

INGENIUX



The Rise of the Higher Education Intranet

Contents

It's Time to Rethink your Web Strategy.....	3
The Rise of the Higher Education Intranet	4
Integration Is Simplification	6
Identity Management	7
Mobile Experience for the Intranet	9
Analytics – How is the Intranet Used?	10
Intranet Design Recommendations: Things to Consider	11
Hosting Considerations (SaaS vs. On Premise)	13
Wrapping it all Up	14
How Ingeniux Can Help with your Web Experience	15

It's Time to Rethink your Web Strategy

If you try and please everyone, you will end up pleasing no one. At least, this is the lesson from many higher education websites over the past decade.

Educational institutions face enormous challenges when designing their web experience. They serve multiple constituent groups, each with different needs and requiring unique experiences. Creating a web experience that serves these different constituents within the same website often leads to a confusing and difficult to navigate web experience for everyone.

It's time to rethink the higher education website. Create a program that supports all constituent groups with better services, while also amplifying the marketing mission of the institution.

How? Divide your marketing website and intranet, and shift all student and faculty services into collaborative and managed portal experiences.

Together the public-facing website and the Intranet coordinate common brand messaging and help shift the politics to the Intranet where they belong. The marketing website and the Intranet are the future of web experience within higher education. These are two very different digital experience strategies, both equally important.

The Rise of the Higher Education Intranet

Marketing is content driven. Intranets are transactional and collaboration driven. A successful higher education Intranet strategy requires a different technology and governance approach from traditional websites.

With a strong focus on community and collaboration, higher education institutes recognize that a secure separate environment from the public website is necessary to support student, faculty, and administration.

Traditionally, departments created and maintained their web pages that lived under the .edu website or other domains. Bringing all departments together under one technology and implementation is not

The screenshot displays a modern intranet interface for Central University. At the top, a green header bar features the university logo and a personalized welcome message for 'Jennifer'. Navigation options for 'Logout', 'Blackboard', and 'CU Home' are visible. Below this, a dark blue navigation bar provides quick access to 'Announcements', 'Directory', 'Calendar', 'Documents', 'Discussions', and 'Departments & Services'. The main content area is divided into several sections: a large image of students, a video player, and three columns of content. The 'ANNOUNCEMENTS' section includes news about a psychology major and book volunteers. The 'EVENTS' section lists upcoming grade deadlines and meetings. The 'RECENT ACTIVITY' section reports on Adobe Sign maintenance and emergency text sign-up. The right sidebar offers a 'DIRECTORY SEARCH' box, 'MY CENTRAL' links, 'KEY LINKS' for quick access to mail and library, and a 'FROM THE BLOG' section with a featured article on a parent and family handbook.

only a cost saving but enables effective collaboration across departments and provides a single location for students to get the information they need to complete their education.

A single Intranet supports the overall brand message of the Institute. It makes it easier to share content across departments, as well as share brand design (and change the brand design).

While the Intranet is also highly visual, it's less about visual appeal and more about functionality and productive work habits. Many of the ideas presented for building the public website also apply to building the Intranet, including the development of personas and journey maps to design an optimal experience for each audience. In this case, your goal is not to convert, but to enable easy collaboration and sharing, as well as support learning activities.

Integration Is Simplification

Integration of key back office systems is critical for the Intranet. It enables students, faculty, and administration to work within a single environment to access all the information they need and update it as necessary.

that manage university information such as resources, staff directories and events.

Integrating LMS systems like Blackboard and Moodle provide students and faculty a single location to study, collaborate and

get course information. In some instances, this may simply be a connection through to the LMS system via secure links on the Intranet. In others, elements of the LMS might be surfaced in the Intranet such as assignments and projects, notifications and connected to collaboration sites. How you do this integration depends on your requirements and your LMS.

Other back office software integration enables updating content through the Intranet without having to go into each

application directly and make updates.

Integration also supports combining information from one or more applications to display within a single pane, or set of web pages on the Intranet.

