



INFORMATION TECHNOLOGY SERVICES

EAST TENNESSEE STATE UNIVERSITY

ANNUAL REPORT 2017-2018



CONTENTS

2	Letter from the CIO
3	Sites Served by ITS
4	ITS Units
5	Advanced Computing
5	REDCap Survey & Database Servers
6	Crowdfunding for Scholarly Projects
7	Help Desk Leadership
8	Employee Continuing Education Certificates
9	ITS by the Numbers
10	Customer Relationship Management
10	Calendar Update
11	Online Faculty Training
11	Data Center
12	Networking & Telecommunications
13	Repurposed Computer Project
14	Web Technology Services
15	Education Advisory Board (EAB)
15	Internet Security
16	Goals for 2018-2019



MISSION

Information Technology Services (ITS) will provide reliable and efficient services, innovation, technology leadership, and strong collaboration to strengthen the future of teaching, learning, research, and service at East Tennessee State University.

VISION

Information Technology Services (ITS) provides the highest quality technology services to students, faculty, and staff and delivers technologies that advance the University's academic, research, and administrative goals.

LETTER FROM THE CIO

As we begin a new academic year, it is with great honor that I reflect upon the Information Technology Services (ITS) staff and their extraordinary progress in support of the ETSU mission. This ITS Annual Report is dedicated to each and every ETSU ITS staff member. By focusing on the six major categories of the ETSU strategic plan, ITS has made major improvements with respect to computing services, computing equipment, infrastructure, research computing, web services, as well as voice and data communications.

While several significant accomplishments have been achieved during the past year, this report highlights several that were made possible by the eminent talent and work ethic of ITS staff. During the past year, there have been multiple challenges and opportunities for ITS to enhance the information technology environment for our students. The Help Desk has been reorganized and provides help to the university community in a variety of new and innovative ways. The basic infrastructure of the network has undergone significant upgrades with a new 10 GB Internet connection and a next generation firewall.

New construction projects across campus, including a new data center, have brought exceptional opportunities for enhanced connectivity.

Enhancements to the ETSU portal and the ETSU app have improved our virtual experience. Implementation of a new CRM and a new Online/Adult recruitment initiative will also provide opportunities for ETSU to excel with respect to recruitment, retention, admissions, online education, and an improvement to the overall

student experience at ETSU. Significant efforts to secure high performance computing for research faculty have provided multiple levels of research computing available to faculty engaged in distinctive and renowned research activities. ITS staff also face new and ever-emerging security threats to the ETSU network and are constantly upgrading hardware and software to protect the network while providing the university community with the freedom to provide higher education in a global atmosphere.

The ITS staff are a very creative and innovative group who consistently strive to provide a high-quality computing environment to our faculty, staff, and students. ITS staff strive for excellence every day and continue to look for new services that will be cost effective, easy to use, as well as enhance productivity. Please take a look at some of the things ITS staff have accomplished during the past year. As you review this annual report, please feel free to provide feedback to me for additional services or enhancements you would like to see incorporated into the future of ITS at ETSU.



Thank you for your time and attention. Go BUCS!!
Sincerely,

Karen King

The ITS staff are a very creative and innovative group who consistently strive to provide a high-quality computing environment to our faculty, staff, and students.



SITES SERVED BY ITS

ITS is dedicated to serving the ETSU Community

ETSU Families First
ETSU Family Physicians of Kingsport
Valleybrook
ETSU at Kingsport - Allandale
Kingsport Center for Higher Education

ETSU at Walters State Morristown

ETSU Family Physicians of Bristol

Nave Elizabethton Center

ETSU at Walters State Greenville

ETSU Campus
ETSU Innovation Lab
ETSU Family Physicians
Johnson City Downtown Day Center
Mtn City Extended Hours Health Center
VA Campus
Child Study Center
Observatory
Keystone Community Outreach
Intramural Field
ETSU Family Medicine Associates
Shelbridge
Johnson City Community Health Center

ETSU at Sevierville
ETSU at Sevierville Center



ADVANCED COMPUTING



The advanced computing resources available to all ETSU faculty, staff, and students, include the Advanced Computing Facility (ACF) at the Joint Institute for Computer Science (JICS)/Oak Ridge National Lab and Amazon Web Services-EC2 (AWS-EC2), and both continue to bring new features online. ACF is in the final stages of preparing the Secure Information Processing (SIP) enclave. The SIP will provide a resource for securely handling sensitive data, such as protected health information. A Business Associate Agreement (BAA) between ACF and ETSU will be signed once the SIP is completed. We continue to pursue a similar BAA to cover AWS-EC2 services. At AWS, researchers can “architect” virtual machines on EC2 with preinstalled, ETSU-licensed software to make “on-boarding” of research and scholarly activity quicker and easier. As we embark on a series of meetings with ETSU student organizations, we are excited to highlight student access to advanced computing resources. We have sought to fulfill the requirements of the traditional high performance computing users at ETSU while introducing advanced computing as a means to analyze big data to a new generation of users across all academic disciplines.

