Imagining the University Sensor Network

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Cornell University
Americans expect a lot from their colleges and universities... Few other institutions in our society have so many aspirational and disparate missions.

Lifelong Learning
Micro-journeys
Sensor Network Strategy

1. Invest in a CRM data platform
2. Automate key points of engagement
3. Draw people in with content
Current State: Role-based Infrastructure

- A person has one role at a time
- Data lives within a transaction application
- Cornell invests in relationships between “systems”

What’s missing?
The global need of the University to know “X”
Desired State: Person-based Infrastructure

- A person has many roles that change over time
- Data moves and grows with a person
- Cornell invests in understanding its constituents

“Why can’t we connect the data in our systems?” CRM is the strategy that lets you do this.
Discovery Platform (CMS)
Program
Off-Campus Opportunity Fund (OCOF)

Application Information
- Academic Background
- Funding and Financial Aid
- Off-Campus Program Information

Application Checklist
- Engaged Cornell: Community-Engaged Student Travel Grant Program
- Global Learning: Student Travel Grants
- Office of Academic Diversity Initiatives (OADI)
- Off Campus Program and Partner Information
- Personal Statement
- Budget Estimate
- Resume
- Letter of Support
- Pre-Departure Workshop

Application Checklist

Global Learning: Student Travel Grants

The Office of Global Learning provides sponsorship to undergraduate and graduate students to support international travel associated with the student’s course of study. The goal of the grant is to make international experiences financially accessible to all students across the University.

Eligibility:
- This funding is eligible for Winter, Spring (starting in 2020) and Summer programs
- This opportunity is available to full-time, registered undergraduates from all of Cornell’s colleges OR full-time, registered graduate students pursuing the following degrees: Professional degrees, business, law, medicine, and veterinary medicine
- Demonstrated financial need;
- Participation on a formal curricular, for-credit, international experience that is managed by the Office of Global Learning during winter break, spring break (starting in 2020), or summer. See below for a current list of eligible programs:
  - Summer 2019 - Global Health Summer Program in Dominican Republic, Global Health Summer Program in Tanzania, Global Health Summer Program in Zambia
  - Winter Break 2020 - To be announced
  - Spring Break 2020 - To be announced
### Approved Applications

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<th>Opportunity</th>
<th>Status</th>
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<th>Deadline</th>
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### Applications in Progress

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### Past Applications

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<tr>
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Analytics
Other Engagement Tools

Appointment Scheduling

Meeting/Event Checkin

Faculty Actions

Email Sync
Extendable Technology Ecosystem

College & Program Websites

Discovery Platform for Students

Application Engine

Discovery Platform for External Partners

CRM
Roadmap Blueprint

1. DISCOVERY
   - Opportunities
   - Resources
   - Courses

2. ENGAGEMENT
   - Apply
   - Check In
   - Enroll

3. DATA
Data Benefits

1. Holistic view of constituent relationship over time
2. Reports and dashboards (and not just for those who own the business process)
3. Ability to use data to take action