



Online Media at Bates



VISION, STRATEGY, STATUS

*Jay Collier
June 6, 2008*

TODAY

Agenda

- **Recent progress** — *10 minutes*
- **Next steps** — *10 minutes*
- **Context** — *5 minutes*

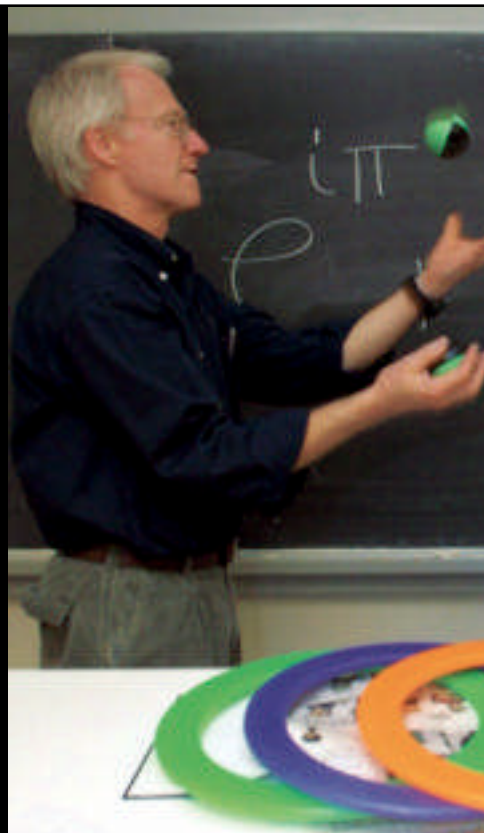


RECENT PROGRESS

Information gathering

FACULTY

- Academic affairs (2 sessions)
- Arts steering committee (1)
- Open planning sessions (3)
- Planning plenary session (1)
- Planning work group 1 (3)
- More to come



RECENT PROGRESS

Information gathering

STUDENTS

- Open session (1 session)
- Planning work group 1 (3)
- Residential staff (1)

ALUMNI

- Alumni Council (1)

PARENTS

- Parents (2)



RECENT PROGRESS

Information gathering

STAFF

- Admissions (1 session)
- Advancement (1)
- Area coordinators (1)
- Community and Media Relations (2)
- Information and Library Services directors (1)
- Web content contributors (1)





COMMON THEMES

Be dependable

- Access from anywhere, on-campus or around the world
- Access any time, day or night, 7 days a week, 365 days a year
- Access from a variety of devices — laptop, screen reader, PDA, phone, other appliances
- Access through a variety of media, including Web, e-mail, text, voice
- Access with no more than a 5 second delay
- Access during an emergency



COMMON THEMES

Be intuitive

- Simplify all kinds of online experiences: contributing, searching, finding, using
- Get an overall sense of Bates quickly and deeply
- Follow clear, step-by-step paths through important procedures
- Quickly find answers to questions of all kinds
- Navigate easily to related, connected content
- Post content to the community



COMMON THEMES

Be useful

- Explore a deep and wide pool of up-to-date stories, events, and practical information
- Find a set of shared interests with others, through multiple methods
- Learn about services and perform transactions
- Easily create and join spaces for collaboration



COMMON THEMES

Be engaging

- Explore compelling stories from personable and authentic voices
- Experience a deep sense of place
- Immerse yourself in moving visuals and sound
- Enjoy appealing graphics and imagery, matched to your stylistic preferences
- Contribute to the creation of new knowledge
- Recognize the promise of future value ... come back!



COMMON THEMES

Be personalizable

- Mark topics, events, people, and places as favorites for future reference
- See what's changed since your last visit
- Rate content for value and see what others value
- Subscribe to notifications for areas of interest from faculty, staff, and students
- Contact others with similar interests via private messaging



COMMON THEMES

Be welcoming

- Feel welcomed by an authentic, warm range of voices and perspectives
- Get to know people, starting with online content about their interests
- Read the contributions of community members
- Find shared areas of intellectual excitement
- Join dynamic spaces for social and intellectual collaboration



COMMON THEMES

Be meaningful

- Experience the Bates “vibe” even from off campus
- Extend the Bates education into a lifelong experience
- Receive insight into the things that matter to you
- Share your passions, with your own voice
- Learn about important initiatives at Bates
- Help create new knowledge every day