REDCAP SURVEY & DATABASE SERVERS

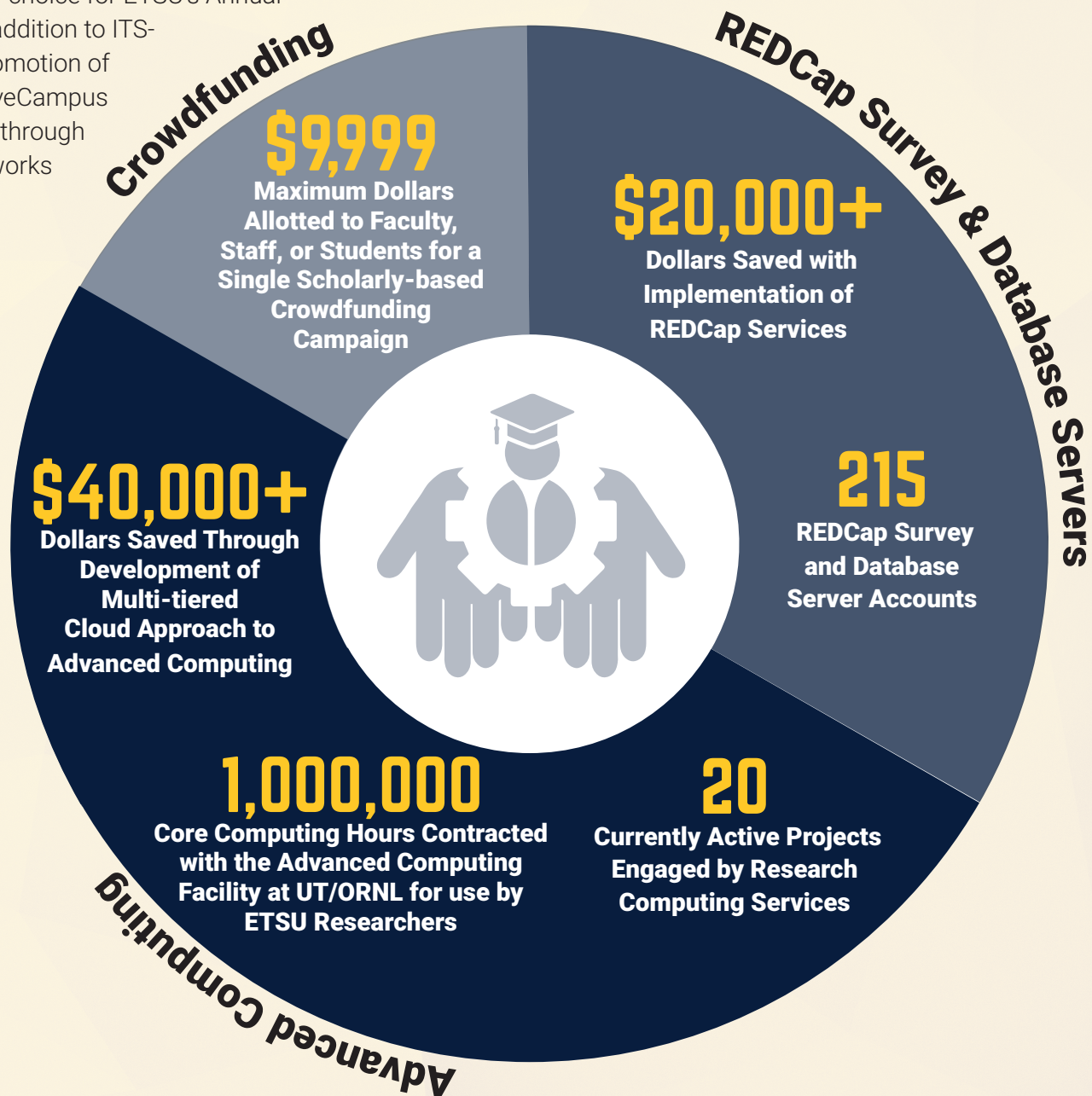
REDCap, ETSU’s free resource for database creation and distribution of electronic surveys, continues to gain popularity with well over 200 user accounts established to date. REDCap Management has developed an ETSU template so that users can brand surveys with the official ETSU colors. The Research team manages three REDCap servers, including a HIPAA compliant server, a standard server and a development server, all available to faculty, staff, students, and off-campus collaborators. The systems are available from on or off campus. They provide one-on-one, group and classroom training, consultation, and assistance with instrument development. This year they have streamlined guidelines and processes, including the development of an online mechanism with the Institutional Review Board (IRB) coordinator for account and survey approval with the HIPAA Compliance Officer (HCO) and IRB. Just recently, the team has also added a REDCap development server making it possible to further experiment with new survey designs through use of REDCap extensions, plug-ins, and hooks.



