

# **VCU** Technology Services

## myVCU Portal -- Opening New Doors and Making Life Easier

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# Session Objectives

- Background
  - VCU
  - myVCU Portal
- Demo
- 5 Portal Challenges
- Questions

# About VCU

- Richmond, Virginia
- 30,381 Students
- Qatar (Arts)
- Northern Virginia (Medicine, Social Work)

# ESPN

MyESPN Insider ESPN360 Page 2 SportsNation Blogs Video PodCenter Vid

ESPN Fantasy NFL NBA MLB NHL ESPNU College FB Men



## Duke Who? It's VCU!



Rick Stewart/Getty Images

Eric Maynor's basket with 1.8 seconds to play lifted VCU past Duke.

So much for playing favorites. Thursday's run of first-round blowouts ended when No. 11 seed VCU upset the team everyone loves to hate. Duke is done, a 79-77 loser in the NCAA's first round. [Story](#) | [Recap](#)

- [Sports Guy's diary](#) | [Forde: Pitino's old Kentucky 'home' ... Cards roll](#)
- [Kreidler: Ugly out West](#) | [Around The Rim](#) | [Bracket](#) | [NCAA tourney](#)

# Portal

Web site that provides **personalized** capabilities to its visitors and is a **pathway** to other content and services from a variety of sources.

# Types of Portals

- Vertical Portal
  - Library
  - Learning Management System
  - Administrative System
- Horizontal (or Enterprise) Portal
  - Vertical Portals
  - Email, RSS Feeds, more

# Audience

How many

1. have an enterprise portal?
2. are planning/implementing a portal?
3. have no definitive plans, just looking?

Is or will your portal be

1. Open Source
2. Commercial
3. Home Grown

# Prediction

80% of universities with a 1,000 or more students would have an enterprise portal by the year 2006.

Gartner (~2000)

# CSMS Attendees

Students	% w/ Enterprise Portal
1,000	40%
5,000	48%
10,000	48%
20,000	63%
30,000	67%

# Get Started: At VCU

Started investigating Portals around 1999

Installed Uportal in 2002 then budget cuts

Applied for Portal Grant (Summer 2003)

Awarded Oracle-CampusEAI Portal Grant  
(Sep 2003)

