much information that the modern campus—the reality’s every move, moment-by-moment.”

As our campus Web sites grow and mature, as we continue to add content and process, we are nearing the time when the campus Web will become a software model of the institution. This model of institutional information organization as chaotic as a shantytown. Departmental publishing for too a campus Web built around the existing organizational structure, requiring all users to know something of the institutional organization in order to navigate and use the campus Web.

This design flaw was remedied in the late 1990s as Campus Webs were re-envisioned to offer entry points and navigation focusing on customer and context. Rather than listing services by departments (registrars, benefits, library), the new Campus Webs reorganized information to target the needs of unique customer groups (students, staff, visitors, alumni) and presented the information in useful contexts (kicking off the semester, starting the day on the job, preparing for graduation).

Today, applying techniques popularized by commercial Web sites, we can tailor our Web presentation to meet the specific needs of each group. Another way of tailoring information presentation to meet the needs of the individual is to display information only when needed, based on timeliness, calendar, or season. For example, “kicking off the semester” is useful only at the beginning of each term. A campus portal can be an effective tool to manage relationships with customers. If the College of Agriculture adopts one portal while the College of Business adopts another, customers may be overwhelmed.

When considering portal platforms for income generated by commerce links, “today’s calendar,” “this week’s sports scores” or “today’s assignments,” “my financial aid status.” By collecting disparate but related information from across the institutional Web and consolidating, customization, and community. Rapid changes associated with the emerging technologies of the digital age need to be considered when implementing portal platforms such as MyBytes (http://www.mybytes.com) and the Campus Pipeline (http://www.campuspipeline.com). A number of these portal services will host a campus portal in exchange for display of advertising, marketing, or commerce links to campus customers. Although this may affect the site, a free, open-source portal framework to any institution of higher education.

The institutional information portal can be an effective tool to manage relationships with campus customers. A campus portal can serve as an effective tool to address the need for personalized and community: forums, e-mail, calendars, and class schedules. Among the individual users of the campus information organization, there will be other technologies . . .

In his book Wired Worlds, the Yale computing expert David Gelernter describes a networked future consisting of massive “software models of some chunk of reality, some piece of the real world going outside your window. Oceans of information pour endlessly into the model (through a vast dow. Oceans of information pour end-