AGENDA19

STRATEGY > IDEAS > ACTION

#MyAGENDA19

FROM IDG

CIO

CIO Executive Council

Imagining the University Sensor Network

Rebecca Joffrey

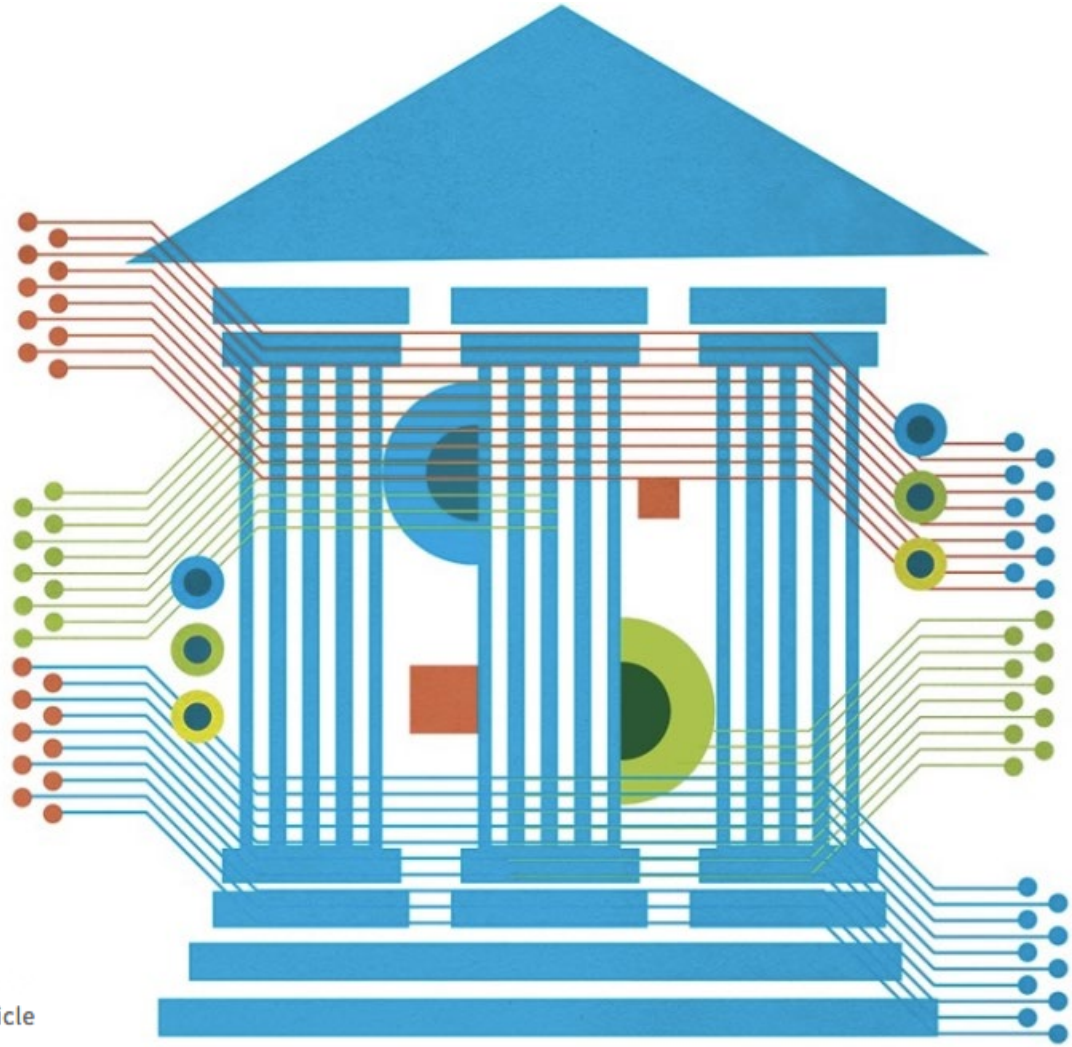
Cornell University

Americans expect a lot from their colleges and universities… Few other institutions in our society have so many aspirational and disparate missions.

