

Icons of the Internet

Kenneth C. Green
The Campus Computing Project


UCLA **OIT**
OFFICE OF INFORMATION TECHNOLOGY

ICONS OF THE INTERNET

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THE CAMPUS COMPUTING PROJECT
www.campuscomputing.net

UCLA • Office of Information Technology
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Three Themes

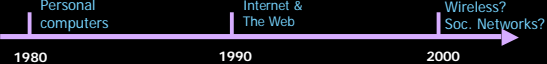
The consumer experience now defines expectations about campus IT resources & services.

Rising pressure for higher ed to provide the much promised productivity bang for all the IT bucks.

"In God we trust; all others bring data."
W. Edwards Deming 



The Third Decade of the Computer "Revolution"




1980 1990 2000

Personal computers Internet & The Web Wireless? Soc. Networks?

From Cute & Convenient to Compelling

From Compelling to Compulsory


Great Aspirations vs.
Assessment and Accountability



déjà vu

For better or worse, television dominates much of American life and manners....Part of [the] lackluster record of the educational uses of television is of course due to the heretofore merciless economies of the medium. But profound pedagogic mistrust of the medium also remains a fact of life. The proof of the pudding lies in the fact that on many campuses, fancy television equipment...now lies idle and often unused.... **Academic indifference to this enormously powerful medium becomes doubly incomprehensible when one remembers that the present college generation is also the first television generation.**


George Bonham
Television: The Unfulfilled Promise
Change, 1972



Two Key Questions


Why don't professors do more with IT and eLearning?

Why don't colleges and universities make better use of information technology?



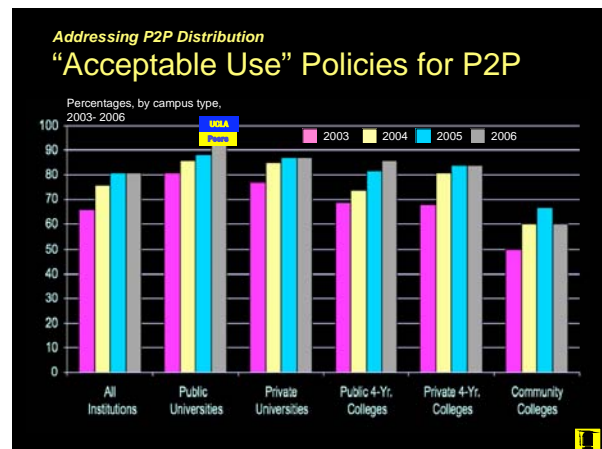
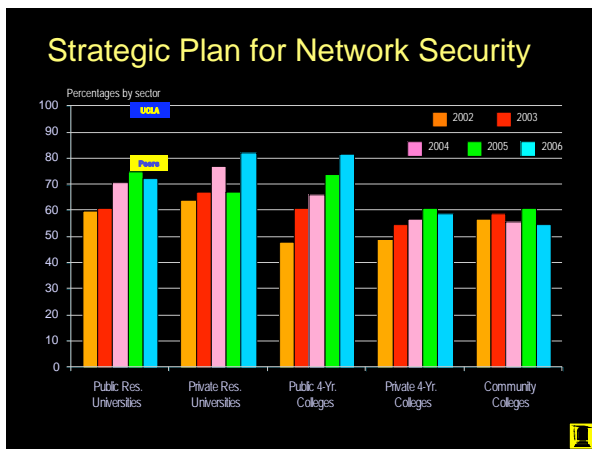
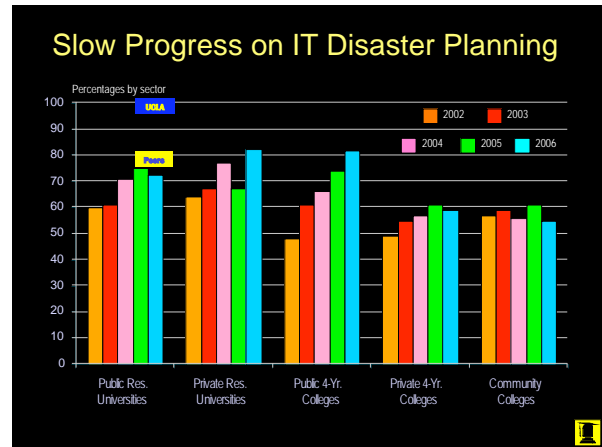
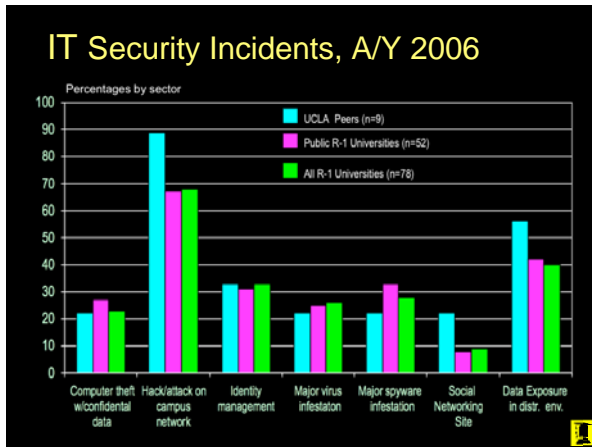
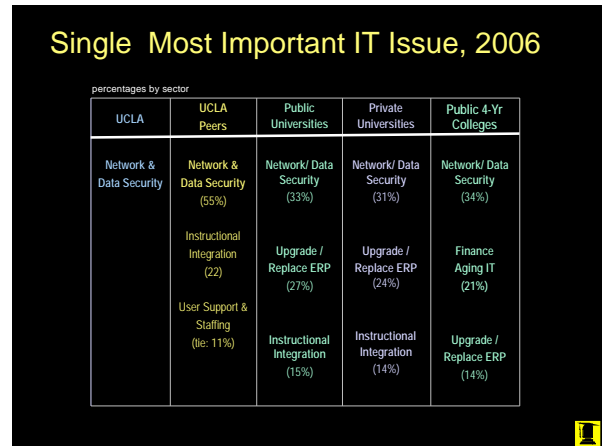
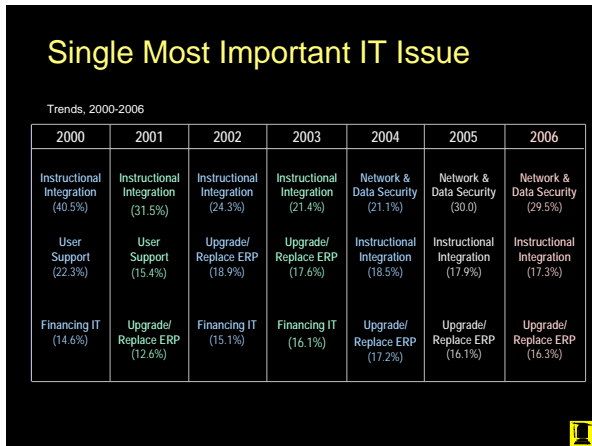
DATA