 **REDCap**
Research Electronic Data Capture

CROWDFUNDING FOR SCHOLARLY PROJECTS

The ITS Research Computing Department worked with the ETSU Offices of Foundation, Advancement, and Research and Sponsored Programs to develop a program that affords students, staff, and faculty the opportunity to crowdfund scholarly projects. Scholars working in all academic disciplines recognized by ETSU are eligible to apply. ITS helped establish guidelines for participation and protocols for application and review. Applications to participate are reviewed by faculty selected by the Vice Provost for Research and Sponsored Programs. The scholarly activity proposed must fall within an academic discipline supported by ETSU. ITS worked with the first two successful applicants, Dr. Eric Sellers (Psychology), Director of ETSU's Brain-Computer Interface Laboratory, and Dr. Chris Widga (Geosciences), Head Curator of ETSU's Natural History Museum to develop media in support of their campaigns. Media in support of campaigns are produced by investigators working with the ITS eStudio. The platform to be used to promote campaigns is GiveCampus, more recently selected as the platform of choice for ETSU's Annual Day of Giving. In addition to ITS-RCS activities, promotion of campaigns on GiveCampus will be supported through social media networks by ETSU Online Marketing and ETSU University Relations.





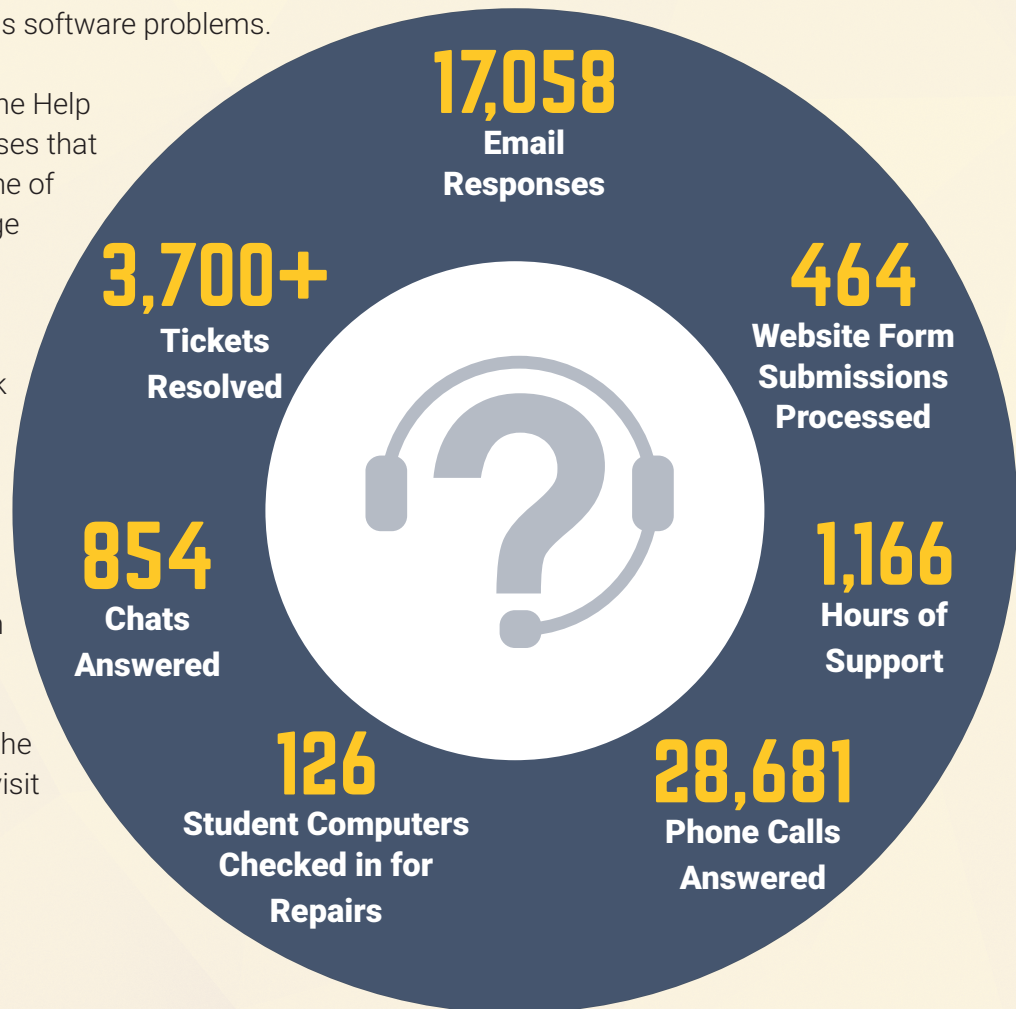
HELP DESK LEADERSHIP UPDATE



Adam Greever joined Information Technology Services during April 2018 to assume the position of Help Desk Manager. Adam has previous experience within ITS and most recently held the position of Instructional Designer at the Gatton College of Pharmacy. Adam is working with Steve Church and Dustin Fawver, ITS Help Desk Technicians, to continue to provide enhanced technology support services to ETSU faculty, staff, and students.

