

Not Just a Pretty Face

Evolution of our Content Management System

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October 22, 2009

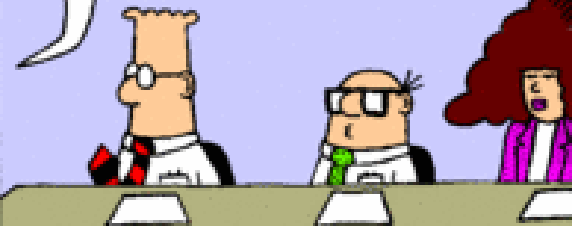
Our Dilbert for today...

EVERY DEPARTMENT IS REQUIRED TO CREATE A WEB PAGE FOR OUR INTERNAL NETWORK.



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IT SHOULD INCLUDE ENOUGH INFORMATION TO BE DIFFICULT TO MAINTAIN, BUT NOT SO MUCH THAT IT'S USEFUL.



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AS A SECURITY PRECAUTION, WE'LL MAKE IT TOO DULL AND UNORGANIZED TO READ.



IS PORNOGRAPHY IN OR OUT?

Where we started

- Print publications (e.g. Factbook)
 - Static web pages, traditional organization
 - Dynamic web applications
 - DataNet, StudentTracker, Academic Profiles
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What we wanted

- Support campus conversations with organized information (static or dynamic)
 - Adaptability
 - Support differing levels of users
-

What we wanted

- Ensure that internal conversations remain internal until they're ready for external audiences
 - Unify access to internal resources (reports, applications)
 - Merge public and private where appropriate
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Office charge

- Redesign our Web Site
 - Some key moments of understanding pushed our progress forward
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Macro-level content organization

- Traditional IR-reporting function
 - Our role in planning has evolved
 - We have a data governance function now
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Macro-level content organization

- Aha! moment: helped to define pieces that began to seem manageable
 - Led to specific web design decisions
 - Top navigation bar
 - Primary functional areas
 - “My IAP”
 - Search
 - Design ideas borrowed from Apple
-



UNLV

[My IAP](#)

[Reports](#)

[Data Governance](#)

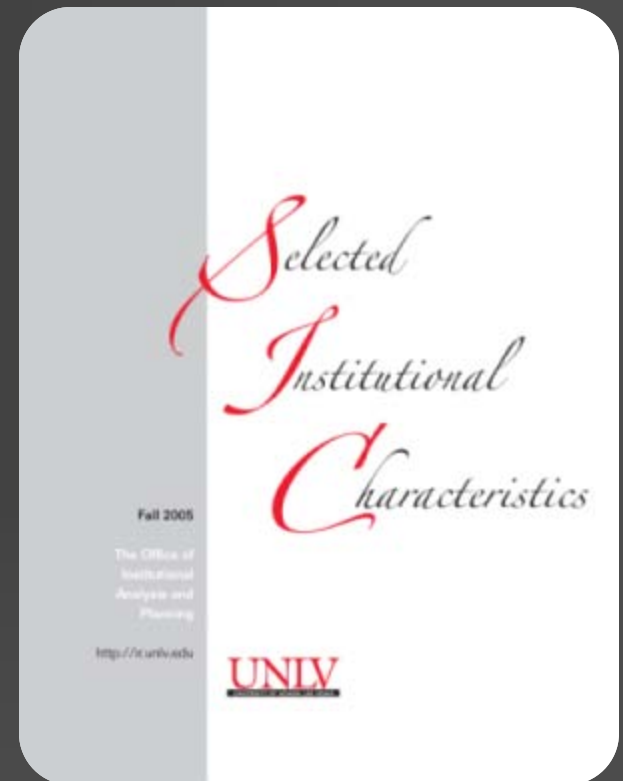
[Planning](#)

[About Us](#)



Traditional Reports

- Our Factbook
 - Student Profiles
 - Degree Profiles
 - FTE Enrollments
 - Diversity
 - Fiscal Resources
- Annual since 1978



Traditional Reports

- Aha! moment: ditch the Factbook as a printed document
 - Leverage our office data warehouse to generate dynamic reports
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Traditional Reports

- Aha! moment: ditch the Factbook as the framework for organizing our reports online
-

[Student Profiles](#)[Course Profiles](#)[Diversity](#)[FTE Enrollments](#)[Student Tracking](#)[Degree Profiles](#)[Faculty and Staff Profiles](#)[Institutional Profiles](#)[Research](#)[Campus Resources](#)[Fiscal Resources](#)[Reports Archive](#)[Methods and Standards](#)[IR Resources](#)

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.



Content organization

- Beyond macro-level
 - Content spanning multiple areas
 - What it means to group content around campus conversations
 - What it means to support multiple user levels
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Content organization

- We're managing *context* as much as content
 - Evolving campus conversations and changing institutional priorities dictate new contexts
 - We want flexibility to include any content in any context
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Content organization

- Aha! moment: this is a content management system, not a web site
 - An office workload management system
 - A conversation management system
 - A context management system
-

Critical design decisions

- Web application, not traditional web site
 - Database of content items rather than folders of HTML pages
 - *Content Items and Zones*
 - Metadata for content
-

[Student Profiles](#)[Course Profiles](#)[Diversity](#)[FTE Enrollments](#)[Student Tracking](#)[At UNLV...](#)[First-year Retention](#)[Six-year Graduation Rates](#)[Retention, Progression and
Graduation Trends](#)[About StudentTracker](#)[Degree Profiles](#)[Faculty and Staff Profiles](#)[Institutional Profiles](#)[Research](#)[Campus Resources](#)[Fiscal Resources](#)[Reports Archive](#)[Methods and Standards](#)[IR Resources](#)

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.

