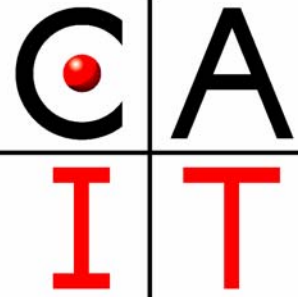


CAIT Connection

Center for the Application of Information Technology
Washington University in St. Louis

Nov/Dec 2007



December 12th Event -- Improving the customer self-service user experience

Advances in IT may have ushered in a new era of convenience and productivity, but they have also ushered in a new era of frustration. Users, business partners, and customers do not always have the sophistication, thought-patterns, and patience to make full use of our technical solutions, which can lead to dissatisfied clients, lost productivity, and lost business.



Carol Righi, PhD,
Director of User Experience,
Perficient

Join us on Wednesday, December 12th when we explore "Taking a User-Centered Approach to Customer Self-Service" with **Carol Righi, PhD**, Director of User Experience at Perficient. She will be joined by Marty Zeller, VP of Op-

erations at A.G. Edwards/Wachovia and Tracy Rowe, Director of Marketing Operations at Shelter Insurance Companies. This

event will be held from 8:15-10:30 a.m. at the Eric P. Newman Education Center in the BJC medical complex. Organizations may register up to the following numbers of individuals based on their membership level: Executive A = 10; Executive B = 5; Supporting = 5; SME = 2; Vendor A or B = 5 + 3 guests. To register, please contact (314) 935-4444 or EventRSVP@cait.wustl.edu.

Dr. Righi will explore the underlying concepts of the user experience and the self-service customer experience. She will describe the design and evaluation activities of User-Centered Design (UCD), in-

Dec 12th Event (Continued on page 4)

CAIT classes to shift a half-hour later starting Jan 1 to prepare for Highway 40

As the public sorts-out the panic from the reality regarding the imminent closure of Highway 40, we at CAIT have taken the steps necessary to ensure that road blockages do not impede your training.

The most dramatic change we plan to make is sliding back the start and end times of our classes to give students a little extra time to arrive. Daytime classes will be shifted to run from 9:00 a.m. to 4:30 p.m. instead of the normal 8:30 a.m. to 4 p.m. Evening classes will run from 5:30 to 8:30 p.m. instead of from 5 to 8 p.m.

For those who would prefer to arrive early, you are welcome to grab a free cup of coffee, and use our wireless broadband service and PC's to catch-up and keep-up with your other activities.

In addition, if you visit our home page you will notice that in the top right corner is an icon labeled "I-64 Local Highway Construction Update." This links to a page with a great deal of helpful information. There are alternative route maps, a tool for each student to determine his or her own optimal route, and a day-by-day breakdown of



lane restrictions and ramp closures.

We also plan to regularly

update the pages on the CAIT web site that provide driving directions from the North, South, East, and West.

So, there's no reason to panic that highway construction might slow down your career or professional progress. You will always have access to the best directions, and we'll give you a few extra minutes to get here, too!

WHAT'S COMING

"Training Issues Roundtable"
(RDTB18)
FREE
Half-Day:
Tue, Dec 11
7:30am-11:30am

"The Politics of IT Project Management"
(MGT120)
Two Days:
Tue-Wed, Dec 11-12
8:30am-4pm

"Marketing the IT Organization Internally"
(MGT110)
Two Days:
Thu-Fri, Feb 14-15
9am-4:30pm

"Business Finance & Budget Fundamentals"
(MGT290)
Two Days:
Mon-Tue, Feb 18-19
9am-4:30pm

"Project Management Simulation"
(PMSIM1)
Three Days:
Tue-Thu, Feb 26-28
8am-4:30pm

To enroll, contact CAIT Training Services at (314) 935-4444 or training@cait.wustl.edu

From the Director's Chair...

It's interesting to see what the pundits think the biggest 2007 tech flops have been. After checking 3 sources, I pulled 3 different lists. It's very interesting what little overlap exists. Vista and Blu-ray DVDs show up on 2 of the 3 lists, and Security shows up in a couple of different forms. It'll be interesting to see what 2008 brings. Happy Holidays and best wishes from the staff at CAIT for a wonderful season without IT let-downs, disappointments and belly flops!