Document Title	Type	Creator	Created	Last Updated
Accounting	Accounting	Allen Buchanan	7/24/2014	7/28/2014
Art History	Art History	Andreas Kappes	7/24/2014	7/24/2014
Biomedical Sciences	Biomedical Sciences	Christine Korsgaard	7/24/2014	7/28/2014
Earth and Environmental Sciences	Earth and Environmental Sciences	Katrien Devolder	7/24/2014	7/24/2014
Communications	Communications	Frances Kamm	7/24/2014	7/28/2014
History	History	Hannah Maslen	7/24/2014	7/24/2014
International Studies	International Studies	Ichinose Masaki	7/24/2014	7/28/2014
Brand Marketing and Management	Brand Marketing and Management	Janet Radcliffe Richards	7/24/2014	7/24/2014
Music	Music	Nadira Faber	7/24/2014	7/28/2014
International Affairs	International Affairs	Rachel Gaminiratne	7/24/2014	7/24/2014
Business and Economics	Business and Economics	Nicholas Shackel	7/24/2014	7/24/2014
Social Sciences	Social Sciences	Frances Kamm	7/24/2014	7/24/2014
Government, Politics and Policy	Government, Politics and Policy	Hannah Maslen	7/24/2014	7/24/2014

Among the back-office software that you can integrate with the Intranet are the Learning Management System (LMS) and Faculty software, as well as applications

Identity Management

Security is a primary concern for educational institutions. Student and faculty confidentially pertaining to course work and grades, as well as tuition payments, faculty payroll and so on must be ensured.

For these many different back office applications to integrate with the Intranet, a unified identity management strategy must be employed.

Every application employs a security system that ensures its users only have access to the information they are allowed to access. This security structure must be adhered to in an Intranet. A unified identity management system can be

set up through which all applications are integrated to ensure this happens. This allows Intranet users to access secure information from other systems based on their specific roles and permissions.

The screenshot displays the Susquehanna University website's faculty directory. The navigation bar includes links for ALUMNI, FACULTY + STAFF, PARENTS + FAMILIES, FRIENDS + DONORS, ACADEMICS, ADMISSION & AID, CAMPUS LIFE, ABOUT SU, a search function, and a DEPOSIT button. The main content area is divided into several sections: INSIDE CHEMISTRY, MAJOR REQUIREMENTS - BACHELOR OF ARTS, MAJOR REQUIREMENTS - BACHELOR OF SCIENCE, MINORS, SECONDARY TEACHING CERTIFICATION, FACULTY, and CAREER OPPORTUNITIES. The faculty directory lists the following members:

Name	Department	Position	Contact Info
Geneive Elizabeth Henry, Ph.D.	Chemistry	Professor of Chemistry, Department Chair	henry@susqu.edu, 570-372-4222
Wade Johnson, Ph.D.	Chemistry	Associate Professor of Chemistry	johnsonw@susqu.edu, 570-372-4224
William G. Dougherty, Jr, Ph.D.	Chemistry	Assistant Professor of Chemistry	doughertyw@susqu.edu, 570-372-4255
Courtney L. Thomas, Ph.D.	Chemistry	Visiting Assistant Professor of Chemistry	thomas@susqu.edu, 570-372-4259
Swarna Basu, Ph.D.	Dean of Arts and Sciences	Associate Dean of the School of Arts & Sciences	basu@susqu.edu, 570-372-4223
Lou Ann Tom, Ph.D.	Chemistry	Associate Professor of Chemistry, Go Program: Hawaii	toml@susqu.edu, 570-372-4540
Elizabeth M. Valentini	Chemistry	Assistant Professor of Chemistry	valentini@susqu.edu, 570-372-4249
Audrey K Eroh	Provost	Academic Assistant	eroh@susqu.edu, 570-372-4211

