Connected Campus Enables Next-Generation Teaching and Learning

- James Webb, Chief Information Officer
- Dr. De’Arno De’Armond, Assistant Professor of Marketing and Finance, Hickman Professor of Marketing
Founded in 1910, West Texas A&M University is the northernmost senior institution of higher learning in Texas.

Primary service region extends beyond the Texas borders into the neighboring states of Colorado, Kansas, New Mexico and Oklahoma.

The University offers 63 undergraduate degree programs, 41 master's programs and 1 doctoral program.

Part of the Trans-Texas Videoconference Network (TTVN) and the Lone Star Education and Research Network (LEARN).
Imperatives: 2005-2010

- Provide outstanding technology **infrastructure**, systems, and services to support student engagement, instructional and experiential learning, teaching and research.

- Provide students, faculty, and staff with **access** to facilities, equipment, systems, and support in order to facilitate the achievement of the University mission.

- Cultivate campus success by actively **engaging**, listening, and anticipating the needs of our faculty, staff, and students.
On any given day in one of my classes, you will find over half of my students connected (seamlessly with no problems) to the WTAMU infrastructure. They are fact checking, looking up stock information, using the online library website, chatting with friends, or just living life on their terms...the true multi-tasking 21st century way.

-- Dr. De’Arno De'Armond, Assistant Professor of Marketing and Finance, Hickman Professor of Marketing --
21st Century Learning Environments

CHALLENGES

- Provide state-of-the-art Distance Learning Systems
- Offer ITV courses to the Top 26 counties of the Texas Panhandle

SOLUTIONS

✓ Established WTClass to deliver academic programs over the web
✓ Implemented Smart Classrooms with ITV capabilities

Department of Defense contractors still find the time to work on their Bachelor of Science in Nursing (BSN) through WTAMU’s online RN to BSN program at Camp Speicher in northern Iraq.
Developed in 2001 to help students who couldn’t attend face-to-face tutoring sessions on campus. Over 9 million visits last year alone.

- Recommended by executive director of Yale’s Leadership in Healthcare MBA for Executives program.
- Used by Naval Postgraduate School in Monterey, CA.
- College Board lists the WTAMU VML as a source to help prepare students who want to CLEP college algebra.
- Recommended by the Public Broadcasting Service as foremost link to beginning algebra tutorials online.
- Dr. Gerard’t Hooft of the Netherlands, winner of the 1999 Nobel Prize for Physics, began directing readers of his website to the WTAMU VML.
OBJECTIVES

- Change the way we communicate with students, faculty, staff, and the community at large
- Faculty “buy-in” and adoption of new technology

IMPLEMENTED CISCO DIGITAL MEDIA SYSTEM

- Dramatically improved communications and information sharing through targeted and customized messages
- Immediate dissemination of campus events and reminders
- Video broadcasts of athletic events and commencement
University police can activate Cisco IP phone paging and notification capabilities during a crisis or campus emergency.

Network enabled smart classrooms aid emergency responders.

Emergency notifications now include campus-wide Digital Signage.

- **Buff Alert** provides emergency notification via SMS text message, West Texas A&M Email, Desktop Alert, Twitter, Facebook, and RSS -
WTAMU Broadcasting Program Brings Home National Champion Awards

- National Champion Video Documentary—“Through the Eyes of Africa”
- National Champion Overall Web Design—KWTS-FM [www.wtamu.edu/kwts](http://www.wtamu.edu/kwts)

The Cisco Flip camera is changing the way we teach electronic newsgathering and basic advertising production. Faculty and students are now using the Flip Ultra HD camera on location and in the classroom.

One of the first college stations in our market to stream video and audio over the Internet, KWTS 91.1 FM is a non-commercial college station that is fully operated by students.
Key Takeaways

- Partnerships with Academics is a Critical Success Factor
- Find a Technology Champion “Outside of IT”
- Develop an Enterprise “Business Aware” IT Strategy Focused on the Organization as a Whole