



ILLINOIS STATE UNIVERSITY

Illinois' first public university

Getting More Out of What You Do

Ryan Christie

Web & Interactive Communications



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

Disclaimer

we learn
and teach



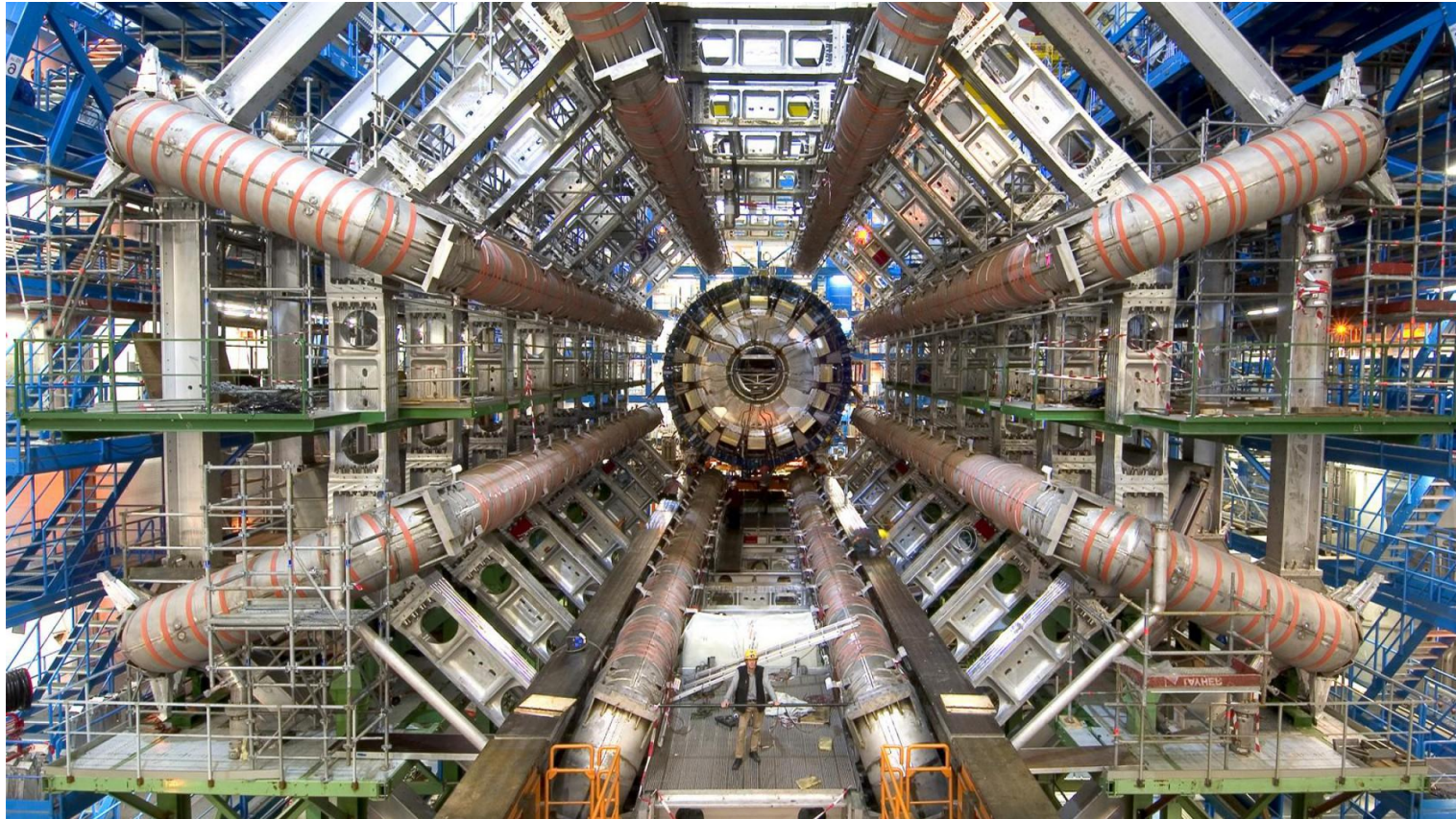
**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