10 Technology Letdowns of 2007

(12/4/07 online CIO magazine)

- 1) H-1B Visa Reform
- 2) Arrest of the "Spam King"
- 3) The Whole Green IT Thing
- 4) Privacy: What, Me Worry?
- 5) Zune Hasn't Zoomed
- 6) General 'Security' Cluelessness
- 7) iPhone's Claustrophobic Service Plan
- 8) Oracle's Fusion Fizzle
- 9) Palm Loses Grip, Folds Foleo
- 10) Cloudy Corporate Skies Over Microsoft Vista

10 Biggest Technology Belly Flops of 2007

(12/2/07 blogs.techrepublic.com)

- HD DVD and Blu-ray repeat the VHS-Betamax blunder
- Red Flag Linux is exposed as a bargaining chip rather than a Linux victory
- eBay fumbles the ball with Skype
- The Wall Street Journal teaches users how to sabotage IT
- Attackers take down e-mail servers at the Pentagon
- 802.11n can't get its standards together
- The iPhone doesn't include 3G
- Sun makes Java open source, but it's a decade too late
- Windows Vista strikes out with businesses
- TJX admits that 45 million customer records were compromised by attackers

2007's Biggest Emerging Tech Disappointments

(12/7/07 etech.eweek.com)

- Virtual Worlds for business
- Ultramobile PCs
- No Ringy-Dingy for VoIP in the Home
- Security is a 3rd-class citizen on mobile platforms
- IPv6 only represents a tiny portion of the addresses on the internet
- E-book readers fall short of the benefits of a real book
- WiMax is still illusive
- Blu-ray-HD DVD
- Muni Wi-Fi



Laurie Koetting

Laurie Koetting
Executive Director,
Sever Institute of
Continuing Studies

Graduate Programs for Working Professionals moves to new home — Next "Prospective Student Q&A Session" December 13th

CAIT's partner in the Sever Institute of Continuing Studies has a new home. The Graduate Program for Working Professionals recently moved to modern, remodeled office space in Lopata 204 on Washington University in St. Louis' Danforth Campus.

Sever's Graduate Program for Working Professionals (GPWP) offers four academic programs: Master of Information Management, Master of Engineering Management, Master of Construction Management, and Graduate Certificate of Project Management. To learn more about these programs, visit scs.wustl.edu, send an e-mail to scs@seas.wustl.edu, or call (314) 935-5484. Better yet, you can arrange to attend a "Prospective Student Q & A Session," where you will meet with a representative and a small group of prospective students. These sessions are held once or twice per month on Thursdays, 5:30 to 7:30 p.m. Upcoming dates include December 13th, February 14th, and March 6th and 20th. You must register in advance to attend these sessions.

The Master of Information Management (MIM) degree is formulated for people responsible for managing information and information resources within and across enterprises. The program combines management and leadership skills with existing and new technology capabilities to help individuals achieve greater organiza-



tional effectiveness. The MIM degree is awarded upon completion of a part-time, evening 34-unit curriculum,

which can be achieved in as few as two years.

The Master of Engineering Management (MEM) degree is designed for engineering professionals who aspire to positions of greater responsibility. It meets the need of organizations for engineers with the management capabilities to be effective in today's workplace. Learning and experiencing leadership is critical to the program. MEM graduates understand the challenges faced by engineers and managers, possess advanced project management and communication skills, and are prepared for enterprise-wide technological innovation. The MEM degree is awarded upon completion of a part-time, evening 36-unit curriculum, which can be achieved in as few as two years.

The Master of Construction Management (MCM) program creates an environment where students can radically expand their potential as construction management professionals. Students integrate their personal industry and educational experience, traditional

New Home (Continued on page 4)

Class on how to be a productive Virtual Employee — Feb 25th

More employers and employees are concluding that the concept of the "virtual employee" can be a win-win proposition. Employers save overhead costs, while employees gain flexibility and save the cost and time of commuting. But, many employees who have worked in traditional office settings are not accustomed to the demands of working from remote locations. How can they be as effective and successful without the face-time and environmentally-enforced discipline of their more familiar office settings?

CAIT is pleased to announce a new class beginning February 25th to help IT professionals achieve equal or greater value and productivity as virtual employees. "The Virtual Employee" is a one-day class that teaches participants the "how-to" of working productively in alternative work locations.

