

# ***University of Wisconsin - Green Bay***

## ***Information Technology Operational Plan***

***Date of Last Review: 10/30/2014***

### **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

Project Step	Status	Achievement Date	Comments
1	Un-Started	Expected Completion Date (if known)	Waiting for resources. Research/evaluation has not started.
2	Researching	Expected Completion Date	Research/evaluation has started, resource requirements being determined.
3	In Progress	Expected Completion Date	Resources are available, project plan in place.
4	On-Hold	Expected Completion Date (if known)	If a project needs to be halted for some reason.
5	Complete	Actual Completion Date	Project is fully completed.

**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.**

Project	Responsible Department(s)	Contact	Achievement Date	Status	Comments
Evaluate and implement solutions to eliminate duplicate prospects in the CRM	Enrollment Services, Outreach and Adult Degree	Stearney, Vanden Avond	5/31/2014	Complete	
Customize SIS to add a survey for the student when they withdraw and drop to zero credits. This information will be used for accreditation for the Nursing program and for retention and enrollment analysis	Enrollment Services, Nursing	Stearney, Lepak-Gallagher	2/1/2015	In Progress	
Student organization application - Phase 2	ISD, Student Life	Holschbach, Landrum	4/1/2015	In Progress	
Enhance the use of targeted and complex campaigns and tailored content in the CRM to improve student engagement	Enrollment Services, Outreach and Adult Degree	Stearney, Vanden Avond	9/1/2015	In Progress	Working with Campus Management the CRM vendor to resolve a filtering issue that is impeding progress on this project.
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	Enrollment Services, Outreach and Adult Degree	Stearney, Vanden Avond	9/1/2015	In Progress	We are now importing ACT information and housing data into the CRM.
Expand the CRM to include enrolled students and support communication and retention efforts	Enrollment Services, Outreach and Adult Degree	Stearney, Vanden Avond	9/1/2015	In Progress	
Business intelligence / business analytics	Enrollment Services, Outreach and Adult Degree	Holschbach, Stearney, Vanden Avond, Trombley	6/1/2017	In Progress	Outreach used Hyperion Interactive Reporting to create dashboards for Admissions, Enrollment and Retention using CRM and SIS data for more enhanced reporting and analytics. Researching a project with Enrollment Services to develop dashboards.
Create a process to require students to update their Contact (bio demo) and emergency contact information yearly	Dean of Students, Public Safety	Amenson-Hill, Kujawa	6/1/2015	Researching	
Streamline the tracking of students participating in the Bellin program to make sure they receive the network and SIS accounts and services they need	Dean of Students, Enrollment Services	Amenson-Hill, Stearney	8/1/2015	Researching	
Evaluate the use of chat, social media, texting, telephony and scripts in the CRM	Enrollment Services, Outreach and Adult Degree	Stearney, Vanden Avond	9/1/2015	Researching	
Evaluate and expand the use of the CRM for the graduate and undergraduate Nursing programs	Nursing	Lepak-Gallagher	6/1/2015	Un-Started	
Implement the mobile recruiting feature of the CRM with the CRM upgrade to 9.2	Enrollment Services, Outreach and Adult Degree	Stearney, Vanden Avond	6/1/2015	Un-Started	

**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.**

Project	Responsible Department(s)	Contact	Achievement Date	Status	Comments
Expand the CRM to include graduate student recruitment	Enrollment Services	Stearney	9/1/2015	Un-Started	
Optimize the effectiveness of the CRM by creating solutions to communicate with School counselors, parents and corporate partners.	Enrollment Services, Outreach and Adult Degree	Stearney, Vanden Avond		Un-Started	
Review transfer credit equivalency process in SIS	Enrollment Services	Stearney		Un-Started	
Early alert and student advising tool evaluation	Student Affairs	Amenson-Hill		Un-Started	
Learning analytics tool evaluation	Student Affairs			Un-Started	
Standardize SIS security so that all students can use the self-service functionality including enrolling in classes and making payments online.	Enrollment Services, Outreach and Adult Degree	Stearney, Vanden Avond		Un-Started	Currently, Outreach students have reduced security in SIS which limits the services available to them.
Review delegated access in SIS to provide more parental access in SIS.	Enrollment Services	Stearney		Un-Started	