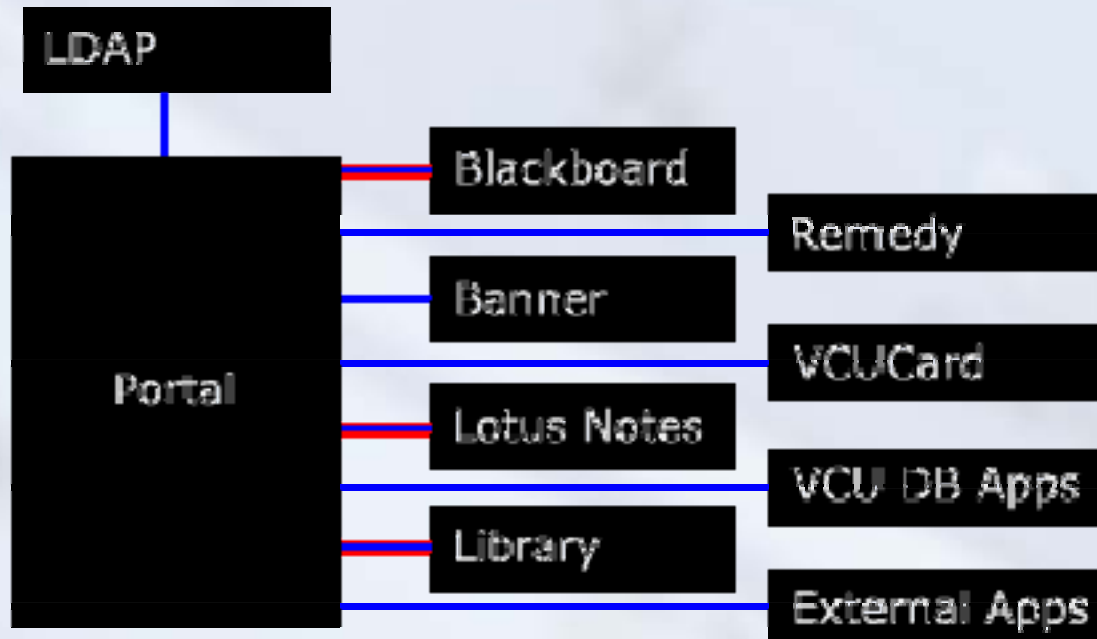
# Implementation Milestones

- Sep 2003 – Awarded Grant
- Feb 2004 – Hardware / Software Installed
- Mar 2004 – Hired Java Programmer
- Mar 2004 – Began portlet development
- Apr 2004 – Demonstrate prototype
- Jun 2004 – Pilot groups
- Nov 2004 – Portal live

# VCU Portal Development Team

- Java Developers (2)
- Database Administrator (.33)
- Web Design

# System



# Demonstration

<https://my.vcu.edu>

# Why a Portal?



- Many online service points [hard to find]
- No Single Sign-on
- 19 different authentication schemes

# Why not a Portal?

- Cost
  - Systems
  - Technical Support (Design/Maintain)
- Usability
- Performance
- URLs / Bookmarks

# Challenge 1

Which Portal?

# Which VCU Portal

- Oracle
- Banner (Luminis)
- Blackboard
- Library

# Portal Requirements

- VCU would support one enterprise portal
- Independent of major systems
  - Email
  - Banner
  - Blackboard
  - Library

Conclusion: Nothing better, revisit 3 years

# Portal Choices

## Home Grown

- My UB
- My UCLA
- myUW

## Open Source

- Uportal
- Liferay
- JBoss

## Commerical

- Luminus
- Oracle
- Sharepoint
- Vignette

- On Line

- Microsoft Live
- My Google
- My Yahoo

- Widgets/Gadgets

- Desktop
- Web Service

# Audience

- How many of you have moved from one space to another? And why?
- At any point in the future would you consider using an 'On Line' portal?

# Challenge 2

How much personalization?

# Automatic Personalization

- VCU eID for authentication
- LDAP fields determine role at VCU
- Based on role get specific tabs, portlets and portlet content

# Tab Layout

- Tabs
  - myVCU
  - Faculty Life, Staff Life, Student Life
  - Academics [Faculty, Student]
  - Library
  - eServices
  - New Student [ABNE]
- Future Tabs?
  - College / School

# Portal Personalization

- Add, move, and delete portlets through the portal vendor interface.
- Usually the weakness of a portal.

# Portlet Personalization

Personalize the content of portlet through a University designed interface.

Example: Single Sign On Portlet

- Combine 19 portlets into 1
- Personalization is now done by clicking checkboxes instead of adding, moving and/or deleting portlets

# Personalization Statistics

- Portal Customization
  - 5% of users have added a portlet
  - # portlets added: Avg:3
- Portlet Customization: Single Sign On
  - 14% of users have added Facebook
  - Facebook: 48% of SSO customizations

Note: Portal reset with Jan '07 upgrade:  
Kept Personalization, Lost Layout

# Portlet Evolution

Three stages of a portlet

- Stage 1: Link
- Stage 2: Single Sign-on
- Stage 3: Dashboard with Functionality

# Portlet Implementation Issues

Link → SSO → Content

- Application owner doesn't see the benefit
- Do not want to rewrite system functionality.
- Additional functionality may not be worth the development cost or portal real estate.