The 2006 Campus Computing Survey



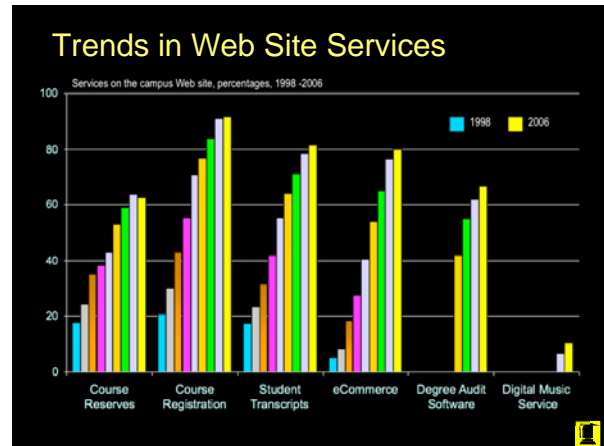
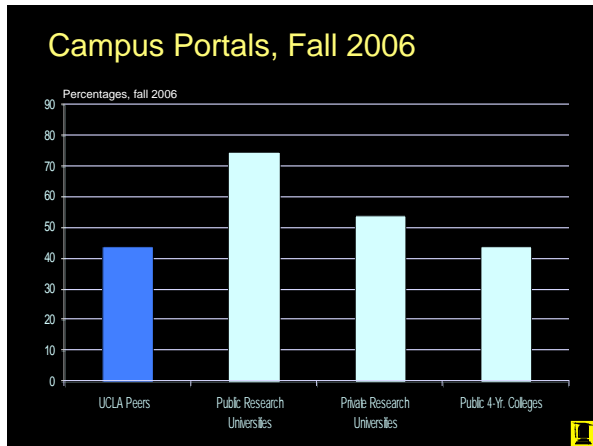
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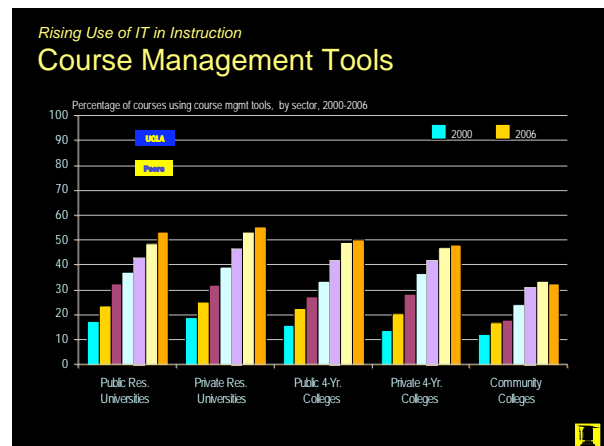
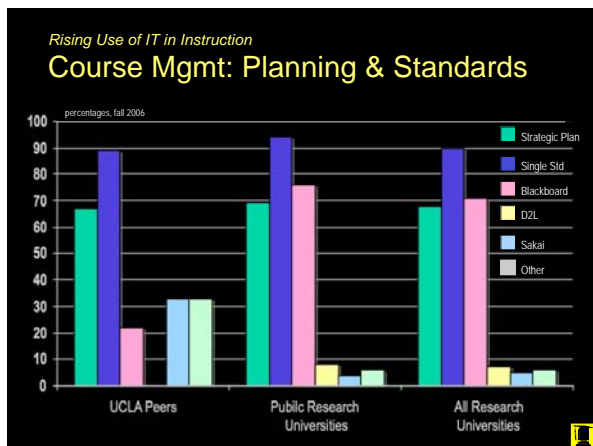
