

Insight T 2014

Monthly Report: January

Pepperdine Information Technology

IT Help Desk

Available 24/7

(310) 506-HELP

(866) 767-8623

community.pepperdine.edu/it

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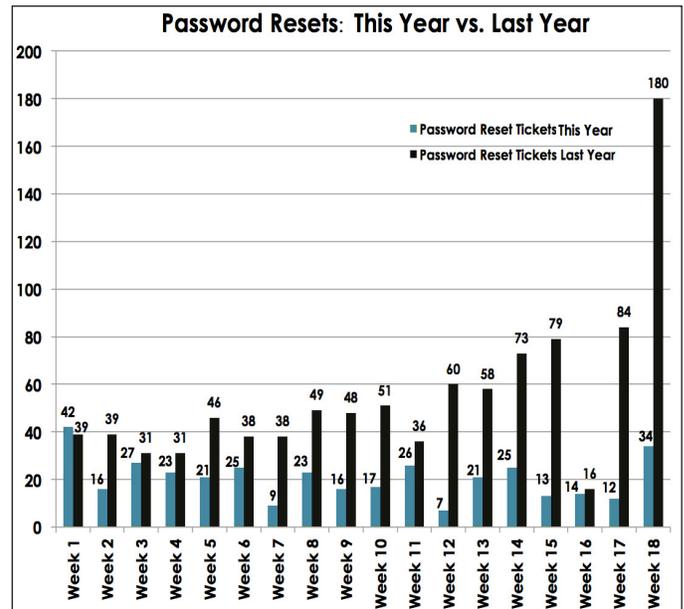
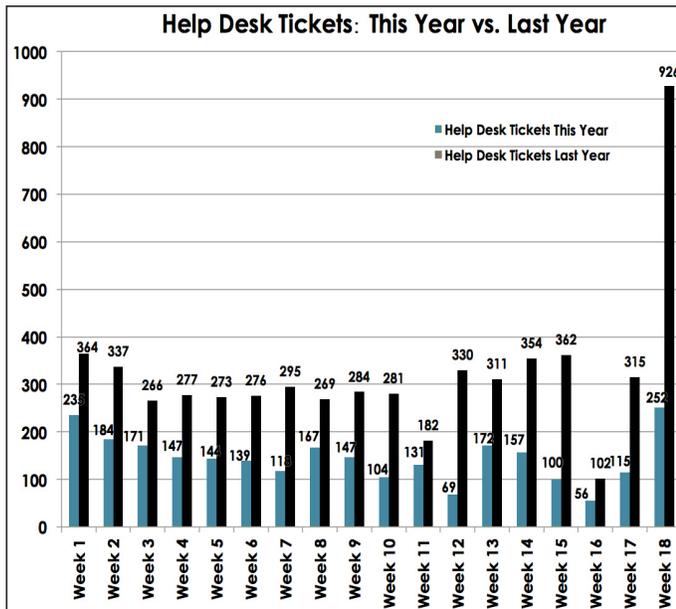
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IT Announcements

MyID reduces help calls, provides faster service

The new MyID password reset system was implemented Sept. 12, 2013, and reduced help desk calls by **one half**. In the coming months, Pepperdine will implement an “Automated Provisioning” system that will significantly decrease the amount of time and effort to create email accounts, GoogleApps accounts and Network IDs for our students, faculty and staff.

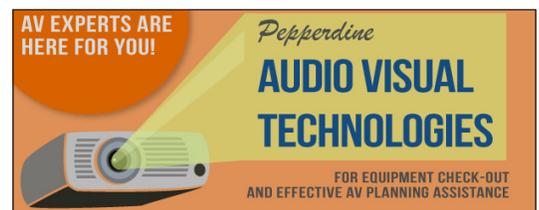


Need to know your IP Address?

Navigate to <http://community.pepperdine.edu/it/security/> and look in the right hand column. While you're there check out our **Information Security** resources!

Partner with IT for a successful event

Faculty and staff are encouraged to reach out to AV Technologies early in their programming and project planning so they can partner with IT for any meeting, program or function where technology is needed for success. Make an appointment via: <http://community.pepperdine.edu/it/services/av/>



New reporting system allows deeper analysis

In 2013 the Business Intelligence department purchased the Blackboard Analytics and Pyramid Analytics systems to be used by the deans and provost to assist with analysis of applicant and student information. These new apps will build on an already-existing data warehouse and reporting system. They will **enhance the information** available to allow for **deeper analysis** to help with strategic planning. In February, IT began meetings with the deans, provost and others to look deeper into the applications and continue planning the next steps for rolling out these applications.