The course identifies various skill sets that are needed to become a successful virtual worker. For example,
Virtual Employee (Continued on page 4)

**2008 Certificates of Advanced Studies:
Dates for 1st class in each series**

| 2008 CAIT Certificates of Advanced Studies | | |
|--|--|--------|
| Certificate Name | First Class in Certificate Series | Starts |
| .NET Programming Using C# | Introduction to C# Programming (CSH100) | Feb 4 |
| .NET Programming Using Visual Basic.NET | Introduction to Visual Basic .NET Programming (VBN002) | Feb 18 |
| Adobe Dreamweaver/Flash Web Development | DreamWeaver (WEB230) | Feb 19 |
| Business Intelligence and Data Warehousing | Introduction to Data Warehousing (DATA10) | Apr 16 |
| Computer Networking and Security | Networking Fundamentals (TTTL01) | Jan 28 |
| Database Development Using Oracle | Introduction To Oracle - I: SQL, SQL Plus & iSQL*Plus (TTOR05) | Feb 25 |
| Database Principles | Database Fundamentals and Relational Overview (SYS115) | Feb 14 |
| Enterprise Networking | Networking Fundamentals (TTTL01) | Jan 28 |
| Enterprise Web Application Development in Java | Creating and Validating XML (XML101) | Jan 30 |
| IT Leadership & Management | Business Finance & Budget Fundamentals for IT Prof'ls (MGT290) | Feb 18 |
| IT Professional Development | Creative Team Problem Solving (MOC103) | Jan 22 |
| Linux | Linux as a Desktop Operating System (LIN025) | Feb 1 |
| Object-Oriented Development in C++ | Introduction to C++ Programming (TTPL35) | Jan 28 |
| Object-Oriented Development in Java | Object-Oriented Analysis and Design Using UML (OOP110) | Jan 23 |
| Object-Oriented Development in Java - Adv | Eclipse IDE for Software Developers (TTJV72) | Mar 13 |
| Project Management | Project Management Fundamentals (SYS110) | Jan 28 |
| Project Management - Advanced | Developing Project Management Mastery Skills (APM001) | Jan 30 |
| SQL Server | SQL Server: Introduction (SYS125) | Feb 20 |
| Unix Systems | Unix/Linux Operating System (TTUN00) | Feb 11 |
| Web Content Design | Getting Started With HTML (HTML01) | Feb 4 |
| Windows XP and Server 2003 | Windows XP Professional / Vista (WIN050) | Mar 3 |
| XML | Creating and Validating XML (XML101) | Jan 30 |

**Microsoft Office 2007:
New half-day "new features" class for IT Professionals**

While many IT professionals may have scoffed in the past about taking a class on how to use Microsoft Office, no one is laughing today. Microsoft Office 2007 is a major departure from earlier versions. And, trying to figure out by trial and error how to use even the older features can be a big time-waster, not to mention an embarrassment in the presence of clients.

In a new half-day class beginning January 31st, students will learn how to transition between earlier versions of Microsoft Office and Office 2007 by exploring the differences between the products. Topics include redesigned and new features and functions of Office products, how to exchange files and data between current and earlier versions, as well as how to collaborate when multiple ver-

sions are in use. Although all products within the suite will be discussed, focus will be on Word and Excel.

One of the key goals of this class is to give students a higher-level understanding of what Microsoft is up to. It is easier to master the Microsoft 2007 interface if you recognize the new, recurring patterns that appear throughout and appreciate the rationale behind them. A broader perspective will also prepare students to innovate, determining how to use the new and emerging features to add value to their enterprises.

The cost of this half-day course ranges from \$145 to \$185 depending on your organization's level of CAIT membership. For more information and to register for the January 31st or a later class,

visit cait.wustl.edu, e-mail training@cait.wustl.edu, or call (314) 935-4444.



Connecting with the CAIT Staff

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Dec 12th Event (Continued from page 1)

cluding how enterprises can organize to achieve the best results most efficiently. Tangible business benefits will be discussed, drawing from case studies of actual self-service projects at A.G. Edwards/Wachovia and Shelter Insurance Companies. Finally, she will provide us with a glimpse into the future of User-Centered Design.

Carol Righi, PhD, the Director of User Experience for Perficient's St. Louis Business Unit, has worked in the area of user experience and User-Centered Design for more than 20 years. She is widely considered a UCD thought leader, is published extensively, and has presented at numerous professional meetings worldwide. She serves on the editorial board of the "Journal of Usability Studies," the online journal of the Usability Professional's Association, and is co-author of the books "User-Centered Design Stories" and "User-Centered

Design: An Integrated Approach." Carol received her undergraduate degree in psychology in 1981 and her Ph.D. in school/educational psychology in 1988, both from Fordham University in New York City with a concentration in computer applications to education.

