Not Just a Pretty Face

The Evolution of Our Content Management System

Christina Drum
Mike Ellison
Kari Coburn

Institutional Analysis & Planning
University of Nevada, Las Vegas

AIR Annual Forum
June 2, 2010
Every department is required to create a web page for our internal network.

It should include enough information to be difficult to maintain, but not so much that it's useful.

As a security precaution, we'll make it too dull and unorganized to read.

Is pornography in or out?
Where we started...
Print publications
Static web pages
Dynamic web applications

- DataNet
- UNLV StudentTracker
- Academic Profiles
- Data warehouse
What we wanted...
Support campus conversations with organized information
Support our various audiences

• Different levels of knowledge
• Internal/external conversations
Unify our web presence

• Seamless integration
• Single sign-on
• Dynamic content
Adapt readily to change
Avoid maintenance nightmares
What we did...
Slow to get moving...

Key moments pushed our progress forward
Macro-level content

- Traditional reporting
- Planning
- Data governance

Defined pieces began to seem manageable
Our tradition

- Factbook
  - Student Profile
  - Enrollments
  - Degrees
  - Faculty and Staff
  - Fiscal Resources
- Annual since 1978
Content organization

- Beyond macro-level
- Spans multiple areas
- Group around campus conversations
- Varying user knowledge
Creative chaos

Ditch the Factbook as a printed document.

• Leverage our office data warehouse to generate dynamic reports.

Ditch the Factbook as the framework for organizing online reports.
Reports and Resources

The Office of Institutional Analysis and Planning (IAP) prepares a wide variety of static reports and Interactive, dynamic reports for use in university planning and decision-making. The office also provides secure data reporting tools that draw data dynamically from its data warehouse. Some of these reporting tools are automatically accessed with a campus login, such as Academic Profiles & Program Review, while others require training and security approvals, such as DataNet and StudentTracker. Access to these secured applications requires special authorization from IAP and the Registrar.

Although many of the reports in this section are static pages from our previously published factbook, Selected Institutional Characteristics, the IAP website is evolving into a dynamic reporting center with reports updated continuously as new census data are loaded into the data warehouse.

Should you have problems finding information to meet your needs, please contact us for additional assistance.
Context really is everything

• Evolving campus conversations
• Shifting institutional priorities
• We want flexibility
Not a website

This is a content management system

- Office workload management
- Conversation management
- Context management
Critical design decisions

- Database of content items
- *Content Items and Zones*
- Metadata for content
Student Tracking

Student tracking relies on the identification of a particular group of students (cohort) that meet all of a selected set of criteria, such as the term they first enrolled in college. The most common cohort tracked is that of freshmen entering an institution for the first time and enrolling full-time—a group that is widely used as a benchmark for national retention and graduation rate studies.

Developed originally to support research on student retention, student tracking databases and reports are now used in accountability reports to Nevada legislators, the NSHE Board of Regents, accrediting bodies, and the federal government. More recently, UNLV is tracking student progress as part of a strategic emphasis on identifying factors related to student success.

- “Identify short-term and long-term goals and strategies to improve retention and graduation rates.”
  — Selected by UNLV faculty and staff to place on list of initiatives scheduled for immediate implementation.
Main Navigation Bar ("Zones")
Vertical Menu ("Categories")
Student Tracking

Student tracking relies on the identification of a particular group of students (cohort) that meet all of a selected set of criteria, such as the term they first enrolled in college. The most common cohort tracked is that of freshmen entering an institution for the first time and enrolling full-time—a group that is widely used as a benchmark for national retention and graduation rate studies.

Developed originally to support research on student retention, student tracking databases and reports are now used in accountability reports to Nevada legislators, the NSHE Board of Regents, accrediting bodies, and the federal government. More recently, UNLV is tracking student progress as part of a strategic emphasis on identifying factors related to student success.

- “Identify short-term and long-term goals and strategies to improve retention and graduation rates.” — Selected by UNLV faculty and staff to place on list of initiatives scheduled for immediate implementation.
Just as we were getting comfortable...
“Every act of creation is, first of all, an act of destruction.”

- Pablo Picasso
Questions?

- Web address:  http://ir.unlv.edu
- Email:  christina.drum@unlv.edu