TechKnowFile – Building CommunITy

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Is your institution doing enough to meet your development needs?

Probably not
What about the needs of your staff?

Who is attending this conference with you?

Who got left behind?
What are the barriers to development opportunities for your IT staff?

BUDGET!
- travel expenses
- registration fees

Time away from the job
Substantiation of relevance
Tuition waiver does not cover IT training
Knowledge Depreciation

In Academia..........
Knowledge grows with time
Knowledge Depreciation

With IT………..
Knowledge diminishes with time
Hard core knowledge has a shelf life of 3-5 years
Who are we?

University of Toronto

- 67,000 students, 13,000 faculty and staff
- 300-400 staff with IT responsibilities
Who are we?

- Decentralized environment
- Silo population
- Limited opportunities within departments
- Committees in place, but no one group where IT responsibility ultimately resides
How do you solve this problem

- EDUCAUSE 2002
TechKnowFile

A conference and exposition about information technology innovations and meeting the people who make IT happen
Themes

Technology

- Leading edge research
- Technology is pervasive
- Exploring and discussing leading edge technologies being developed
Themes

Knowledge

- Experts in every aspect of computing
- Learn who is doing what and making connections with others that share your needs, interests and goals
Themes

File

- For every problem encountered, someone else on campus probably has a solution
- Who can help me?
TechKnowFile was designed to be a step towards bridging the information gaps and increase the communications opportunities between IT people and IT people and their clients.
Who is the audience

- IT staff responsible for academic and administrative computing
- Business officers and administrators who influence technology buying decisions
- Faculty members who are early adopters of technologies
Conference Objectives

- Provide a forum for IT staff to gather
- Demonstrate innovative computer system technologies
- A celebration of technology and what is being done on campus
- Share knowledge
- University’s strategy for IT
Where to begin?

Founding members met in December 2002

When will the event take place?
Where?
Who?
What?
How?
Volunteer committee met in January 2003

- Budget
- Program
- Marketing and Communications
- Space
- Registration
- Social
- Vendor Trade Show
The Plan

April 15 – 16, 2003
University College
1.5 days of presentations
Keynote sessions
Vendor Trade Show
Plans must be flexible

April 15 – 16 changed to May 13 – 14
University College changed to the Bahen Centre for Information Technology
1.5 days of sessions changed to 2 days of sessions
Budget

Our goal: No registration fee to the delegates

Ask for money
- Internally
- Externally
Program

Keynote sessions

Opening session – Power Panel
Closing session – Provost
Program

4 tracks

Business Applications
Systems Management
Student Services
Communications and Collaborative Technologies

Courseware Development Fund Showcase
Call for Papers
- original plan had 20 slots for breakout sessions
- 40 excellent responses
- expanded the event from 1.5 days to 2 days
Marketing and Communications

How do you get the word out?

Teaser in the telephone bills
Website – www.techknowfile.utoronto.ca
Appearance on the University’s homepage
Ad in University Newspaper
Listservs
Agenda item on any meeting possible
Marketing and Communications

Talk to anyone who would listen
Space

Bahen Centre for Information Technology

Electronic Classrooms

Computer Lab

Atrium
Registration

On-line registration

Itinerary builder

“Red Book”

“Loot bags”
Social

Networking reception and dinner
Limited seating
Guest speaker
Door prizes
Vendor Trade Show

Sponsorship
11 vendors participated
Event management and show producer
What worked

No one said no
Volunteer team
Vendor participation
Webcast of keynote sessions
530 delegates
What Could Have Worked Better

Space
Scheduling of VIPs
Long line-ups at registration – 20% registered on-site
No time when the vendor trade show was the only activity
Professional photographer
Feedback

E-mail and verbal praise
On-line feedback form with incentive
Profile

Enhanced profile for IT on campus

Keynote addresses were videotaped – Critical Thinkers Series

Radar screen with senior academic administrators

Keeping the dialogue alive
What’s Next

Technology Award
Change of Focus – Looking to the future
Taking IT into our own hands
Planning for TKF.04
TechKnowFile – Building Community

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