Introduction

• Meant to be a product review
• Stymied by institutional inertia
• The dreaded 5 P’s in perspective
  – Historical
  – Current
  – Future
“University politics are so vicious precisely because the stakes are so small.”

Henry Kissinger
The Five P’s

• People
• Policies
• Priorities
• Politics
• Presidents
Plus 2

- Perceptions
- Products
How Many More?

- Power
- Process
- Persuasion
- Planning
- P?
The Historical P’s
(The Set-Up)

• System campuses separate entities, president only common authority
• No central planning/policies; competition for resources
• Staff kept things afloat by quenching fires
• Ad-hoc web development
• Multiple IT re-orgs/admin changes
The P’s Today  
( The Fallout )

- Yet another reorganization coming
- Search on for CIO, web manager
- CLR’s being challenged (sometimes)
- Current web site politically “hot”—?
- WSD in place but still a group of “enthusiastic volunteers”
- Grassroots coming together
Successes

• System–wide, UT search engine
• An organized, system–wide grass roots
  – Web Forum / listserv
  – Brown bags
• Reviewed CM products & services
• Guidelines for web adverts
• Developing models for scalability & usability via new DII site
The Future P’s
( Possibilities & Recovery )

• Need to improve student recruiting may lead to integrated web, communications
• Create an “authorized” WSD
• Establish standard web process, based on 12–step web recovery model
• Web Forum input to inform the ongoing web processes, including CM
Web site references

• UT Home Page
  – www.tennessee.edu
• UTK Home Page
  – www.utk.edu
• ORIT Web Services
  – www.tennessee.edu/orit/web_services.htm
• DII Home Page
  – dii.utk.edu & fanghorn.cas.utk.edu
• UT Search Engine
  – www.utk.edu/search/
• Presentation .pdf
  – web.utk.edu/~jgrobin/cumrec2001.html
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Conclusion

"You will try. And try again. And again. And you will smile. Because it's so much healthier than crying or throwing up."

Molly Ivins
Content Management: The Quest
CUMREC 2001, Phoenix AZ
Presented by Lissa Gay and Janis Robinson
10:15 a.m., Tuesday, May 15, 2001

The Five P's:  Plus 2:  How many more?
ο People  ο Perceptions  ο Power
ο Priorities  ο Products  ο Process
ο Policies  ο  ο Persuasion
ο Politics  ο Planning  ο P?
ο Presidents

Historical (the setup):
ο System/Campuses separate entities; President only common authority
ο No central planning/policies; competition for resources
ο The staff kept things going on a day-to-day basis
ο Web site development by volunteers w/ no real authority
ο Multiple reorganizations and changes in administration

Current (the fallout):
ο One more reorganization coming
ο Open position for CIO/Associate VP of IT; open position for Web Manager
ο CLR (Crappy Little Rules); some are being questioned
ο Current page is politically "hot" (but no one seems to know who says so)
ο Web services group in place; "enthusiastic volunteers"
ο Grass roots level web forum; state-wide in scope

Possible (the recovery):
ο UT working with Noel-Levitz on Admissions; hope to learn from them and apply site-wide
ο Creation of an official Web services group w/ support and authority
ο Establish the Rule of Process based on the "12-Step Recovery"
ο More power at web forum level for grass roots input

Successes:
ο System-wide UT-only search engine
ο Organized grass-roots: web forum, brown bags, listserv
ο Review of products and services
ο Draft of guidelines for web advertising on tennessee.edu
ο Framecast trial (survived)
ο Began developing a working model for web process and usability testing

More on the back!
Web Pages:
  o UT Home Page: www.utenn.edu/
  o UTK Home Page: www.utk.edu/
  o ORIT Web Services: www.tennessee.edu/orit/web_services.htm
  o DII Home Page: dii.utk.edu/
  o Test DII Home Page: fanghorn.utk.edu (no design/graphics - working on content)
  o UT Search Engine Page: www.utk.edu/search/
  o Presentation PDF Files: web.utk.edu/~jgrobin/cumrec2001.html

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Working on a University Web site:
"University politics are vicious precisely because the stakes are so small." Henry Kissinger

"You will try. And try again. And again. And you will smile. Because it's so much healthier than crying or throwing up." Molly Ivins