—Jeffrey J. Selingo, The Washington Post, 11/16/18

Lifelong Learning

Micro-journeys

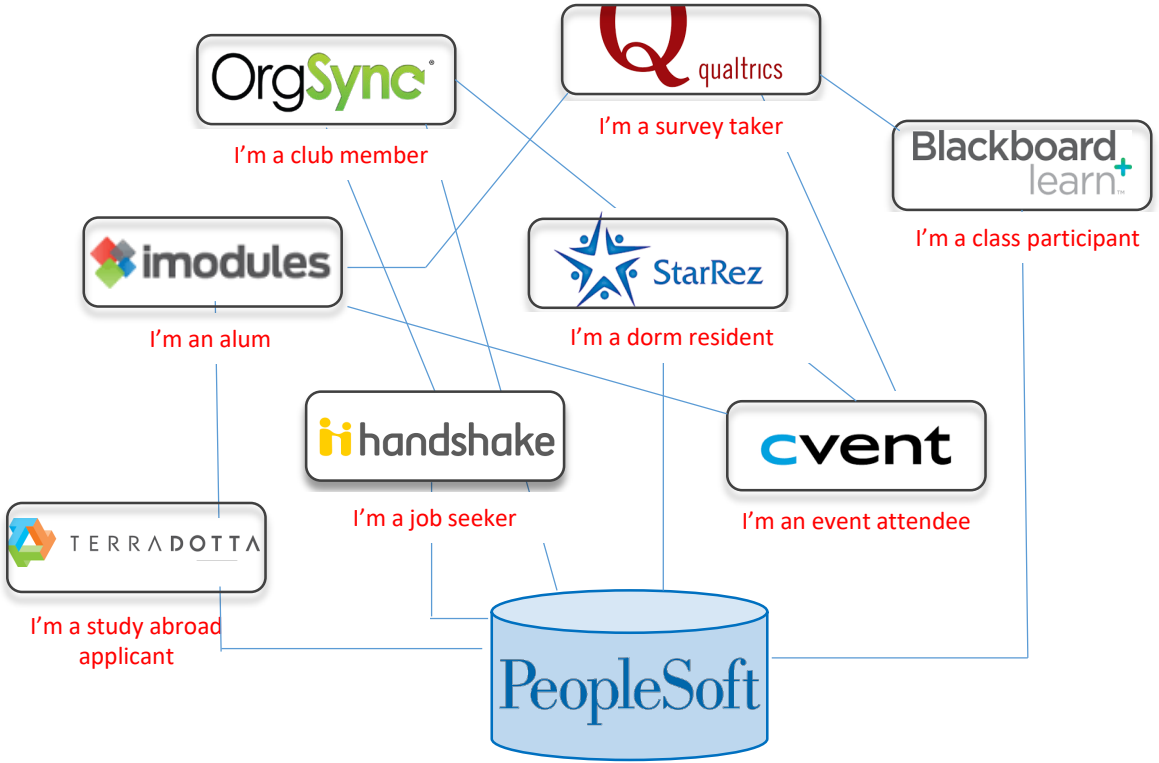


Chad Hagen for The Chronicle

Sensor Network Strategy

1. Invest in a CRM data platform
2. Automate key points of engagement
3. Draw people in with content

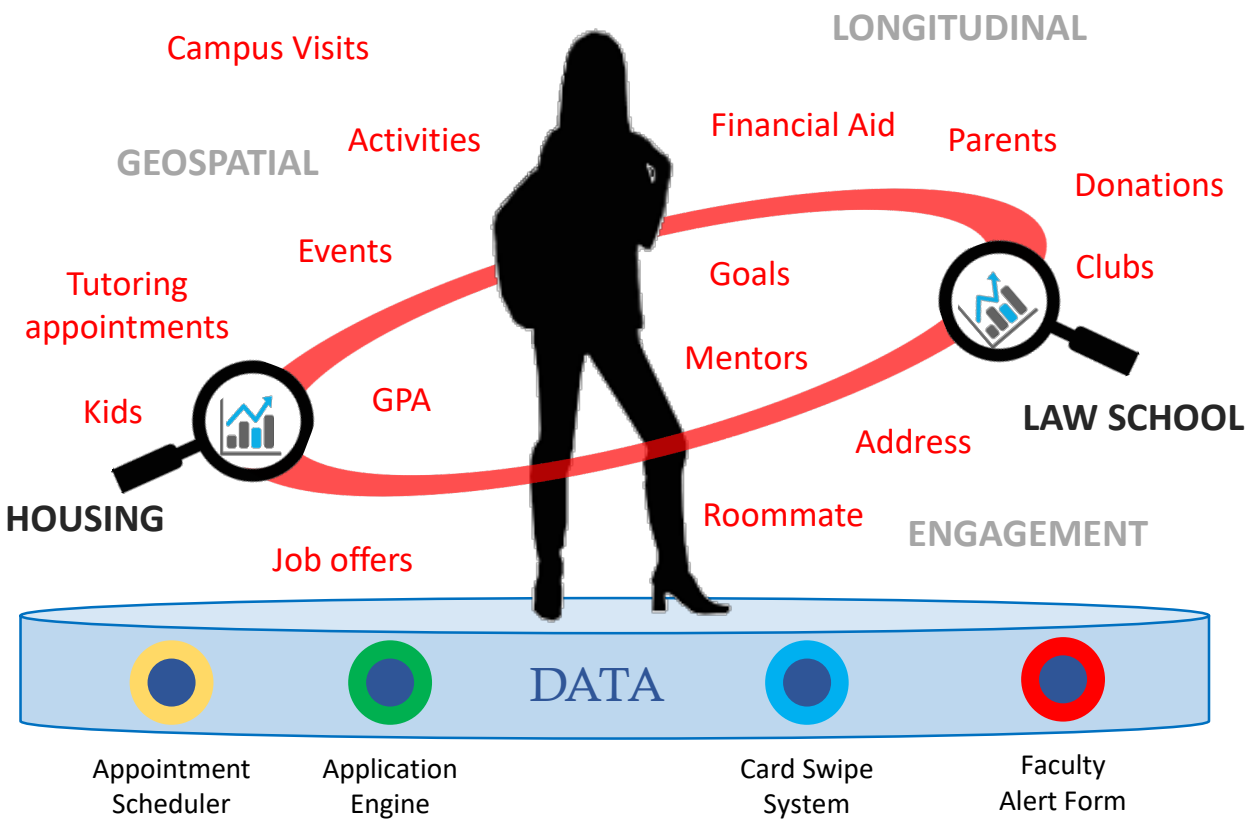