# Stage 3 Example

**Lotus Notes Calendar** Personalize   

**Mon, Mar 26**  
4:00 AM CSMS 2007  
7:30 AM Speaker Breakfast  
10:30 AM myVCU Presentation

**Tue, Mar 27**  
4:00 AM CSMS 2007

**wed, Mar 28**  
*No Events Scheduled*

**Thu, Mar 29**  
10:30 AM Web Services Staff Meeting  
1:00 PM Public Facing Web Servers Audit  
2:30 PM Application Services Staff Meeting

**Fri, Mar 30**  
*No Events Scheduled*

**Sat, Mar 31**  
*No Events Scheduled*

**Sun, Apr 1**  
*No Events Scheduled*

**March 2007 >>**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Lotus Notes Calendar

# Stage 3 Example



My Library Record

Items On Loan	
Title	Due
Managing software deliverables :	3/22/07

[Access My Library Record for Additional Features]

5 days before it is due [Also get Alert]



My Library Record

Items On Loan	
Title	Due
Managing software deliverables :	3/22/07 Due Soon

[Access My Library Record for Additional Features]

After renewal {started by clicking "Access My .." Link}



My Library Record

Items On Loan	
Title	Due
Managing software deliverables :	9/18/07

[Access My Library Record for Additional Features]

# VCU Personalization Strategy

- Maximize automatic personalization
- Maximize portlet personalization
- Minimize the need for portal personalization

Has anyone done usability test?

# Challenge 3

Who is your customer?

# Target Audience

- Current Students
- Faculty & Staff
- ABNE- Admitted but not enrolled
- Alumni
- Applicants
  
- Parents, Trustees, Friends of ...

# Challenge 4

Now that you have built a great portal how do you get people to take advantage of the great tool?

# Get Folks Involved

- Students Design Sessions w/Pizza
- SGA presentations
- Brown Bag Lunches (noontime seminars)
- Faculty Retreats (Dean's invitation)
- Technology Service Days
- New Student Orientation
- Goodies

# Where's the Beef

- Admin System – Converting to Banner
- Email – Consolidating to Notes
- Blackboard
- Library

# How do you sell your product?



Location

Location

Location

Curb Appeal

# Location & Curb Appeal

Richmond, Va. University colleges and schools E-mail Web People Search go

**VCU** Virginia Commonwealth University

About VCU Admissions Academics Libraries Research Medical Center BioTech Park Athletics Giving

» For prospective students  
» For current students  
» For graduate students  
» For international students  
» For faculty and staff  
» For parents and families  
» For alumni and friends  
» For the community

**A sweet goodbye** See what CBS SportsLine.com says. [Read more >>](#)



**VCU in pictures**  
View the slideshow >>

**myVCU**  
E-mail, Blackboard, news and more ...  
Your eID  
..... LOGIN  
Login help?

A to Z  
» Index  
A B C D E F G H I J K L  
M N O P Q R S T U V W X  
Y Z

**University news**

- [Advancing How Computers and Electronics Work](#)
- [Mechanisms Involved with Tumor Relapse Identified](#)
- [VCU researcher awarded NIH grant for study of mast cells](#)

[More news >](#) | [News feeds and podcasts](#)

