

EXECUTIVE SUMMARY

The primary objective of the 2014-2018 Instructional, Communication & Information Technology (ICIT) Strategic Plan is to position the campus for future technological growth by aligning ICIT's direction with current technology trends and the needs of campus stakeholders.

Through direct input from UW-Whitewater's academic and administrative offices and departments, ICIT established a list of projects and anticipated implementation timelines. The ICIT Strategic Plan (ITSP) will serve as a guide to the overall direction of information technology efforts on campus over the next five years.

INTRODUCTION:

First developed in 2001 by key academic and administrative leaders on campus, the 2014-2018 ITSP marks the fourth generation of the plan. Along with publishing a new generation of the ITSP every five years, ICIT also makes yearly updates in order to adapt to the rapidly changing technological landscape. Current and past versions of the ITSP, along with lists of campus stakeholders consulted in this process, and other ITSP-related information can be found [ICIT's website](#).

In order to effectively align the technological needs and resources of academic and administrative stakeholders with those of the University, the projects within the 2014-2018 ITSP are organized into six core strategic areas. References to alignments between the ITSP and [the Campus Strategic Plan](#) are referenced in apostrophes (CSP - I, II, III, IV, V)

I. TEACHING & LEARNING

"Reliable and up-to-date classroom technology and instructional software. Production and sharing of video content." – Academic Department Chairs

ICIT supports teaching and learning initiatives by implementing and supporting technologies that enable UW-Whitewater Faculty to provide a top-notch educational experience. ICIT's strategic objectives are parallel to UW-Whitewater's goal of creating dynamic and accessible educational and co-curricular programs by designing and installing state-of-the-art learning environments, and supporting innovative educational technologies that benefit all programs. (CSP-I)

II. RESEARCH SUPPORT

"Enabling the growth of knowledge on campus by providing technological support to innovators." – ICIT Staff

Effectively leveraging ICIT's technological expertise allows campus innovators to transcend barriers to creating an Educator-Scholar Community. ICIT can provide the advanced communication and enterprise tools, along with the support, necessary to pursue applied research initiatives. (CSP-II)

III. STUDENT SUCCESS & ENGAGEMENT

"Supporting student success by providing tools to enrich the educational experience." – ICIT Staff

ICIT provides the instructional technologies and technical expertise that broadens the accessibility to education by enabling the use of innovative and engaging technologies (CSP-I). ICIT also provides

students, faculty, and staff with the tools to communicate and collaborate with constituencies within the Whitewater community, to those in the other regions and countries. (CSP-III & IV). ICIT also fosters technology that allows for more innovative and engaging for students and staff seeking to pursue extracurricular activities or research. (CSP-II)

IV. ORGANIZATIONAL EFFECTIVENESS

“Automate campus-wide processes with introduction of workflow routing capabilities.” – Jeff Arnold, Vice Chancellor of Administrative Affairs

ICIT seeks to increase the effectiveness and efficiency of campus administrative areas through the use of technology. By continuously improving process workflows and creating new process automations, ICIT enables the University to be more efficient and agile, ultimately enhancing cost-effectiveness of our institution. (CSP-V)

V. RELIABLE TECHNOLOGY & CUSTOMER FOCUSED SERVICE

“Maintain state-of-the-art technology infrastructure to position the campus for future growth.” – Jeff Arnold, Vice Chancellor of Administrative Affairs

ICIT strives to provide the campus’s academic and administrative units, along with all members of the university community (students, their families, and alumni), with reliable and state-of-the-art technology to allow them to fulfill their educational, learning, research, organizational, administrative or public service goals. It is critical that the ICIT’s technological prowess is matched by the aspiration to be a customer-centered organization. To that end, ICIT partners with the colleges and administrative units to build a service delivery model that enhances campus learning, scholarly work, and overall engagement. (CSP -I, II, IV)

VI. PROFESSIONAL DEVELOPMENT

“Advancement of IT Literacy skills for all UW-Whitewater employees.”-ICIT Leadership

A well-trained and competent workforce leads to new efficiencies and improved overall performance. By providing proper technology training, along with advanced security-focused initiatives, ICIT ensures effective use of technology that can promote engagement, in our community and around the globe, and professional integrity by embracing newfound efficiencies. (CSP-IV & V)

METHODOLOGY

The goal of the IT strategic planning process is to develop a plan that will ensure strategic alignment of information technology resources with the needs of the campus community. The projects contained in the 2014-2018 ITSP were developed using a methodology for gathering strategic alignment goals first implemented as part of the input gathering process for the ITSP published in 2008.

The method for gathering technological feedback on areas of strategic alignment by campus stakeholders comes from direct, personal input from as many academic and administrative departments as possible. The first step was to identify and deliver questionnaires to each administrative department head and academic department chair on campus. More than fifty potential contact points were identified, most of whom received questionnaires. Many of the recipients returned the questionnaire ([click here for the full list of respondents](#)). Each contact who returned a

questionnaire, was invited to meet in person with the Chief Information Officer and other ICIT staff members. In many cases, additional representatives of the college or department were also present. Notes from these meetings were gathered and reviewed, themes were identified, and trends were isolated.

These themes and trends, along with project feasibility, formed the basis for content and structure of the 2014-2018 IT Strategic Plan. Holdover projects from the 200-2013 ITSP were then reviewed, updated, and incorporated into the new plan, as were projects and initiatives suggested by ICIT leadership.

FINAL PUBLICATION

The final IT Strategic Plan was published on the ICIT website in January of 2015.

ANNUAL REPORTING

Progress toward the completion of the Implementation Goals identified in this document will be tracked by ICIT and evaluated by project sponsors. An annual report will be published each spring identifying completed and amended goals and providing updated timeframes for remaining goals. Contact the ICIT office to acquire the latest copy of this report.

OUTCOME AND ASSESSMENT

With the objective of the ITSP to ensure effective alignment of ICIT's strategic direction with the goals and needs of the university, the success of this plan is directly related to both the achievement of this alignment and the relevance of this plan to accomplishing that achievement.

IT and university alignment will be reassessed during the development of the next ITSP, expected in 2018. If survey results at that time continue to show a high degree of satisfaction with the status of IT and university alignment and if no substantial, high-level changes in IT focus and strategy are required, it will be reasonable to conclude that alignment was successfully achieved. If this is not the case, then further examination will be required to determine if misalignment is the source of the issues.

The accuracy and value of the outlined projects in the plan will be evaluated by identifying the correspondence between the projects identified in this plan and the projects actually completed. Thus, uncompleted projects in the plan will be identified in the subsequent ITSP update, as will major projects and initiatives completed outside of the plan.

FUNDING

Whenever possible, the projects and initiatives outlined in the ITSP will be funded through existing funding sources, including:

- Operational budget of ICIT
- Institutional investment in technology infrastructure
- Departmental budgets allocated to support technology

Whenever possible, the projects and initiatives outlined in the ITSP will be funded through existing funding sources, including: operational budget of ICIT, Institutional investment in technology infrastructure, and departmental budgets allocated to support technology. When campus-wide initiatives or major projects require

additional resources, or if campus leadership would deem it appropriate to shift priorities to accelerate implementation of technology solutions, proposals for additional funding will be developed. These proposals will include project alternatives and potential sources of additional funding, such as Student Technology Fee, institutional/departmental funding, extramural funding and various partnership opportunities, as appropriate.