IT Open Forum
Information Technology Services

Engineering 285/287
3/21/2013
Q&A Instructions

• Remote Users (those participating via WebEx) can ask questions during the speakers presentation.

• There is a Chat & Q&A window. **Questions will only be answered in the Q&A window.** To do so, click on the Q&A window on the right side of the screen, type your question in the blank field and click send. Our Q&A Panelist will respond to your question.

• Those present at this event can raise your hand to ask questions.
Agenda

- **ITS Organization:** Terry Vahey, AVP ITS & Deputy CIO

- **Telepresence:** John Briar, Interim Managing Senior Director of Infrastructure Services, IT Services

- **Information Security:** Mike Cook, Identity & Information Security Manager, IT Services

- **Search & Template Enhancements:** Harish Chakravarthy, Web Developer, Web Services, IT Services

- **Website Update:** Eddie Wagner, Web Communications Strategist, University Advancement
Information Technology Services

Powering Agility Through Technology
Information Technology Services

AVP & Deputy CIO ITS

Infrastructure Services
- Unified Communication Services
- Computing Services
- Network Services

Business Operations

Identity & Information Security

Information Systems
- Administrative Programming
- Information Support Services

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Telepresence

John Briar
Managing Senior Director Infrastructure Services, IT Services
Video Traffic On The Internet

Source: David Hsieh, VP Marketing, Video & Emerging Technologies, Cisco

Source: David Hsieh, VP Marketing, Video & Emerging Technologies, Cisco
What Is TelePresence (TP)?

Presence via Telecommunications
- Being there when miles away
- Increases effectiveness of communications
- Enables multimedia collaboration
- Allows for multiple parties to participate in same video session
- Uses standards based video call equipment to connect sessions

WebEx vs. Video Internet Calls (e.g. Skype)
- WebEx
  - Allows multiple computers to connect to web cloud session
  - Allows for multimedia collaboration
- Video Internet Calls (e.g. Skype)
  - Allows multiple computers to participate in video call
  - No multimedia collaboration
  - Not standards based
TelePresence Equipment

- TelePresence Integration Units

Codec C40

Clark Hall 238
TelePresence Equipment

- Room Immersive Units

Profile 55

Profile Dual 65

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TelePresence Equipment

• Personal Units

Profile 55

Profile Dual 65
TelePresence Equipment

- Jabber Video
- Jabber for Windows
- Jabber Video for Mac
- Computer w/ camera, microphone, & speakers
TelePresence Equipment

- Jabber Video – Non-SJSU Users

Cisco Jabber Video for TelePresence

Extend Your Telepresence Calling Circle

Have telepresence already? Invite others to use Jabber Video to join your telepresence meetings.

To join a telepresence meeting, download Jabber Video now.

Cisco Jabber Video for TelePresence
(https://www.ciscojabbervideo.com)
TelePresence Equipment

- TelePresence Bridge
Information Security

Mike Cook
Manager, Identity & Information Security, IT Services
Who I am—What I’m doing

• Mike Cook
  • Identity and Information Security Manager
  • Identity management
    • Active Directory
    • SSO Account Provisioning, SJSUOne
    • Standards, Practices
  • Security
    • Security Standards, Policies, Guidelines
    • Risk Reduction
      • Vulnerability Scanning
      • Patch Management

March 21, 2013

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Security

- New Services
- Patch Management
- Vulnerability Scanning
- Cisco ISE (Identity Services Engine)
- Training
- Information Security Awareness Training
- User outreach
- In-person Training
Responsible Use Policy

• Defines, promotes and encourages responsible use of CSU and campus information assets on the campuses and among members of the campus community.

• Policy applies to all CSU campuses.

• Establishes a basic structure of roles and responsibilities for the secure usage of information assets, physical and electronic.
Where does the policy apply?

• Central and departmentally managed campus information assets

• All users employed by campuses or any other person with access to campus information

• All categories of information, physical or electronic

• Information technology facilities, applications, hardware systems, and network resources owned or managed by the CSU

• Auxiliaries, external businesses and organizations that use campus information assets
General Principles

• Accessibility—ATI Compliance

• All users including administrators shall respect privacy of others and maintain confidentiality of data

• Computing services must be configured as not to pose a security risk

• All users are required to notify campus officials of vulnerabilities, risks and breaches involving campus information
What you should know

- Users must not use or access campus information assets in a manner that:
  - Violates applicable laws, regulations, contractual agreements, CSU/campus policies or standards; or
  - Causes damage to campus information assets or the productivity of CSU

- Users must take precautions to avoid introducing harmful software into university computer hardware, software or data storage media

- Users must not knowingly disable automated update services configured on university computers
What you should know

- Users must take reasonable precautions to ensure that their devices (e.g., computers, smart phones, etc.) are secure before connecting to CSU information assets.

- Users must secure connections to campus systems (i.e., remote desktop, virtual private network connections, etc.) once they have completed University-related activities or when left unattended.