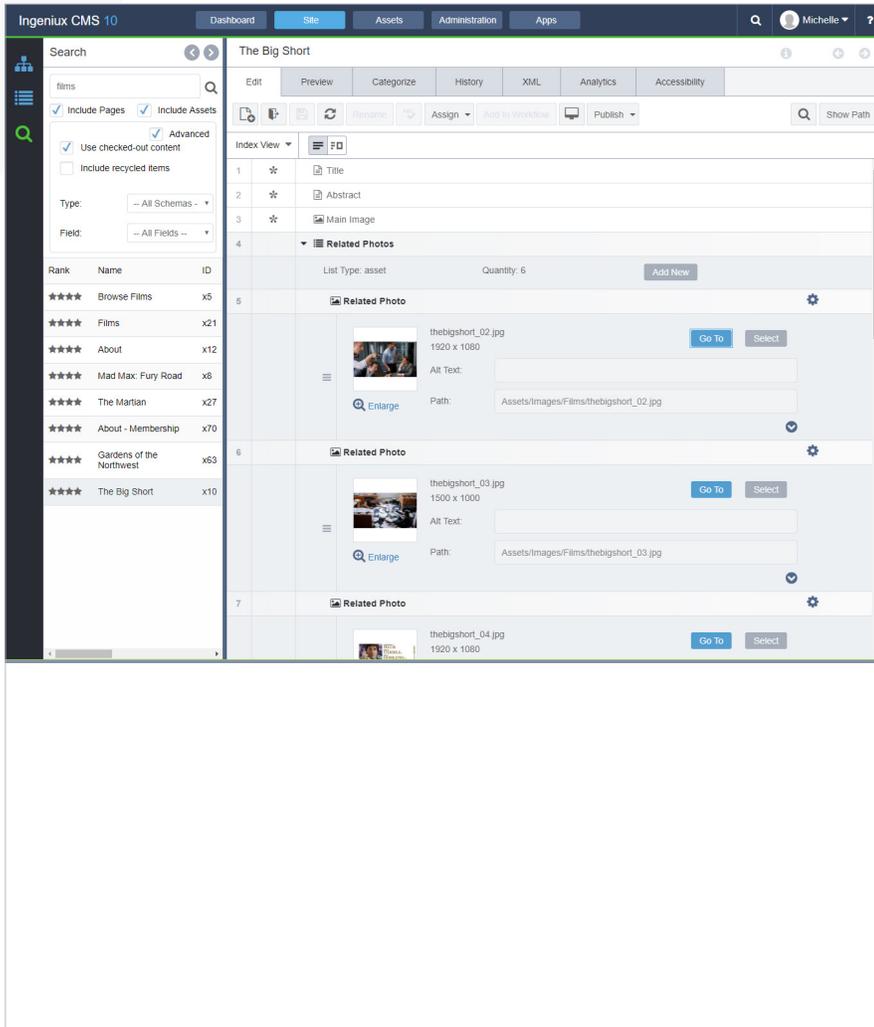
Search

Search is a key element of the Intranet enabling students, faculty, and administrators to find the information they need quickly.

For the Intranet, the implementation of enterprise search across all content and information from multiple back office systems as well as the Intranet itself is

done using federation. It takes the security of the connected system into consideration when creating search results.

Topic-based search (or guided search), created from a range of disparate content resources is a great feature when helping students and faculty discover the right information. Applying security to the results set ensures that the searcher can only see the information they are allowed access to see.



Mobile Experience for the Intranet

If the mobile experience is key for the public website, it's even more critical for the Intranet. As students and faculty are on the go, the ability to access course information and other content is a necessary feature.

You need to understand how students and faculty are using their mobile devices and design a mobile experience that best suits those needs.

Student creating their course structure for the year might use the mobile Intranet site to view courses, apply to courses, learn more about instructors, view course locations and so on. During the year, students might use their mobile device to find their way across campuses to courses and events, view homework, check exam results and more.

Faculty members might use mobile to network with students for special "ask the professor" sessions, collaborate on coursework, assign work, and much more.

It's critical to apply the right Intranet features to the mobile experience to ensure students and faculty have the resources they need at their fingertips.

CENTRAL UNIVERSITY

Get to Know Your Admissions Counselor

ANNOUNCEMENTS

Inside the Head of a Psychology Major
May 28, 2015 at 3:09 PM by David Munic

Volunteers needed for the fifth annual National Battle of the Books
May 28, 2015 at 3:09 PM by Tonya Smith

Spring Break Options
May 28, 2015 at 3:09 PM by Krista Swain

EVENTS

April 15, 2017 at 6:00 PM

Analytics – How is the Intranet Used?

Equally important as monitoring the usage of your public website towards acquisition goals, you also need to ensure your Intranet is being used as expected. Some things you will want to monitor include:

- Number of community and collaboration sites created
- Actual usage of these sites (number of collaborators, how often content is updated, who manages them)
- Traffic stats for news and events sections
- Usage stats for LMS content
- Number of type of searches
- Key contributors to the community (to build a list of influencers)
- Inappropriate attempts to access secure content

Central University Discussions

Our forums offer a range of topics to help you quickly find the information you need from those who know. Select a topic, review existing discussions and submit one of your own. We do our best to ensure your questions are resolved quickly.

