

UBIT

Pulsecheck on our work to date
Session II

Web Content Initiative
January 20, 2011

What we resolved

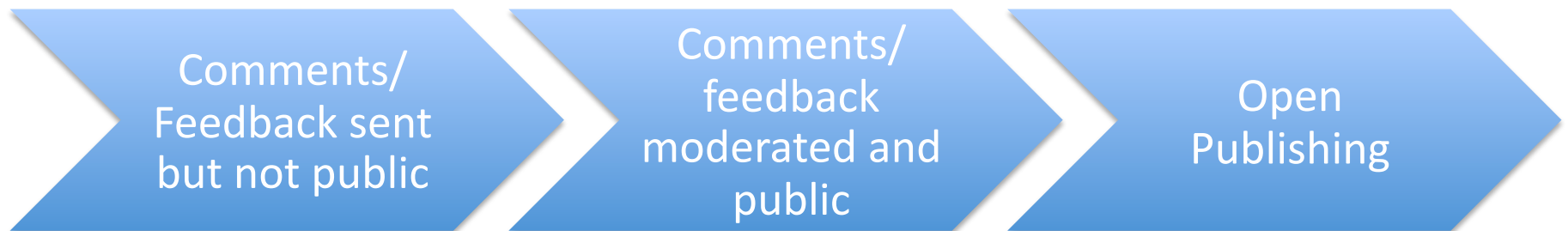
- Business needs language adjusted to address concerns (see slides)
- First Key message adjusted (see slides)
- The pilot includes:
 - UBIT.buffalo.edu services and content
 - Pages integrated from cio.buffalo.edu
 - Other CIT sites will be
 - Integrated after pilot
 - Will be linked to as appropriate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

Issues Identified cont.

- 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 belongers 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.