

TO: University Presidents

FROM: Mark Stone, Chief Information Officer
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SUBJECT: Digital Center of Excellence

As a brief update, we have been exploring the opportunity to provide a centralized “virtual resource” for the Texas A&M University System to disseminate the best practices and specific channel strategies to:

- Present a unified digital experience across online sites, mobile sites, social presences, and marketing activations in the System
- Streamline processes for publishing content, moderating social communities, measuring campaigns, and acquiring tools
- Create cost efficiencies

To that end, we established a Committee with a variety of skill sets (marketing, IT, etc.) and from varied Members to provide us with input and feedback. Last fall, the Committee conducted a system-wide survey, using the feedback and results to help set four strategic priorities for 2015:

- Web Development
- Mobile Apps
- Mobile Web Development
- Email Communication

As the next step, the Committee is working on launching the first phase of an intranet for the Digital Center of Excellence. For each of these four strategic priorities, the intranet will provide system-wide information on services and vendors; policies, rules, and guidelines; best practices; and contacts.

A full briefing will be presented at the next regular meeting. In the meantime, please do not hesitate to let us know if you have any questions.