Current State: Role-based Infrastructure



- A person has one role at a time
- Data lives within a transaction application
- Cornell invests in relationships between "systems"

What's missing?
The global need of the University to know "X"

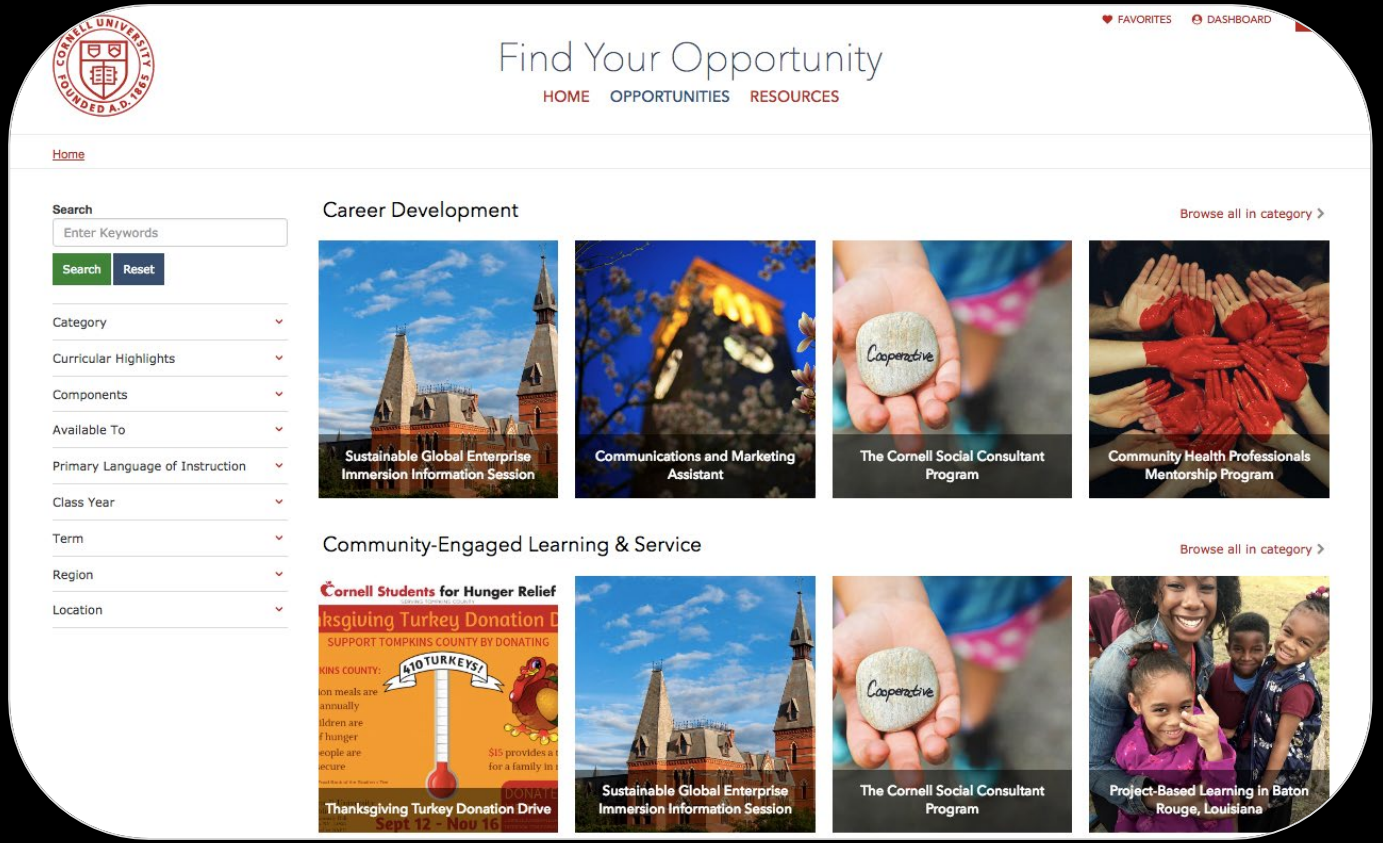
Desired State: Person-based Infrastructure



