

UNIVERSITY IDENTIFICATION OFFICE STRATEGIC PLAN

MISSION STATEMENT

The University ID Office Promotes Each Student's Learning Experience by providing a secure multi-functional card system for the Campus Community.

VISION

The University ID Office will expediently produce a secure all-in-one card utilizing the most advanced technology available to address all present and future concerns with focus on maintaining the high standards and continued growth of the University.

VALUES

The University ID Office is committed to the values of

- mutual respect and high ethical standards;
- cooperation and communication;
- creativity and innovation;
- communication and dedication;
- confidentiality and security;
- pursuit of excellence;
- accountability and ownership; and
- diversity.

LEARNING OUTCOMES

Students interacting with the University ID Office have the opportunity for exposure to knowledge in areas of:

- Personal responsibility
 1. Protect card from theft, loss, and damage
- Financial planning
 1. Balance and budget usage of meal account and RaiderCard stored value account
- State of the art technology
 1. Utilize web for deposits and transactions to RaiderCard, Meal Plan, and Print Account.
 2. Report lost ID card to prevent fraudulent usage
 3. Replace ID card in minutes
 4. Track attendance
 5. Use of Biometric reader
 6. Use of Proximity KeyFob
 7. Emergency Notification

STRATEGIC PRIORITIES, GOALS, AND BENCHMARKS

STRATEGIC PRIORITY: INVEST IN THE PEOPLE OF TEXAS TECH

Goal 1: **Human Resources and Infrastructure:**

Identify and utilize additional resources to recruit and retain quality staff to support optimal work environment.

HUMAN RESOURCES: BENCHMARKS: (measures the degree of success over the next five years)

- Continue to develop as an independent department and identify staffing needs
- Mandate training assessment according to divisional expectation with opportunity to excel.
- Administer the Strength Finder Test through StrengthsQuest to all staff.
- Schedule job specific training to enhance performance and highest level of customer service
- University ID System will maintain focus on diversity

OBJECTIVES:

Objective 1.1--Satisfy mandatory University training requirements

- **STRATEGIES:**
 - Utilize resources of Quality Service for training set in benchmark.
 - Monitor Quality Service and Professional Development website to aid in scheduling mandated training.

Objective 1.2—Follow Divisional guidelines concerning training

- **STRATEGIES:**
 - Encourage each staff member to focus on individual strengths identified through Strength Quest

- Become proactive in seeking additional training aids to insure quality service

Objective 1.3—Continue development as a newly formed Department

○ **STRATEGIES:**

- Maintain current Standard Operating Procedure Manual to assist staff.
- Continue to identify and correct departmental staffing deficiencies or restructuring to handle growth.
- Focus on scheduling Student Assistants to work during rush periods.
- Annually review and update Emergency Operations Plan
- Encourage active participation in committees and focus groups to form campus partnerships (such as Division of Student Affairs Connection Committee).
- Schedule cash control classes for new employees
- Schedule all phases of Banner System training for new and existing staff.
- Encourage staff to engage in higher education and IT class offerings.

Objective 1.4—University ID System will strive to support and promote Diversity

○ **STRATEGIES:**

- Support continued practice of maintaining diversified workforce.
- Schedule University training and seminars regarding diversity topics annually.

INFASTRUCTURE: BENCHMARKS (measures the success over the next 5 years)

- Examine probability of future expansion due to growth
- Increase awareness of services available within the University ID System.
- Assist in conversion and implementation of Banner System to support unification of all divisions servicing TTU.

Objective 1.5—Analyze future growth pattern and direction specifically for the next two year period.

○ **STRATEGIES**

- Focus on physical direction of campus growth to plan satellite operation site.
- Research availability of minimum of 2 preferred locations according to high traffic and accessibility.
- Prepare proposal and justification based on growth and business volume.
- Plan extended hours of operation to handle the initial influx of students, faculty, and staff by latter part of this year.

Objective 1.6—Budget future expansion

○ **STRATEGIES**

- Compile estimates based on probable location lease, equipment, and staffing.
- Submit preliminary plans and budgeting.
- Encumber estimated start up costs.