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

Project	Responsible Department(s)	Contact	Achievement Date	Status	Comments
Remodel IS1129A to remove power poles and add a second projector to improve sight-lines	ISD	Goldman	9/1/2014	Complete	
Replace video projectors in MAC Hall classrooms 103-113 and 204, 206, 237	ISD	Hubbard	9/1/2014	Complete	
Replace video projectors in MAC Hall classrooms 208, 210	ISD	Hubbard	9/1/2014	Complete	
Group Collaboration Lab/Ideas Lab	Library	Ganyard	6/1/2017	In Progress	
Classroom control system replacements for MAC Hall	ISD	Hubbard		Un-Started	Propose for future classroom/laboratory modernization funding (FY16) or state construction project (FY21)
Upgrade instructional technology in TH 310	ISD	Hubbard		Un-Started	Propose for future classroom/laboratory modernization funding.
Upgrade instructional technology in TH 312	ISD	Hubbard		Un-Started	Propose for future classroom/laboratory modernization funding.

**GOAL 1.0 - 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.**

Project	Responsible Department(s)	Contact	Achievement Date	Status	Comments
Upgrade instructional technology in TH 316	ISD	Hubbard		Un-Started	Propose for future classroom/laboratory modernization funding.
Chalkboard replacements in Studio Arts and Theatre Hall classrooms	ISD	Hubbard		Un-Started	Propose for future classroom/laboratory modernization funding.
Digital interfaces for projectors in MAC Hall	ISD	Hubbard		Un-Started	Propose for future future classroom/laboratory modernization funding. (Control system replacements eliminate this need.)
Add instructional technology in MAC 303	ISD	Hubbard		Un-Started	Propose for future classroom/laboratory modernization funding.
Develop cost and plan to upgrade chemistry lab instrumentation to current software/hardware platforms	LAS - NAS/HB	Lyon, Johnson		Un-Started	
Develop a plan for creation of a high quality recording studio.	Music, Theatre, Design Arts	Grosso, Gaines, Benzow		Un-Started	Identify space, review need and capability, determine cost and funding.
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.	Music	McQuade-Dewhirst/Grosso		Un-Started	Review need and capability, determine cost and funding required.
Review and assess current use of lecture capture capability.	Academic Affairs	Hubbard		In Progress	Meetings with academic departments and faculty power users are underway.
Plan for lecture capture hardware replacement in 2015/2016	Academic Affairs	Hubbard		Un-Started	Pending review of lecture capture use now in progress.

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

Project	Responsible Department(s)	Contact	Achievement Date	Status	Comments
3D printing	HUS	Goldman	9/1/2014	Complete	3D printer has been delivered to the Library along with instructions and best practices documentation
Digital humanities hosting on University provided virtual servers	ISD, HUS	Kieper, Hubbard, Goldman, Boswell	9/1/2015	Researching	
Innovation Lab	Academic Affairs	Provost		Un-Started	

