The UC Mobile Initiative
2011 MWF Conference
August 22nd
Presented By: Rose Rocchio,
Director of Academic Apps, UCLA
Mobile to Overtake Wired

“The Morgan Stanley analyst says that the world is currently in the midst of the fifth major technology cycle of the past half a century. The previous four were the mainframe era of the 1950s and 60s, the mini-computer era of the 1970s and the desktop Internet era of the 80s. The current cycle is the era of the mobile Internet, she says — predicting that within the next five years “more users will connect to the Internet over mobile devices than desktop PCs.””

Mary Meeker: Mobile Internet Will Soon Overtake Fixed Internet
GigaOM article - by Mathew Ingram Apr. 12, 2010, 2:27pm PDT
MWF UC Update

• Collaborative UC project
  o 5 Campuses in Production
  o 2 more in-development

• Over $1 Million in savings

• Golden Sautter Award
Critical Success Factors

• Based on Solid Principles
• Collaborative UC Environment
• Student Demand is high
• Fiscal Responsibility
• Long Term Strategy
Tech Platform Agnostic:

Vision: UC App Repository

- PHP Apps
- Java Apps
- .NET Apps
- MWF (CSS, HTML5, JS)
- Epic Apps
- Ruby Apps
- Python Apps
UC Collaboration

UCB (5) → UCLA (7) → UCSD (3) → UCSF (4) → UCSB (1) → UCR (1) → UCI (3)

25 UC Participants
Savings Estimate (conservative)

- In House
- Unit specific
- Staff only

UC Saved: $1.1 Million

### UC System Cost Savings/Avoidance

<table>
<thead>
<tr>
<th>Camp</th>
<th>Units</th>
<th>Total Cost Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCSD</td>
<td>8</td>
<td>$280,000</td>
</tr>
<tr>
<td>UCLA</td>
<td>12</td>
<td>$420,000</td>
</tr>
<tr>
<td>UCB</td>
<td>3</td>
<td>$105,000</td>
</tr>
<tr>
<td>UCSF</td>
<td>6</td>
<td>$210,000</td>
</tr>
<tr>
<td>UCR</td>
<td>1</td>
<td>$35,000</td>
</tr>
<tr>
<td>License Avoid</td>
<td></td>
<td>$50,000</td>
</tr>
</tbody>
</table>

**SAVINGS:** $1,100,000
# Savings Estimate (more likely)

- Outsource
- Unit specific

**UC Saved:** $4.6 Million

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<table>
<thead>
<tr>
<th>Camp</th>
<th>Units</th>
<th>Total Cost Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCSD</td>
<td>8</td>
<td>$1,225,000</td>
</tr>
<tr>
<td>UCLA</td>
<td>12</td>
<td>$1,837,500</td>
</tr>
<tr>
<td>UCB</td>
<td>3</td>
<td>$459,375</td>
</tr>
<tr>
<td>UCSF</td>
<td>6</td>
<td>$918,750</td>
</tr>
<tr>
<td>UCR</td>
<td>1</td>
<td>$153,125</td>
</tr>
<tr>
<td>License Avoid</td>
<td></td>
<td>$50,000</td>
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</tbody>
</table>

**SAVINGS:** $4,643,750

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*Assumptions:*
- $(\text{hours for } \frac{1}{2} \text{ FTE} = 875) \times \text{Average developer rate ($175)}$
- Units participating $(X) = $XXX,XXX

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*License Avoidance*: $50,000
2011 Governance & Goals

• Governance
  • UC Mobile Collaboration Group (UC MCG)
  • Campus Level: Steering Committees

• ITLC Goals for UC MCG
  • UC Collaboration focus (80%)
  • Higher Ed collaboration Web Services (20%)
  • Goal of Enabling Developers

• License - source available
• Exploring sustainability models
Developer Engagement

• Bi-Weekly Developer Calls
• Workshops
• Creation of an Apps Contribution and sharing Repository
Collaborating with HE

- The Higher Ed Mobile Coalition
- Educause ACTI
- Mobile Application and Web Services WG
Student Tools Vision

- Classes
- Syllabus
- Study List
- Grades
- Roster
- Notifications
Research Tools Vision

Survey

Conference

Glossary

Research tools

Geo-Aware

Clicker
Exciting Agenda

- MWF Roadmap & Technical Vision
- Campus Updates
- UCSD’s recent student tools
- UCSF’s exciting research plans
- Brainstorm session with Debra Estrin
- BOF sessions
MWF Conference Goals

- Increase awareness
- Inspire developers
- Highlight areas of exploration
- Promote collaboration & UC affinity subgroups
Thank you

- We Appreciate your interest
- Ask Questions (Remote folks too!)
- Share your ideas
- Participate in the BOFs
- Hands-on Workshops on Wed
- Have Fun
Questions?
UCLA Contacts

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  E-mail: ebollens@ats.ucla.edu
Appendix
UC MWF Principles

- Device Agnostic
- Graceful Degradation
- Unified mobile presence
- Technology Platform Independent
- Scalable, distributed architecture
- Modern web standards (HTML 5, CSS 3, etc...)
2011-12 UC Mobile Collaboration Plan

1.0 UC/UCLA MWF Collaboration

1.1 Host 1st Annual UC-Wide MWF Conference
   - 20 days
   - Start: 7/25/11
   - Finish: 8/19/11

1.2 Track UCLA/UC MWF Effort
   A. Estimate of Core MWF Codebase Effort
      - 5 days
      - Start: 8/23/11
      - Finish: 8/26/11
      - Prede: 3
   B. Estimate of campus specific MWF effort
      - 5 days
      - Start: 8/23/11
      - Finish: 9/2/11
      - Prede: 5
   C. Estimate of Campus local Mobile WEB App effort
      - 10 days
      - Start: 9/5/11
      - Finish: 9/16/11
      - Prede: 6

