



Issue 1

April 2014

Student Systems Success Story

Customer Relationship Management (CRM) Expansion

CU's Customer Relationship Management (CRM) system is the university's marketing tool for campus admissions offices, sending millions of recruitment emails to prospective students and their parents in a targeted, automated and robust fashion.

UIS and the Offices of the Registrar and Continuing Education at CU-Boulder partnered on how the tool could provide expanded functionality with the ability to reach out to students for other types of communication tasks, such as letting them know that they were registered into a class they were waitlisted for.

Following a successful pilot of this functionality, a new, more challenging opportunity was identified. Our campus Registrar's offices (especially CU Colorado

Springs) also needed an efficient way to send standardized communications to their students.

CRM was only able to send emails to up to 4 email addresses per person and this new functionality needed to share and send up to 12.

Based on campus requirements, UIS implemented a solution that met all of our customer's needs. The enhanced CRM system came online the week of March 21 and now runs a process that allows for communication to all 12 of the email addresses on record.

CU Colorado Springs will begin communicating class registration from a waitlist and other key messaging to students via CRM Summer term with expanded capabilities to follow at all campuses.

Welcome from UIS Chief Information Officer

We are pleased to present the inaugural issue of the University Information Systems (UIS) Newsletter – *UIS, at your Service...!*, publishing three times per year.

This newsletter includes stories about how UIS partners with you, our customers, to provide the common applications you and your customers use to conduct the business of the university, including:

- Integrated Student Administrative Systems (ISIS)
- Electronic Research Administrative systems (eRA)
- Human Resources Management Systems (HRMS)
- Financial Administrative systems (FIN)
- System Administration (includes the Office of the President)

Each edition focuses on a different business line, with this first edition presenting Student Systems. We hope you find *UIS, at your Service...* informative, interesting and a great resource. And of course, if you have suggestions, questions or comments about UIS services, please email me at bob.weir@cu.edu.

"Continuing Education is very excited to be on board with CRM. We are currently using CRM to notify students of changes to their enrollment status, for example, being enrolled from a waitlist. These notifications occur daily and with future enhancements to CRM, we anticipate being able to increase their effectiveness with added personalization. We are also implementing a communication to be sent to students enrolled in Summer Session online courses. Using CRM will allow one staff member to complete the process from start to finish, where previously the process involved multiple systems and staff and required frequent manual initiation."

The CU-Boulder Continuing Education Team



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

UNIVERSITY INFORMATION SYSTEMS



UCCS Engages Applicants with Service Management Tool

University of Colorado Colorado Springs (UCCS) has implemented an innovative way to increase applicant engagement in their College of Education. Adapting their Service Management tool, typically used for service desk ticketing, the UCCS IT team enabled the efficient processing of candidate information through the graduate admissions process within this college. Since this pilot began, applicant conversion to student status has increased by about 30 percent.

Another benefit of expanding the usage of the Service Management tool in this way is that College of Education staff is effectively keeping

on top of applicant follow-up during their discovery process and after the decision to enroll.

This program is so successful, UCCS plans to expand it to other colleges. In the future, the tool will enable knowledge management across the campus, empowering staff to answer candidate questions without having to route them to the department of record for that information.

Want to know more about how UCCS achieved this remarkable result? Contact Chris Wiggins (cwiggins@uccs.edu), Manager of Information Technology – Computing Systems.

Interested in learning about UIS's project pipeline? Access

[Project/Portfolio Highlights.](#)

ISIS Dashboards

UIS's Information Resources Management (IRM) team implemented a new tool to help campus report writers create informative, easy to use and timely business intelligence reports. These reports exist as a tool for decision-makers who need to understand what the terabytes in the Central Information Warehouse (CIW) means to them, their plans and outcomes. The new Integrated Student Information System (ISIS) dashboards provide:

- At-a-glance information on the state of a department or campus

- The option to select and examine information at a greater level of detail
- the ability to manage problems earlier, long before the virtual check engine light comes on.

Executives can drill down from a high-level summary to learn additional information on admissions by type, by region and by academic group.

Interested in accessing ISIS dashboards? Initiate a help request from your campus Service Desk.