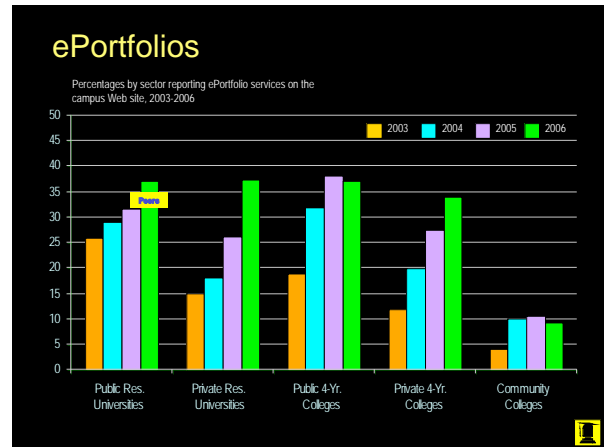
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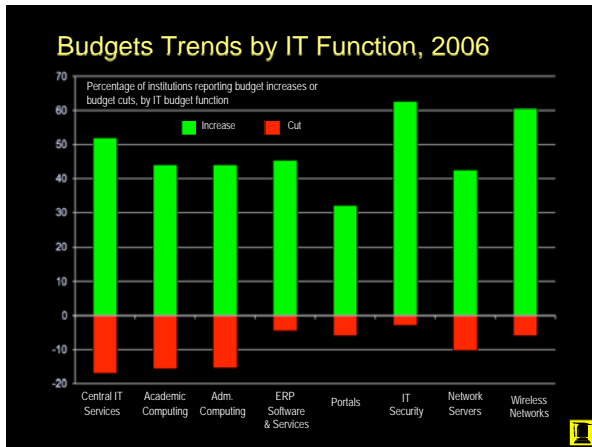
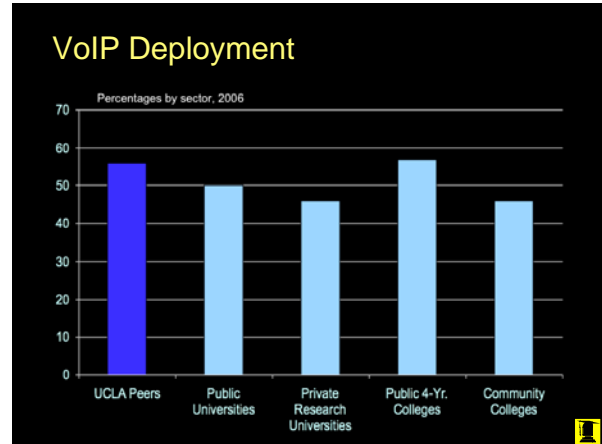
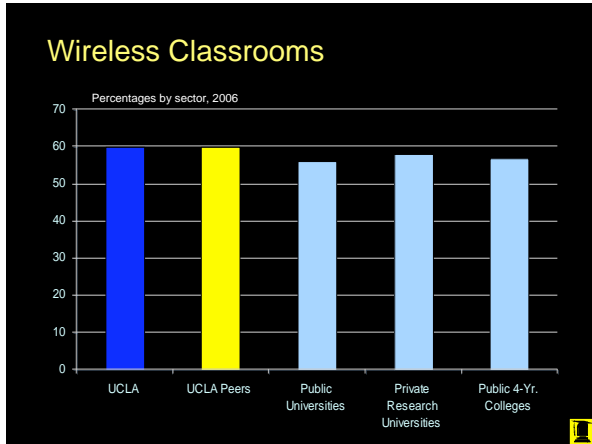
Campus Web Site Services, 2006

