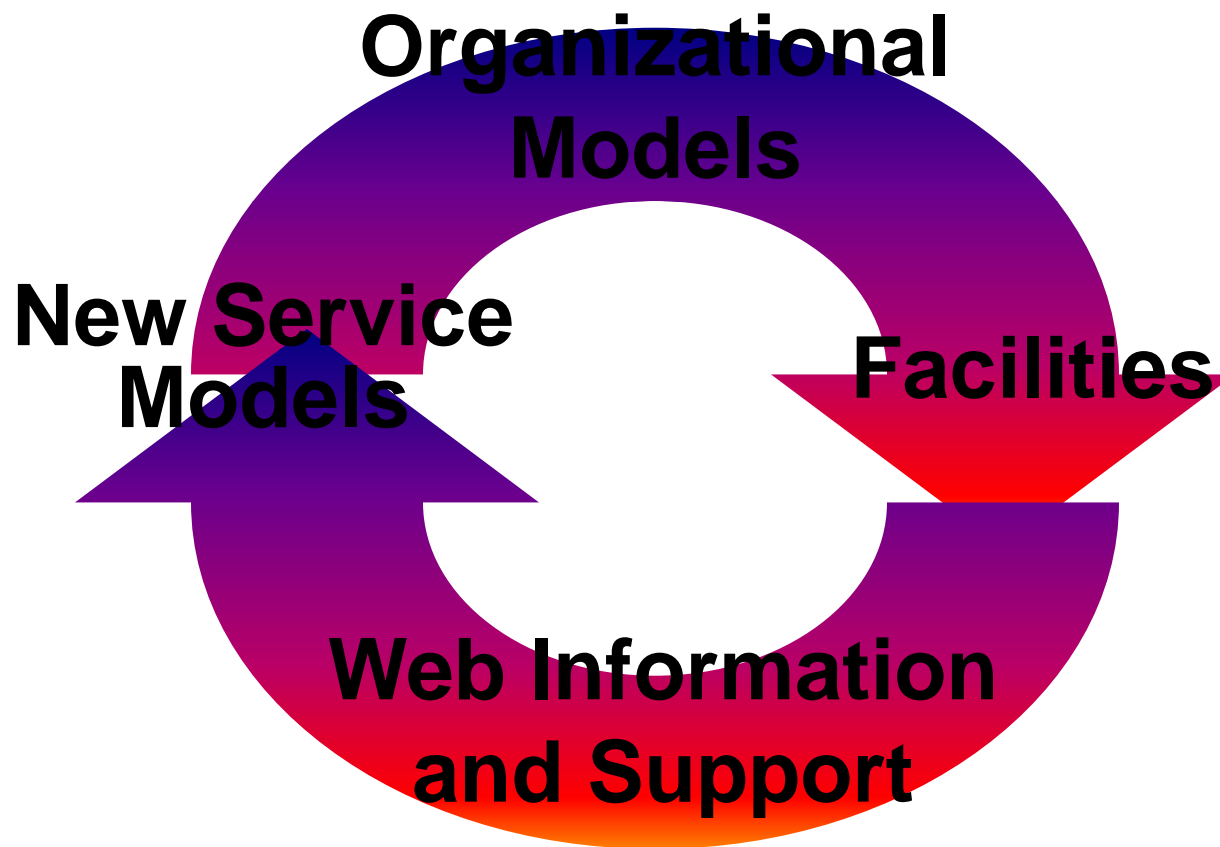
To submit information to the Knowledge Bank, first navigate to the area in which the submission falls. The options are:

<p><u>Collections</u> This area contains:</p> <ul style="list-style-type: none"> • Library Holdings • Consortium Holdings • Institutional Repository 	<p><u>Reference and Research</u> This area contains:</p> <ul style="list-style-type: none"> • Electronic Databases • Bibliographical Services • Reference Services
<p><u>Communicate & Collaborate</u> This area contains:</p> <ul style="list-style-type: none"> • MyXU Portal • Phone and Voicemail • Email • Calendar • SharePoint • External Xavier Website 	<p><u>Technical Help</u> This area contains:</p> <ul style="list-style-type: none"> • New to Xavier • Desktop Support • Accounts • Network Support • Wireless • Student Laptop Program • Software Licensing • Administrative Software • Productivity Software • Mac Support • Server Administration • Mobile Technologies • Security • Data Management • Printers
<p><u>Instructional Design</u> This area contains:</p> <ul style="list-style-type: none"> • Graphic Design • Digital Media 	<p><u>Training (Information for Trainers)</u> This area contains:</p>
<p><u>Learning Environments</u> This area contains:</p> <ul style="list-style-type: none"> • Instructional Technology • Classrooms • Labs 	

VLC: Collaborative effort

- **Web Services – Design and development**
- **Content Management – Library & Academic database information**
- **Application Services – helped with tie-ins to the central ERP**
- **Technical Services – web cam set-up**
- **Discovery Services –content for tab**

Transforming Support for 21st Century Learners



Seamless, Satisfactory, Self-Driven

Organization 3.0

Redesigning Information Resources for 21st
Century Learners

Thursday, October 25
3:55 p.m. – 4:45 p.m.

Sheraton Hotel, Grand Ballroom D
David Dodd & Bob Cotter

Xavier University

- **David Dodd, VP for
Information Resources and
CIO**

doddd @ xavier.edu

- **Doug Ruschman, Director
for Web Services**

ruschman @ xavier.edu

