21st Century Information and Communication Technology in Student Affairs

Joe Sabado, Gary White, Keri Bradford, Danielle Quiñones-Ortega
Agenda / Learning Outcomes

• **Learn** about technology has transformed how we do business in student affairs by:
  • How we deliver student services (Joe)
    • DSP online system (Gary)
  • How we communicate & engage with students and the campus communities (Keri)
  • How we learn & network as professionals (Danielle)
• **Explore** some considerations on the effective use of technology
Student Services for Online Learners

academic services suite
- academic counseling
- retention services
- tutoring
- developmental ed services
- assessment & testing
- disability services

personal services suite
- academic advising
- technical support
- bookstore
- library
- student services

student communities suite
- orientation
- career counseling
- wellness services
- financial planning
- student activities
- admissions
- registration
- student accounts
- student records

communications suite
- student population segments
- student population segments
- financial aid
- schedule of classes
- course/program catalog

administrative core
- staff-faculty
- institution-to-student

one student and a curriculum

indicates expandable boundary
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<td>Basecamp</td>
<td>Vendor Product</td>
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<td>Student Information Systems and Technology</td>
<td>Emma email marketing tool</td>
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ADMISSIONS INFORMATION SYSTEMS
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- Admissions Account Management
- Admissions Departmental Reporting (ADMS)
- Admissions Staff Administrative Tool
- Admissions Website
- Applicant Status Portal
- Campus Schools (STAB)
- Campus Table Schools System (CTAB)

- Campus Visits
- Data Warehouse - Admissions
- DeltaSys
- Inside Admissions
- Online Statement of Intent to Register (SIR)
- Transfer Evaluation and Articulation System (TEAS)
- UADM
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Inside Admissions

138 permanent and seasonal Admissions staff users

102,131 essays read for Fall 2014 cycle

41,878 Freshman Academic Reviews for Fall 2014 cycle
Online Statement of Intent to Register (SIR)

- 4,905 e-Check payments for SIR confirmations
- $490,500 total in SIR payments ($100 per confirmation payment)
OFFICE OF FINANCIAL AID AND SCHOLARSHIPS (OFAS)
INFORMATION SYSTEMS
OFAS INFORMATION SYSTEMS

- 7 Easy Steps to the FAFSA
- Aid Estimator Service
- Financial Aid Website
- ED Express
- **Financial Aid (WAVE)**
- Financial Aid Fast Loans (FAST)
- Financial Aid Online Access (FAID)
- SFSO
- Financial Aid Portal
- Summer Application
- Work-Study Portal
- 7 Easy Steps to the FAFSA
- Aid Estimator Service
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**Financial Aid (WAVE)**

Used to assist in the management of 200+ funds for over $375 million
REGISTRAR INFORMATION SYSTEMS

[Images of various registrar information system interfaces]
REGISTRAR INFORMATION SYSTEMS

- Academic Advising Assistant (AAA)
- Curriculum Resource System (CRES)
- DARS Engine
- DARwin
- **eGrades**
- eTranscript Import
- FERPA Training
- **GOLD Student Portal**
- Institutional Research Extracts (IRES)
- Online General Catalog
- Online Verifications

- Parchment Transcript Application
- Parent Contact Information Website
- Registrar Website
- Star Access Request
- Statement of Legal Residence (SLR)
- Student Online Department Access (STAR)
- Student Registration System (SREG)
- Student Registration System (SRTB)
- Student System Department Access (SSDA)
- Transcript Tracking System (TTS)
- UCSB Security (USEC)
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**eGrades**

System for faculty & support staff to enter, change, and submit grades to the Office of the Registrar.

Depts and Faculty use eGrades for course info, class lists, waitlist setup and management, and accessing student email addresses.
REGISTRAR INFORMATION SYSTEMS

- Academic Advising Assistant (AAA)
- Curriculum Resource System (CRES)
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GOLD Student Portal

Used by over 22,000 current and former UCSB students to:
- Manage course schedule
- View academic history
- Course waitlist
- Manage contact info
- Perform automated progress checks and degree audit
Course Waitlist

As of the 2nd week of W 2015:
- 900+ courses with a waitlist enabled
- 650+ courses with at least one student enrolled on the waitlist
- 14,000+ unique students on at least one waitlist
- 11,000+ unique students enrolled by the Waitlist in at least 1 course
COUNSELING AND PSYCHOLOGICAL SERVICES (CAPS) & STUDENT HEALTH SERVICE (SHS) INFORMATION SYSTEMS
CAPS/SHS INFORMATION SYSTEMS

- CAPS - Point N Click (PNC) Electronic Medical Records System
- CAPS Assessment Software
- CAPS IBM SPSS
- CAPS Open Communicator
- Counseling and Psychological Services (CAPS) Red Folder Website
- Counseling and Psychological Services (CAPS) Website
- Alcohol & Drug Prevention Website
- College Alcohol & Substance Education (CASE)
- HIPAA Training
- Life of the Party Website
- Responding to Students in Distress Website
- SHS Cottage Patient Report
- SHS Dentrix
- SHS DR Web Ambassador
- SHS GHI Insurance Waiver
- SHS Hepatitis B Status Certification
- SHS Open Communicator
- SHS Orchard Harvest Laboratory Information System (LIS)
- SHS Point N Click (PNC) Electronic Medical Records System
- SHS ProPharm
- Student Health Services Website
CAPS - Point N Click (PNC) Electronic Medical Records System

System to manage CAPS operations including client scheduling, reporting, case notes and client surveys.