RECENT PROGRESS

Strategy development

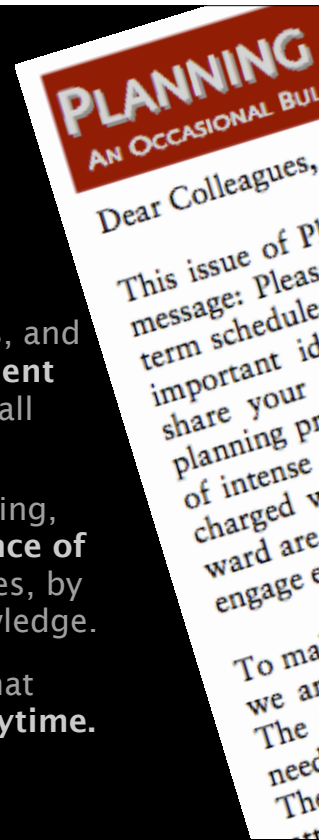
- Recent white paper: “One Bates, Many Journeys”
- Identified relationships between core values, communications principles, and online media
- Shared with multiple campus readers; preliminary feedback received from Advancement and Academic Affairs



RECENT PROGRESS

Strategic recommendations

- Integrate scholarship, research, narratives, profiles, multimedia, events, places, groups, and search into an **integrated online environment** that can be annotated and personalized by all members of Bates' many communities.
- Draw constituents and friends into a satisfying, engaging, and deepening **lifelong experience of Bates** that reflects and expresses core values, by increasing access to Bates people and knowledge.
- Make online Bates ultimately portable, so that people can **participate from anywhere, anytime.**



RECENT PROGRESS

Collaboration with Cornell

- Common vision for online media
- We bring different strengths
 - Cornell has greater resources
 - Bates has unified content
- Range of people and processes: some similar, some different
- Public Web collaboration now live at www.ikeproject.org





NEXT STEPS

Major technology discovery project

Technology for an integrated knowledge environment

ILS project to start in July 2008

- Content management — *across media and devices*
- Public events calendars — *categories, notifications*
- People, profiles, and expertise — *share knowledge*
- Digital media management — *images, audio, video*
- Integrated search — *content, directories, databases*



RECENT PROGRESS

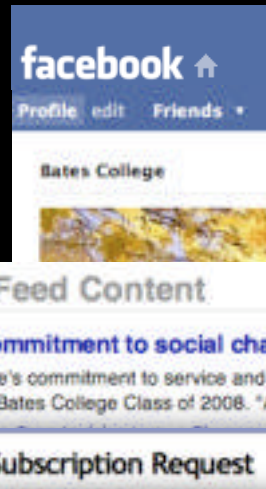
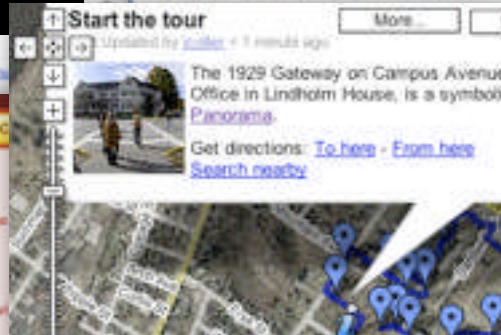
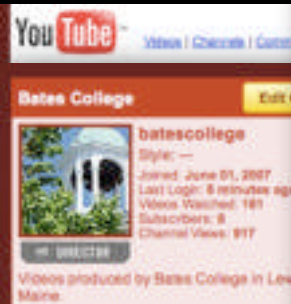
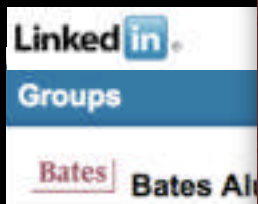
Online media staffing

- New office in Advancement proposed by OCMR and ILS
- Multiple realms of communication: marketing, knowledge sharing, collaboration, interactive services
- First position provided by Career Services, being recruited
- Capital budget funding (which, at Bates, includes staff and technology) to be developed for next fiscal year

RECENT PROGRESS

Online media gold rush

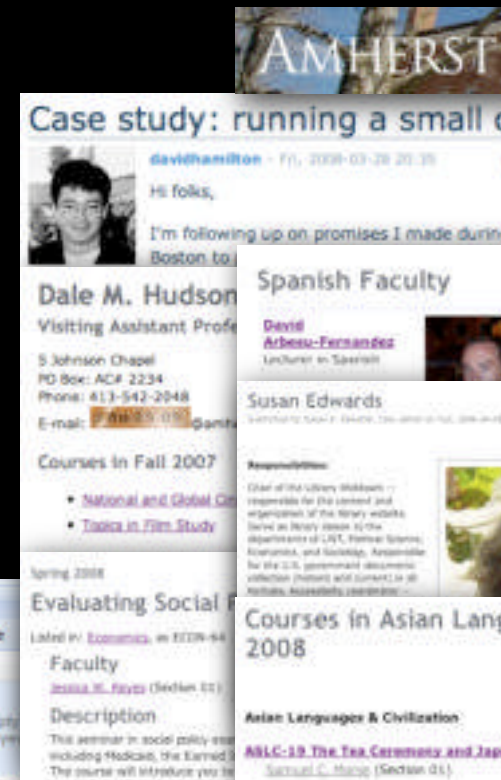
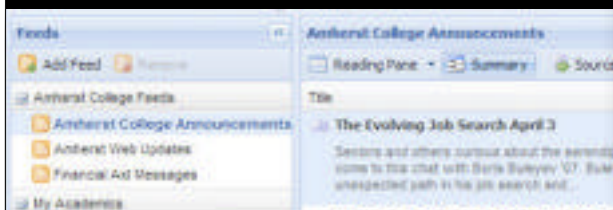
- News feeds via RSS and e-mail
- Facebook fan page and groups
- YouTube channel and videos
- GoogleMaps, Sites, Docs, Analytics
- WordPress
- Skype video



