

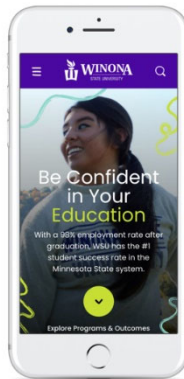
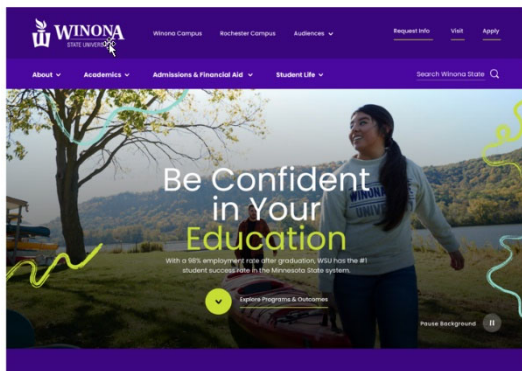
ITS eWARRIOR NEWS

WSU Information Technology Services

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NEW WSU RECRUITMENT WEBSITE LAUNCHES, GLOBAL REDESIGN UNDERWAY



WSU ITS was an integral partner in the development and launch of the all-new WSU recruitment web site.

The newly redesigned WSU recruitment site, <https://admissions.winona.edu>, officially launched Wednesday, March 2nd. The new cloud-based WordPress site replaces the majority of existing Admissions pages hosted locally. This change marks the beginning of the larger Digital Transformation Initiative affecting WSU that will bring major changes

and upgrades to the way WSU communicates with our many audiences as an institution. Other pillar projects in this initiative are the Global Redesign (WWW) and Salesforce projects--both of which are getting started now and will be rolled out over the next few years.

[Check out the Recruitment Website promo reel on YouTube](#)

ITS MISSION

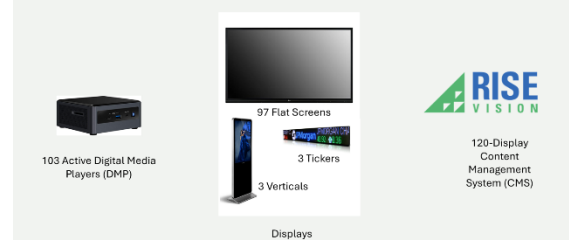
Information Technology Services (ITS) provides the technology-based foundation to support and empower the Winona State University (WSU) community to meet and exceed their educational and business needs.

DIGITAL SIGNAGE ALTERNATIVES PROJECT UNDERWAY

With 103 displays installed across two campuses (and several more on the way), WSU's digital signage service is the second largest in Minnesota State. Unlike other schools in the system, ITS manages the hardware infrastructure for the entire service, including Chartwells, Kryzsko Commons, the WSU Bookstore, and other special-use spaces. ITS also administers our digital signage content management system: [Rise Vision](#). ITS staff have done a masterful job managing the standard WSU content displayed on many of our campus screens, while creatives from all across the university take time to manage their own awesome content on subsets of displays.

This semester, ITS is exploring alternatives to our current Windows-based digital signage infrastructure to reduce administrative overhead and the total cost of ownership. ITS is in the process of evaluating new digital media player hardware options, including Apple TV and BrightSign, as well as system-on-a-chip solutions from Sony and LG.

Our Current Hardware and CMS



“Tech Quote”

“Our business is about technology, yes.
But it’s also about operations and customer relationships.”

– Michael Dell – CEO of Dell Technologies

ADDITIONAL MIST WIRELESS ACCESS POINTS INSTALLED



WSU ITS staff worked hard through the 2022 spring break to install more Juniper Mist wireless access points across campus.

Buildings completed over Spring Break include Minné Hall, Pasteur Hall, the Student Learning Center, and Stark Hall. Previous installations included Somsen Hall, Phelps Hall, Maxwell Hall, Memorial Hall, the Integrated Wellness Center, the Performing Arts Center, and the Krueger Library.

The team is on pace to replace all remaining access points out of a campus total of **1,462**.

ITS VISION

Information Technology Services (ITS) endeavors to position the University as a national leader in the innovative and effective use of technology to support the academic enterprise.

SALESFORCE – DISCOVERY SESSIONS 3 AND 4 UPDATE

In mid-February WSU ITS had the third of five Discovery Sessions to discuss Application Processing related to the new Salesforce implementation project. In this session we sought to answer the questions: When during the application funnel does ISRS data come into Salesforce and when does this data take over?

The group dug deeper into when Leads get converted to Contacts and decided to convert Leads when there was application data for a student. One benefit of this decision will be to help us better manage duplicates. While this decision won’t eliminate duplicates, it will encourage us to keep Contact records clean but allow some flexibility with messy Leads.

During the session we also received a great explanation on the differences between Prospects (objects in Pardot), Leads, and Contacts.

The third session was followed up with session number four to discuss Blackthorn, Mogli SMS, Chats, Chatbots, KB. Discussions centered on how we intend to use Blackthorn for events management, Mogli for SMS texting, and the Salesforce Knowledge tool (KB). Future discussions will be focused on getting us thinking about how we will use chatbots and what our expectations will be related to those solutions.



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