Not trying to reinvent the wheel



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

Discover something new



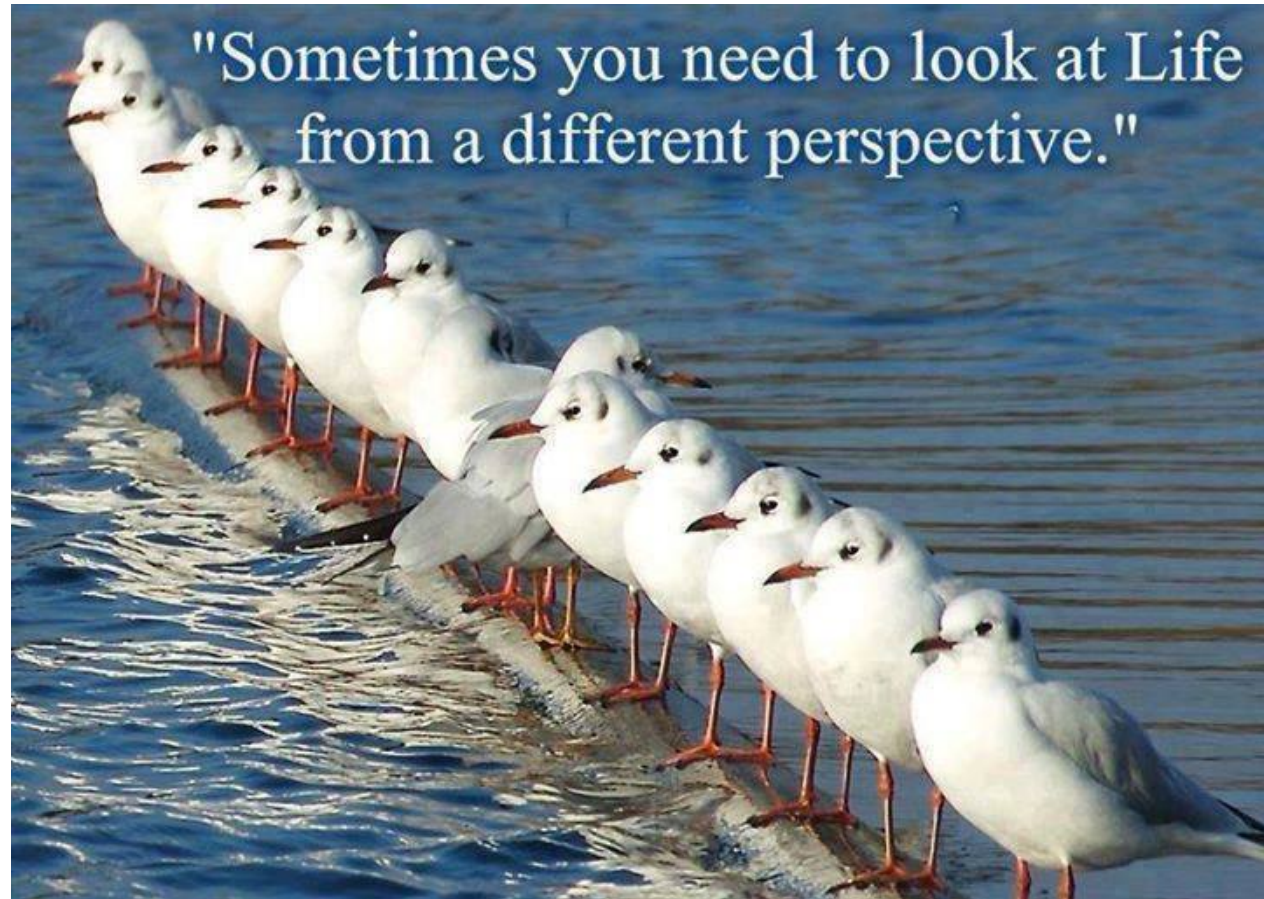
**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

Offering a reminder



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

A different perspective



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

On what you already know...



