

Gmail:

lessons learned from the pilot and plans for integration with UC Davis Emergency Program

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Presentation topics

- Project background
- About Gmail
- About our pilot
 - Status update
 - Participant demographics
 - Survey results
- What we learned
- Gmail and emergency notifications

Project background

- Need fast, feature-rich, cost-effective, and scalable email option for students
- Current campus Web email has limitations
- Explore offering email with other communication services (text & instant messaging, mobile access)

About Gmail

- Free webmail service since April 2004
- Benefits
- Storage
 - 6+GB of storage
- Access
 - Web, mobile devices, IMAP/POP
- Access to Google Apps
 - Calendar, chat, Google Docs, Sites

Pilot: status update

- Completed six week-long pilot with 306 student participants
- Gathered feedback
- Ensured integration works properly in UC Davis live environment
- Studied impact and implications for UC Davis
- Evaluated service
- Draft report on findings under review

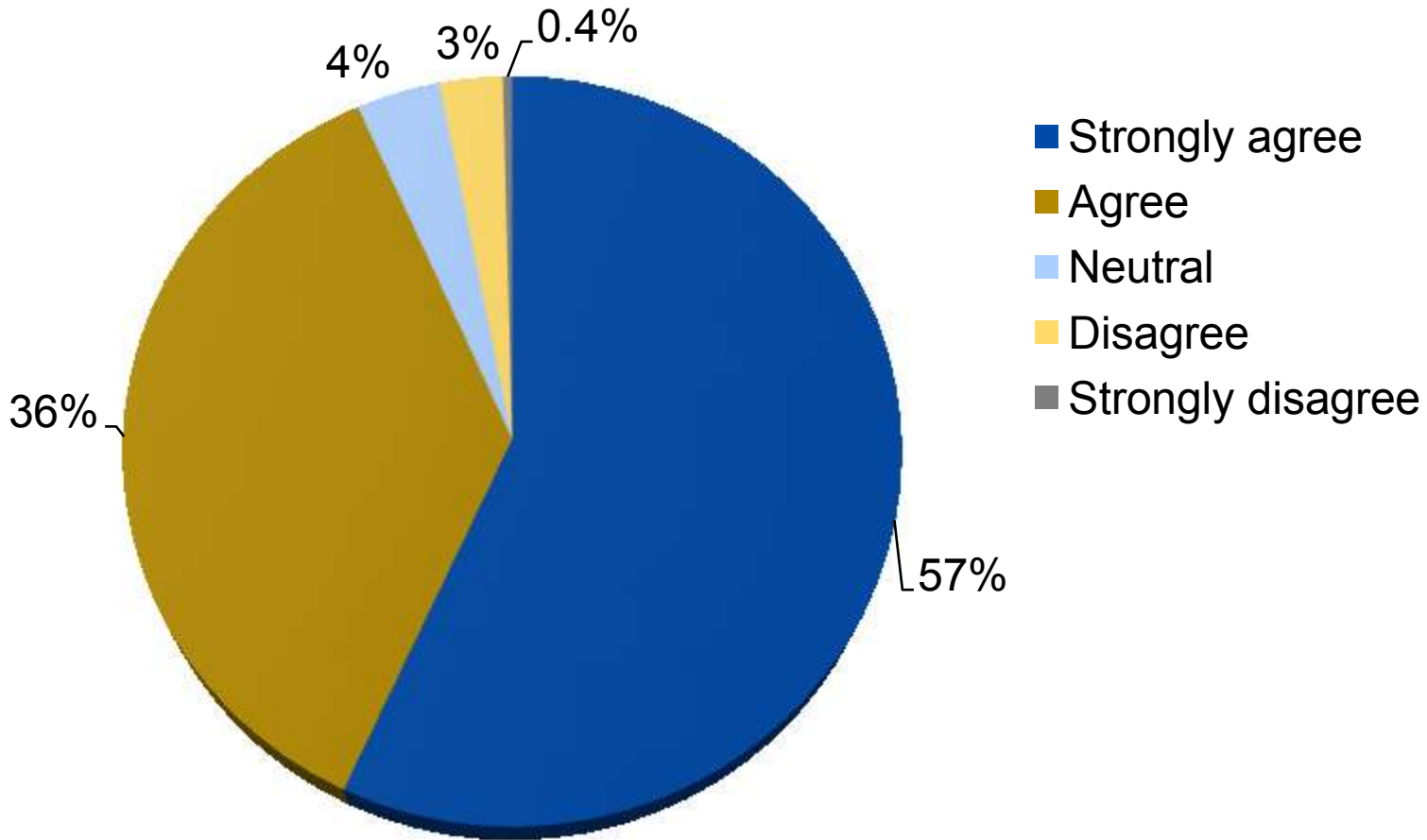
Pilot: participant demographics

- Random selection of participants
- Breakdown of pilot participants
 - Graduate 25%
 - Senior 23%
 - Junior 19%
 - Sophomore 14%
 - Freshman 20%
- 78 majors were represented

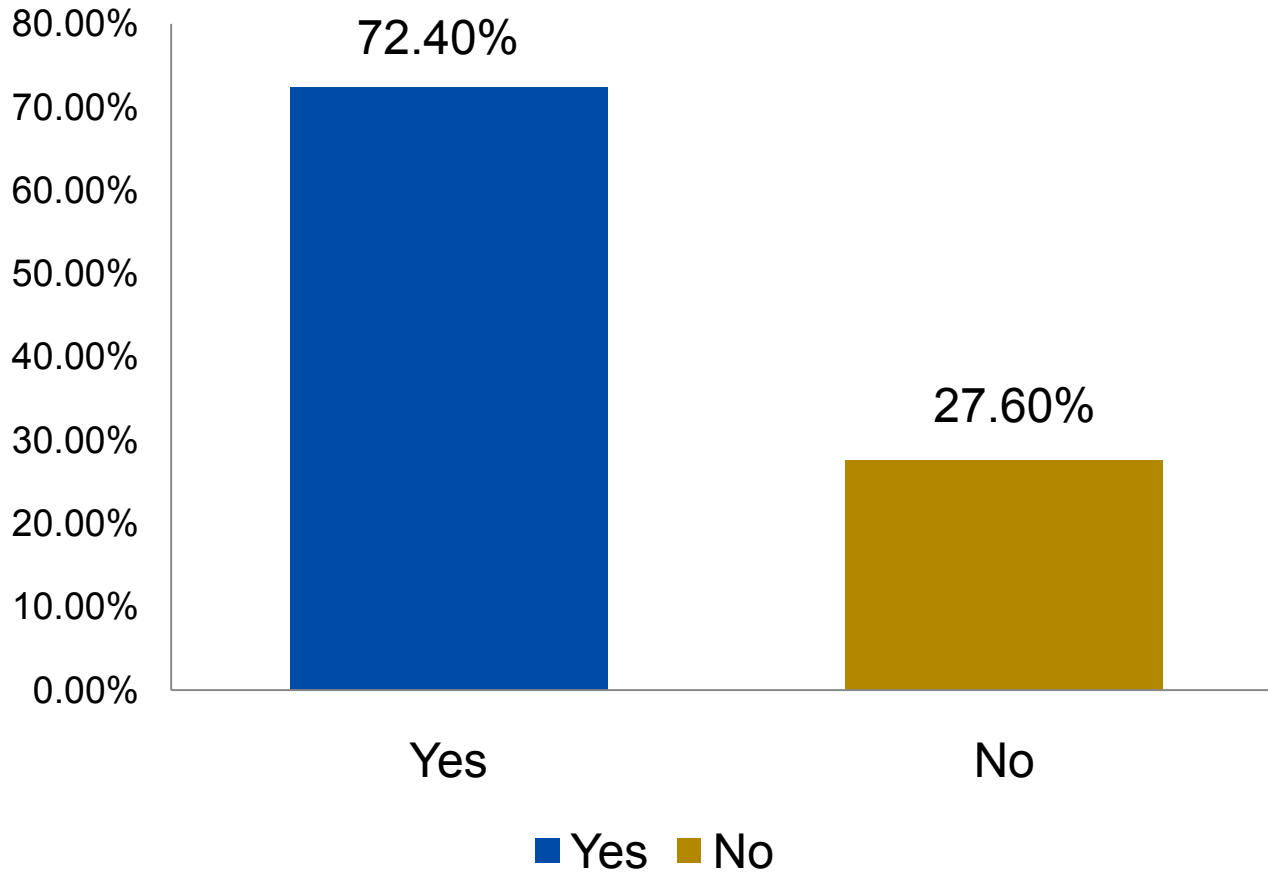
Pilot: surveys

- Survey #1: February
 - Preliminary impressions, ease of transition, degree of support
 - Response rate: 74%
- Survey #2: March
 - Impressions after several weeks, access, etc.
 - Response rate: 82%
- Lots of thoughtful, constructive comments!