**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.**

Project	Responsible Department(s)	Contact	Achievement Date	Status	Comments
Cloud storage evaluation	ISD	Kieper, Goldman	1/9/2014	Complete	
Microsoft Office 365 evaluation	ISD	Kieper, Goldman	1/9/2014	Complete	
SAN (Storage Area Network) replacement	ISD	Kieper	2/1/2014	Complete	
Building uninterruptable power supply replacements	ISD	Kieper	4/1/2014	Complete	
Redundant SAN (Storage Area Network) for backup data center	ISD	Kieper	6/1/2014	Complete	
MAC-149 SAN (Storage Area Network) node addition to enhance on-campus disaster recovery capabilities	ISD	Kieper	7/1/2014	Complete	
Implement IP address management appliances for DNS and DHCP infrastructure improvements	ISD	Kieper	8/1/2014	Complete	
Single mode fiber optic backbone for Cofrin Library/diverse backbone between data centers	ISD	Kieper, Hubbard	12/1/2014	In Progress	
Office 365 cloud storage/collaboration implementation	ISD	Pynaker	1/1/2015	In Progress	
Implement load balancers for Improving server and service fault tolerance	ISD	Kieper	2/1/2015	In Progress	
Implement Aruba Clearpass device registration system	ISD	Kieper, Kennerhed	2/1/2015	In Progress	Improves onboarding of student wireless devices to segment wireless traffic
Improve network resilience by splitting network core switches between primary and backup data centers	ISD	Kieper	2/1/2015	In Progress	
Outdoor wireless (high traffic areas)	ISD	Kieper	5/1/2015	In Progress	
Network switch replacements for non-Residence Life buildings	ISD	Kieper	9/1/2015	In Progress	
Emergency generator power for backup data center	ISD, Facilities	Kieper, Pinkston	10/1/2015	In Progress	
Evaluate continuing to self-host email in Exchange versus outsourcing to Microsoft Office 365	ISD	Kieper	9/1/2015	Researching	
Single mode fiber optic backbone for Student Services	ISD	Kieper, Hubbard		Un-Started	
Single mode fiber optic backbone for Theatre Hall	ISD	Kieper, Hubbard		Un-Started	
Single mode fiber optic backbone for Studio Arts	ISD	Kieper, Hubbard		Un-Started	
Single mode fiber optic backbone for University Union	ISD	Kieper, Hubbard		Un-Started	
Single mode fiber optic backbone for Environmental Sciences	ISD	Kieper, Hubbard		Un-Started	
TCP/IP version 6 network deployment	ISD	Kieper		Un-Started	



**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.**

Project	Responsible Department(s)	Contact	Achievement Date	Status	Comments
Identity Finder PII data scanning implementation	ISD	Kieper	1/1/2015	In Progress	
Centralized server/network device log management and analysis	ISD	Kieper		Researching	
Hire IT Security Officer Full-Time	ISD	Kieper		Un-Started	
Information security awareness program	ISD	Kieper		Un-Started	Requires funding and recruitment of fulltime IT Security Officer

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

Project	Responsible Department(s)	Contact	Achievement Date	Status	Comments
Increase offerings to improve IT literacy for employees	ISD	Theyerl	2/1/2014	Complete	In person and online Excel course being offered each semester starting in Spring 2013.

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

Project	Responsible Department(s)	Contact	Achievement Date	Status	Comments
Identity funding for classroom technology replacement	ISD	Kieper, Hubbard	7/1/2014	Researching	

