PROJECT STATUS: Completed

October 2014

#78 Reaching Out: Utilizing Technology to Enhance the Student Experience

Utilize technology in the School of Business Administration to enhance the undergraduate student experience: put systems in place to offer on-line advising and job counseling using video chats and create two promotional videos about the value of a business degree with a direct link to apply to SBA undergraduate programs.

ACHIEVEMENTS THIS PERIOD (6.2.14-10.19.14)

• Completed project!
• Completed end-of-project report and summary of project artifacts.
• Project achieved the following outcomes:
  • Produced three promotional videos about the value of a business degree for the SBA website, including the use of web analytics that track video views and website hits.
  • Created a Standards of Practice (SOP) for distance advising including:
    • SOP for advisors - how to advise Online including Worksheet tools and technology use routines.
    • SOP for students - how can students access Online appointments and what tools do they need to do so.
  • Executed a student satisfaction survey measuring web page quality and advising availability/satisfaction.

GOALS FOR NEXT PERIOD (10.20.14-11.30.14)

• Not applicable.

KEY DECISIONS

• Not applicable.

OPEN ISSUES

• None.

PROGRESS

LEAD: Becky Sanchez, Director, Undergraduate Programs Office, School of Business Administration
PROJECT MANAGER: Hans VanDerSchaaf
COLLABORATORS: School of Business Administration

www.pdx.edu/oai/provosts-challenge
ACHIEVEMENTS THIS PERIOD (4.28.14-6.1.14)

- Identified all remaining candidates for videos.
- Finished creating two promotional videos.

GOALS FOR NEXT PERIOD (6.2.14-10.19.14)

- Finish creating Standards of Practice for distance advising.
- Deliver student satisfaction survey.
- Use web analytics to track hits/views for promotional videos.
- Incorporate feedback to refine the Standards of Practice for distance advising via Skype.
- Finish creating SOP for advisors on how to advise Online including worksheet tools and technology use routines.
- Complete end-of-project report.
- Complete project.

KEY DECISIONS

- None.

OPEN ISSUES

- None.

#78 Reaching Out: Utilizing Technology to Enhance the Student Experience

Utilize technology in the School of Business Administration to enhance the undergraduate student experience: put systems in place to offer on-line advising and job counseling using video chats and create two promotional videos about the value of a business degree with a direct link to apply to SBA undergraduate programs.

PROJECT STATUS: On Schedule

June 2014

LEAD: Becky Sanchez, Director, Undergraduate Programs Office, School of Business Administration

PROJECT MANAGER: Hans VanDerSchaaf

COLLABORATORS: School of Business Administration

www.pdx.edu/oai/provosts-challenge
Reaching Out: Utilizing Technology to Enhance the Student Experience

Utilize technology in the School of Business Administration to enhance the undergraduate student experience: put systems in place to offer on-line advising and job counseling using video chats and create two promotional videos about the value of a business degree with a direct link to apply to SBA undergraduate programs.

ACHIEVEMENTS THIS PERIOD (3.10.14-4.27.14)

• Completed final interview for promotional videos.
• Completed Skype advising guidelines/write up of Standards of Practice for delivering advising online.
• Included new branding elements in video edits to align with PSU’s new marketing campaign.
• Created and finalized Project Management Plan (brief document covering project scope, roles, and change management process).
• Created and finalized Project Plan (detailed work plan/timeline).

GOALS FOR NEXT PERIOD (4.28.14-6.1.14)

• Finish creating two promotional videos.
• Finish creating SOP for advisors on how to advise online including worksheet tools and technology use routines.
• Begin using web analytics to track views of promotional videos.
• Start refining SOP for distance advising via Skype.

KEY DECISIONS

• None.

OPEN ISSUES

• Still working to identify additional candidates for videos.

LEAD: Becky Sanchez, Director, Undergraduate Programs Office, School of Business Administration
PROJECT MANAGER: Hans VanDerSchaaf
COLLABORATORS: School of Business Administration

www.pdx.edu/oai/provosts-challenge
PROJECT STATUS: On Schedule

March 2014

#78 Reaching Out: Utilizing Technology to Enhance the Student Experience

Utilize technology in the School of Business Administration to enhance the undergraduate student experience: put systems in place to offer on-line advising and job counseling using video chats and create two promotional videos about the value of a business degree with a direct link to apply to SBA undergraduate programs.

ACHIEVEMENTS THIS PERIOD (2.3.14-3.9.14)

- Identified two additional candidates for promotional videos and completed one additional interview for promotional videos.
- Editing has begun for all videos.
- Attended Portland Community College transfer workshop and utilized laptops for meetings/presentation to 50 potential business students.

