

New Technologies in Higher Education

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“Shift Happens”

- Carl Fisch developed a video called, “Did You Know”, in 2007 and posted it on YouTube. It’s since been modified numerous times. This one is by Michael Arnold.

Shift Happens:

<http://www.youtube.com/watch?v=FqfunyCeU5g>

facebook

- facebook as a social networking tool is old news.
- Some facebook Applications are very interesting!

Facebook: www.facebook.com

An example

- ESC – a web application written by a UC Berkeley student “to simplify the class scheduling hell that UC Berkeley students undergo each semester”.

ESC: <http://esc.frozeninflames.net/>

Some more examples

- Classfeed
- Courses 2.0
- Class time tables
- Study Groups
- Stanford courses
- College Admissions
- Going to Uni
- Professor Ratings
- Course Connector
- Tassl

facebook and emergency communications

- Union University and Northern Illinois University both used facebook as one means of communicating with their students during recent emergencies.

Union University's facebook site:
<http://www.facebook.com/pages/Jackson-TN/Union-University/6260029059?ref=s>

Mashups

- David Berlind on Mashups:
http://news.zdnet.com/2422-13569_22-152729.html
- Virgil Griffith's Booksthatmakeyoudumb:
<http://booksthatmakeyoudumb.virgil.gr/index.php>

Twitter

Twitter combines micro-blogging with social networking with SMS communications.

[Wikipedia on Twitter:](http://en.wikipedia.org/wiki/Twitter)
<http://en.wikipedia.org/wiki/Twitter>

A quick look at Twitter

Twitter: <http://www.twitter.com/>

David Parry comments on Twitter for The Chronicle of Higher Education:
http://media.chronicle.com/video/7725/video_2008-02-21-194555.mp4

Customer Relationship Management (CRM)

- Used outside of higher education for some time.
- First uses in higher education for professional school recruitment.
- Now more widespread use in undergraduate and graduate student recruitment. I recently saw a job posting for a “Student Relationship Systems Manager” at the University of Baltimore.

CRM at AACRAO

- At the 2007 Annual Meeting there was one session on CRM.
- At the 2007 AACRAO Technology Conference there were three sessions and a round table discussion on CRM.
- At the 2008 Annual Meeting there are five sessions besides this one on CRM.

Seems like a trend!

CRM at UConn

- First use: Summer Session marketing to our own students.
- Now: Moving into undergraduate recruitment activities.
- Next: Retention and graduation initiatives.

Analytics

How are we going to use the information we already have in our student information systems to aid in decision-making?

A few examples

- UConn Advising Contours:
<http://placement.uconn.edu/contours.html>
- University of Vermont analysis of reasoning why students don't get into specific classes
- Providence College use of information from their degree audit system to help determine course offerings

“Clickers”

- Aka: Personal Response System, Classroom Performance System, Audience Participation System, Student Response System
- Instructor projects questions and students use remote devices to respond; software aggregates responses and displays results.

A classroom technology with administrative implications

- There are a number of vendors; do you want to standardize? (Think about support issues and potential requirements for students to purchase multiple clickers.)
- How are you going to determine which student is using which clicker? (Could be done by each instructor, individually, or it could be done centrally.)

To learn more about clickers

7 things you should know about clickers
(from Educause):

<http://www.educause.edu/ir/library/pdf/ELI7002.pdf>

Some things I don't have time to talk about...

- iPaper: <http://www.scribd.com/>
- The UniversityTube
- Twine: <http://www.twine.com/>
- Emergency communications:
<http://www.insidehighered.com/news/2007/10/08/sms>

Some things I don't have time to talk about...

- Virtual Worlds:
<http://www.virtualworldsreview.com/>
- Pronetos Professors Network:
<http://pronetos.com/>
- E-Maps:
<http://www.educause.edu/ir/library/pdf/EQM0819.pdf>

Some things I don't have time to talk about...

- Electronic Portfolios:
<http://connect.educause.edu/Library/EDUCAUSE+Quarterly/ImplementingElectronicPor/46031>
- Geographic Information Systems:
<http://www.nacubo.org/x10089.xml>
- Big Think: <http://www.bigthink.com/>
- iStudentAffairs.com:
<http://www.istudentaffairs.com/>

AACRAO Identity Management Workshop

Developing Effective Identity Management Strategies For Your Institution

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JULY 9-10, 2008
BALTIMORE MARRIOTT WATERFRONT
BALTIMORE, MD

Identity Management Partners:



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Identity Management: Moving Your Institution Forward

Expanding demands on campus information systems have led to the development of automated approaches to enable the right access for the right people to the right resources. Increasingly, automation alone is not enough to provide consistent privacy, data use, and security policy across all our services. Campus information systems must integrate information about individuals from multiple sources and manage that information to facilitate people's access to broad campus services.

Because of the interdependence of the technology and policy infrastructure inherent in identity services, AACRAO is collaborating with EDUCAUSE and Internet2 to present a workshop on this topic entitled: Developing Effective Identity Management Strategies for Your Institution. The conference will take place July 9-10, 2008 in conjunction with AACRAO's Technology Conference at the Baltimore Marriott Waterfront.

We encourage college and university registrars and their information technology colleagues to attend in pairs to explore multi-institutional strategies for managing identity management on college campuses. The conference will provide an overview of IdM and address several key topics:

- External and internal drivers for IdM
- Examples of successful campus infrastructures and federations
- Relevant federal and industry standards
- Relationship between the registrar and IT in facilitating IdM
- Policy development and governance

One final thought...

“Sometimes the things that make the biggest splash are the first things that sink to the bottom.”

Jim Infante

Questions or Comments?

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