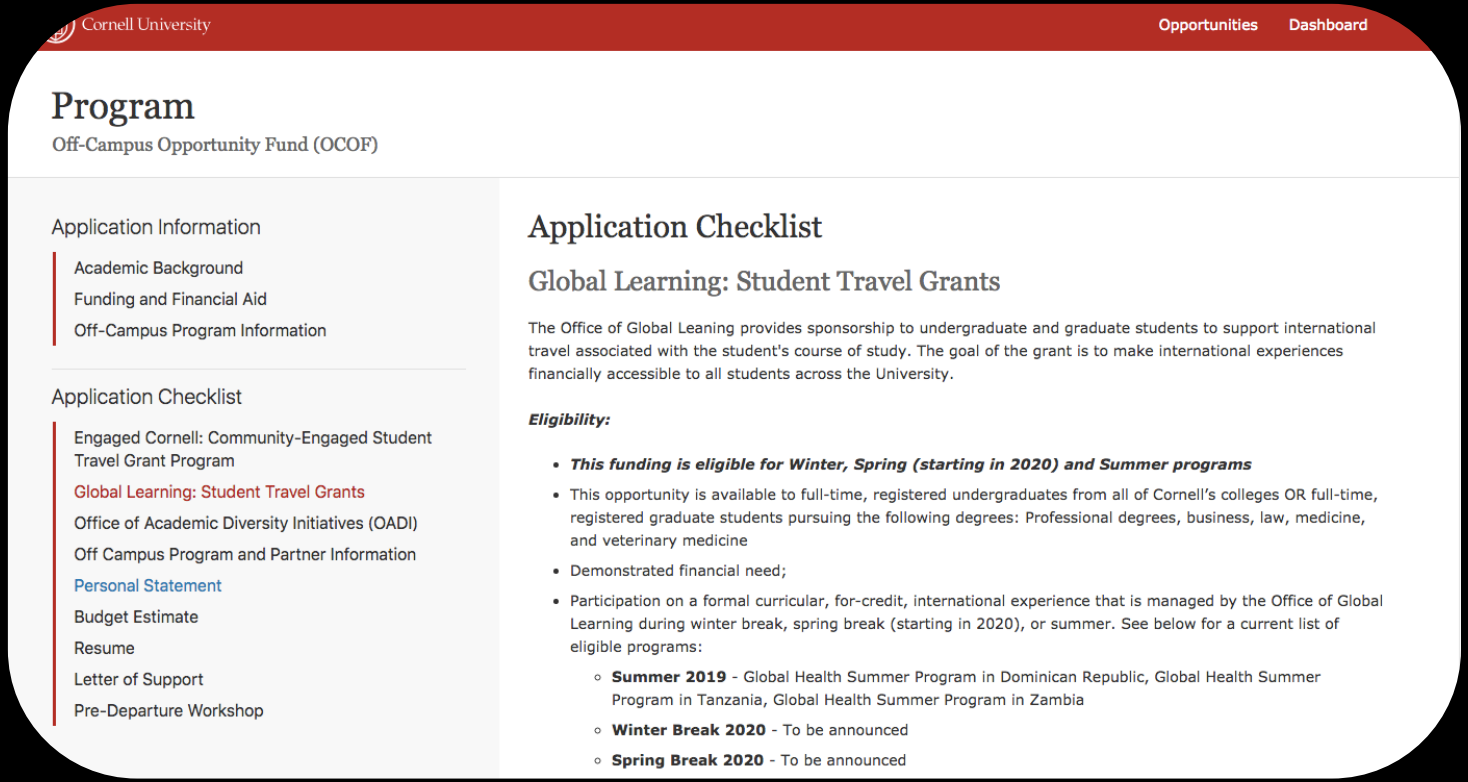
- A person has many roles that change over time
- Data moves and grows with a person
- Cornell invests in understanding its constituents