GOALS FOR NEXT PERIOD (3.10.14-4.27.14)

- Complete final interview for promotional videos.
- Complete Skype advising guidelines/write up of Standards of Practice for delivering advising on-line.
- Video scope has now widened to align the videos within PSU’s new marketing campaign; the goal for next period is to include new branding elements in video edits.
- Create and finalize Project Management Plan (brief document covering project scope, roles, and change management process).
- Create and finalize Project Plan (detailed work plan/time-line).

KEY DECISIONS

- None.

OPEN ISSUES

- None.

LEAD: Becky Sanchez, Director, Undergraduate Programs Office, School of Business Administration

PROJECT MANAGER: Hans VanDerSchaaf

COLLABORATORS: School of Business Administration

www.pdx.edu/oai/provosts-challenge
PROVOST’S CHALLENGE
PROJECT STATUS: On Schedule
February 2014

#78 Reaching Out: Utilizing Technology to Enhance the Student Experience

Utilize technology in the School of Business Administration to enhance the undergraduate student experience: put systems in place to offer on-line advising and job counseling using video chats and create two promotional videos about the value of a business degree with a direct link to apply to SBA undergraduate programs.

ACHIEVEMENTS THIS PERIOD (12.15.13-2.4.14)

- Began advertising distance advising options on-line and via listserv.
- Promotional video in process, one interview complete.
- Transfer fair/orientations attended and laptops used to facilitate registration and dissemination of course equivalency information.

GOALS FOR NEXT PERIOD (2.3.14-3.9.14)

- Complete Skype advising packet/write up of Standards of Practice.
- Identify two additional candidates for interviews and add them to promotional videos.
- Create and finalize Project Management Plan (brief document covering project scope, roles, and change management process).
- Create and finalize Project Plan (detailed work plan/time-line).

KEY DECISIONS

- None.

OPEN ISSUES

- None.

PROGRESS

LEAD: Becky Sanchez, Director, Undergraduate Programs Office, School of Business Administration
PROJECT MANAGER: Hans VanDerSchaaf
COLLABORATORS: School of Business Administration

www.pdx.edu/oai/provosts-challenge
PROVOST’S CHALLENGE

PROJECT STATUS: On Schedule

December 2013

#78 Reaching Out: Utilizing Technology to Enhance the Student Experience

Utilize technology in the School of Business Administration to enhance the undergraduate student experience: put systems in place to offer on-line advising and job counseling using video chats and create two promotional videos about the value of a business degree with a direct link to apply to SBA undergraduate programs.

**ACHIEVEMENTS THIS PERIOD (11.15.13-12.15.13)**

- Continued with creating the promotional videos.
- Continued developing systems for offering distance advising.
- Continued developing Standards of Practice for distance advising.

**GOALS FOR NEXT PERIOD (12.15.13-2.2.14)**

- Begin advertising distance advising options on-line.
- Promotional video expected to be completed by late January.
- Complete write up of Standards of Practice.
- Create and finalize Project Plan (detailed work plan/timeline).
- Create and finalize Project Management Plan (brief document covering project scope, roles, and change management process).

**KEY DECISIONS THIS PERIOD (11.15.13-12.15.13)**

- None.

**OPEN ISSUES**

- None.

**LEAD:** Becky Sanchez, Director, Undergraduate Programs Office, School of Business Administration

**PROJECT MANAGER:** Hans VanDerSchaaf

**COLLABORATORS:** School of Business Administration
#78: Reaching Out: Utilizing Technology to Enhance the Student Experience

Utilize technology in the School of Business Administration to enhance the undergraduate student experience: put systems in place to offer online advising and job counseling using video chats and create two promotional videos about the value of a business degree with a direct link to apply to SBA undergraduate programs.

<table>
<thead>
<tr>
<th>Project Status: On Schedule</th>
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</thead>
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<table>
<thead>
<tr>
<th>Achievements this period (5.2013-11.15.13)</th>
<th>Goals for next period (11.16.13-12.15.13)</th>
</tr>
</thead>
<tbody>
<tr>
<td>● A videographer has been selected to create the promotional videos.</td>
<td>● Continue with creating the promotional videos.</td>
</tr>
<tr>
<td>● The videos are in the storyboarding stage and SBA alumni are being recruited to participate.</td>
<td>● Continue developing systems for offering distance advising.</td>
</tr>
<tr>
<td>● Laptops have been ordered for advisers to use in recruiting students.</td>
<td>● Continue developing Standards of Practice for distance advising.</td>
</tr>
<tr>
<td>● Standards of Practice for distance advising are in process. They are being built on experiences with Skype advising.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key decisions this period (5.2013-11.15.13)</th>
<th>Open issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>● None at this time.</td>
<td>● None at this time.</td>
</tr>
</tbody>
</table>

**Lead:** Becky Sanchez, Director, Undergraduate Programs Office, School of Business Administration

**Project Manager:** Hans VanDerSchaaf

**Collaborators:** School of Business Administration