**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.**

Project	Responsible Department(s)	Contact	Achievement Date	Status	Comments
EMS (Event Management System) enterprise and Master Calendar upgrade	University Union, University Communications	Grant	7/1/2014	Complete	
Automated License Plate Recognition (ALPR) and virtual parking permit - Phase 1	Public Safety	Kujawa	8/1/2014	Complete	
Imagenow V6.7.0 upgrade	Business and Finance, Student Services	Kieper, Wikgren	8/1/2014	Complete	
RMS (Residential Management System) Classic and Mercury software upgrade	Residence Life	Gerow	9/1/2014	Complete	
Implementation of paperless applications and online deposit/payment gateway	Residence Life	Gerow	12/1/2014	Complete	
Ungerboeck - Event Management software implementation for Outreach	Outreach	Vanden Avond	11/1/2014	In Progress	
WashAlert - laundry monitoring and alert software implementation	Residence Life	Gering	1/1/2015	In Progress	
TMA (The Maintenance Authority) server/software upgrade/WebTMA	Facilities	Pinkston	1/1/2015	In Progress	
Video surveillance system upgrade and expansion	Academic Affairs, Business and Finance	Kieper, Wikgren	4/1/2015	In Progress	
Implementation of Keystone Key management software	Residence Life	Gerow	4/1/2015	In Progress	
RMS (Residential Management System) Mercury conversion of reports from Crystal to Telerik	Residence Life	Gerow	6/1/2015	In Progress	
Implementing online room retention and room selection for Residence Life	Residence Life	Gerow	6/1/2015	In Progress	
Persona access control system for exterior doors	Public Safety	Kujawa	12/31/2015	In Progress	
Implementation of the CDR redesign for reporting to UW System	ISD, Institutional Research	Holschbach, Furlong	8/1/2016	In Progress	
Research cost for enterprise agreement for Perceptive Software Imagenow/forms packages	Academic Affairs, Business and Finance	Kieper, Wikgren	1/1/2015	Researching	
CRM server and software upgrade	Enrollment Services, Outreach and Adult Degree	Holschbach, Stearney, Vanden Avond	4/1/2015	Researching	
Automate the import of student applications from Ungerboeck to SIS	Outreach, Human Resources	Vanden Avond	6/1/2015	Researching	
Peopletools 8.5x technical upgrade for SIS	ISD, Enrollment Services	Holschbach, Stearney	8/1/2015	Researching	
Implement veterans benefit enhancement to SIS	Financial Aid, Bursar	Rohan, Rentmeester	8/1/2015	Researching	

**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.**

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**GOAL 3.0 - Advance business processes and operational efficiencies through effective implementation of information technology.**

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

Project	Responsible Department(s)	Contact	Achievement Date	Status	Comments
Evaluate replacement for voyager Media scheduler module	ATS	Schmitt	5/1/2014	Complete	
Leepfrog Courseleaf catalog system	Enrollment Services	Stearney	6/1/2014	Complete	
Office 365 /Pro Plus rollout to all students	ISD	Pynaker	9/1/2014	Complete	Students can download Microsoft Office on their personal workstations and mobile devices for free as part of our agreement with Microsoft. Includes versions to allow editing on iPad device.
Office 365 /Pro Plus rollout to all employees	ISD	Kieper	1/1/2015	In Progress	Includes versions to allow editing on iPad devices.
Voyager media scheduler module replacement with Web Checkout	ATS	Schmitt	1/1/2015	In Progress	Single sign-on and self reservation features still in implementation
Library Alma implementation and interfaces	Library	Platkowski	3/1/2015	In Progress	Voyager system is replaced with Alma
Evaluate replacement for Hyperion Interactive Reporting	ISD, Institutional Research	Holschbach, Furlong	12/1/2015	In Progress	
Electronic forms and workflow	Human Resources	Wikgren		Un-Started	
Digital video/image asset management and storage	Athletics, Advancement	Vlies		Un-Started	

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

Project	Responsible Department(s)	Contact	Achievement Date	Status	Comments
Replace roaming profiles to enhance stability of Windows environment	ISD	Goldman	9/1/2015	In Progress	

**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.**

Project	Responsible Department(s)	Contact	Achievement Date	Status	Comments
Mobile application development evaluation	ISD	Bukralia	4/1/2014	Complete	University specific mobile application will not be developed.
Search engine optimization	ISD, University Communications	Goldman	1/1/2015	In Progress	Modifications to internal search appliance to correct onsite searches are complete, external SEO ongoing
Research and implement web content management system	ISD, University Communications	Goldman	6/30/2015	In Progress	Kentico EMS was selected and has been purchased. Implementation is in process.
Upgrade web applications to use new versions of database access software	ISD	Holschbach	6/30/2015	Researching	
Departmental use of social media	ISD	Goldman		Un-Started	

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

Project	Responsible Department(s)	Contact	Achievement Date	Status	Comments
Alumni, emeriti, and retiree ID card	Advancement	Moody, Warpinski	10/23/2014	Complete	
Centrally managed digital signage system	Business and Finance, Academic Affairs, University Marketing	Hubbard		Un-Started	