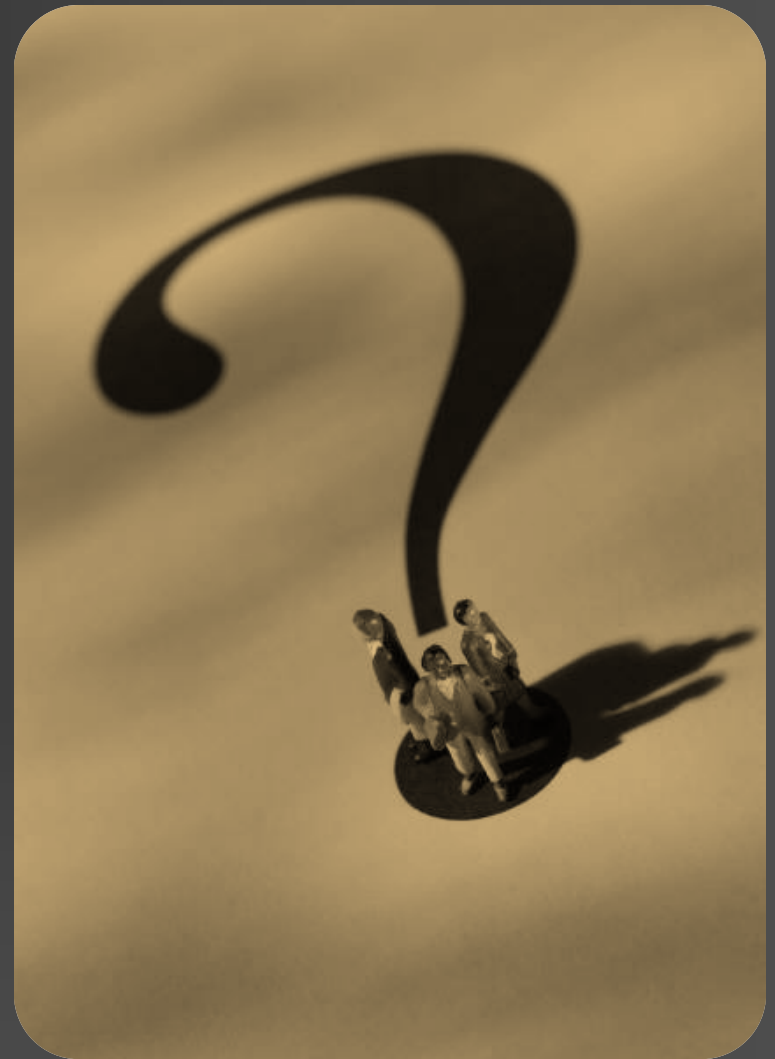
Developed originally to support research on student retention, student tracking databases and reports are now used in accountability reports to Nevada legislators, the NSHE Board of Regents, accrediting bodies, and the federal government. More recently, UNLV is tracking student progress as part of a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

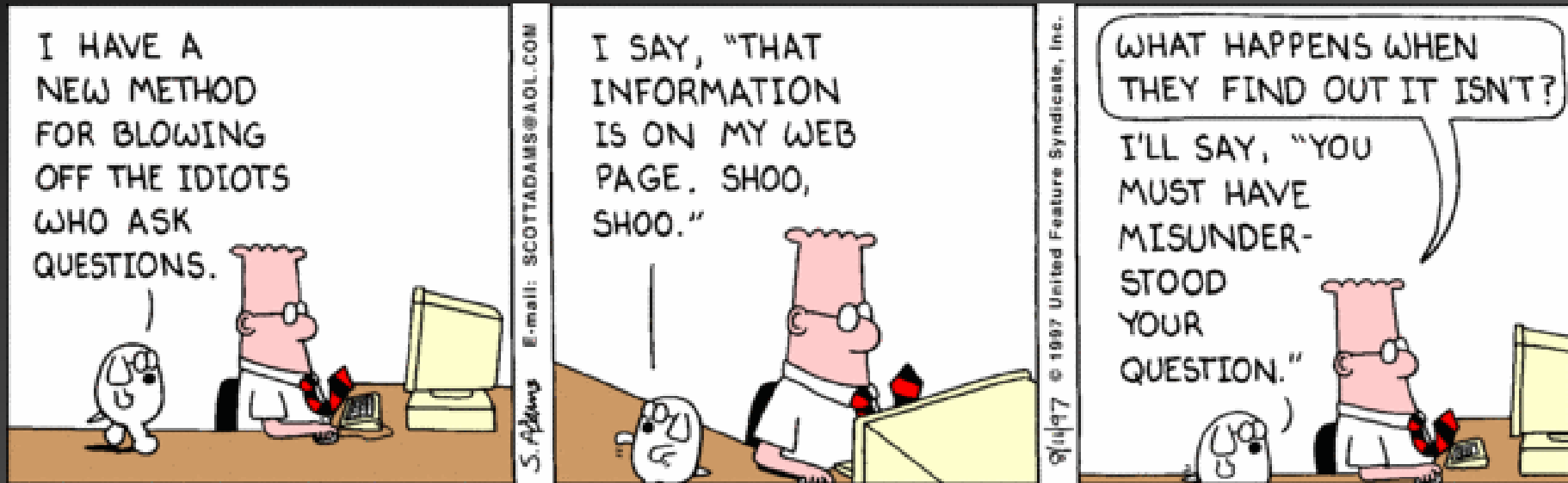


The future...

- PeopleSoft implementation



Questions?



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