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

On what you already know...



...which is that this
dress is white and gold



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

About me

- Started off in computer science
- Switched to BIS
- Stayed for an MBA



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

About me



INTJ

Be polite, be courteous, show professionalism, and have a plan to kill everyone in the room.

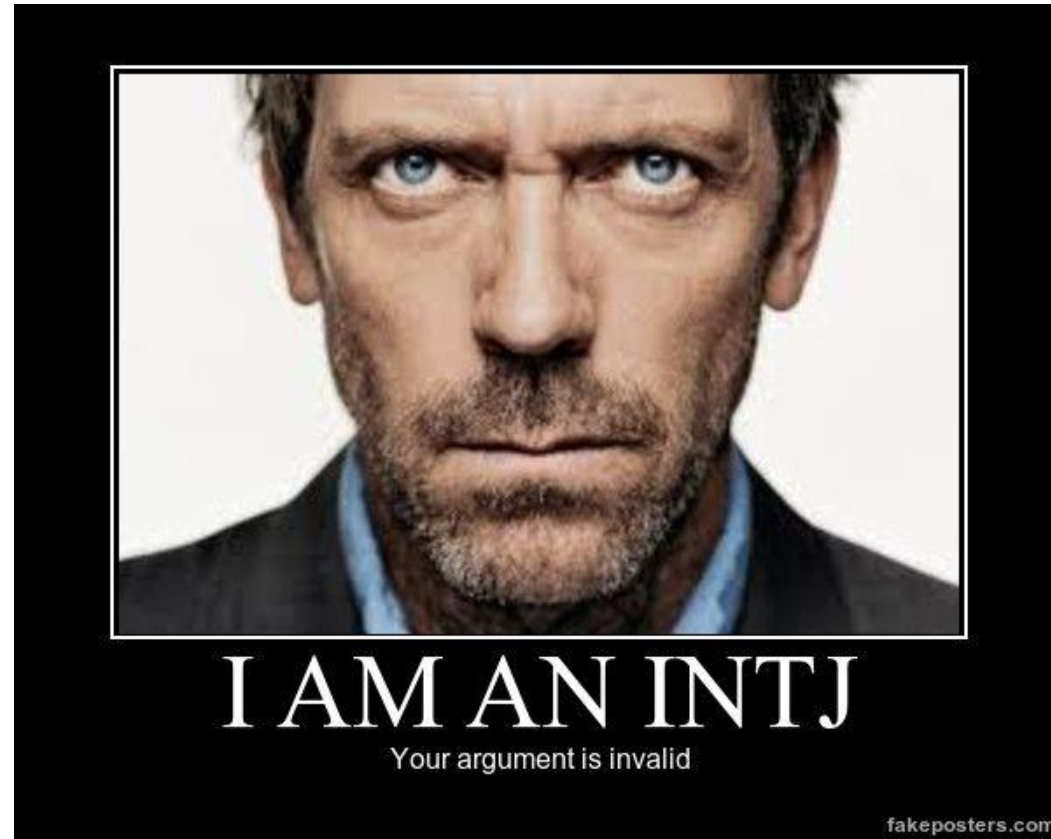
fakeposters.com



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

About me



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

About me

WEB DEVELOPERS

 <p>WHAT MY FRIENDS THINK I DO</p>	 <p>WHAT MY MOM THINKS I DO</p>	 <p>WHAT SOCIETY THINKS I DO</p>
 <p>WHAT OUR CLIENTS THINK WE DO</p>	 <p>WHAT I THINK I DO</p>	 <p>WHAT WE REALLY DO</p>

zach nicodemous



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

Section 1

WHAT I HAVE LEARNED



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

LESSON #1



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

Everything you do lasts forever



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

By forever I mean forever...



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

..or until you have left ISU



...to pursue other, less noble careers.