- Users must promptly report the loss or theft of any device which grants physical or electronic access to University resources.
What you should know

- Users who publish or maintain information are responsible for ensuring that information they post complies with applicable laws, regulations, and CSU/campus policies concerning copyrighted material and fair use of intellectual property.

- Software must be used in a way that is consistent with the license agreement. Unauthorized copies of licensed software may not be created or distributed.

- It is unlawful for any state employee, or consultant, to knowingly use a state-owned or state-leased computer to access obscene matter. *'Obscene matter'* as used in this section has the meaning specified in Section 311 of the California Penal Code.
What you should know

• Level 1 and Level 2 Data:
  • Users must not access or transmit Level 1 or Level 2 data to another user without prior approval from the data owner
  • Users must not access or transmit unencrypted Level 1 data over a public network. More Information on Data Classification Best Practices (http://its.sjsu.edu/governance/data-classification/)

• Users must take steps to protect their credentials from becoming known or used by others

• Users must not provide access to campus information assets to outside individuals without proper authorization
What you should know

- Personal use of campus information assets must have so little value that accounting for it would be unreasonable. Individuals may use campus information assets for occasional personal use, provided such use:
  - Does not violate applicable laws
  - Is not in pursuit of the individual’s private financial gain or advantage
  - Does not interfere with the operation or maintenance of University information assets
  - Does not interfere with the performance of the assigned duties of a university employee
Campus Policy

- Each campus, through consultation with campus officials and key stakeholders, must develop policies, standards and implementation procedures referenced in the CSU Responsible Use policy.

- For San José State, these policies will be developed within the ITS Information Security Committee and reviewed by the ITS Management Advisory Group prior to being signed by the University President.

- Policies will include:
  - Information Security Program
  - SJSU Responsible Use Policy
  - Data Classification Policy
Additional Information

- CSU Responsible Use Policy includes additional information on:
  - Policy Management
  - Unauthorized Browsing and Monitoring
  - System Administrator Responsibilities
  - Policy Enforcement
  - Complete policy located at Responsible Use Policy (http://its.sjsu.edu/governance/responsible-use-policy/index.html)
Search & Template Enhancements

Harish Chakravarthy

Web Applications Developer, Web Services, IT Services
Mathematics cuts right through…

Source: Moneyball (Mathematics in Movies) (http://www.math.harvard.edu/~knill/mathmovies/)
Mission Statement

• What are we trying to solve?

  • User Satisfaction
    • Query intent
    • Relevance
    • Value
Solving from different angles

1. Server administration
2. Search results page
3. Google Search Appliance features
4. Content
How are we solving?

1. Server administration
   - Include Sitemap in robots.txt
   - Checking page load speed
   - HTTP 301 redirects

2. Search results page
   - font [type, weight, size]
   - Result snippet*

* In progress
How are we solving?

1. Google Search Appliance (GSA)
   - Search as you type
   - Keyword match (Recommended Links)
   - Query expansion (You could also try)

2. Content
   - SEO online checklist & training
   - Template enhancements
   - Accessibility & broken links report via Compliance Sheriff
Guiding Principles

1. Look for ideas everywhere

2. Strive for continual innovation not instant perfection

3. Spark with imagination, fuel with data

4. Never fail to fail—It’s okay to fail as long as you learn from your mistakes and correct them fast

5. Think big start small—incremental changes

Source: Google Think Insights (http://www.thinkwithgoogle.com)
search.sjsu.edu Analytics (3/2 – 3/17)

• Average Queries: 3559
  • % Truly satisfied queries: 55.81%
  • % Abandoned queries: 36.40%
  • Unsuccessful queries: 7.79%

Make it bigger!
Feedback

• What do you think?

• Interested in learning more?

• Want to contribute?
  • webservices@sjsu.edu
SJSU Website Update

Eddie Wagner
Web Communications Strategist, Marketing & Communications, University Advancement

Powering Agility Through Technology
Website Numbers

SJSU.edu
February Metrics

• 330,000 Unique Visitors
• 2 Million Page Views
• 100,000 Searches
• 200+ Sites
• 40,000 Pages in CMS
Objectives

- Inform the university community
- Address user feedback
- Improve accessibility
- Understand our users needs
"The drop down menu from the top needs to be more obvious (larger or more bold words). They're difficult to spot—these are the ones that say: Discover SJSU, Future Students, Current Students, etc." —Wendy

"It’s a nice design, but the font size is too small."

"It would be a lot better if the fonts were a little bit bigger. The layout of the new site looks a lot cleaner and neater."

"The search SJSU box feature is also difficult to spot."

"The icons at the top right could use a little more information. It’s not obvious that the Spartan takes you to the athletics website or the gift takes you to the donation site."