Perficient is a leading information technology consulting firm serving clients throughout the United States. Experts in designing, building and delivering business-driven technology solutions, they help their clients gain competitive advantage through Internet-based technologies. Since 1998, they have delivered successful business-driven technology solutions for hundreds of Global 2000 and other large enterprise customers. During that time, they have grown from startup to a publicly-traded firm with more than 1,400 full-time professionals serving clients from locations in 17 markets across North America and global delivery centers in Europe and China.

New Home (Continued from page 2)

and non-traditional academics, and 'real-world' scenarios for a comprehensive, authentic learning experience. A major emphasis is placed on development and application of intuitive, critical analysis skills and contemporary decision-making techniques. The program incorporates both the science and the artistic dimensions of the field. The result – graduates who can re-frame traditional construction industry paradigms with innovative, viable and practical strategies and tactics. The MCM degree is awarded upon completion of a part-time, evening 30-unit curriculum, which can be achieved in as few as two years.

tery skills to students' business or technical expertise, to provide a powerful and respected career combination. Project complexities are addressed so that graduates gain insights on how to achieve effective outcomes. The GCPM degree is awarded upon completion of a part-time, evening or weekend 15-unit curriculum, which can be achieved as quickly as one year. All courses may be applied toward a Master of Information Management, Master of Engineering Management, or Master of Construction Management. These courses will also prepare students for the Project Management Institute (PMI) exam.

The Graduate Certificate in Project Management (GCPM) adds project management mas-

We hope those who have taken CAIT classes will consider pursuing these academic degrees to round-out and deepen their education.

Visit CAIT at

<http://cait.wustl.edu>

CAIT offices are located at: 5 North Jackson, Suite 130, Clayton

For general or membership information, contact Steve Boriss at: steveb@cait.wustl.edu or (314) 935-4850

For training information, contact Madelynn Hopson at: madelynnh@cait.wustl.edu or (314) 935-5367

To register for courses, contact: training@cait.wustl.edu (314) 935-4444

Virtual Employee (Continued from page 2)

topics such as organization and time management are not new to many employees, but when taken to a virtual setting, they take on unfamiliar challenges. This course will outline what employees need to do in order to be successful and productive virtual employees.

The cost of this one-day course ranges from \$325 to \$425 depending on your organization's level of CAIT membership. For more information or to register, visit cait.wustl.edu, e-mail training@cait.wustl.edu, or call (314) 935-4444.

2007 CAIT MEMBER EVENTS

UPCOMING EVENTS

| Date | Topic | Presenter | Time | Location |
|-------------|--|--|--------------|--------------------------|
| Wed, Dec 12 | Taking a User-Centered Approach to Customer Self-Service | Carol Righi, PhD, Dir. User Experience, Perficient | 8:15-10:30am | Eric P. Newman Educ. Ctr |

PREVIOUS EVENTS

| | | | | |
|-------------|---|---|---------------|---|
| Thu, Mar 1 | IT Trends 2007 | Merv Adrian, Forrester Research | 8:15-10:30am | St. Louis History Museum, Forest Park |
| Thu, Mar 22 | Endpoint Security | David Strom, IT author & journalist | 8:15-10:30am | Eric P. Newman Educ. Ctr |
| Tue, Apr 17 | ITSM: The Path to True Bus. Alignment | David Cannon, HP | 2:45-7:30pm | Jones Visitors Center, Forest Park |
| Tue, May 15 | IT Transformation: 5 Critical Success Factors | Gwen Walsh, Ouellette & Assoc. | 5:30-7:30pm | Whittemore House, Wash Univ Campus |
| Tue, Jun 7 | IPv6: Business Ramifications and Benefits | Anupam Shah, SAIC | 8:15-10:30am | Whitaker Hall, Wash Univ Campus |
| Wed, Sep 5 | Social Networking in the Enterprise | Jeff Schick, VP Social Cmptg Sftwr, IBM | 8:15-10:30am | Eric P. Newman Educ. Ctr |
| Fri, Sep 21 | IT Talent Management & Workforce Effect. | David Van Der Voort, Mercer Human Res | 7:30am-5:00pm | Innsbrook Golf Resort |
| Thu, Oct 18 | Group Genius: Manag'g IT Teams for Innov | R. Keith Sawyer, Assoc Prof, Wash U | 8:15-10:30am | St. Louis Science Ctr, Mission Control Rm |
| Tue, Nov 13 | Making the Case for IT | Lynda Applegate, Prof, Harvard Bus Scl | 2:45-7:30pm | St. Louis Zoo, Living World |