STATE OF THE UNIVERSITY ADDRESS:

SEGMENT #1: INTRODUCTION & ORGANIZATIONAL RESTRUCTURING — STRENGTHENING OUR FOUNDATION

Ralph W. Kuncl

September 2014
A NEW ACADEMIC YEAR BEGINS...
AN EXPERIMENT...

STATE OF THE UNIVERSITY ADDRESS

Ralph W. Kunc
October 2014
SUCCESSION & REORGANIZATION PLANS

Kathy Ogren  Cory Nomura  Ed Wingenbach  Fred Rabinowitz
CHANGES IN ITS OPERATIONS
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• Jordan Henk sought new ways to serve the University.
• Four ITS leaders helped re-organize operations and ITS service:
  – Steve Garcia, Terry Reed, Shariq Ahmed, and Kimberly Perna
• Unit supervision by Kathy Ogren and Cory Nomura.
• Completed an external review with consultant Marty Ringle.
• Initial changes have enhanced outreach to the campus, better coordinated ITS and data governance, more effective communication, and a focus on user services.
Immediate Goals of ITS

• Evaluate the Chief Information Officer position for a search.

• Enhance ITS in service of teaching and learning communities.

• Identify the strengths of our current ITS services and structure.

• Overcome our limitations.

• Re-envision ITS as a true academic service unit in support of our mission.
CHANGES IN MARKETING & STRATEGIC COMMUNICATIONS
Underwent a formal review process to evaluate the organization’s structure, results, and operations.

Review conducted by a “Blue Ribbon Panel” comprised of four experienced marketing and communications professionals.

Panel was asked to identify what is working well, what is not, and what might work better if adjustments were made.
Changes in Marketing & Strategic Communications

- Marketing & Strategic Communications team has engaged in critical community engagement, rigorous process improvement.
- Effective partnership under the guidance of interim supervisors Kevin Dyerly and Michelle Rogers.
M&SC RENAMED UNIVERSITY COMMUNICATIONS

- M&SC unit renamed to University Communications to better reflect the activities of the unit and the needs of the University.
- Immediate focus is on the recruitment of a new Chief Communications Officer (CCO).
- Kevin Dyerly, Michelle Rogers, and Anita West are chairing the search and selection of the CCO.