Anyone who has lost track of time when using a computer knows the propensity to dream, the urge to make dreams come true and the tendency to miss lunch.

*Tim Berners-Lee
Founder, World Wide Web Consortium (W3C)*

UIS Improves University-wide Licensing Agreement for Oracle Software

UIS is excited to announce a new addition to the university-wide Oracle Software Agreement. In March, UIS negotiated a better deal to increase the availability of Oracle's Database Partitioning offering from price per processor to university-wide use.

What is Database Partitioning and Why is it Important?

According to Oracle, "partitioning enhances the data management environment for Online Transaction Processing (OLTP), data marts and data warehouse applications by adding significant manageability, availability and performance capabilities to large underlying database tables and indexes. Oracle Partitioning permits large tables to be broken into individually managed smaller pieces, while retaining a single application-level view of the data."

What is the University of Colorado University-wide Agreement with Oracle?

The base agreement has been in place for many years and is continually being updated. It allows new and continuing students, faculty and staff to use the following licensed applications for appropriate University use at no additional cost:

- [Oracle Database Enterprise Edition](#) with Real Application Clusters, Partitioning, Advanced Security, Diagnostic Pack, Tuning Pack, Provision and Patch Automation Pack.
- [Oracle Service Oriented Architecture \(SOA\) Suite](#). A Fusion middleware hot-pluggable service-oriented architecture that simplifies and standardizes interactions between enterprise and cloud-based applications and services.
- [Oracle WebLogic Suite](#). A high performing application server for developing and deploying applications across conventional and cloud-based environments with scalability and reliability.
- [Identity and Access Management Suite Plus](#) is a complete and integrated identity management platform that provides scalability, enables organizations to achieve rapid compliance with regulatory mandates and secures sensitive applications and data regardless of whether they are hosted on premise or in a cloud.

Interested in taking advantage of any or all of these applications? Refer to the [Available Oracle Software](#) Web page for additional information about the tools and instructions on how to request access.

Have questions about *UIS, at your Service...* or want to subscribe or unsubscribe?

Email uiscommunications@cu.edu

Check us out at
www.cu.edu/uis

We want to hear your

FEEDBACK

Please take a moment to tell us how we did and how *UIS, at your Service...* can better support you.

https://www.surveymonkey.com/s/uis_at_your_service

Cyber Security Incidents – CU Responds

Information security is one of the university's primary focuses. According to the [New York Times](#), research universities like CU are subjected to millions of cyber-attack attempts weekly. Information security staff across the CU system regularly deal with a wide variety of issues including attacks on our technology, attacks against our partners and fraud against our employees and students.

Recently, CU experienced online fraud against employees on the Denver campus that resulted in the loss of monthly salary payments for a small number of employees. Given all of this, a high level of diligence is needed to ensure that CU and our community members

do not become victims. Brad Judy, Director of UIS Security, states that "the greatest challenge in our industry is finding the balance between an open, academic environment and the protection of sensitive information and critical systems." In a recent interview with [The Economist](#), Judy said, "having a well-defined and communicated response plan is critical to the success of security awareness and attack prevention campaigns." This report found that in 46% of reported incidents, it is the employee who first raises awareness of a security incident.

Have a question about information security at CU or need to report an incident? Contact the [System Office of Information Security](#).

More on security

Read the published [Economist Insight Report](#) to learn about cyber security incident response across the 19 industries surveyed.

Refer to the Office of Information Security [newsletter archives](#) for information on relevant topics related to cyber security at the university. You can also review past informational campaigns on [security awareness](#).

UIS Open Positions

- [Degree Audit Tech Lead \(C/U02275\)](#)
- [PeopleSoft Administrator \(C/U02144\)](#)
- [Server Administrator \(Windows\) \(C/U00213\)](#)

[Jobs at CU](#)

Upcoming Events

- Non-Production planned maintenance, May 9
- Production planned maintenance, May 17-18
- System Administration closed for Memorial Day, May 26
- Non-Production planned maintenance, June 13
- ISIS Warehouse Truncate, June 13-15
- Production planned maintenance, June 22
- System Administration closed for Independence Day, July 4
- Non-Production planned maintenance, July 10
- Production planned maintenance, July 27

[UIS Business Calendar](#)