"Why can't we connect the data in our systems?" CRM is the strategy that lets you do this.

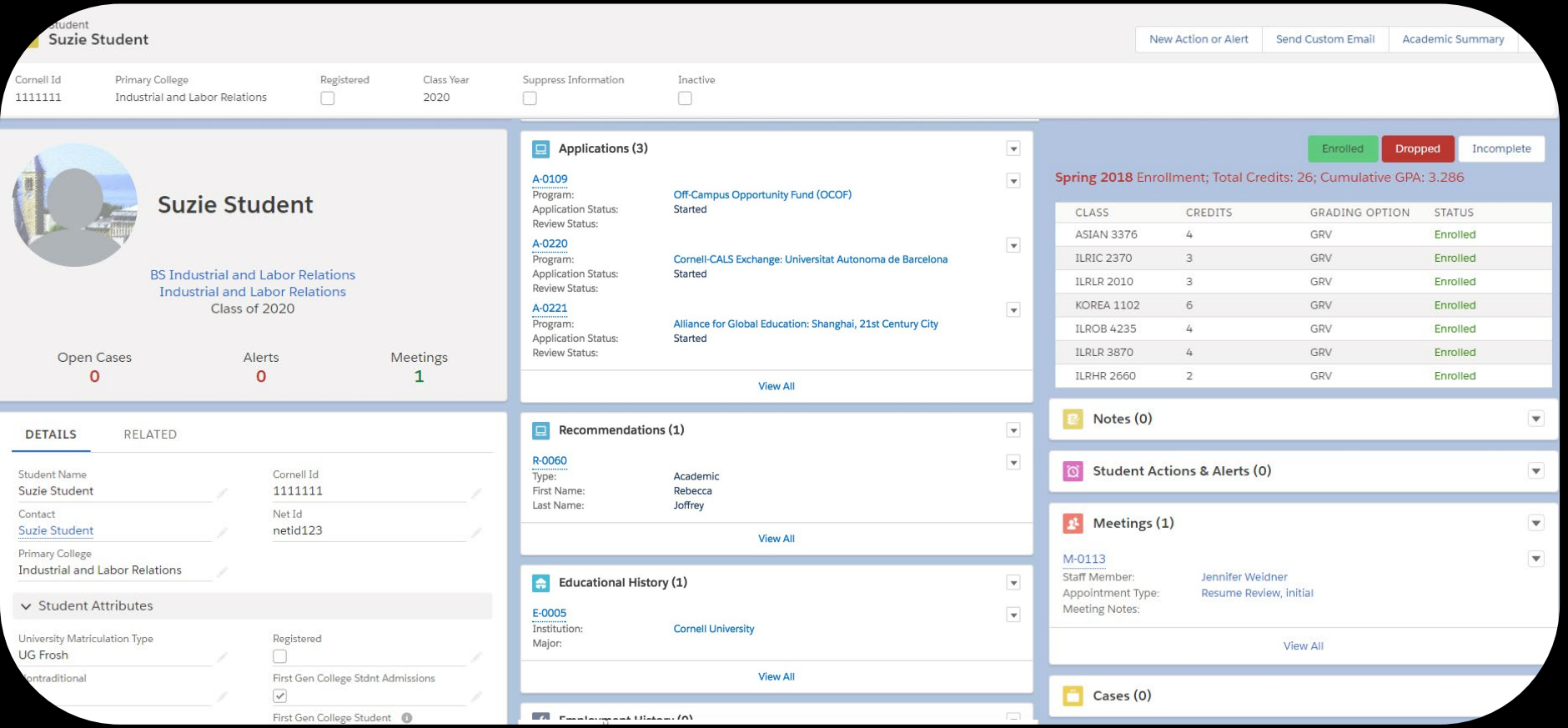
Discovery Platform (CMS)



