HAN – Technology Update

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Outline

• Discussion of “why”

• Relevant trends and technologies

• Haas Tech Taskforce research and strategic recommendations

• UC Berkeley University Relations relationship and project

• What’s next? Where do we go from here?
Why

• Drivers
  – Develop closer relationships amongst the various constituents in the Haas community
  – Streamline delivery of core services
  – Enhance perception of Haas and university

• Why connect with Haas?
  – Knowledge
  – Network
  – Entertainment
Relevant Trends & Technologies

• Content and applications
  – Social networking
  – User generated content (blogs, podcasts, video)
  – Community and communication

• Infrastructure and core services
  – Data integration
  – Profile and identity management
  – Transaction processing services
Haas Tech Task Force
Initial Hypothesis

• **Enhance Network**
  – Create tools for enabling alums to leverage the Haas community
  – The new LinkedIn program would be an example of this

• **Unlock Content Assets**
  – Bringing out the core assets of the Haas School of Business
  – Examples might be links to podcasts, papers, and blogs

• **Drive Use of Core Services**
  – Generate interest in Haas’ existing services
  – Increasing use of Web site, email forwarding, and databases
Themes

- Involvement
- Contributions
- School Spirit
Process

- Preliminary Team Meeting
- Hypothesis Development
- Business School Review
- Priorities Development
- Recommendations
Business School Online Alumni Services Review

- Michigan
- Cornell
- Stanford
- MIT
- Dartmouth
- Duke
- Virginia
- NYU
- UCLA
- Carnegie Mellon
- Northwestern
- Chicago
- Pennsylvania
- Harvard
- Columbia

- UNC Chapel-Hill
- Indiana
- Austin
- Emory
- Purdue
- Yale
- Washington U.
- Notre Dame
- Georgetown
- Babson
- Southern California
- Maryland
- Rochester
- Vanderbilt
Sites of Note

- UCLA: Career Services: http://www.anderson.ucla.edu/x8228.xml
- Maryland: Portal: http://alumniportal.rhsmith.umd.edu/
- Emory: Breadth: http://goizueta.emory.edu/alumni/index.asp
- UW: Class Services: http://bschool.washington.edu/alumni/agents.shtml
- Wharton (Admissions Focus): Blogs: http://adcomblog.wharton.upenn.edu/admissions/
Strategy

• Strategic Elements
  – “Fast Follower”
    • Prioritize and implement the best functions from other schools
  – “Innovator”
    • Develop original ideas unique to Haas

• Planning
  – Priorities
    • Which initiatives will add the most value to the Haas community?
  – Resources
    • Correctly factoring resource availability into strategic planning
Recommendations

• Top Ideas: Follower
  – Online Speakers, Audio & Video
  – Subscription Databases (ProQuest, etc.)
  – Enhanced Jobs Database & Career Tools
  – Class Pages & Information

• Top Ideas: Innovator
  – Blog & Online Presence Listing Portal
  – Expanded Social Networking (LinkedIn Promotion)
Additional Considerations

• Leverage extra-Haas Berkeley resources
  – Speakers, Alumni Services, Athletics

• @Cal Café
  – Leverage and integrate these new services

• Factiva Launch
  – Access through Long Library

• New Haas Web Site user interface
  – Taking advantage the new “consolidated” user interface

• Communication personalization and segmentation
  – Targeting specific groups, segmenting by date/interests/communities
UC Berkeley University Relations Project

• Campus-wide online services strategic plan

• Identification of shared services

• Conceptualization of a platform for school-specific offerings

• Enabling standardization and innovation

• Creating the optimal division of labor and allocation of resources
Haas Priorities

• Policy changes
  – Vendor selection process
  – Policy management
  – Decision making and leadership

• Delivery of core services
  – Email forwarding
  – Emailing tools
  – Event management, chapter/class pages, etc.

• Data integration
  – CADS, warehouse, Kintera
What’s Next?

- Impact on chapters and chapter leaders
- Short run vs. long run
- Thinking about what is coming
- Understanding and leveraging new tools
Q&A

• Questions

• Additions

• Observations

• Concerns

• ...

University of California
Berkeley
Haas School of Business