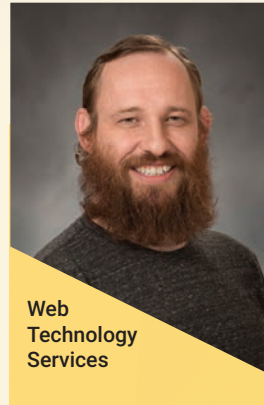
ITS has added a service desk adjacent to the Help Desk to provide more efficient service to students with computing and technology issues. A TV display was installed behind the service desk allowing the Help Desk to share valuable information such as contact information, hours of operation, computer availability in Sherrod Library, notification of technical issues, and ETSU advisories. The Help Desk has also enhanced services to students with a new checkout system to assist students bringing in personal laptops that contains malicious software problems.

In addition to visible service offerings, the Help Desk has instituted several new processes that expedite service support for users. Some of these processes include a tool to change passwords in mass for sequential departmental accounts, a utility that can determine the source of a user's account being locked out, a tool to track and create tickets for compromised accounts, and tools for student technicians to unlock locked accounts and remove 24-hour password reset restrictions. In Spring 2019, the Help Desk will launch a new ticketing system that provides ETSU users the ability to enter their own help tickets and track their progress. End users will still have the ability to call, email, chat, or stop by to visit the Help Desk in person.



EMPLOYEE CONTINUING EDUCATION & CERTIFICATES

ITS team members continue to expand their foundations of knowledge and stay current on new technologies. They remain dedicated to seeking innovative solutions to complex problems and providing the best possible professional services to the ETSU Community.



KEVIN CALL

SEM Rush Search Engine Optimization (SEO) Fundamentals Exam

Web Technology Services



CHELSIE DUBAY

Graduate Certificate in Instructional Design and Technology

Academic Technology Services



MICHAEL LAWS

Nielsen Norman User Experience (UX) Certification



Web Technology Services

SHERRY MARTINEZ

Nielsen Norman User Experience (UX) Certification



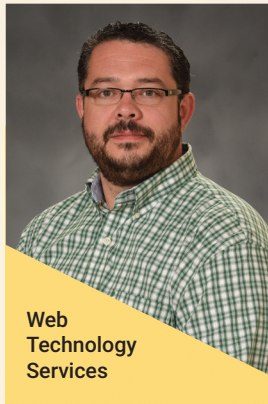
Web Technology Services



CANDY MASSEY

Project Management Professional (PMP)®

Project Management



ANDY OLSON

Content and User Experience (UX) Design

Web Technology Services

STEPHANIE TWEED

Graduate Certificate in Instructional Design and Technology



Academic Technology Services



ITS BY THE NUMBERS



84,048 Total Projector Hours Used in Multimedia Classrooms

CUSTOMER RELATIONSHIP MANAGEMENT

East Tennessee State University strives to deliver excellent customer service to our students. In order to build on our existing service, in 2018 the university invested in a customer relationship management (CRM) system. CRM is a state-of-the-art technology used to manage the university's relationships and interactions with potential undergraduate, graduate, and online students. ETSU strives to stay connected with our students, streamline processes, and improve our enrollment across various avenues. CRM will provide a new portal to improve service to our students and help staff and faculty reach future students.

ITS is leading the campus-wide CRM implementation with significant input from several other departments, especially Offices of Graduate Studies and Undergraduate Admissions. In an effort to eliminate conversion time and save on user input, Information Systems is using Informatica to transfer data from the CRM system to our current Banner system. Web Technology Services staff are applying Google Analytics and Cascading Style Sheets (CSS) to enhance the implementation. ITS Associate CIO / Chief Information Security Officer, Andrea Di Fabio, is serving as lead and is keeping the project focused. Project Manager is Candy Massey, PMP, who assists with planning, organizing, leading, and analytics. The CRM is scheduled for implementation in Spring 2019.



ETSU CALENDAR UPDATE



Web Technology Services (WTS) completed a major upgrade of the University Calendaring system this year. This new version of the calendar was rebuilt from the ground up with new underlying architecture, new categorization schemes, improved search and registration components, a mobile friendly layout, and a complete design refresh with rebranding. The upgrade involved a complex process of mapping all events in the current system to fit the new and improved categorization scheme. Additionally, WTS rebuilt over 150 instances of syndication code to facilitate the display of events from the calendar to various ETSU web pages.

ONLINE FACULTY TRAINING

In accordance with the Online Faculty Training Policy developed with the ETSU Online faculty liaisons, all faculty teaching online courses are required to complete training in online pedagogy and approved software applications adopted for online courses. Information Technology Services has developed a comprehensive online training course that covers all aspects of online teaching and course development, including both technological and pedagogical components. Faculty who successfully complete training receive an automated certificate through the Desire2Learn learning management system. ITS has also developed a reporting system that allows college deans and chairs to view training statistics for faculty in real-time.