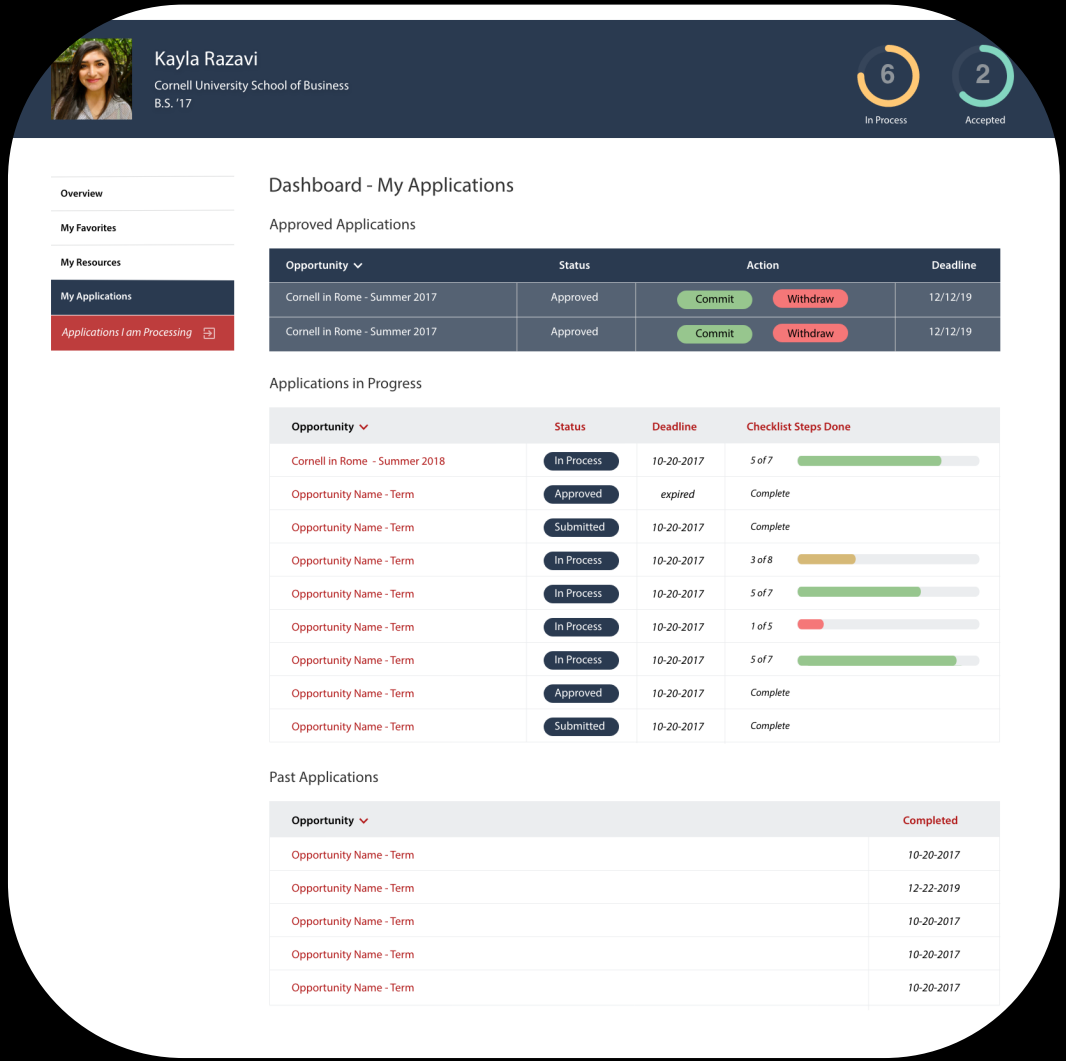
Application Engine



Student Record (CRM)