Implemented in 2005, and provides CAPS paperless operation.
CAPS/SHS INFORMATION SYSTEMS

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- SHS GHI Insurance Waiver
- SHS Hepatitis B Status Certification
- SHS Open Communicator
- SHS Orchard Harvest Laboratory Information System (LIS)
- SHS Point N Click (PNC) Electronic Medical Records System
- Comprehensive Electronic Health Records/Practice Mgmt System for college health/counseling
- Life of the Party Website
SHS GHI Insurance Waiver

System provides students the ability to opt-out of the university provided health insurance coverage

$23M Gaucho Health Insurance for over 70% of our students
STUDENT SERVICES
INFORMATION SYSTEMS & WEB SITES
STUDENT SERVICES INFORMATION SYSTEMS

Academic Initiatives
- Academic Initiatives Website

Arts and Lectures
- A&L Online Ticketing System
- Tessitura Management System

A&L Contract Manager

Campus Learning Assistance Services
- MyCLAS

Career Services
- Career Services Website

Counseling and Psychological Services
- Counseling and Psychological Services (CAPS) Website
- CAPS - Point N Click (PNC) Electronic Medical Records System
- CAPS IBM SPSS
- CAPS Open Communicator
- Counseling and Psychological Services (CAPS) Red Folder Website
- CAPS Assessment Software

Disabled Students Program
- Disabled Student Program ((DSP) Website
- Disabled Students Program (DSP) Online System

Division of Student Affairs
- Campus Calendar of Events
- Clery Act Campus Security Report
- Dream Scholars Website
- Student Affairs Website
- Student Resource Building (SRB) Website
- Divisional Internships

Early Academic Outreach
- Early Academic Outreach Program (EAOP) Website
- Early Academic Outreach Information System (WaveEAO)
- Early Academic Outreach Visits Database App
STUDENT SERVICES INFORMATION SYSTEMS

Academic Initiatives
- Academic Initiatives Website

Arts and Lectures
- A&L Contract Manager

Campus Learning Assistance Services
- MyCLAS

Career Services
- Career Services Website

Counseling and Psychological Services
- Counseling and Psychological Services (CAPS) Website
- CAPS ‐ Point N Click (PNC) Electronic Medical Records System
- CAPS IBM SPSS
- CAPS Open Communicator
- Counseling and Psychological Services (CAPS) Red Folder Website
- CAPS Assessment Software

Disabled Students Program
- Disabled Student Program ((DSP) Website
- Disabled Students Program (DSP) Online System

DSP Online System
Used by DSP staff, academic depts and student emps. to provide services to students with disabilities
Mgmt/coordination of note taking, proctoring, test accommodation, and counseling.

Early Academic Outreach Information System (WaveEAO)

Early Academic Outreach Visits Database App
STUDENT SERVICES INFORMATION SYSTEMS

Early Childhood Care & Education Services
- Early Childhood Care & Education Services Website
- NoHo Childcare Software
- Early Childhood Care & Education Services Waitlist

Educational Opportunity Program
- African Diasporic Cultural Resource Center
- American Indian Cultural Services Website
- Asian Resource Center Website
- Educational Opportunity Program Website
- EOP Advising Online System
- EOP STEP Application and Registration

Exercise and Sports Studies
- ESSR Website

MultiCultural Center
- MultiCultural Center Website

Office of International Students and Scholars
- Office of International Students and Scholars (OISS) Website
- Office of International Students and Scholars (OISS) Orientation Preferences
- Office of International Students and Scholars (OISS) Database Online System

Office of Judicial Affairs
- Judicial Affairs Case Management System

Office of Student Life
- After Dark Calendar
- Campus Regulations Website
- Student Initiated Outreach Program (SIOP)
- University Awards
- Veterans Website
- Voter Registration Website
- Parental Notification Database
STUDENT SERVICES INFORMATION SYSTEMS

Early Childhood Care & Education Services
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OISS Database Online System (SEVIS)

Since August 2003:
- F1 students - 5302 I-20’s issued
- J-1 students, scholars, dependents - 10,209
- Approx. 70 depts/institutes
Office of Student Life
- After Dark Calendar
- Campus Regulations Website
- Student Initiated Outreach Program (SIOP)
- University Awards
- Veterans Website
- Voter Registration Website
- Parental Notification Database

Recreation Center
- Recreation Website
- Recreation Center Active’s Class software
- Recreation Online Registration