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university



...or retired



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

...or been fired



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

...or meet your untimely end



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

Sometimes forever is even longer



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

Sometimes forever is even longer



ILLINOIS STATE
UNIVERSITY

Illinois' first public university

Everything you do lasts forever

- Decisions you make today will have a lasting impact
- An idea or proof of concept can become the standard without your control or intent
- An incomplete idea becomes implemented



ILLINOIS STATE
UNIVERSITY

Illinois' first public university

LESSON #2



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

Everyone has a little terrorist in them



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

Everyone has a little terrorist in them

- If you give into their demands, you have lost
- If you blindly fulfill requests, you will be taken advantage of
- Be prepared to say no and to fight back with your own terms



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

LESSON #3



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

Biases and skewed perspectives

- Strong aversion to change
- We are fully invested in this product/process/idea
- We can't do it like them, we have “special” needs
- Decision making based on incorrect or outdated information
- Issues with accountability



ILLINOIS STATE
UNIVERSITY

Illinois' first public university

Section 2

WHAT YOU CAN DO



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

THING YOU CAN DO #1



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

Question everything...

...especially yourself

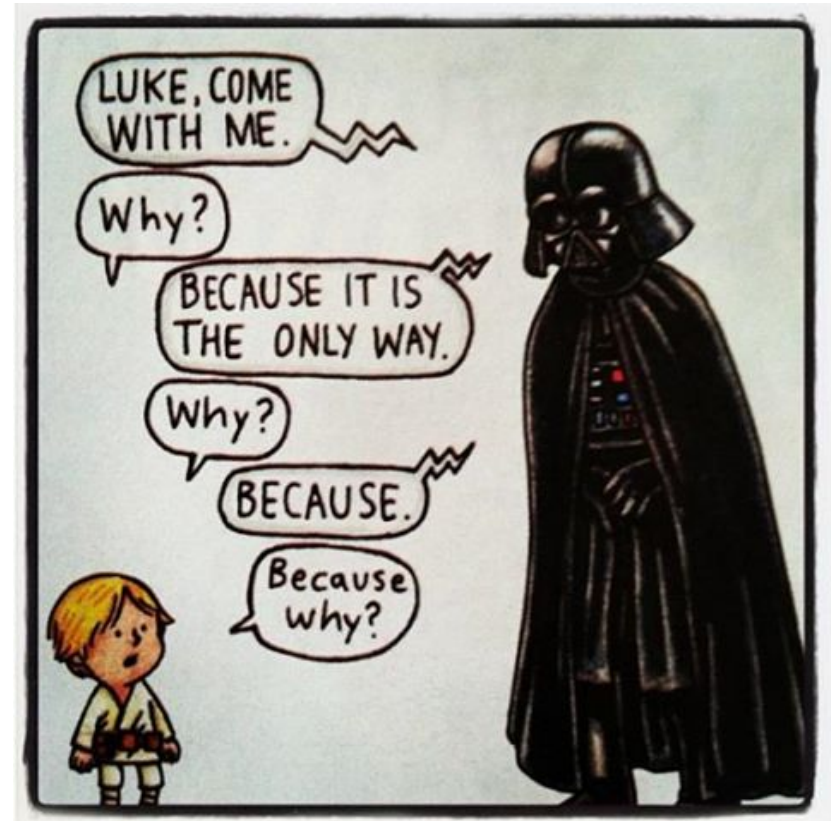


**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

Question Everything

- Mostly an internal process
- Be aware of your own bias
- Understand the bias of others
- What keeps reoccurring?



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

Questions to ask out loud

- Currently, what is working for you and what is not?
- Who will benefit the most?
- Can existing resources be utilized?
- Forget about the technology, what are you trying to accomplish?



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

Other useful phrases

- I have a question...
- I have a crazy idea...
- Excuse my ignorance, but why...
- Hypothetically, what if...



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

THING YOU CAN DO #2



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

Try Harder



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

Try Harder

- Do not limit yourself
- Challenge yourself to think outside the box and outside your comfort zone
- Use proven methods in new ways
- Do not immediately ask for help
- Work towards understanding, not simply following instructions



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

Try Harder...but not too hard

- ROI calculations
- On a hard deadline
- Limited use
- Limited impact
- Creates more work than it would save



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

THING YOU CAN DO #3



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

Avoid being single point of success or failure



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

Work piles up



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

Can you fully go on vacation?