Dashboards


Kayla Razavi
Cornell University School of Business
B.S. '17
6
In Process
2
Accepted
Overview
My Favorites
My Resources
My Applications
Applications I am Processing
Dashboard - My Applications
Approved Applications
Opportunity
Status
Action
Deadline
Cornell in Rome - Summer 2017
Approved
Commit
Withdraw
12/12/19
Cornell in Rome - Summer 2017
Approved
Commit
Withdraw
12/12/19
Applications in Progress
Opportunity
Status
Deadline
Checklist Steps Done
Cornell in Rome - Summer 2018
In Process
10-20-2017
5 of 7
Opportunity Name - Term
Approved
expired
Complete
Opportunity Name - Term
Submitted
10-20-2017
Complete
Opportunity Name - Term
In Process
10-20-2017
3 of 8
Opportunity Name - Term
In Process
10-20-2017
5 of 7
Opportunity Name - Term
In Process
10-20-2017
1 of 5
Opportunity Name - Term
In Process
10-20-2017
5 of 7
Opportunity Name - Term
Approved
10-20-2017
Complete
Opportunity Name - Term
Submitted
10-20-2017
Complete
Past Applications
Opportunity
Completed
Opportunity Name - Term
10-20-2017
Opportunity Name - Term
12-22-2019
Opportunity Name - Term
10-20-2017
Opportunity Name - Term
10-20-2017
Opportunity Name - Term
10-20-2017

Analytics

Wave Analytics | Browse | Student S... | CALS Stud... | Pre-Colleg... | Coursewo... | Post-Colle... | Post-Colle...