Student Clubs & Programs | DISCUSSIONS: 3 | POSTS: 20

There's something happening every night. Not to mention countless programs, performances, lectures, concerts and bus trips all semester long.

College Admissions | DISCUSSIONS: 4 | POSTS: 53

Sometimes it's hard to know what the best program is for you. Ask existing students what they think, or those in the same situation as you.

Discussions	Posts	Views	Last Post
Undergraduate	13	245	7/24/2014 at 10:30 AM by Sam Larken
Graduate	22	364	7/24/2014 at 10:30 AM by Melissa Ramsy
Common Application	5	1255	7/24/2014 at 10:30 AM by Audrey Miller
Admissions Hindsight and Lessons Learned	13	52	7/24/2014 at 10:30 AM by Mike Spark

Central Athletics Forum | DISCUSSIONS: 15 | POSTS: 162

Want to join sports program, but not sure it's the right fit for you? Our coaches, assistants and team mates will fill you in.

Ask the Dean Topics | DISCUSSIONS: 4 | POSTS: 86

Everyone deserves to have the Dean's ear. This is the place you get it. Chat away.

International Students | DISCUSSIONS: 9 | POSTS: 78

Coming from outside the US? Ask questions and learn more about our challenging and relevant academic programs.

Intranet Design Recommendations: Things to Consider

Your Intranet homepage is the first web page student, faculty and others will see, so it needs to offer key information, typically personalized to the users.

Typical Intranet home pages include recent news and events, important dates, alerts and notifications, newsletters, shortcuts to most visited sections of the Intranet for the user and so on.

Personalizing the homepage experience ensures you offer specific content for the user, in addition to important information everyone should see.

Don't forget social media integration here as well. Your students and faculty are some of your best influencers, giving them the tools to talk about your institution and promote it is better than anything you do directly.

Also, design for accessibility. Perhaps as important, or even more important, than an accessible external website, the Intranet needs to support a wide range of users with diverse abilities. As mentioned above higher education institutes are required to adhere

The screenshot shows a user profile page for Jennifer Meyler, MA, on the Central University intranet. The page features a green header with the university logo and navigation links. The profile includes a photo, contact information (phone, video phone, fax, email, website), location (MGH Room 120), and office hours. A 'BIOGRAPHY' tab is selected, showing general information, education (Ph.D., M.A., B.A.), and a video biography player. A 'DIRECTORY SEARCH' box and a list of directory entries are also visible.

Central University Welcome, Jennifer

Logout Blackboard CU Home

Announcements Directory Calendar Documents Discussions Departments & Services

HOME / DIRECTORY / JENNIFER MEYLER

Jennifer Meyler, MA

Placement Coordinator and Instructor / Roles / Education

Phone Numbers
(206) 123-4567
Video Phone: (202) 559-5123
FAX: 202-651-5860

Location
MGH Room 120

Secondary Location
MGH Room 120

Office Hours
MGH Room 120
M - W: 2:00 PM - 5:00 PM
F: 8:30 AM - 10:30 AM

Email
jennifer.meyler@centralu.edu

Website
www.websiteaddress.com

BIOGRAPHY SCHEDULE WORKS

General Information
Jennifer spends most of her day helping students determine the course schedule that works best for them, identifying and setting up additional support and assisting new students with their adjustment to university life.

Education

- Ph.D., George Mason University, International Education, current
- M.A., Gallaudet University, Deaf Education: Elementary, 2002
- B.A., Geneva College, Elementary Education, 2000

Biography
Prior to working with Central University, Jennifer worked as an associate instructor at the University of Alberta in the Communications Department. She also worked extensively with underprivileged children finding solutions to help them achieve their academic dreams after spending two years teaching English in a foreign country.

Video Biography

DIRECTORY SEARCH

DIRECTORY

- Art
- Education
 - Chester Calzada
 - Darcy Dinatale
 - Jennifer Meyler**
 - Rosetta Rosenzweig
 - Ellamae Empey
 - Buddy Brill
 - Brandee Boring
 - Antonette Ackles
 - Kandis Krom
- Health
- Marketing

to certain web accessibility standards. Make sure you understand what standards you need to follow and how your Intranet design may be affected.

The following are examples of some of the sections you might want to have in your Intranet. Note that most of these sections should include the ability to not only display information but add, update and delete it as necessary.