**Highlights**

**Total headcount enrollment**

Year	VCU	GMU	VA TECH	UVA	ODU	JMU
1969	13,893					
2006	30,381	30,381	29,289	28,422	23,950	21,500

**VCU at the head of the class**

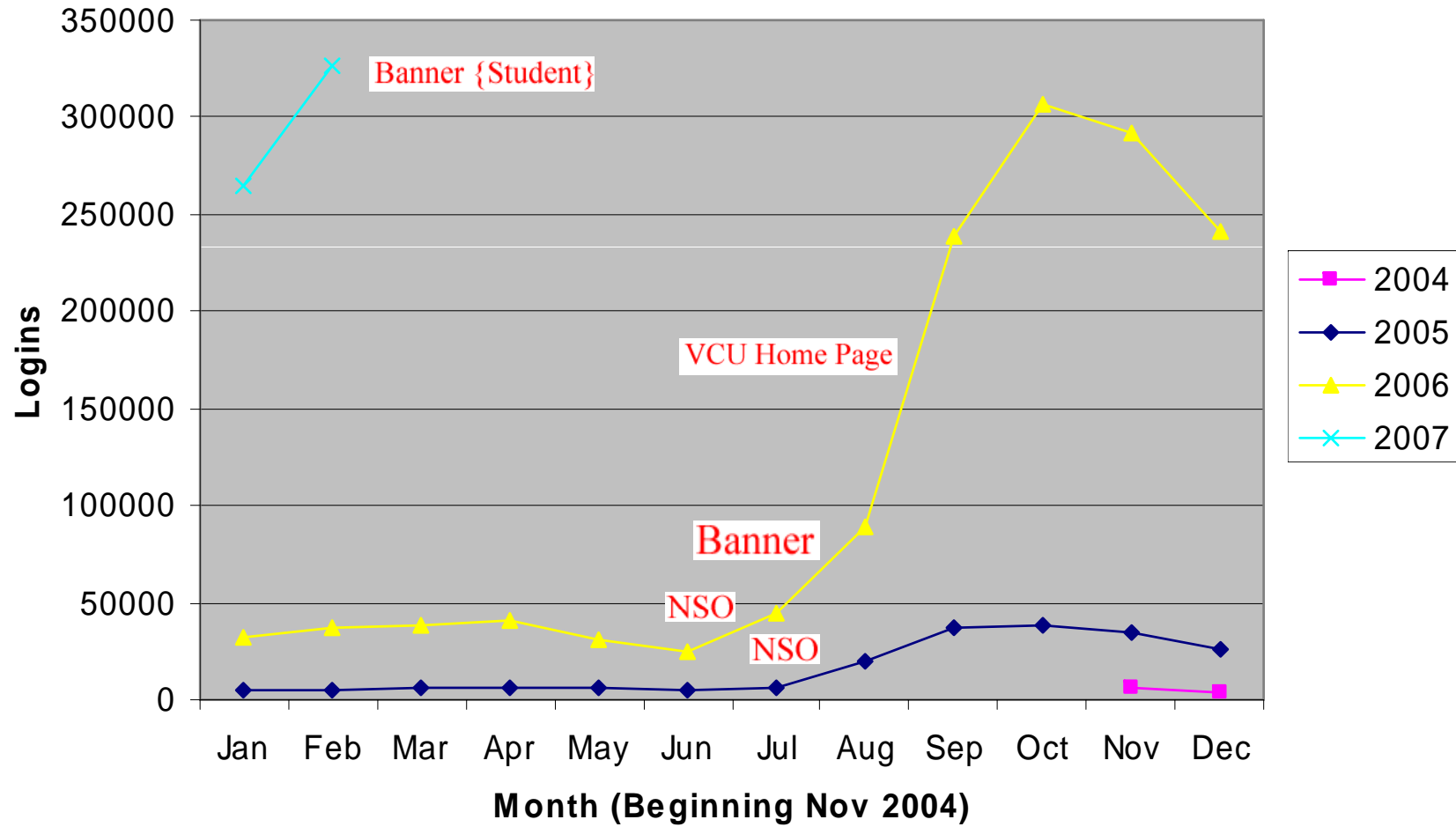
**Apply to VCU**  
Apply online >

**Show your spirit**  
Join in >

**Upcoming events**

- Mar 20-23 2007**  
[AIDS Memorial Quilt on display](#)
- Mar 21 2007**  
[OMSA dollars and sense personal finance series](#)
- Mar 21 2007**  
["Before, during and after in Iraq: a just war analysis"](#)

## Total Logins per Month



# Challenge 5

What is the relationship between the portal and your University web site?

# Web-Portal Relationship

- Separate
- Partially integrated
- Fully integrated
  
- What are you doing?
- Why or why not?

# Final Analysis

In the final analysis, portal deployment is much like anything else – one can have it fast, have it good, or have it cheap. The catch is that only two of the three are possible.

Steven Daigle & Patricia Cuocco  
California State University

Thank You!

Questions?