Major goals for the coming year are outlined below, together with their relationship to the three overarching goals detailed in the “Wesleyan 2020” framework for strategic planning. These are followed by a partial listing of other significant projects, both new and continuing, within Information Technology Services.

**Major Goals and Initiatives**

1) **Technology and Data Security** *(Ties to goals 2,3)*

In collaboration with Amherst, Brandeis, Middlebury, Wellesley, and Williams Colleges, we will employ Pervasive Solutions, Inc. to conduct a comprehensive assessment of our network and data security posture. The review will include:

- A network vulnerability assessment;
- Network penetration tests (from off-campus and on-campus);
- A review of current security policies and procedures;
- An evaluation of the security device architecture currently in place and configured;
- A series of interviews on-site with predetermined staff members to ascertain their awareness of security and the consistency with which policies are communicated, enforced and followed;
- A comprehensive report identifying the strengths and weaknesses of each client, a relative measure of the strength of the security program in place, as well as a prioritized list of recommendations for improvement;
- A full day workshop to review and discuss strategies for addressing assessment findings, sharing “best practices”, and a plan for what the consortium should consider for their next steps.

2) **Enterprise Digital Marketing** *(Ties to goals 2,3)*

In the spring of 2013, the Communications and Tactics Team (CATT), including representatives from Communications, University Relations, Admissions, Athletics, Academic Affairs, Student Affairs, Center for the Arts, and Information Technology Services, was formed to create a single, coherent strategy for electronic communications and content...
delivery to the wider Wesleyan community. Together, the team evaluated competing products in the area of digital marketing and selected ExactTarget as the preferred solution. Implementation and configuration of the product will occur in fall, 2013. This change in digital marketing strategy will require significant changes in process for those departments listed above, but will result in fewer, more targeted, and more effective communications being delivered.

3) Enterprise Document Management  
(Ties to goal 3)
Following the transition to paperless admissions, student “folders” will be electronic rather than paper. As a result, current methods for handling those documents employed by Student Affairs and others will have to be replicated using a document management system. Several peer institutions have implemented similar solutions as a natural progression to working digitally. Key stakeholders across the institution will participate in the selection of this solution as it will be used to improve efficiencies in Human Resources, Academic Affairs, and several other offices over time.

4) Information Technology Service Management  
(Ties to goals 2,3)
ServiceNow is a cloud-based platform for managing IT services. We are beginning a multi-year rollout of this product suite to improve service for our customers. We will begin by combining five different inventory systems into one, and implementing a new call tracking system which will be connected to that inventory, our customer database, and a catalog of services. These changes will enable us to more quickly diagnose and solve problems, measure our effectiveness, budget resources (money and personnel), and more.

5) Enterprise Wireless Network Refresh  
(Ties to goals 1,2,3)
Following last year’s complete upgrade of the campus core wired network, we are now ready to evaluate our options for upgrading the campus wireless network. The existing wireless network is eight years old and lacks the capability to provide sufficient bandwidth and coverage to the user community, particularly in academic buildings across campus. A formal RFP (Request for Proposal) process will be followed and will include a site survey, competitive bids for equipment, installation, and configuration. Installation is anticipated in summer, 2014.

Wesleyan 2020 Goals:
1. Energize Wesleyan’s distinctive educational experience
2. Enhance recognition of Wesleyan as an extraordinary institution
3. Work within a sustainable economic model while retaining core values

Additional significant ITS projects for 2013-2014
• Campus-wide rollout of Tivli (internet TV for students)
• Redesign campus-wide data storage solution
• Build data bridges to connect Slate (cloud-based, paperless admissions solution) to PeopleSoft and PowerFaids (financial aid) systems
• Formalize data warehouse and Business Intelligence strategy
• Instructional technology support for Coursera, flipped classrooms, digital scholarship
• Implement Brightcove online video storage, management, and distribution