Faculty may elect to complete their training online or attend a variety of workshops. Academic Technology Services offers a wide variety of workshops and delivery methodologies, including online streaming and recorded online archives to meet changing faculty demands. The following are newly developed sessions based on faculty needs:

- Cheating – Strategies for Encouraging an Honest Culture
- Creating Interactive Course Content
- Gamifying Your D2L Course
- Creating Video and Presentation Assignments in D2L
- D2L Semester Tune-Up
- Building Discussions



Chelsie Dubay and Stephanie Tweed presented “No faculty left behind: a self-paced approach to online instructor training” at the annual Desire2Learn Fusion teaching and learning conference. They also offered “Marketing Yourself for Tenure and Promotion: Using D2L’s ePortfolio to help you promote” as a poster session and each provided online workshops to the D2L community forum.

DATA CENTER



By 2013 it had long been apparent that ETSU’s server infrastructure was being housed in a substandard environment. In the fall of that year, talks began about constructing a suitable location. A design was completed and construction began in spring of 2016. In the spring of 2017, ETSU took possession of the new data center and ITS began the year-long process of migrating equipment and services from the old location to the new data center.

As a result, ETSU’s server infrastructure is now housed in a dedicated, secure space. The new data center has sufficient power, cooling, and space to support both current and future needs.

NETWORKING & TELECOMMUNICATIONS

Sites Upgraded to ETSU VoIP

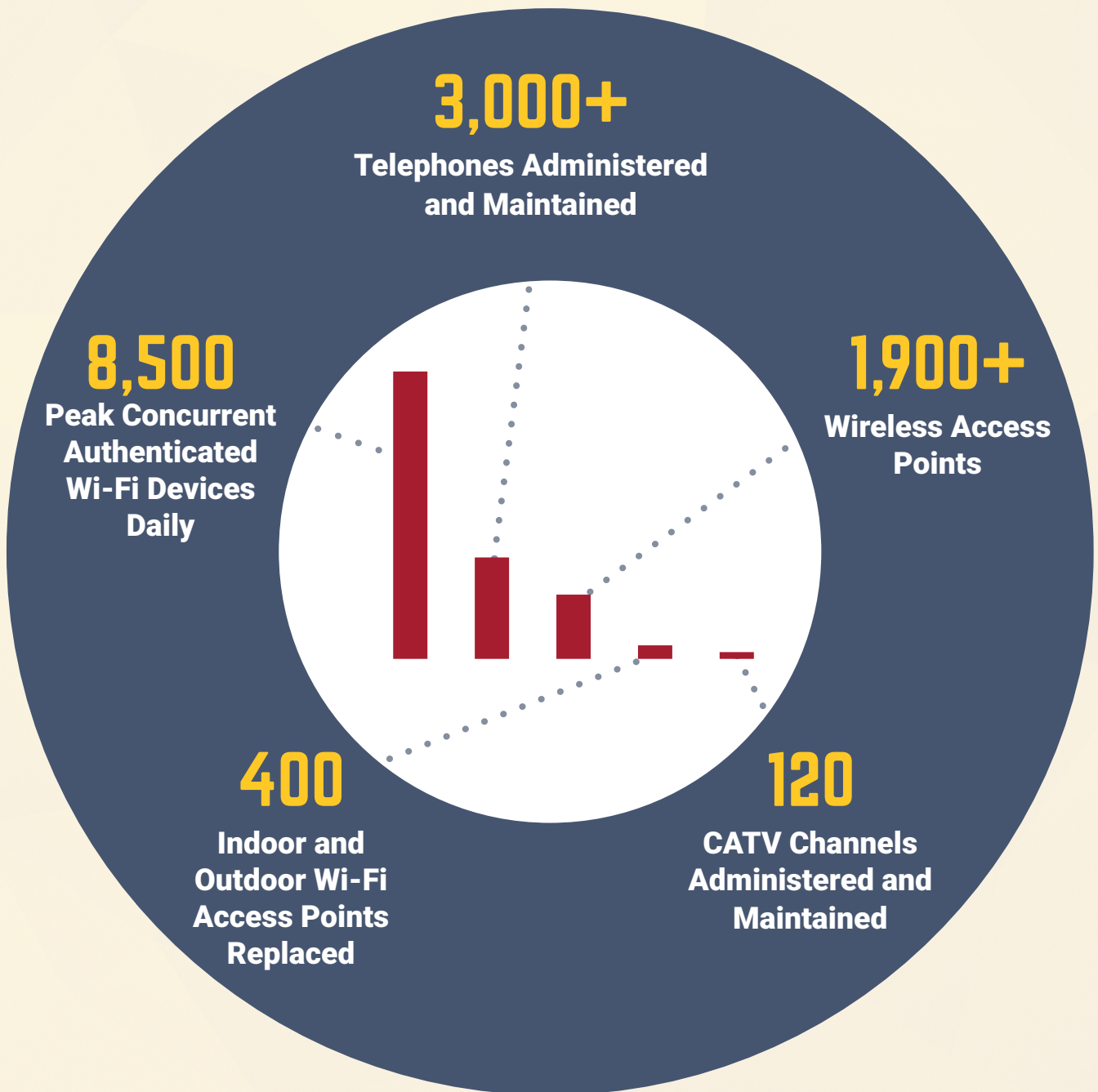
Nave Paramedical Center, Digital Media Center, Keystone Community Outreach, and Kingsport at Valleybrook locations upgrade to voice-over-internet-protocol telephone systems.