ALL APPS DASHBOARDS LENSES DATASETS

Search Dashboards... 19 results

Create

Dashboards

AP Math & MATH 1920

Sue Irvine
Jan 3, 2017 at 3:39 PM

Student Services Cases

Sue Irvine
Jan 6, 2017 at 8:04 AM

Employer Snapshot

Sue Irvine
Sep 16, 2016 at 9:24 AM

Post-College Dashboard: Geographical

Sue Irvine
Jun 21, 2016 at 3:51 PM

Post-College Dashboard: Industry

Sue Irvine
Jun 21, 2016 at 3:51 PM

Post-College Dashboard: Home

Sue Irvine
Jun 21, 2016 at 3:51 PM

Pre-College Dashboard

Sue Irvine
Jun 21, 2016 at 3:51 PM

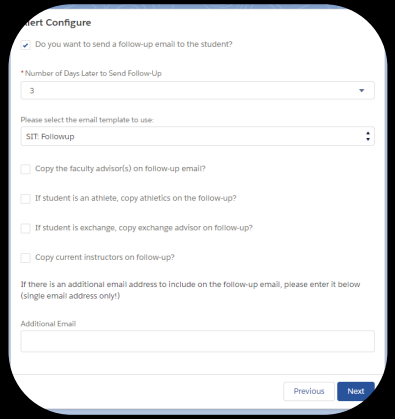
Coursework Dashboard

Rachel Ing
Sep 23, 2016 at 12:46 PM

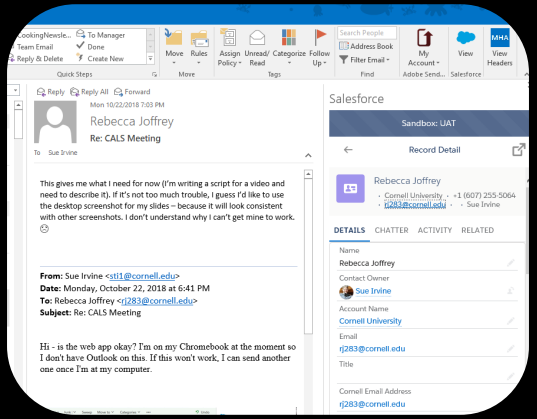
Other Engagement Tools

Appointment Scheduling

Meeting/Event Checkin

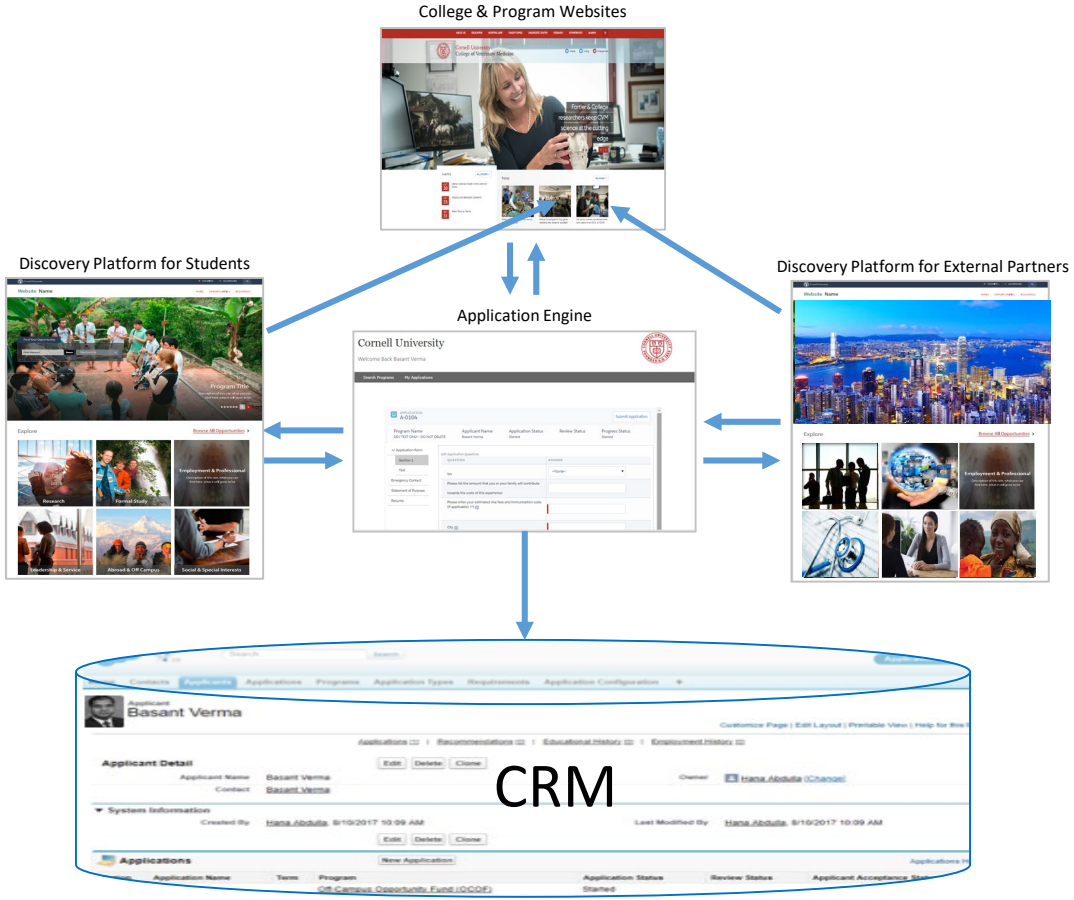


Faculty Actions



Email Sync

Extendable Technology Ecosystem



Roadmap Blueprint

Opportunities

Resources

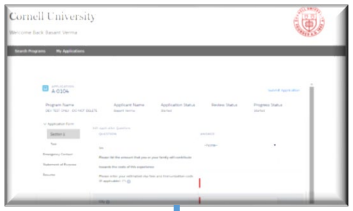
Courses

1.

DISCOVERY

2.

ENGAGEMENT



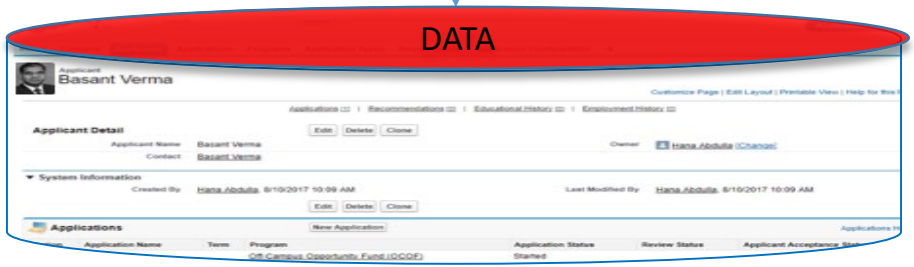
Apply

Check In

Enroll

3.

DATA



Data Benefits

1. Holistic view of constituent relationship over time
2. Reports and dashboards (and not just for those who own the business process)
3. Ability to use data to take action