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

What if you get hit by a bus?



Avoid being single point of success or failure



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

THING YOU CAN DO #4



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

Provide Flexibility



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

Modularize & Reuse



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

Example: Calendar Feeds

Provides options:

- start - where the feed starts
- limit - number of events to show
- template - provide different layouts



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

Example: Calendar Feeds

[Eastern Europe: A Century of Unfinished Business](#)

Wed, May 20, 2015 9:30 AM - 11:30 AM Alumni Center, 116 - \$35 for four sessions (Senior Professional members), \$45 for four sessions (Non members)

[Classroom Journey Bus Trip #2 to Cahokia Mounds](#)

Thu, May 21, 2015 8:00 AM - 5:30 PM See Event Description - \$60 for Senior Professional members, \$75 non-members

[Eastern Europe: A Century of Unfinished Business](#)

Wed, May 27, 2015 9:30 AM - 11:30 AM Alumni Center, 116 - \$35 for four sessions (Senior Professional members), \$45 for four sessions (Non members)

MAY
20

[Eastern Europe: A Century of Unfinished Business](#)

5/20/15 at 9:30 AM
[Alumni Center](#)

MAY
21

[Classroom Journey Bus Trip #2 to Cahokia Mounds](#)

5/21/15 at 8:00 AM

MAY
27

[Eastern Europe: A Century of Unfinished Business](#)

5/27/15 at 9:30 AM
[Alumni Center](#)

JUN
3

[Eastern Europe: A Century of Unfinished Business](#)

6/3/15 at 9:30 AM
[Alumni Center](#)



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

Example: Calendar Feeds

MAY 20 [Eastern Europe: A Century of Unfinished Business](#)

East Central Europe has always been an ethnically diverse crossroads between great expansionist empires. Beginning with the treaties that ended the Great War, this course will discuss a century of ...

Start: 9:30 AM on 5/20/15

End: 11:30 AM on 5/20/15

Cost: \$35 for four sessions (Sen Professional members), \$45 for four sessions (Non members)

Location: [Alumni Center](#)

Room: 116

MAY 21 [Classroom Journey Bus Trip #2 to Cahokia Mounds](#)

About 900 years ago, thousands of Native Americans resided in the Mississippi River Valley near present-day St. Louis. Archaeologists call the settlement Cahokia. Within a century, circa AD 1200, ...

Start: 8:00 AM on 5/21/15

End: 5:30 PM on 5/21/15

Cost: \$60 for Senior Professional members, \$75 non-members

MAY 20 [Eastern Europe: A Century of Unfinished Business](#)

Start: 9:30 AM on 5/20/15

End: 11:30 AM on 5/20/15

Cost: \$35 for four sessions (Sen Professional members), \$45 for four sessions (Non members)

Location: [Alumni Center](#)

Room: 116

[Classroom Journey Bus Trip #2 to Cahokia Mounds](#)

5/21/15 at 8:00 AM

[Eastern Europe: A Century of Unfinished Business](#)

5/27/15 at 9:30 AM

[Alumni Center](#)



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

Example: Stories Feeds

- <http://education.illinoisstate.edu/>
- <http://metcalf.illinoisstate.edu/>
- <http://alumni.illinoisstate.edu/>