RECENT PROGRESS

From vision to reality

- Amherst is first small college (we know of) implementing an integrated online environment
- Two years and 3 FTEs spent developing this system, so far
- We have to assume other peer schools are doing this, too



CONTEXT IS CRITICAL

A reality check

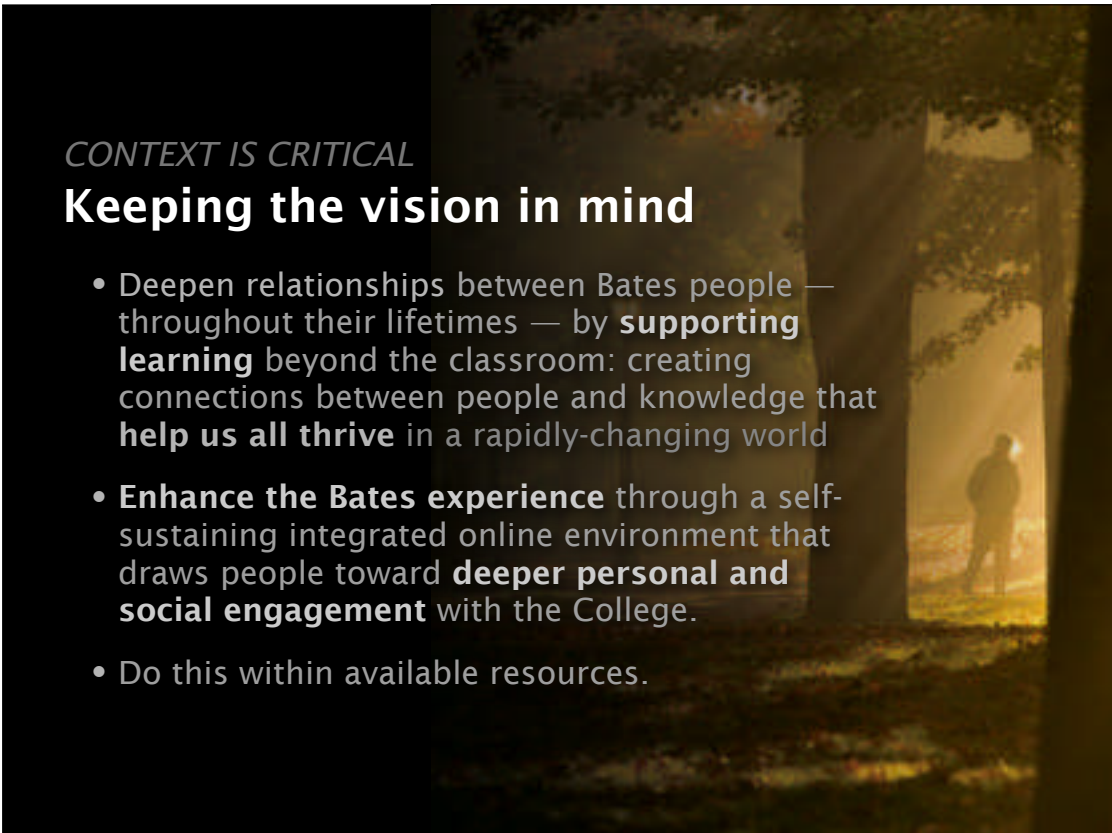
- One full-time staff member dedicated to supporting our public online presence — unchanged since 1995
- 20% of this FTE is focused on strategic (multi-year) planning
- 30+ dispersed content and technical contributors
- Budget: \$0.00 — same as 1995



CONTEXT IS CRITICAL

Keeping the vision in mind

- Deepen relationships between Bates people — throughout their lifetimes — by **supporting learning** beyond the classroom: creating connections between people and knowledge that **help us all thrive** in a rapidly-changing world
- **Enhance the Bates experience** through a self-sustaining integrated online environment that draws people toward **deeper personal and social engagement** with the College.
- Do this within available resources.



CONTEXT IS CRITICAL

Thank you

Thanks for your continuing partnership.



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