Key Section Purpose/Sub-Sections

Key Section	Purpose/Sub-Sections	
For Students	Community	Social Networking
	Collaboration Sites	Document Management & Document Sharing
	Notifications	Tutors Listing/Learning Groups
For Faculty	Community	Social Networking
	Document Management & Document Sharing	Setting up Courses, assigning homework, projects, etc.
General	Campus Directory	Faculty Directory
	Campus Alerts	Faculty Profiles
	Support Programs	Events Calendar
	Campus News/Events	
LMS	Courses	Assignments/Homework
	Projects	Grades
	Secure Parent Portal	Student Portfolios/ Outcomes

Hosting Considerations (SaaS vs. On Premise)

Traditionally, higher education institutions purchased web content management and Intranet technology and implemented the software in-house. While this option is still available, there has been a shift towards hosting public websites and even Intranets in a hosted environment.

The benefits of hosting your public website with a cloud provider/web content management vendor are numerous. You don't have to hire a team of IT support personnel to maintain the website; the hosting provider does this. Hosted solutions offer things like regular backup of content, fully managed software upgrades when you are ready for them, disaster recovery and 24/7 monitoring and support.

Hosting your website or Intranet off site also ensures that even if you have issues on campus (such as power outages), the website and Intranet won't be affected.

In some cases, hybrid hosting solutions are employed. For example, you can host your public website in the cloud, and keep your Intranet on premises, but still be able to share content across the two (e.g. Events calendar, news, course information).

The decision to host on-premise or in the cloud is a big one, so think carefully about your requirements and the option that will best support them.

Wrapping it all Up

Whether embarking on a redesign project or simply looking to improve the experience of your website and Intranet, take the time to review what your respective audiences need carefully.

Take a page from business marketers and organizations and start examining your customer and internal experiences. Learn the differences between prospective students and donors, and your current students and faculty. Each has a different relationship with your institution and very different needs. A single web experience cannot adequately support all of them at once.

Focus your external website on prospective students and donors and carefully design the path to conversion (register or donate). Focus your Intranet on creating a single location for students, faculty, and administrators to find everything they need to live and study on your campus.

There are key considerations you need to understand and map out: personas and journey maps, application integration, intelligent content strategy, mobile experiences, analytics and more.

You can create great experiences for everyone within your institution and those thinking of joining it if you focus on their needs and design for them. It's time to rethink your web strategy.

How Ingeniux Can Help with your Web Experience

The web has changed. To support the modern web you need a digital content platform with intelligence to serve all your constituents and optimize content, and the agility to connect an ecosystem of applications, services, devices, and student experiences.

Ingeniux is building the third wave of digital content management. Our CMS platform delivers modern higher education websites and Intranets, mobile experiences, professional communities, and secure employee and student portals.

The Ingeniux platform includes web content management, digital asset management, a responsive visual page designer, enterprise search application, community, and more.

With the best support and service in the industry, 24/7 software-as-a-service plans, and value added partnerships, Ingeniux is the answer for managing higher education websites and Intranets and digital solutions.

Work with People Who Understand

Ingeniux makes content management work on campus. Used by over 140 colleges and universities, we offer best-in-class content management software and .edu website solutions, including:

- Course catalogs, event calendars, intranets, newsletters, and other EDU solutions
- Professional service staff with expertise in EDU requirements and technology
- Standards-based technology that supports XHTML, CSS and accessibility requirements

Our team understands your challenges. We are committed to providing cost-effective solutions that allow you spend less time managing the web and more time achieving your goals.

About Ingeniux

Ingeniux is the leading provider of web content management and digital experience software. We enable organizations to orchestrate the entire customer experience from acquisition through to sales to support and service, across any device, application, or website.

We build content management software with an unparalleled focus on the content itself. The Ingeniux CMS is designed to manage and deliver modern websites, customer support portals, online communities, and other customer touchpoints.

We believe in intelligent “structured” content. We design our software to enable content reuse, enable true mobile and multi-channel content delivery, and insightful content discovery. Our unique content-as-a-service capabilities deliver content into web and mobile applications, and other key channels.

Ingeniux software is available as a fully managed software service or an on premise application. Ingeniux delivers unparalleled service and support to customers worldwide.

To learn more, visit us at <http://www.ingeniux.com>.

INGENIUX

PO Box 21466
Seattle, WA 98111

info@ingeniux.com
877 445 8228