Resource Center for Gender and Sexual Diversity
- RCSGD Website

Storke Student Publication
- Senior Book Website

Student Information Systems and Technology
- ADFS Single Sign On
- ESIX
- Identity Administration Application
- Identity Integration System
- InsideSA Desktop Application Framework
- SIS&T Website
- Basecamp
- Emma email marketing tool
- U-Reset
- InsideSA Document Management
- InsideSA Document Management Service
- Operational Data Store
- Schools App on Facebook
- WebDAM
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**Recreation Center Active’s Class software**

Used to manage activities, programs and services to students, faculty, staff and the community

Registration/Payment via POS and on the web
STUDENT SERVICES INFORMATION SYSTEMS

Student Wellness Program
  ➢ Student Wellness Program Website

Women’s Center
  ➢ Women’s Center Website
  ➢ Osnium Client & Case Management System
STUDENT SERVICES INFORMATION SYSTEMS

Student Wellness Program
- Student Wellness Program Website

Women's Center
- Women's Center Website
- Osnium Client & Case Management System

Osnium Client & Case Management System

Used by WC staff for client and case management, staff outreach and training.

Generate reports including Clery Act and Grant.
21st Century Information and Communication Technology in Student Affairs

Gary White, Director, Disabled Students Program
gary.white@sa.ucsb.edu
Since 2008-09, a steady increase in total population

Steady increase in requested services
External Technology Change

Classical IT

Disruption

- Desktops & laptops
- E-mail, IM, CMS, ECM, UC, etc.
- Enterprise IT
- Data centers
- Databases & warehouses
21st Century Information and Communication Technology in Student Affairs

Keri Bradford, UI/UX & Communications Lead
@keribradford | commcollab@sa.ucsb.edu
Agenda / Learning Outcomes

• **Learn** about ways we communicate to students:
  - Video, Photo
  - Email
  - Facebook App
  - Sitefinity CMS
  - Print

• **Discover** new ways departments can engage

• **Link** appropriate strategies to technical tools
Video, Photo

- **Brandon James**, Video Communications Coordinator
- **SAMI (Student Affairs Media Internship)** program
- “Thriller (Let’s Keep It Local)” parody = **10,540 views**
- “7 Steps to Putting on a Condom” = **8,372 views**
- CommCollab Studio
  - Portraiture
  - Video/Audio capturing
  - Green screen technology
  - Equipment “rental”
  - Banner/backdrop “rental”
Email

- **Tools:** Bulk U-mail, Outlook, GauchoSpace, GOLD, Emma
- **Emma:**
  - Mobile-friendly
  - Built-in analytics
  - Built-in social sharing
  - Built-in list management
  - A/B subject line testing
  - Cool heat map!
  - $0.0056-$0.0084 per email*
    - E.g., 25,500 = $140
Facebook App

- **65%** = Uversity Schools App
- Conversations like clockwork
- Lifecycle is one year
- **Features:**
  - Announcements
  - Keyword Alerts
  - Roommate Finder
  - Instagram tie-in
  - Direct engagement
- Opportunities for departments to get involved
Sitefinity CMS

- Responsive for all
- Accessible to the max
- Standard features
  - Responsive
  - IntelliResponse
  - Giving button
  - Content analysis
- Google Analytics:
  - 66.4% desktop
  - iOS
  - Chrome, Safari
  - 10 seconds to engage
Print

- We do it all: Bus wraps, temporary tattoos, apparel, movie ads, books, fliers, banners, drinkware, magnets, rubber duckies ...
What We’ve Learned ...

• **Tone:** Positive, celebratory, active
  - Cheeky works, but err on side of straight-forward
  - Think community building
• **Tech:** Content is king, but …
  - Direct communication (e.g., email) = ~ 70% mobile
  - Indirect communication (e.g., website) = ~ 70% desktop
  - Texting = don’t go there
• **Truth:** Love to be loved
  - “Special” factor
  - “Unity” factor
  - Can’t be bought (rethink incentivizing campaigns)
21st Century Information and Communication Technology in Student Affairs

Danielle Quiñones-Ortega, Assistant Director, Leadership Development & First-Year Initiatives

@daniellequinone | danielle.quinones@sa.ucsb.edu
Social Media Revolution

Meeting Student Where they’re at

THE CONVERSATION PRISM
Brought to you by Brian Solis & JESS3
Networking & Your Digital Reputation

• What is a digital reputation?
• Your status update, post, tweet, pin, comment, etc. are providing content to your viewers (whether you are connected with them or not) that inform them of your character.
• Once you build a strong digital reputation, you need to remain consistent.
Who’s in your Network
Things To Consider ...

• How do we keep up with technologies?
• What skillsets do we need to learn to effectively do our jobs?
• How do we ensure we don’t disadvantage end-users with technologies?
• As educators, what skillsets should we be teaching our students?
QUESTIONS?

Thank you for joining us today!