



“Enabling Mission Leaders on Campus with Technology”

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Project Overview: The goal of my project, “Enabling Mission Leaders on Campus with Technology”, is to equip leaders of mission-focused offices at LMU with better systems to communicate with people who have been involved with or expressed interest in mission-related endeavors. Currently, the Vice President for Mission and Ministry at LMU faces challenges using an Excel-based system to track and communicate with stakeholders. Valuable information about those who have participated in the Ignatian Colleagues Program, Western Conversations, the Faculty and Staff Immersion Experience, and others is stored in various and disparate Excel spreadsheets. Upon completion of this project, the Vice President for Mission and Ministry will have a much more elegant way to track, communicate with and develop insights about stakeholders of his office’s initiatives.

Strategic Benefit: Over the long term, it is important for leaders charged with stewardship of the Jesuit Mission of Higher Education to develop reliable lists of contacts of those who have expressed an interest in partnering to extend our common mission. These lists should ultimately be portable across institutional barriers and should enable better succession planning as leaders move to different positions or retire.

Project Details: First, I will spend time working with the VP for Mission and Ministry to understand how he currently works with this information. Secondly, I will spend time with him to evaluate appropriate technologies and imagine better ways that he might holistically use these technologies to communicate with segments of the population that have expressed (or might express) interest in a mission-related activity. Finally, I will work with him to facilitate the implementation of this system. As a stretch goal, this system would be able to be extended and used by other Mission and Ministry offices across the AJCU Network.

Indicators of Success: The time that it currently takes to develop and distribute target-appropriate communications will be reduced. Communication effectiveness will be measurable by tracking “Open Rates” and other standard CRM metrics.

Challenges: The existing system minimally works for the user, and so keeping an eye on the long-term goals will be a challenge. Similarly, spending the time with the user during the initial go-to-production phase will take time, so it will be important to block windows in my calendar.