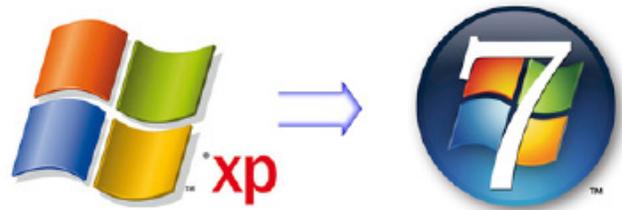
IT Preparation

Life of Windows XP comes to an end

Owners of university computers running Windows XP must upgrade to Windows 7 or retire their computers. Microsoft will stop providing updates for the Windows XP operating system on **April 8, 2014**. The lack of Microsoft support means Windows XP will **no longer be secure**, so the university will not allow Windows XP computers to connect to the Pepperdine network after April 8, 2014. IT has contacted all faculty and staff with Windows XP to let them know which computers can be upgraded to Windows 7 and which computers will need to be retired.

Computers that can be upgraded to Windows 7:

By **March 15, 2014**, you will need to have your Windows XP computer upgraded to the Windows 7 operating system. IT will contact you to schedule the free operating system upgrade.



Computers that will need to be retired:

By **March 15, 2014**, you will need to retire computers that cannot handle the upgrade to the Windows 7 operating system.

If you want to upgrade immediately:

- Visit: <http://community.pepperdine.edu/it/forms>
- Select “Software Installs and Problems” for the issue section
- Select “Install Software” for the category section
- Mention “upgrade operating system to Windows 7” in the description field
- An IT staff member will contact you to schedule the upgrade

If you want help choosing and/or purchasing a replacement computer:

- Visit: <http://community.pepperdine.edu/it/forms>
- Select “Purchase Consulting (hardware or software)” for the issue section
- Select “Purchase Consulting (students, faculty, and staff)” for the category section
- Mention you want to replace an old computer in the description field
- An IT staff member will contact you to assist with the purchase

If you want help surplusing your old computer:

- Visit: <http://community.pepperdine.edu/it/forms>
- Select “Computer Requests or Problems” for the issue section
- Select “Equipment Surplus” for the category section
- Mention the type of computer to be surplused in the description field
- An IT staff member will contact you to assist with the surplus

To find the name of your computer: Right-click on My Computer, and select Properties.

IT Features

Keenan Kibrick hired as Lead Instructional Consultant for Technology and Learning

Keenan Kibrick was a social science teacher for five years and later an Instructional Technologist at Oxnard College before coming to Pepperdine. He was hired because of his background and experience in teaching faculty how to use **online tools to improve classroom education**. He also has experience with the **gamification** of education. Gamification is the use of game thinking and game mechanics in non-game contexts, such as the classroom. In his new position, Kibrick will **help faculty use technology most efficiently** in the classroom to **improve the delivery of lessons**. He will also be designing videos and education materials to help faculty use all of the education technology tools available. Pepperdine wanted someone with a background in **pedagogy**, which is the **science and art of education** or instructional theory. Kibrick's education, teaching experience and professional interests were a natural fit. He will help design lessons and materials specific to the various subjects taught at Pepperdine.



Faculty attend annual learning conference

On Feb. 3-5, 2014, EDUCAUSE hosted its EDUCAUSE Learning Initiative (ELI) annual meeting in New Orleans, Louisiana. The event's theme was "Connected Learning: Opening Pathways, Enabling Collaborations." Technology and Learning routinely invites Pepperdine faculty members to attend educational technology conferences, such as ELI, as **professional development** opportunities as well as a chance to identify and share products and strategies to promote student learning. This year, the professors who attended were **Annie Krikorian** from Graziadio, **Spring Cooke** from GSEP and **Gary Cobb** from Seaver. The professors benefit from the meeting through professional development,



IT benefits from expanding and **enhancing partnership** with professors, and the university benefits from knowledge passed on and shared by attending professors to identify best practices or new technologies to **enhance teaching and learning**.

