

AccessTufts Strategic Vision & Roadmap

The Vision of AccessTufts

[AccessTufts](#) is a major initiative launched by TTS on December 14, 2016, with collaboration from TSS, and University Relations. The two primary long-term goals of AccessTufts are 1) to make it easier to get work done at Tufts, and 2) to enrich the experience of working at Tufts.

AccessTufts makes it easier to get work done at Tufts by simplifying access to a broad range of services from HR, Finance, IT, Operations, and more; and by explaining the processes involved in key activities such as event planning, onboarding employees, and traveling for business. Like an effective 311 website, AccessTufts eliminates the need to traverse a disconnected constellation of individual websites and resources. For selected transactions—a set that is growing, cumulatively, over time—we provide facilitated information intake through digitized forms, and workflow solutions. In this regard, AccessTufts can be seen as a service delivery model for administrative transactions and content and a common UI for administrative work at Tufts.

The transactional components of accessTufts lie within a larger context of information at Tufts, including policies, procedures, and organizational knowledge, which are searchable as a knowledge base.

AccessTufts enriches the experience of working at Tufts by exposing and promoting valuable information that is often hard to find, including:

- Topical news and events
- Time-sensitive communications
- Lesser known (but highly valuable) benefit and services
- University data
- Community-based announcements

Performance to Date

The success of any service is measured by its adoption and use, and securing broad adoption in the first year is critical for the survival of a service. The usage statistics (web analytics) for AccessTufts are impressive, revealing sustained usage that continues to grow each month. As of the date of this communication (October 13, 2017), AccessTufts has received page views in excess of 440,000, evidencing a mature service seen as essential by faculty and staff. That AccessTufts has been able to fulfill its value proposition so convincingly has prompted University Relations to link to it directly from the <http://www.tufts.edu> homepage. This is an important milestone.

On April 18th, all but a few pages of HR website content (> 125 pages) were migrated into AccessTufts from <http://hr.tufts.edu>. We wanted to know if traffic to this content in AccessTufts was higher, lower, or about the same as when it resided on the standalone website. Analysis of web traffic to this content on AccessTufts from the period of April 18th – August 31st (227,478 page views) compared to traffic to the same content on <http://hr.tufts.edu> during the same period one year prior (144,294 page views) reveals a 58% increase in page views.

We continue to develop new functionality and content for AccessTufts in collaboration with stakeholders and partners across the university, and anticipate continued growth of the service and new value for our community.

AccessTufts web traffic by month:

Time	Page Views
Dec. 14 – Jan. 13 (2017)	14,128
Jan. 14 – Feb. 13	9,036
Feb. 14 – March 13	8,338
Mar. 14 – April 13	16,225
April 14 – May 13	58,075
May 14 – June 13	51,832
June 14 – July 13	60,582
July 14 – Aug. 13	61,984
Aug. 14 – Sept. 13	76,549
Sept. 14 - Oct. 13	83,672
Oct. 14 – Nov. 13	94,428
Nov. 14 – Dec. 13	73,674
Dec. 14 – Jan. 13 (2018)	89,802
Total	700,001

Development Model

AccessTufts follows a three-tier development model:

1. Major sections of new content and substantive functionality enhancements are introduced as **releases**. Release 1.1 (April, 2017) integrated HR's content into AccessTufts; Release 1.2 (October, 2017) brought a SOLR-powered app store called 'Apps & Software.' Releases serve to define the platform over time.
2. Continuous value creation is realized through **enhancements**, smaller additions to the site, occurring between major releases. A series of cosmetic and usability enhancements were made to the homepage in June of 2017; usability enhancements were made to Time Off Reporting in April; Open Enrollment content was added to the site in October of 2017.

3. Refinements to back end-process and front-end experience, and bug fixes are ongoing and realized through **patches**. At time of writing, the most recent patch improved the procedure for importing TSS Salesforce knowledgebase articles resulting in suppression of duplicative content and improved search results.

Roadmap Approach

Although AccessTufts has reached a high level of adoption evidencing a mature service, the platform is still a very young product; it is just under one year old at time of writing. Efforts to socialize the value of AccessTufts through its governance structures, and through campus demos and stakeholder visits, plus alignment with senior administrative priorities, have served to create a more “stable” market for AccessTufts. In the context of Tufts University, a stable market implies that the risk of business partners, schools, and divisions, launching freestanding websites with functionality and content better served through AccessTufts is, perhaps, significantly less than it was a year ago, but it is far from zero. As such, our approach to strategic roadmapping will be goal-based, as opposed to the feature-based roadmaps typical of fully mature products in stable markets.

AccessTufts Now and Over Time

- AccessTufts is the primary interface for administrative content, and offers administrative units the opportunity to reimagine the mission and focus of individual websites or evaluate whether they still need them.
- Today, AccessTufts targets staff and faculty. As we evolve the content model, the value proposition for students may become real and robust.
- AccessTufts will be the front end to PAF, and other major initiatives, increasing the number of transactions that are either fully enacted through AccessTufts, or merely accessed through the platform. AccessTufts is the digital front-end and common UI for administrative work.
- AccessTufts is the platform upon which to explore and realize solutions to pervasive and complex problems that cross multiple divisions and administrative and academic areas. Employee on boarding and event planning are potential examples.