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

THING YOU CAN DO #5

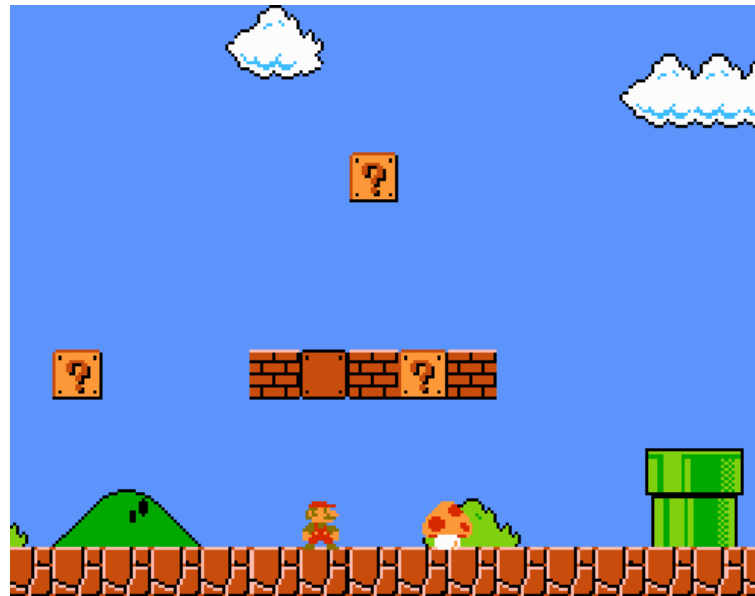


**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

Empower others

Empower your clients, users, or fellow employees



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

Web Toolbar

Prod Highlight | X Design OU: CSS | Root | Page 2015-03-04 06:20:50 v2.2 home | optionbox sectionnavoff All OU Site/Local Quicklaunch...

Pre Show Dev Highlight | X Design OU: CSS | Root | Page 2015-03-04 11:11:33 v3.0

pre-production standard no_leftnav sec-centers-affiliates page-index folder-lvl1 | basic sectionnavoff All OU Site/Local Quicklaunch...

Site	
Alumni	Advancement http://alumni.illinoisstate.edu/
ChicagoOffice	Advancement http://chicagooffice.illinoisstate.edu/
4wings	Ewing_Cultural_Center-FY2012 Advancement http://ewingmanor.illinoisstate.edu/
http://www.mlb.com	FY13-BSC_Donor_Display Advancement http://donorrecognition.illinoisstate.edu/
ABAE-Responsive	FY15-Giving_Tuesday Advancement http://givingtuesday.illinoisstate.edu/
http://www27.iwu.edu	Homecoming Advancement http://illinoisstatehomecoming.com/
AcademicTechno	UniversityMarketingCommunication Advancement http://universitymarketing.illinoisstate.edu/
http://academic.illinoisstate.edu	ReggieBook Advancement https://reggiebook.illinoisstate.edu/
AccountingOffice	ForeverRedbirds Advancement http://foreverredbirds.illinoisstate.edu/

Prod Highlight | X Design OU: CSS | Root | Page 2014-10-01 11:04:37 v2.2 standard | basic sectionnavon All advancement



ILLINOIS STATE UNIVERSITY
Illinois' first public university

Map Locations Editor

```
186
187   "locations": [
188     {
189       "name": "Bone Student Center",
190       "id": "bone-student-center",
191       "abrv": "bon",
192       "address": "200 N. University Street, Normal IL 61761",
193       "description": "The Bone Student Center serves as the Gateway to
194         Campus and the hub of campus activities.",
195       "district": "North District",
196       "link": "bonestudentcenter.illinoisstate.edu",
197       "phone": "(309) 438-4636",
198       "email": "InfoCentre@IllinoisState.edu",
199       "x": 40.5119,
200       "y": -88.99241,
201       "cat": [
202         "admin",
203         "nav"
204       ],
205       "icon": "admin",
206       "places": [
207         {
208           "name": "Founders Suite",
209           "id": "founders-suite",
210           "abrv": "fnd",
211           "description": "Named in honor of the founders of
212             Illinois State University, this suite is private and
213             comfortable. It is comprised of a welcome foyer with
214             coat closet, ornate lounge area and a private
215             meeting room. The lounge area contains a relaxing
216             couch, lounge chairs and end tables; while the
```



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university

[View Editor](#)

The Goal

- Enable others to utilize what you create without your assistance
- Reduce your recurring tasks
- Listen to and anticipate needs
- Reduce the number of requests to modify existing work
- Be a catalyst for change and improved efficiency



ILLINOIS STATE
UNIVERSITY

Illinois' first public university

Thank you!

**ANY QUESTIONS OR
COMMENTS?**



**ILLINOIS STATE
UNIVERSITY**

Illinois' first public university