University Technology Advisory Committee

Western Oregon University

Meeting Agenda, December 17, 2021 1pm-2:30pm

[Zoom link](#)

Committee Attendees: Chelle Batchelor, Dona Vasas, Michael Reis, Steve Taylor, Camila Gabaldón, Heather Mercer, Jennifer Hansen, Lisa Catto, Mike Baltzley, Robyn Lopez Melton

Guests: Gregory Zobel, Marion Barnes, Michael Ellis

Note Taker: Dona Vasas

***Begin Recording

Review minutes

October meeting minutes review link - Steve moves to approve.

Started with introductions of committee members as well as guests.

Agenda topics

Enrollment and Retention Discussion - 1hr

- Enrollment & Retention as it relates to Marketing - Marion, 10min

  Strategic Comm & Marketing supports internal and external marketing efforts. They represent the entire university. Gave examples of how they assist (flip book - just released today)

  Talking about Willamette Promise (high school students earn college credit). ~50% take Spanish. Not a smooth transition from WESD to Slate (our CRM tool admission uses). Making the path more clear would be very beneficial.

  3rd party vendors RAL for FA, EAB to target new audiences (grads, adult learners).

  Info given on mass marketing (billboards, digital ads, Spanish radio, PDX etc).

  Other ideas - network with comm colleges, gift swag, events, outreach, mingle events.

  Q - Any ads on LinkedIn for grad programs?

  A- Not yet but we intend to.

  Q - Was all of the program-level advertising money spent?

A - Yes, this academic year has all been allocated.

Q - Do you have some type of link or list of successful proposals and ideas, to model best practices, that can be used for new proposal preparation in the next round?

A - Yes, hopefully they will be up by the end of the year.

Takeaways from the Student Winter Modality Survey - Mike B, 10min

ASAC (Academic & Student Affairs Committee) suggested it to gather information from students on what worked and what didn't. They were given various questions for modality preferences. The majority of UG students indicated a preference for some sort of combination of mixed modalities.

Asked what worked well with online learning and what did not work well.

- Well - Online learning provided flexibility, no commute, materials online, not exposed to COVID-19, ability to work at own pace.
- Not well - Hard to set boundaries, disconnection from fellow students, faculty, and campus community, instructions for assignments not as clear as in person, students felt they were teaching themselves.
- Preferences - All course materials in Canvas, more PDFs and fewer textbooks, faculty being readily available, multiple course delivery options.

Academic Affairs plans on doing another survey in Spring term.

Discussion regarding technology and how UTAC can assist.

UTAC is representative of all areas of campus, and is advisory to the President, and a subcommittee structure to support our work. What can UTAC do to help create a campus environment where students want to be?

Example: CircleIn was rolled out to create a community space for students during the pandemic to address the feelings of being disconnected that students were experiencing. But, CircleIn was not successful. Students reported cognitive overload, not having the capacity to learn a new tool. Academic Affairs decided to discontinue CircleIn. Student Affairs was implementing a different tool to help create community and connections for students. WOU could have ended up duplicating effort and creating yet another environment for students to navigate. How do we avoid these issues in the future?

Identify platforms we already use; eg, Google and Canvas. Research plugins and options - ways to build on the preexisting tools before spinning up something new.

Need a more centralized way to track what tools various departments on campus are using for various purposes.

Suggest faculty buy-in to help mentor students as students will not seek out the technology and they may hit cognitive overload and there are a lot of resources they use already. If a new technology is being rolled out because it could benefit students, or student academic life, the faculty who serve on UTAC could facilitate outreach to faculty

more broadly. Faculty would need to engage with the project before a contract is signed. Whatever we do will need structure and faculty can assist with it.

Suggest UTAC could vet out tools so the effort could be intentional as our committee is represented across campus. Pilot phase. Consistency, documentation, collegiality of 20 brains weighing in to set something up to succeed.

Possible test cases, to develop a method by which UTAC could review proposals for new technology: Slack or Discord. NameCoach.

UCS/Security Update

- Michael Ellis - 15min

  We had a user search internet on a university computer (holiday sales). Received a call at work the next day from 'Amazon' (fake rep) about the item in question. Note: all of our work contact information is public information. The rep told them thousands of dollars worth of purchases were made with their account. Asked them to send Gift Cards, which they did, and the money was instantly gone and untraceable. Went to the police, who contacted WOU. The user had not installed any software (that's good), no compromise to WOU. Sadly, the user was out thousands of dollars.

  Final note: reminder to do security training in Portal. Remind your colleagues.

Subcommittee updates

- Accessibility - 5min

  Brainstormed priorities - Website accessibility issues have been rising to the top.

  Reviewed examples of accessibility and technology documents from other universities

  Discussed members of campus we could invite to talk with the subcommittee or full UTAC to better understand accessibility expectations and resources

  Planning to meet every other week during winter term.

- Reporting Needs & Tools - 5min

  No update

- Technology Plan -5min

  Met with President Kenton given that the plan will ultimately be submitted to him. What makes sense under interim leadership? Any short-term priorities? He will fund external reviewers. Similar to accreditation. Drafting rubric for how to select reviewers.

  Tech plan subcommittee will meet early in January to select and invite 2-3 technology staff from other universities to provide feedback and examples of what they have done.