Objective 1.7--Market current services to campus community

○ **STRATEGIES**

- Promote services through various media outlets
- Raise level of awareness of services

Objective 1.8—Successful conversion and implementation of Banner System interfaced to the University ID CS Gold System

○ **STRATEGIES**

- Continue with the assignment of TechID numbers for students and faculty/staff
- Interface systems in conjunction with HR, Payroll, Time Centre, and Student Business Services beginning in October 2008 thru December 2009.
- Re-card staff beginning October for Time Centre requirements.
- Prepare schedule of re-carding for existing students in Spring 2009
- Prepare scheduling of Faculty/Staff re-carding in Spring and Summer 2009
- Re-carding to be completed by December 2009

STRATEGIC PRIORITY: ENRICH THE EDUCATIONAL EXPERIENCE

GOAL 2: Undergraduate, Graduate, Professional Teaching and Learning:

The all-in-one ID Card facilitates participation in social and educational experiences by allowing access to the user's services and activities. Services offered such as dorm access, sporting events, recreation, meals, library services to check out books or print and copying.

BENCHMARKS: (measures of the degree of success over the next 5 years)

- Provide resources via website showcasing available services (already utilized but needs to be easier to use)
- Centralize services fundamental to an institution of higher learning.
- Display updates and information through electronic media
- Educate and advertise advantages of web usage

Objectives:

Objective 2.1--Maintain state of the art equipment and technology for an institution of higher learning.

○ **STRATEGIES**

- Enhance web capabilities and ease of use (as available)
- Upgrade software and equipment (24 month period)
- Implement a data warehouse storage facility (in process)

Objective 2.2--Utilize plasma TV in office and TechAnnounce to display information and updates.

○ **STRATEGIES**

- Update information on office plasma TV monthly
- Use TechAnnounce for more frequently updates, announcements, or instructional information.

Objective 2.3—Provide as many services as possible in a centralized location.

○ **STRATEGIES**

- Research advanced programs for special interests through CBORD, NACUFS, and NACCU to increase educational resources.

- Educate the convenience of utilizing the website to reduce walk-in traffic and counter lines.

GOAL 3: TECHNOLOGY: ENHANCE AND UPGRADE SECURITY

BENCHMARKS: **(measures of the degree of success over the next 5 years)**

- Purchase new more secure equipment and software
- Continue to work with TOSM and the university to secure all confidential information used within the department.

Objective 3.1--Provide platform for enhancing internal Quality Service

○ STRATEGIES

- Convert offline card readers to online card readers (36 month period)
- Assist departments with conversion to the Banner System interfacing with CS Gold System.
- Provide users survey for evaluation of products, services, and level of customer service. (in force at this time)
- Distribute information regarding services offered in addition to printing ID's (badges, access cards, conference cards, copy cards, special design cards, tracking attendance numbers)

Objective 3.2—Educate users on the necessity of maintaining confidentiality on all ID System information.

○ STRATEGIES

- Continue to educate staff and ID System users through meetings about the confidentiality of the records maintained in the CS Gold ID System.

- Continue to obtain yearly signed confidentiality forms from all users who access CS Gold through workstations.

GOAL 4: SUPPORT OPPORTUNITIES THAT CONTRIBUTE TO STUDENT LEARNING AND BENEFIT THE LOCAL AND CAMPUS COMMUNITY.

Benchmark: (measures of the degree of success over the next 5 years)

- Provide any excess funds for scholarships
- Expands products and services
- Research latest security information

Objective 4.1-- Educate students on the use of the ID Card and what the University ID System has to offer.

○ **STRATEGIES**

- Produce users survey for evaluation of products, services, and customer service
- Enhance security measures regarding identity theft and educate students
- Embrace and support the growth of the university
- Continue contributions to fund scholarships and the Raider Relief Fund

STRATEGIC PRIORITY: STRENGTHEN PARTNERSHIPS

GOAL 5: BUILD STRATEGIC PARTNERSHIPS AND ALLIANCES WITH ALL LEVELS OF THE CAMPUS AND LOCAL COMMUNITY.

BENCHMARK:

- Perform in a supportive and professional capacity
- Openly communicate and assist division in achieving the common goals of the University

OBJECTIVE 5.1 -- Establish a strong network of users

○ STRATEGIES

- Maintain partnerships providing access, meals and activities
- Continue increased support to New Student and Transfer Orientations
- Provide reports tracking attendance and usage
- Support all university campaigns campus wide