percentages	UCLA	UCLA Peers	Public Res. Universities	All Res. Universities	Public 4-Yr. Colleges
Journals & Reference	yes	100	95	94	85
Course Reserves	yes	100	87	82	71
Course Registration	yes	100	86	87	97
Degree Audit Software	yes	79	85	77	74
Student Transcripts	yes	78	90	92	85
Computer Resale Prog.	yes	89	60	56	32
E Commerce	yes	89	92	90	89
Campus One - Card Acc'ts	yes	75	75	68	48



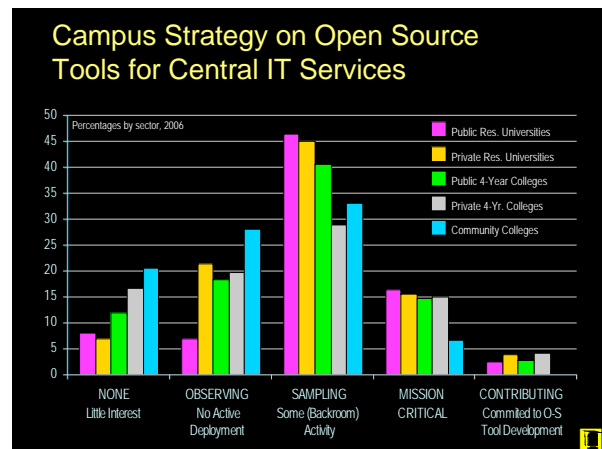
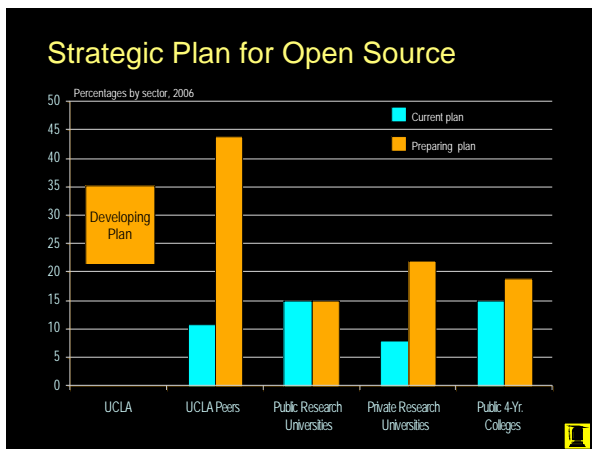
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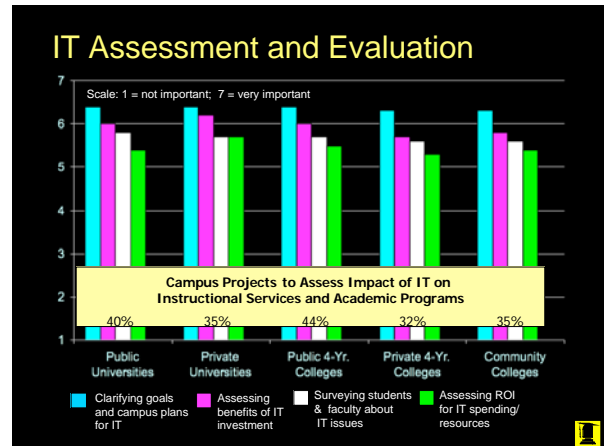
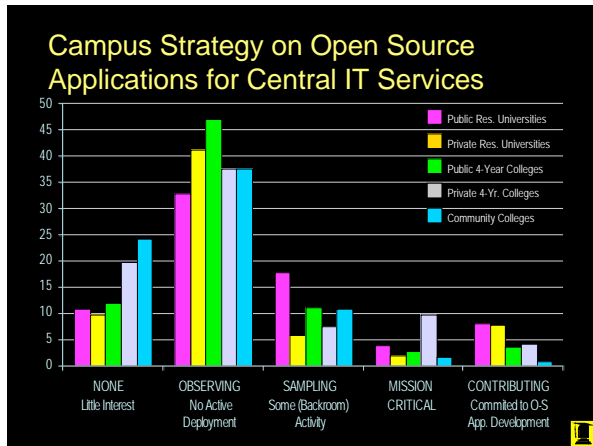
IT Budgets in Context

