PEL ECS Team:
Renee Fawcett
Project Management Office
Beth Koepke
Enterprise Financial System
Heather Powell
U Card Office
Bob Utke
College of Education and Human Development
Maria Vuldjeva
International Education, UMD

Question:
We’re writing. Are they reading?

Method:
- Student Survey
- Interviews
- Literature search
- Review of existing University datasets

Findings on Email:
They read when we write to them.
- 90% access U email every day.
- 70% report the U account is their primary email account.
- 80% report they delete some emails without reading them.

Recommendations:
- Provide tips on writing effective emails to University community.
- Establish one way to access University wide email lists.

Findings on Technology:
Our investigation of email, Onestop, the MyU Portal and other technologies revealed a lack of enterprise-level strategy.

Recommendations:
- Create and maintain an enterprise-wide matrix of available communication technologies.
- Create oversight for communication technology development.
- Integrate existing technologies to avoid maintaining different sources for the same content.
- Commit to portal development

Leadership Lessons:
- Different leadership styles are appropriate to different circumstances.
- Begin with the end in mind.
- There’s a huge difference between management and leadership.
- It’s okay to take charge!
- Uncoordinated efforts lead to duplication.
- If nobody’s following, you’re not leading!

University Lessons:
- People identify more with their college or business unit than with the University.
- Unit and local strengths are not often shared with other units and colleges.
- It is often difficult to identify key decision-makers.
- The University has an awesome mission: To improve the human condition through the advancement of knowledge.