IT Attention

Phishing emails breach security

Phishing emails are currently the most threatening **security attack** against Pepperdine. These are messages that attempt to trick students, faculty and staff into giving away their passwords or downloading malware. While the spam filter stops more than 99% of phishing attacks, we receive 3 million spam a week. This means some spam emails will get through, and it is the **duty of the recipient** to either verify or delete unexpected requests for information and action. The Pepperdine Information Security Office (ISO) provides training at phishing.pepperdine.edu to learn how to deal with unexpected email requests. ISO will also send anti-phishing training messages to let the community experience realistic phishing to help show how to correctly deal with unexpected requests. Preliminary results for faculty and staff show that this approach has reduced responses to bogus 'mailbox full' messages **from 17% to less than 5%** for faculty and staff. **If you get an unexpected email request, verify before responding or simply delete it.**



Giving away your password to criminals can result in:

- Your account being used to send thousands of spam emails
- Compromise of student data
- Changing your direct deposit information

Read this notice about preventing theft of your password on public computers:

http://community.pepperdine.edu/today/notices/2014/01/20140108_shared_computers.htm

IT conducts annual survey to improve services

IT will randomly select participants for the 2014 TechQual+ survey regarding the quality of university technology services, technology upgrades and products or new services they would like the university to consider. The survey results will be used to set university technology priorities, allocate funding and improve services. Many of IT's current projects are the direct result of survey feedback, including upgrades to the speed and capacity of wireless connectivity in all classrooms and reallocating resources to provide more training and support for faculty interested in expanding their use of technology to facilitate learning. Individuals received the link to the survey Feb. 12, and all who participated were entered into a drawing to win one of ten \$50 gift certificates to Amazon. For more information about this national survey, visit <http://www.techqual.org>.

Higher Education TechQual+ Project

CRM to improve constituent relationships

Pepperdine is focusing on constituent relationship management (CRM) strategies to enhance our students' experience from recruitment to enrollment to graduation. Salesforce CRM will help engage constituents, enhance student experience across the university, improve the institution's recruitment efforts, attract and retain the **best students**, build community and foster **alumni loyalty**. In alignment with the strategic plan, *Pepperdine 2020: Boundless Horizons*, the Engaging Waves Initiative will help accomplish these goals.

A key to continued success will be growing collaboration, leveraging best practices, sharing accumulated knowledge and creating intentional touch points along the entire constituent life cycle. CRM is a business strategy, driven by executive leadership and supported by technology, intended to more effectively **manage relationships** with students, parents, employers, faculty, staff, donors, alumni and friends. CRM will help develop these relationships by learning more about constituents' **needs, relationships and behaviors** and analytically predicting attitudes and intentions.

The data will become part of the data storage that will enable Pepperdine to make evidence-based decisions related to all areas of the enterprise. The end result will be a more respon-

sive, more **constituent-focused** enterprise where relationships are central to the services. While CRM has been used at Pepperdine before, it will now be more fully **centralized** and integrated, making analysis faster and easier to fulfill the diverse needs of a complex academic community. The current **decentralized** system has two significant disadvantages: 1) The separate systems do not share information with one another, reducing our overall effectiveness, and 2) Communications with alumni are disjointed and uncoordinated across the schools, making it difficult to bring them back "home" to Pepperdine. These and many other factors make it prudent for Pepperdine to adopt an enterprise CRM.

The **key benefits** of enterprise CRM will be focused in three major areas: 1) **strengthening** the Pepperdine experience, 2) **improving** enrollment, engagement and alumni relationships, and 3) **streamlining** processes and **improving** data integrity and business analytics. CRM is one **flexible, secure, unified** platform that focuses on a life cycle approach to deliver quality and personalized services to all constituents, beginning the moment a student becomes interested in Pepperdine, and nurtured throughout the student's academic career to life after graduation.



Dr. Kay Davis



Dr. Paula Thompson

HyperResearch creates HyperHappy doctoral students!

A conversation about how the Qualitative Analysis Support Program contributed to doctoral student success.

Feb. 18, 2014 in Room 213 at WLA Campus

Learn more and register at:

<http://bitly.com/fss-davisresearch>

IT Accountability

IT is dedicated to transparency with the Pepperdine community. Figure 1 indicates the quantity of IT help calls received in the past seven months. Figure 2 indicates the reported quality of IT services in the past five months.

Figure 1: Quantity of Help Calls

Month	September 2013	October 2013	November 2013	December 2013	January 2014
Number of requests for support managed by Help Desk	1,355	1,037	758	671	1,143
Percent resolved on the first call	76%	68%	69%	68%	67%
Percent resolved within two days	58%	48%	50%	56%	59%
Percent resolved in fewer than five days	90%	92%	87%	91%	99%

Figure 2: Quality of Help Calls

Month	July 2013	August 2013	September 2013	October 2013	November 2013	December 2013	January 2014
Survey response rate	11%	9%	8%	9%	7%	7%	8%
Overall satisfaction	4.7	4.5	4.3	4.7	4.5	4.7	4.7
Competency	4.8	4.6	4.4	4.7	4.5	4.7	4.7
Customer Service	4.8	4.5	4.5	4.7	4.5	4.7	4.7
Resolution timeliness	4.6	4.3	4.3	4.6	4.4	4.8	4.5