From Analog to Digital: Winning Over Your University's Dinosaurs for New CollegeNET Users

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Prologue: Why is this Presentation Necessary?

• “It is amazing to me how in all the hoopla and debate these days about the decline of education in the US we ignore the most fundamental of its causes. Our students have changed radically. Today’s students are no longer the people our educational system was designed to teach.”

• “Today’s students – K through college – represent the first generations to grow up with this new technology. They have spent their entire lives surrounded by and using computers, videogames, digital music players, video cams, cell phones, and all the other toys and tools of the digital age. Today’s average college grads have spent less than 5,000 hours of their lives reading, but over 10,000 hours playing video games (not to mention 20,000 hours watching TV). Computer games, email, the Internet, cell phones and instant messaging are integral parts of their lives.”

– Digital Natives, Digital Immigrants - Marc Prensky From On the Horizon (NCB University Press, Vol. 9 No. 5)
The Way We Were Part 1: Education as the Transmission of Knowledge

- Cries and gestures
- Language – aural symbol transmission
- Cave Paintings – visual symbols transmission
The Way We Were Part 1:

- Writing – visual transmission of aural symbols
  
  a) Rocks/Clay/Tablets

  b) Hieroglyphics, Rosetta Stone
The Way We Were Part 1:

- Scrolls, papyrus, parchment
- Libraries/Universities
- Gutenberg – Mass visual/aural transmission
The Way We Were Part 2: Transmission of Data, circa 1973

1) Application mailed, walked in
2) Hand sorted, code added, 3 copies
3) 1 copy to depart., 1 to data entry, 1 file started
4) 4 file piles – Pending, Admitted, Matriculated, Denied
5) Transcripts, GREs matched, copied sent to dept.
6) Form 18s processed, copied sent to dept.
7) Hand typed admit letters
8) Follow- up on provisional admit, data entered
9) 2- week turnaround: Fast!

Stacks and stacks of files in GS and departments, under-appreciated staff.
The Way We Are part 1:

- Photograph, telegraph, phonograph, radio, telephone, TV & movies - “The ignorance of how to use new knowledge stockpiles exponentially.” – Marshal McLuhan

- Adorno/Warhol/McLuhan – The Age of Mechanical Reproduction, Multiple Images, “The Medium is the Message”

- The Internet: Synthesis of all of the above - iPod, Facebook, myspace, youtube, audible.com – “People in distress will sometimes prefer a problem that is familiar to a solution that is not.” - Neil Postman
Ohio University by the Numbers

- Total student population: 28,751 (Fall 2005)
- Degrees offered on Athens campus, five regional campuses, and web-based degree programs
- Approx. 3,100 graduate students
  - 2,534 on Athens Campus
- 53 departments offering a combination of Master’s, Doctoral, and graduate-level Certificates
- Approx. 5000 applications processed annually
CollegeNET Online Application

1) Self-managed application filled out online by applicant
2) Turnaround time 24 hours
3) Go live date: November 24, 2004 – 2 applications
4) Year end 2005 – 50% online
5) YTD 2006 – 80% online
The Way We Are part 2:
How to win them over: Individual training, diplomacy, simple instructions

- A unique username and password was created for each graduate department to access to their own applications via the Internet.

- The applications became available in downloadable/printable form as .pdf files which mirrored the paper application. There was no longer a need to transfer paper copies between offices, but we continued to do so until all department administrators were trained.

- We scheduled individual, one on one trainings in each department, but they did not have to wait. Administrators in every academic unit were sent instructions for accessing and/or printing their own online applications.
“An Inconvenient Truth“:

Those in Higher Education Administration who choose not to embrace new technologies will soon discover that students are more qualified to do their job.
Accessing your department’s online applications

1) Open a web browser and log into the administrative site using your department’s username and password.

2) Click on the "Manage Forms" tab at the top.

3) Search for your department’s applications by clicking the ‘Search’ link on the left. The ‘Start new search’ radio button will be pre-selected. Click the ‘Continue’ button. This will open the Search Plan "NEW SEARCH" page.

4) Once you have chosen the dates and search parameters, like name, or SSN, etc. click the big ‘Search’ button near the bottom center of the page.

5) To view any one of the applications, simply click the hot-linked (blue) transaction ID. This gives you a quick-view version of the application as a web page.

6) At the top right of the list of your applications, there is a blue link called ‘Print’. This will give you the option to print all the checked forms. Choose the ‘Output printed forms as: PDF File’ radio button. Then click the big ‘Print’ button.

7) This will open a new window that says ‘ApplyWeb PDF Printing’ window. Right click on the blue ‘Click Here to view the PDF file’ link, and select the ‘Save target as’ option. Your browser will now download your applications in PDF format. Save this PDF file to your desktop or wherever you prefer on your computer. When your download has completed, click on the PDF icon. This will open your Acrobat Reader and show you all of your applications in PDF form.

8) Once all of your applications appear in PDF format, click the print button on the browser. After the applications have printed, close your browser window to log out.
Sources/Useful Websites

Digital Natives, Digital Immigrants:

Learning is Being Irrevocably Altered by Technology:
http://www.campus-technology.com/article.asp?id=18175

Where the Digital Natives Live:

Myspace overtakes Google:

“Tomorrow Is Our Permanent Address” - Herbert Marshall McLuhan:
http://www.marshallmcluhan.com/

Recommended Reading: Amusing Ourselves to Death: Public Discourse in the Age of Show Business by Neil Postman

Life: The Movie - How Entertainment Conquered Reality by Neal Gabler
Questions?

Thank You!

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