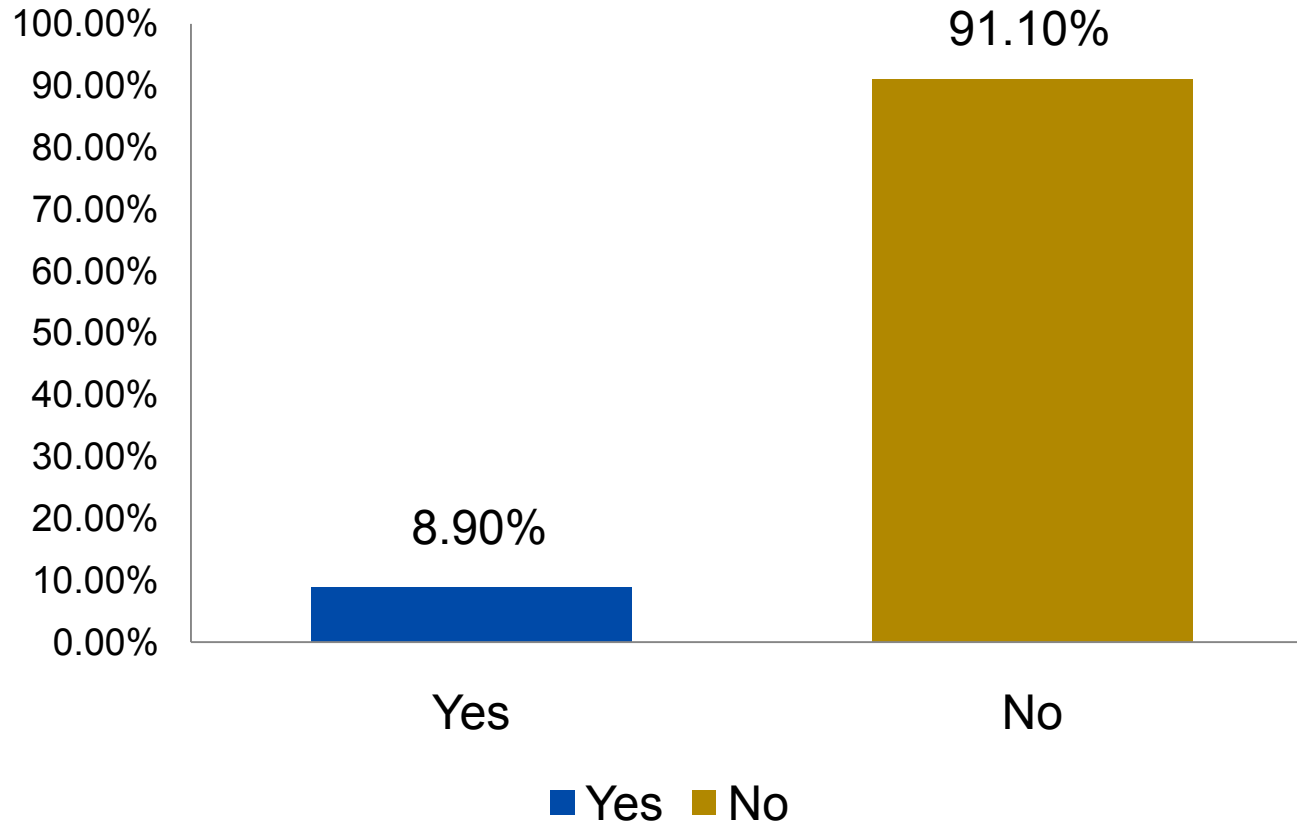
Survey: registration process



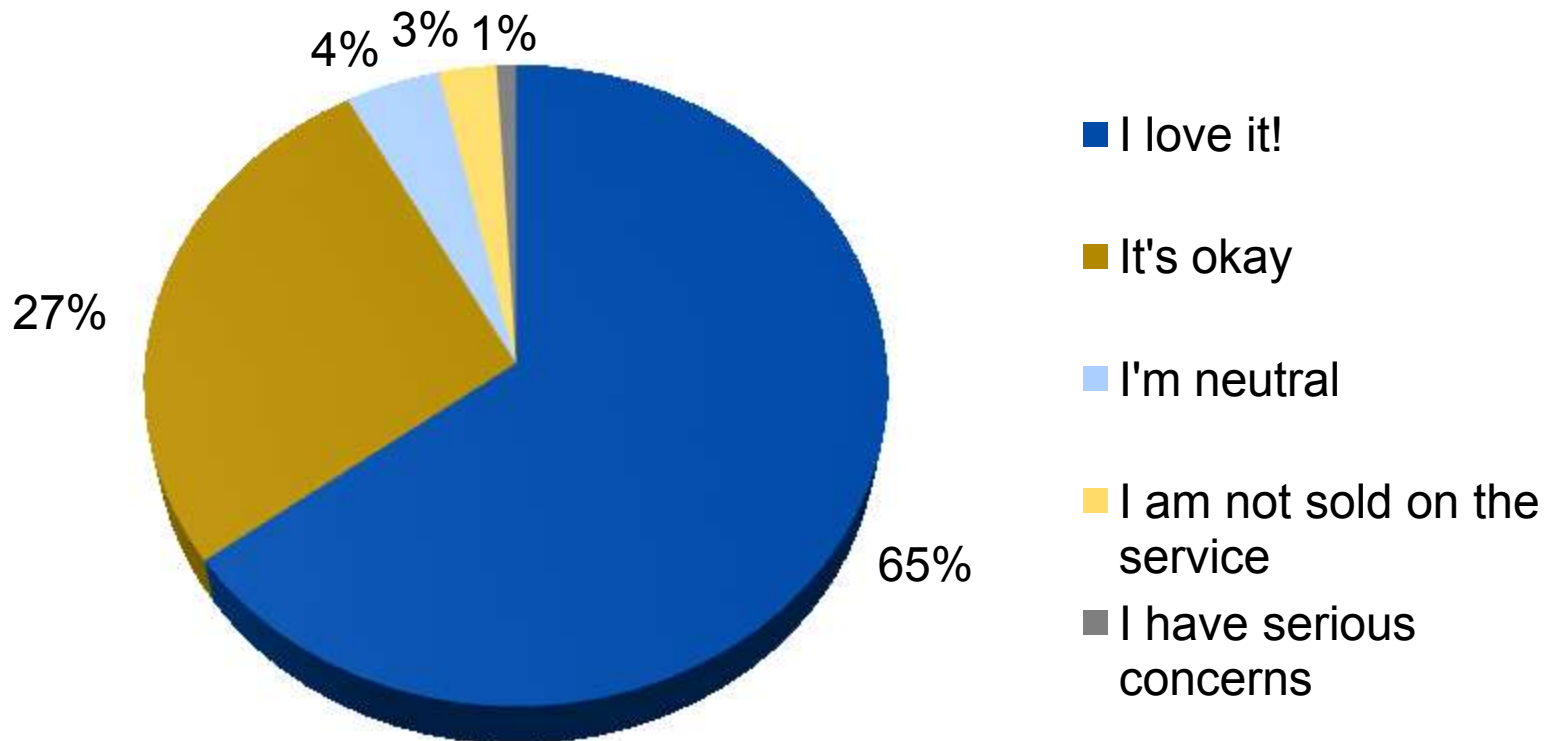
Survey: personal Gmail.com accounts



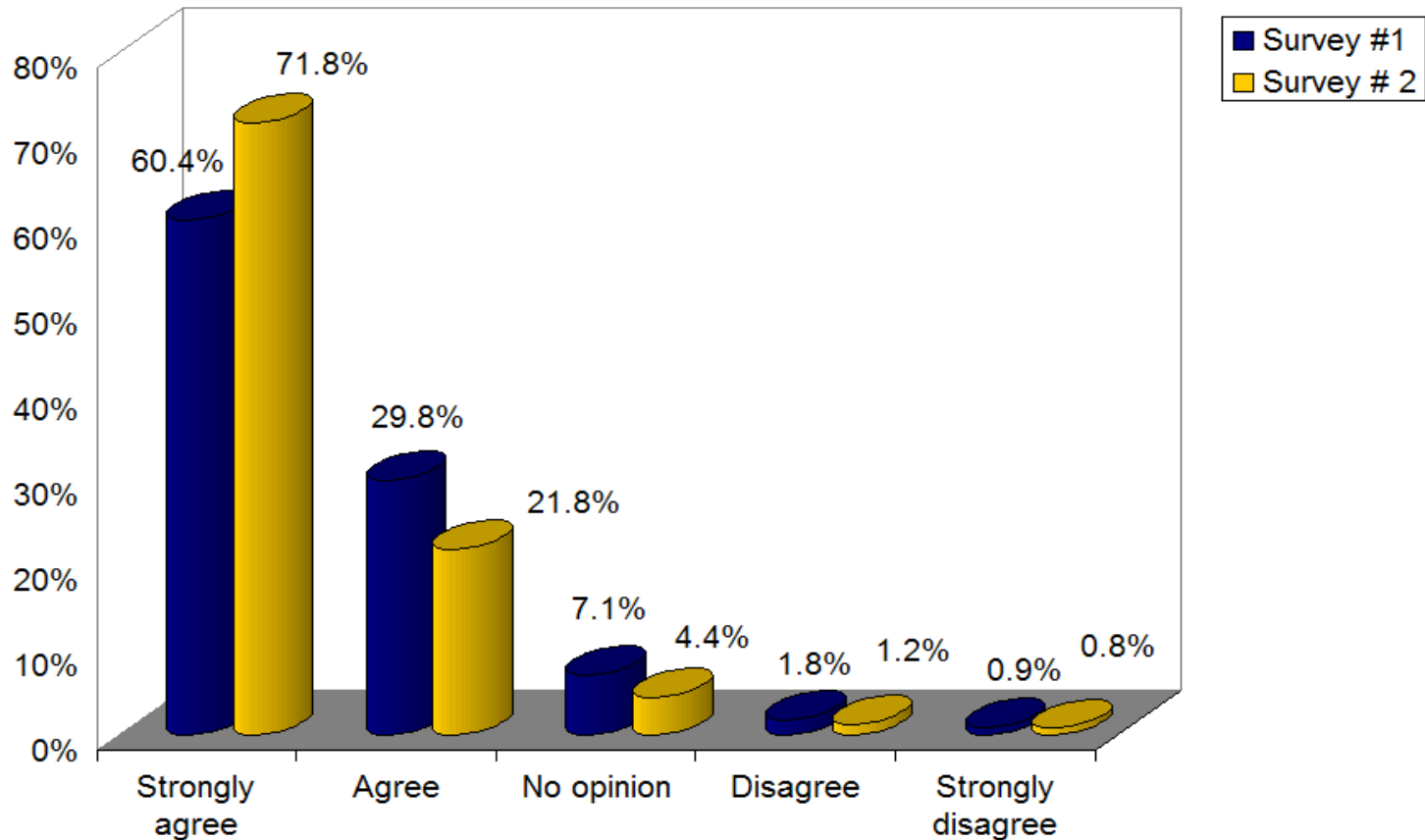
Survey: support services



Survey: opinions of Gmail



Survey: Gmail recommendation



Pilot successes

- Pilot charter and project plan
- Pilot advisory group
- Support services
- Campus community
- Surveys
- Student feedback
- Mitigation

Pilot challenges

- Recruitment
- Service deployment
- Google Apps

Gmail and emergency notifications

- Seamless integration
- Email usage among students
- Google Talk
- Mobile device alerts

Questions?

Further information:

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Project Web site (ongoing updates):

<http://vpviet.ucdavis.edu/student.email.cfm>

UC Davis Gmail Web site & faq:

<http://gmail.ucdavis.edu/>