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New Sites Served

Johnson City Day Center and VA-60 Interprofessional Education and Research Center added as sites being serviced by ITS.

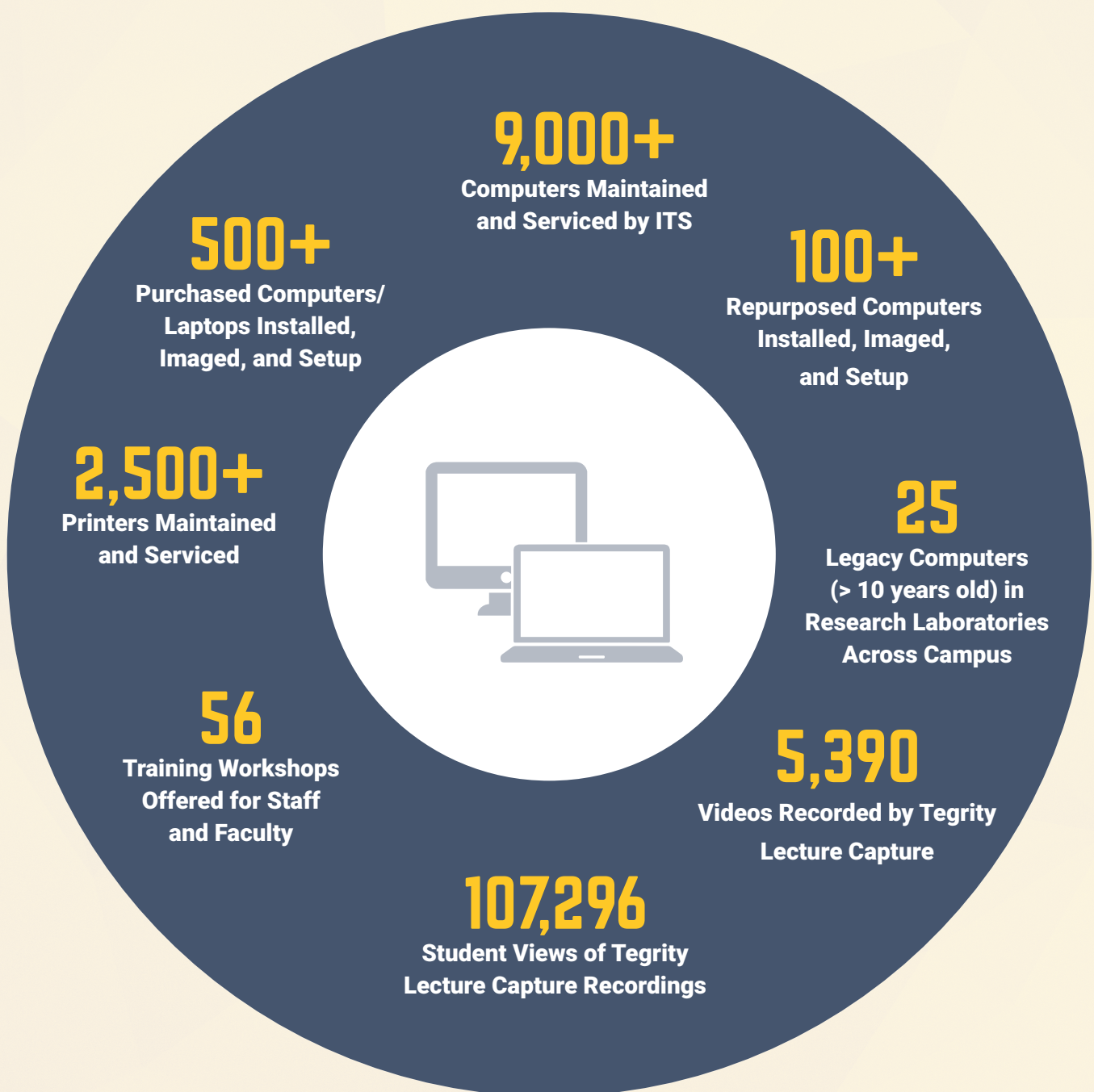




REPURPOSED COMPUTER PROJECT

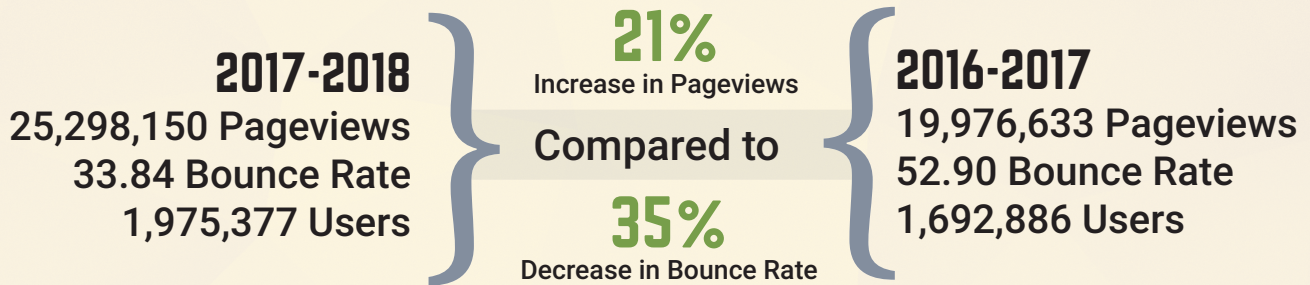
ITS has made efforts to improve the Repurposed Computer Project. As part of the computer replacement project, 20% of the Dell computers scheduled for replacement will be kept and repurposed to provide resources in areas and departments not eligible for the university sponsored computers. These computers are used for graduate assistants, student workers, adjunct faculty, or other generic departmental use. Anyone interested in a repurposed machine can submit an online form.

