WHAT IS THE DIGITAL CAMPUS?

The Future of Student Engagement
Part of the EDUCAUSE Industry & Campus Solutions series

AGENDA

01 Welcome
02 Today’s Speakers
03 What is the Digital Campus?
04 Let’s Talk
05 Questions
### Jim Lundy
**CEO**  
Aragon Research

**Experience**
Jim has over 30 years of technology and management experience as a vendor, user, and analyst.

**Highlights**
- Jim spent 12 years at Gartner, where he formed and led the collaboration and social software research team.
- Prior to founding Aragon Research, Jim was the VP/general manager of the collaboration business unit at Saba Software.
- Jim also spent 15 years at Xerox in a variety of software and hardware sales and marketing positions.

**Education**
- Jim has a B.S. in finance from Penn State University.

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### Rebecca Joffrey
**IT Innovation Officer**  
Cornell University

**Experience**
A thought leader in how to use technology to align people around a vision for change, Rebecca is also an author of two books and a social entrepreneur.

**Highlights**
- Her early career was spent in general management at Nestle.
- She has learned the business of higher education—and its many competing business models—through roles at Dartmouth and Cornell in admissions, advising, career services, employer relations, faculty support, teaching, and information technology.

**Education**
- MBA from the Tuck School of Business at Dartmouth.
Sarah J. Christen  
**Director of IT Infrastructure, Cornell University**

**Experience**  
With over 20 years of experience in technology in higher education, Sarah has worked in almost all aspects of the IT portfolio.

**Highlights**  
- Leading the team implementing and stabilizing a financial system to support the university.
- Developing and executing a campus cloud strategy, leading the development of a national cloud community.
- Leading campus in the transition from a legacy telephone system to a cloud based unified communications system.
- Leading infrastructure upgrades to support remote learning under tight timelines during the Covid-19 Pandemic.

**Education**  
Sarah has MBAs from Cornell’s Johnson School of Management as well as Smith School of Business at Queen’s University in Kingston, Ontario.

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Naveed Husain  
**VP of Vertical Program, Education & Public Sector, RingCentral**

**Experience**  
A former customer of RingCentral, Naveed is passionate about helping customers leverage cloud-based Unified Communication as a Service and Contact Center as a Service.

**Highlights**  
- Naveed was CIO of Teachers College, Columbia University, where he implemented RingCentral’s product suite.
- He brings over 20 years of global experience in the private and public sectors, having served as CIO at Queens College, City University of New York.
- Naveed also supported challenging duty stations for the United Nations Department of Peacekeeping Operations, to name a few among them Somalia, Mozambique, and Iraq.

**Education**  
Naveed holds a Masters in Telecommunication and Distributed Information Systems Engineering.
Let’s Talk.
Aragon recently released a research note about The Digital Campus?

Jim, can you talk about the findings?

The digital campus experience begins before students arrive.
Digital Campus - Key Takeaways

- The digital campus experience begins before students even set foot on campus

- Unified Communications and Collaboration plays a vital role in bringing together students, faculty and administration.

- Communication Channels, a robust campus notifications system, and a work hub for student collaboration are key to digital enablement.

“Sarah, how has the Cornell team adapted the physical campus experience to a digital one?”

Access The Digital Campus White Paper
CONSTITUENTS

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Collaboration limited by:
- Inconsistent adoption
- Separate implementations (e.g., Slack)
- Proprietary vs. open protocols
  (email, voice & text are open protocols; chat, video, & meetings are closed
  which means everyone must adopt the product in order to collaborate)

LONG TERM & STRATEGIC CONSIDERATIONS

Where are the gaps in our communications technologies?

How can CIT do a better job at solving your business problem?
  (vs. providing a menu of tools)

Which is better for Cornell? All in one solutions or distributed
  reliance on vendors/products?

Do we have the tools that you and your customers need?
  (consider adoption rate potential / best in class)
Becky, in your role, what are you seeing or looking into for the future of student engagement?

Access The Digital Campus White Paper

Unified Communications

FOCUS AREAS

1. My business requires that I provide service to constituents inside and outside of the university in real time. Lack of coordination across channels (text, email, voice, video) is making Cornell look unorganized and the technology gaps make us look out of touch. How can Cornell provide a better customer service experience for constituents?

2. My job requires me to stay connected with colleagues and other employees, especially now, working remotely. There are so many tools (text, email, voice, video) and the overlapping features is causing confusion across campuses. Which tools should I pursue for my peer-to-peer collaboration needs?

3. My role is central to the university's communications, revenue and branding priorities and I need multi-channel communications tools to achieve my goals. Implementation of silo'd solutions (social, web, communities, email automation) across campus are resulting in competition between units and serious reputational risks. What is the right approach for supporting multi-channel communications and marketing at Cornell?

4. My office has direct accountability for Cornell employees or students when there is an emergency and I need to keep stakeholders notified of status. We have specific emergency management tools in place but we should confirm we are communicating in the right way to the right people with the right tools. How can Cornell improve the emergency management experience for constituents and stakeholders?
TECHNOLOGY

LEGACY STATE
Departmental approach

TARGET STATE
Enterprise approach

DATA
students, faculty, staff, alumni, partners, prospects

Operations
Security, Identity, Licenses, Privacy, Support, Integrations, Data Model

JOURNEYS

FIND THINGS

DO THINGS

Front-end (websites, community, channels)

Back-end (case, texting, call center, forms...)

Bio: major, transfer student, loves music, hates writing papers, speaks Chinese
Tips for Technologists
DIGITAL FIRST MINDSET

1. Start with the students’ needs – let them interact in the tools they already use and make sure they aren’t being forced to “channel switch” during an interaction

2. Empower front-line staff to manage their constituents by putting engagement tools, student profiles and data all in one place – rethink legacy processes

3. Build the operational and data foundation once and then use plug and play, best-in-class capabilities (vs. buying or building departmental tools)

Let’s hear from our audience.
If you have any questions please type them in the chat window.
EDUCASE Industry & Campus Solutions Series

RECAP & RESOURCES

- **TAKEAWAY #1:** Want to read the research note from Aragon on The Digital Campus? Reply with a yes in the chat window and we will follow up with a link to download.

- **TAKEAWAY #2:** Follow along with Cornell University at [https://it.cornell.edu/](https://it.cornell.edu/)

- **TAKEAWAY #3:** Connect with Naveed directly at naveed.husain@ringcentral.com
Thank you!

www.ringcentral.com/education