	UCLA	UCLA Peers	Public Res Universities	All Research Universities
Central IT \$ as a Pct. of Total IT \$	26.0%	28.6%	36.2%	37.3%
Total IT \$ as a Pct. of Total Budget	5.0%	4.9%	5.4%	4.9%
Central IT \$/ student	\$ 727	\$ 897	\$ 848	\$ 697



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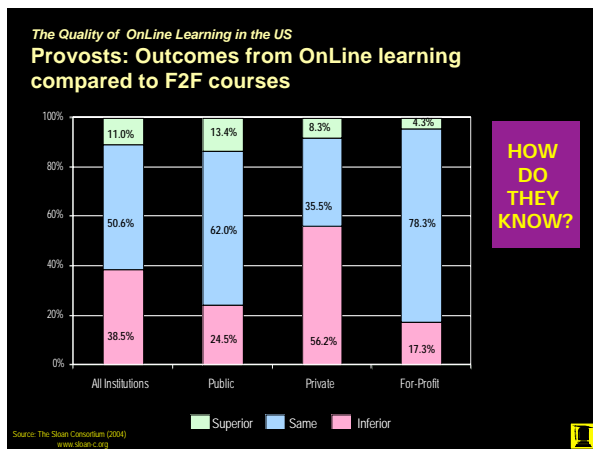
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THIRD DECADE ISSUES

The Four Functions of IT in Higher Education

- ◆ Infrastructure
- ◆ Instruction
- ◆ Management
- ◆ Assessment




IT in Instruction

The Visualization Challenge

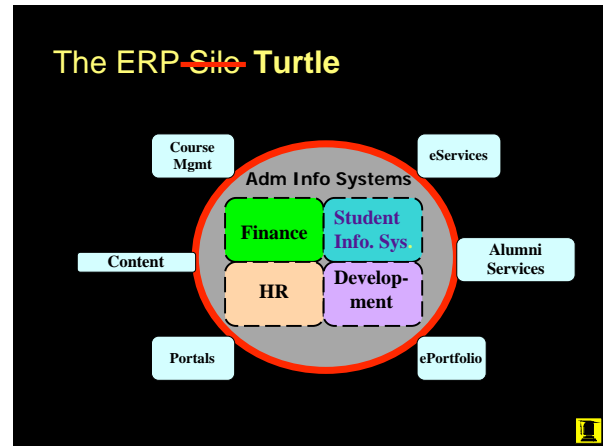
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The ERP Problem



"We have lots of information technology. We just don't have any information."




Icons of the NEW Internet Economy



The Spellings Commission

- ◆ *Good News:* not so dire
- ◆ *Bad News:* we've heard these critiques before
- ◆ *Real News:* pay attention, as this report has "legs."



The Spellings Commission Key Messages

- ◆ **ACCESS:** "too few Americans prepare for, participate in, and complete higher education"
- ◆ **AFFORDABILITY:** "costs have outpaced inflation for two decades....Our higher education financing system is increasing dysfunctional"
- ◆ **ACCOUNTABILITY:** "there is inadequate transparency and accountability for measuring institutional performance"

The Spellings Commission Message to IT Leaders

- ◆ IT moves to the center of the conversation about data, assessment, and outcomes
- ◆ *Key Tools:* Data warehousing/mining & ERP analytics
- ◆ *RIP:* The IR office as we know it



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The Future

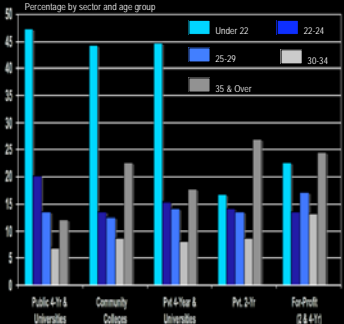
The Gretsky Rule

We're All Toast!




Demographics

Multiple "Pigs" in the Python



- ◆ Boomers: "Pig in the Python"
- ◆ Move beyond current focus on the "Net-Gen" / Digital Natives
- ◆ Multiple clientele & constituencies

Source: Dept of Education Statistics
U.S. Dept of Education, 2006



THE CHALLENGE

Bring Data

New leadership for eLearning and Information Technology, Info. Resources, Info. Services, & Information Integration

- ◆ transition from product-based problems
- ◆ new emphasis on people and policy
- ◆ new concern for services and support
- ◆ link programs and services to mission
- ◆ *FOCUS ON SERVICES & OUTCOMES:* technology is just a resource

STUFF HAPPENS



Number one reason to buy the warranty



www.campuscomputing.net