1.3 Track UC Effort with Higher Ed Collaboration
   A. Higher Ed Mobile Coalition - HEMC (6 subgroups)
      - 5 days
      - Start: 9/19/11
      - Finish: 9/23/11
      - Prede: 4
   B. Educause ACTI: Mobile Apps & Webservices WG
      - 2 days
      - Start: 9/26/11
      - Finish: 9/27/11
      - Prede: 9
   C. Estimate of effort working with the CSG
      - 10 days
      - Start: 9/28/11
      - Finish: 10/11/11
      - Prede: 10

1.4 MWF Technical Goals & Priorities 2011-12
   A. MWF Release 1.2
      - Personalization + Mobile WEB Apps store
        - 20 days
        - Start: 8/22/11
        - Finish: 9/16/11
        - Prede: 1
   B. MWF Release 1.3
      - Multi-Campus MWF Instance - Shared infrastructure
        - 40 days
        - Start: 11/14/11
        - Finish: 1/6/12
        - Prede: 15
   C. Integrated Native Container(s)
      - 80 days
      - Start: 1/9/12
      - Finish: 4/27/12
      - Prede: 20
   D. Installation Process (UCSD)
      - 30 days
      - Start: 1/12/11
      - Finish: 2/10/12
      - Prede: 17
   E. Tablet and Desktop Support (UCSD)
      - 80 days
      - Start: 1/21/11
      - Finish: 5/11/12
      - Prede: 22

1.5 Research MWF Sustainability Models
   A. Continue Volunteer effort of Core Contributions
      - 5 days
      - Start: 10/1/11
      - Finish: 10/8/11
      - Prede: 8
   B. UC Institute (Grants, Consulting, Corp partnerships)
      - 20 days
      - Start: 10/19/11
      - Finish: 11/5/11
      - Prede: 25
   C. Create a SAAS partnership based on % contributions
      - 20 days
      - Start: 11/16/11
      - Finish: 1/23/11
      - Prede: 26
   D. Merge w/ existing OS effort: JASIG, KUALI, INCOMMON
      - 20 days
      - Start: 12/14/11
      - Finish: 1/10/12
      - Prede: 27
   E. Full Spin off as Entrepreneurial Venture
      - 20 days
      - Start: 1/11/12
      - Finish: 2/7/12
      - Prede: 28

2.0 UC Medical Mobile Collaboration

2.1 UC Medical Mobile Collaboration Plan

2.2 Develop MWF Apps suitable for 插入内容

2.3 Test and roll out MWF Apps

2.4 Improve and optimize MWF Apps

2.5 Maintain and support MWF Apps

2.6 Collect feedback from users

2.7 Analyze feedback and make improvements

2.8 Repeat process

2.9 Continue to improve and optimize MWF Apps

2.10 Evaluate and adjust MWF Apps

2.11 Discontinue MWF Apps if necessary

2.12 Archive and store MWF Apps

2.13 Share MWF Apps with other organizations

2.14 Promote MWF Apps through social media

2.15 Provide training and support for MWF Apps

2.16 Evaluate and adjust training and support

2.17 Repeat process

2.18 Continue to improve and optimize training and support

2.19 Evaluate and adjust training and support

2.20 Discontinue training and support if necessary

2.21 Archive and store training and support materials

2.22 Promote training and support through social media

2.23 Collect feedback from users

2.24 Analyze feedback and make improvements

2.25 Repeat process
Statistics

• UCLA Mobile launched on 9/2/2010
• Current modules
  • News, Events (Happenings), Directory, Map, BruinBus, Campus Life (Tour, Student Groups, Career Center), Library, iTunes U, YouTube, etc.
• Current statistics
  • 161,364 unique visitors
  • 954,491 page views
  • ~2 minutes for average visit
Sustainability Models

- Continue Volunteer effort of Core Contributions
- UC Institute (Grants, Consulting, Corp partnerships)
- Create a SAAS partnership based on % contributions
- Merge w/ existing OS effort: JASIG, KUALI, INCOMMON
UCLA Mobile – Student Tools

2010 CCLE Student Survey (454 Responses)

<table>
<thead>
<tr>
<th>Response</th>
<th>Average</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>A complete list of textbooks for all courses</td>
<td>42%</td>
<td>192</td>
</tr>
<tr>
<td>Class Roster - like Classmates on MyUCLA</td>
<td>17%</td>
<td>77</td>
</tr>
<tr>
<td>Maps on how to get to class</td>
<td>34%</td>
<td>156</td>
</tr>
<tr>
<td>Study list - or Class Schedule - like the one on MyUCLA</td>
<td>63%</td>
<td>287</td>
</tr>
<tr>
<td>A Course Announcements Feed</td>
<td>39%</td>
<td>179</td>
</tr>
<tr>
<td>A Grade Alert</td>
<td>46%</td>
<td>211</td>
</tr>
<tr>
<td>Discussion Board functionality for viewing and posting</td>
<td>18%</td>
<td>83</td>
</tr>
<tr>
<td>An Aggregated Assignments &quot;To Do&quot; list</td>
<td>47%</td>
<td>214</td>
</tr>
<tr>
<td>Flash Card studying applications</td>
<td>38%</td>
<td>173</td>
</tr>
<tr>
<td>Clicker Functionality - for class interaction</td>
<td>24%</td>
<td>109</td>
</tr>
<tr>
<td>See the office hours for all of your instructors on one screen</td>
<td>44%</td>
<td>201</td>
</tr>
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