Approximately eight repurposed computers will be distributed each month on an as-needed basis, with priority given to departments who are planning to use the four-year-old computer to replace a computer that is more than six years old. The price to the department for a repurposed machine is \$125.00, to cover the extended warranty for an additional two years. Once the machines have been re-imaged and distributed, they will remain on the ETSU network for security and management purposes.

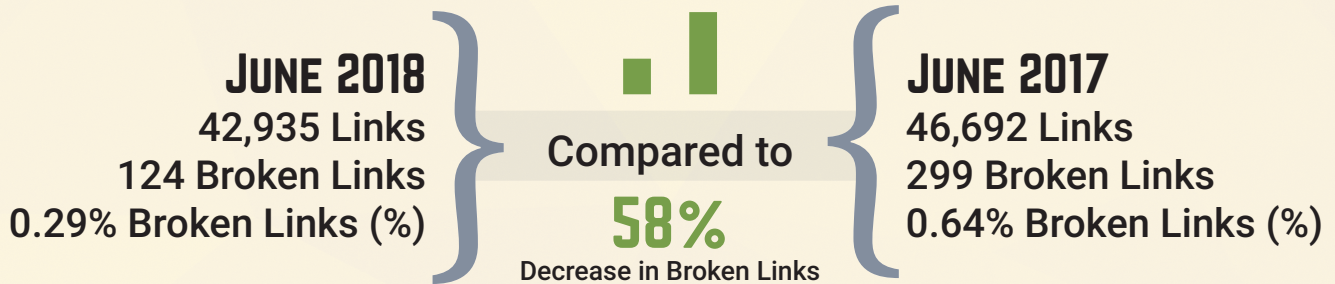


WEB TECHNOLOGY SERVICES

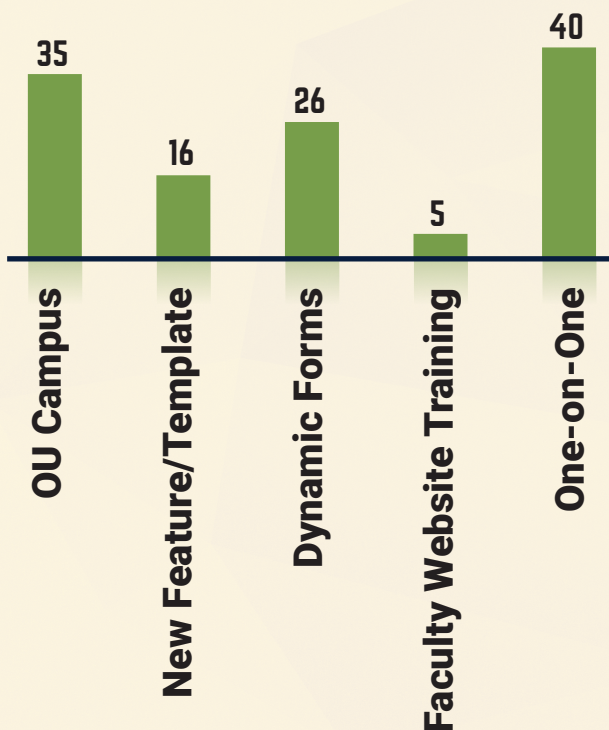
WEBSITE TRAFFIC:



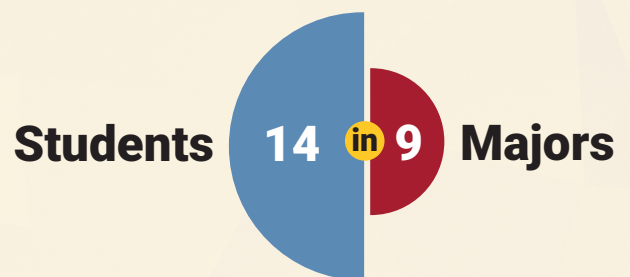
SITE IMPROVE:



WEBSITE TRAININGS:



STUDENT TECHNOLOGY COUNCIL:



MOBILE APP:





EDUCATION ADVISORY BOARD (EAB)

Information Technology Services has entered into an agreement with the Education Advisory Board (EAB)/Royall to develop and deliver marketing and recruiting campaigns for ETSU online programs. EAB/Royall has developed two campaigns, one that follows traditional student recruiting tactics and the other using an affinity campaign to attract students who have similar characteristics and interests as previous and current ETSU students. ITS is working in partnership with academic colleges offering online programs to fund this three-year project.