"This website is a strain on my eyes."
Key Deliverables

- Content font size increase including navigation and main content
- Primary body font style change from Georgia to Verdana
- Consistent and hierarchical styling for headings, lists and hyperlinks
- Site navigation menu extended to full page width
- Breadcrumbs extended to full page width
- Social media, MySJSU, Athletics, Giving icon, Search area redesigned
- ShareThis functionality removed
- Improved page SEO
- Improved page accessibility
- Footer content reorganized
Design Update—Content

Current Content Area

President's Scholar Susan Shillinglaw
The President’s Scholar Award recognizes a faculty member who has achieved widespread recognition based on the quality of his or her scholarship, performance or creative activities. Susan Shillinglaw is a specialist on Nobel Prize-winning author John Steinbeck and comes from the College of Humanities and the Arts.

More news from SJSU Today.

New Template

President's Scholar Susan Shillinglaw
The President’s Scholar Award recognizes a faculty member who has achieved widespread recognition based on the quality of his or her scholarship, performance or creative activities. Susan Shillinglaw is a specialist on Nobel Prize-winning author John Steinbeck and comes from the College of Humanities and the Arts.

More news from SJSU Today.
Design Update—Navigation

 SAN JOSÉ STATE UNIVERSITY

 Discover SJSU  Future Students  Current Students  Faculty & Staff  Alumni & Community

 Search SJSU

 New Header

 Current Header

 SAN JOSÉ STATE UNIVERSITY

 Discover SJSU  Future Students  Current Students  Faculty & Staff  Alumni & Community

 Search SJSU

 Powering Silicon Valley

 Powering Agility Through Technology

 REINVENTING PUBLIC HIGHER EDUCATION: A CALL TO ACTION
 Advances in technology offer new opportunities in re-designing courses and teaching students. Read the whitepaper, co-authored by President Qayoumi and Silicon Valley entrepreneur Kim Polese.
Design Update—Search Results Page

2012

2013—New Template

SJISU Search

Search

Results 1 - 10 of about 6160 for king library. Search took 0.08 seconds.

Sort by date / Sort by relevance

Recommended Link

San Jose State University, Dr. Martin Luther King Jr. Library

... Friends of the King Library Logo. Guru Nanak signs. Giving to the Library;

Message from the Dean ... SJISU Home; King Library Home; SJPL Home;

library.sjsu.edu/6k - Cached

King Library Floor Plans | San Jose State University Library

... Main Content; King Library Floor Plans; SJISU Home; King Library Home; SJPL;

Home. Javascript is currently not supported/blanked by this browser. ...

library.sjsu.edu/50k - Cached

King Library Orientation | SJISU - SJS

... Title. King Library Orientation. King Library Home | Electronic Journals Index | Articles & Databases; King Library Distance Learning Services; ...

library.sjsu.edu/studentresources/kinglibrary-orientation; 25k - Cached

Library Resources | SJISU - SJS

... Contact SJISU Library Liaison. Marc Hunsicker for personal assistance regarding King Library services and resources. Library Services;

at library.sjsu.edu/people/faculty-handbooks/library-resources; 24k - Cached

Academy4: The Computer for San Jose State University - Dr ...

... Dr. Martin Luther King Jr. Library - Campaign priorities. Endowed and

expendable funds can be used to support the King Library in this campaign ...

campaign.sjsu.edu/dr-martin-luther-king-jr-library.html; 36 - Cached

Special Thanks to the Friends of the King Library | San Jose ...

... Main Content. Special Thanks to the Friends of the King Library. The ...

2008. SJISU Home; King Library Home; SJPL Home; ...

library.sjsu.edu/academy4/special-thanks-friends-king-library; 50 - Cached

Printing at the King Library | San Jose State University Library

... Main Content. Printing at the King Library ... SJISU Home; King Library Home;

 SJPL Home. Javascript is currently not supported/blanked by this browser. ...

library.sjsu.edu/academy4/printing-king-library; 6k - Cached

King Library | San Jose State University Library

... Pay a Fine, Accept Materials to Buy. SJPL Home. Library Video:

King Library ... Main Content. King Library. 00 ... library.sjsu.edu/academy4/king-library; 47 - Cached

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### User Studies—Top Search Terms Analysis

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<td>10.</td>
<td>MySJSU</td>
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OU Campus Users

- Open and transparent communications
- Additional training and support to be provided
- Minimized impact on OU Campus users
- Straightforward site verification process

For Template Kit Users:
- Changes will be available to you
- Join the users group to get the most current information
Questions

• Visit the FAQ: Website Updates
  (http://www.sjsu.edu/communications/help/web/updates)
“Quality means doing it right when no one is looking”

—Henry Ford
Questions

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- **Telepresence:** John Briar, Interim Managing Senior Director of Infrastructure Services, IT Services — John.Briar@sjsu.edu

- **Information Security:** Mike Cook, Identity & Information Security Manager, IT Services — Mike.Cook@sjsu.edu

- **Search & Template Enhancements:** Harish Chakravarthy, Web Developer, Web Services, IT Services — Harish.Chakravarthy@sjsu.edu

- **SJSU Web Pages:** Eddie Wagner, Web Communications Strategist, University Advancement — Eddie.Wagner@sjsu.edu