UBIT
Pulsecheck on our work to date
Session II

Web Content Initiative
January 20, 2011
What we resolved

• Business needs language adjusted to address concerns (see slides)
• First Key message adjusted (see slides)
• The pilot includes:
  – UBIT.buffalo.edu services and content
  – Pages integrated from cio.buffalo.edu
  – Other CIT sites will be
    • Integrated after pilot
    • Will be linked to as appropriate in pilot site
    • Pilot includes content from service catalog
Issues Identified

• Scope of project
  – Inclusive of all IT services both central and distributed
    • Recommendation: To serve as a portal for all information.
      “Users should not have to understand our organization structures to find services”
      – UBIT will be **hosted content and services**
      – Distributed will be **linked to** as **self identified** by units
• What level of “Open and Transparent” are we comfortable with?
  – Minimum: content about organization, projects, goals
  – In today’s world, users expect dialogue
    • The challenge: How much dialogue do we want, can we manage (ratings, comments, dialogue)
Work to do

• Finish Key messages review
  – Special attention to messages to IT staff
• Audience review
• Address issues
Key Findings
(Note adjustments as discussed 12/10)
Business Needs

• Primary business needs :
  – **Comprehensive:** dynamic, current, centralized, one-stop gateway to all IT needs.
    • Inclusive of all IT services, including central and linking to distributed.
    • Integrates the CIO business communications and documents
  – **Customer-focused:** organized to accommodate needs of diverse audience groups.
    • Written in the language of our customers.
    • Organized for the way our customers think
  – **Branded:** integrated with UB’s web presence and supporting brand messaging and standards.
  – **Integrated:** content leveraged for syndication and integration with the service desk knowledgebase.
Business Needs

- **Secondary business needs:**
  - **Compass:** current and future directions/projects
  - **Customer perception:** perceived as easy-to-use, high quality, and complete.
  - **Serve needs of UB leadership:** Dashboard (what are we working on, where are we with our projects), information on governance, policy, and organizational data
  - **Open and transparent:** content about organization projects, initiatives, goals, should be integrated into the site. Customers should be encouraged to communicate with UBIT
  - **Performance measurement:** regular, deliberate, and informed metrics evaluate performance. Site improvements should be driven by data assessment
Core Purpose

Functions as a gateway and an information-rich repository for context and content that meet the needs of UBIT's target audiences

- **Onboarding new members** of the UB community to our complex IT environment
- **Caring for the needs** of our current UB community members through:
  - providing guided self-help IT support content
  - access to a broad range of on-line IT services
  - providing a path to other services provided by the units that report to the CIO
  - announcements about supported products and services
  - Updates about IT services
- **Serving as a compass for a distributed organization**, providing access to UBIT information about:
  - Vision
  - Governance
  - Planning
  - Policies
  - Project updates
Audience

Targeted Mental Models:

- **Solution seekers**: those looking for answers and requesting service
- **Pulsetakers**: those internally and externally looking for information about current and upcoming priorities and charting progress over time
- **Internal prideful belongs and active supporters**: those actively engaged in supporting and promoting the institution
- **Match seekers**: those who are trying to determine whether UB or UBIT is the right fit
Audience

Primary Segments
• UB’s community of users: students, faculty, and staff
• UB’s community of “supporters”: IT professionals

Secondary Segments
• Former users with occasional needs: retirees, alumni
• Extended community members with short-term needs: parents, library guests, conference attendees
• Peer IT leaders
• UB Leaders and Senior Administrators
• External influencers/funding sources or sources of potential funding, i.e., foundations, government agencies, legislators
Key messages

For everyone:
• UBIT provides user-centered technology solutions and support for enterprise-wide academic, research and business IT needs.
  – UBIT provides leadership and guidance on best practices in aligning needs with today’s technology.
  – UBIT supports you and provides you with the IT-related resources you need for your academic, instructional, creative, and professional IT needs.
• UBIT is a strategic part of UB 2020, supporting the overall goals through strategic, robust, and relevant IT projects
• Technology is part of the UB brand experience
• UBIT is credible and trustworthy
Key messages

Targeted for IT Staff:

• UBIT is a place that you can belong and thrive in a long-term career; UBIT is a great place to work.

• You are critical in UBIT's success
  – We support each other through shared information and opportunities to grow and learn.
  – We work together to make progress toward UB's strategic goals
  – What's good for you individually and what's good for UBIT share many common values.