The traditional campaign uses email communications to connect with students who have previously indicated an interest in information about ETSU online programs, students who have not completed a degree, and students who may be ready to pursue additional degrees. EAB directs these students to inquire with ETSU Online for further information or complete an ETSU application.

For the affinity campaign, EAB/Royall gathered and analyzed information to establish trends to identify consumer characteristics of ETSU students. Using this information, they have created campaigns using imagery and messaging designed to attract students who are more likely to find ETSU an attractive alternative to pursue their online degree.

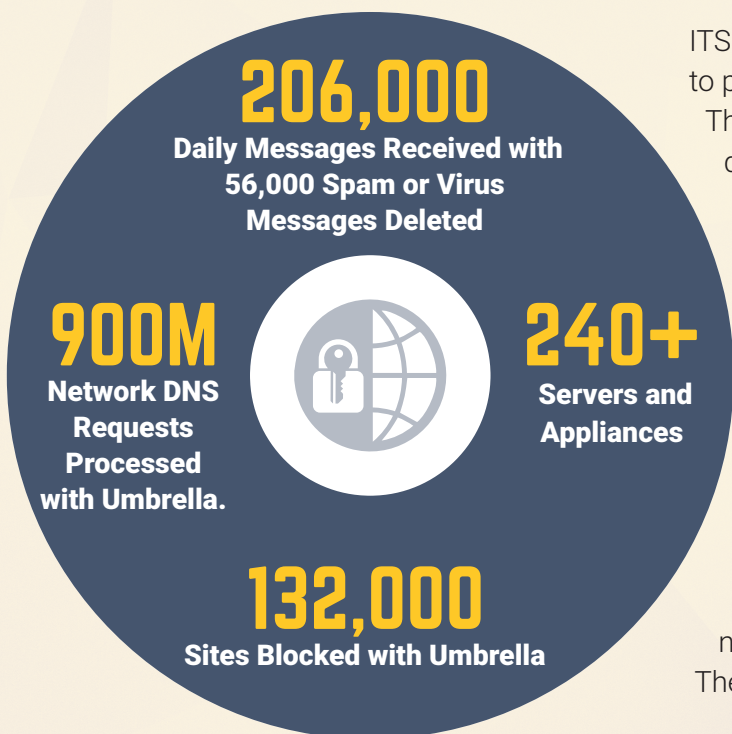


Education Advisory Board

INTERNET SECURITY

ITS has acquired and installed next-generation firewalls to process both Campus and Residential network traffic. These high-throughput firewalls replace several legacy devices and will allow ITS to provide increased levels of Internet service.

As part of the firewall purchase, ITS acquired a collection of security tools and services intended to improve the end-user experience and safeguard sensitive data. Some of these tools, like email security, are improved versions of existing tools. Implementing email security will improve our ability to filter spam, malware, and phishing emails. Other tools, like DNS filtering, are new services ITS can provide. DNS filtering allows us to prioritize academic network traffic and filter out known malicious websites. These are two example of services ITS has deployed.



I. Supporting Enrollment Growth

- A. Increase Resources and Support for Online Enrollment Growth
- B. Increase Social Media Following and Engagement
- C. Increase Inquiries through ETSU Online Web

II. Supporting Diversity and Inclusion

- A. Accessibility Guidelines Communication
- B. Provide web content that is accessible for everyone.
- C. Improve the ETSU mobile app by providing content that is functional and accessible.
- D. Implement electronic governance tools to assist all users to maintain WCAG 2.0 level AA accessibility compliance.
- E. Inform campus regarding federal requirements for fully accessible web pages and documents.
- F. Work with appropriate groups to provide training and support for building and maintaining accessible pages and documents.

III. Empowering ETSU as a Great Place to Work and Learn

- A. Work with appropriate groups to provide training and support for building and maintaining accessible pages and documents.
- B. Improve Enterprise Resources
- C. Implement Production Banner in Amazon AWS
- D. Implement ETSU developed websites in Amazon AWS.
- E. Improve and enhance network systems and infrastructure
- F. Improve and enhance CATV video systems and infrastructure
- G. Revise university emergency web presence
- H. Initiate Data Center Lifecycle management
- I. Implement New Technologies to Improve Service Efficiency and Effectiveness.
- J. Provide web content that is functional, especially for students.

V. Supporting Research and Creative Activity

- A. Develop and implement communication strategies to promote advanced computing technologies to faculty and students in all academic disciplines.
- B. Provide ETSU faculty and students with high-performance computing research tools that provide ETSU researchers the opportunity to participate in regional health data collection and analysis through collaboration with regional health partners.

VI. Supporting Community Engagement and Service

- A. Information Technology Project Management
- B. Integrate the Emerging Technology Center into the ITS Organization.



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INFORMATION TECHNOLOGY SERVICES

EAST TENNESSEE STATE UNIVERSITY

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