UC Irvine: Executive Recruitment Briefing App

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Project team:

- Ramona Agrela, Associate Chancellor as project lead
- Debbie Nielsen, Project Manager as content manager
- John Mouledoux, Sr. Director of Communications and content manager/editor
- Sherry L. K. Main, Director of Creative & Digital Strategies as technical manager and graphic designer
- Briandy Walden, Associate Director of Students and Academic Services as technical consultant

Goal:
Design and produce a mobile application that would wholly replace the traditional briefing book that Chancellor candidates would be presented.

Objective:
The exclusive mobile app allows for UC Irvine to highlight its accolades, achievements and campus through inclusion of multimedia components. The real-time nature of app publication will allow for candidates to access the latest information anytime that it is accessed.

Project Details:
As the #1 university under the age of 50 in the United States, UC Irvine aimed to showcase its university in an innovative manner. This non-traditional design of an executive recruitment briefing book caught the eye of the UC Office of the President executive recruitment team, the hired executive search firm, as well as set a new standard for sister UC campuses, as well as future UCI recruitments.

Guidebook was the application platform that was chosen. Guidebook typically services conferences and is built to house conference event details, contacts and documents. We were able to successfully design the briefing book content so that it fit into the conference template in approximately a six-week timeframe from idea to deployment.

Other app development options were considered, including an in-house build from scratch, as well as employing student app developers as part of a quarter-long course. However, given the cost of staff development hours and the length of a student course, an out-of-the-box app services that allowed for custom branding was deemed the best option. The total project cost was $6,500.

The UCI Guidebook app continues to be used for other executive recruitments. In addition, because the app can be duplicated and modified, other applications, including a student resource application are being considered.
UC Irvine

Powered By
guidebook
Since 1965, the University of California, Irvine has combined the strengths of a major research university with the bounty of an incomparable Southern California location. UC Irvine's unyielding commitment to rigorous academics, cutting-edge research, and leadership and character development makes the campus a driving force for innovation and discovery that serves our local, national and global communities in many ways.
Historical Timeline

Key Moments in UCI History

1957
UC Regents decide to expand UC system, including possible Orange County site.

1958
William Pereira engaged to research O.C. sites.

1959
Irvine site selected.

1960
Gift of land from the Irvine Company.

1961
Regents name new campus University of California, Irvine.

1964
President Lyndon Johnson attends dedication.

1965
Campus opens with founding academic divisions of biological sciences, engineering, fine arts, humanities, physical sciences and social science, and graduate school in administration (later management).

Anteater chosen as mascot.

1966
Ansel Adams photographs new campus.

California College of Medicine approved as UCI College of Medicine.

1968
Department of Information & Computer Sciences founded, later to become UCI’s first ICS school.
UCI, UCLA awarded $8 million to launch collaborative stem cell clinic
11:55 AM

Nobel laureate Leymah Gbowee to speak at UCI as part of Living Peace Series
11:10 AM

Mon, Oct 20, 2014

UCI Cross-Cultural Center celebrates 40th birthday
5:03 PM

UCI students jump into basketball season
4:19 PM

Week of campus events to mark National Food Day
3:38 PM

Presidential politics
2:14 PM

Export panel to discuss Ebola outbreak
12:28 PM

Wed, Oct 15, 2014

UCI chancellor’s new initiative aims to infuse arts and culture into campus
1:53 PM

Ranowned UCI biologist Anthony James to discuss malaria eradication in Dean’s Distinguished Lecture
10:12 AM

Tue, Oct 14, 2014

UCI engineers develop prototype of low-cost, disposable lung infection detector
7:50 AM

Mon, Oct 13, 2014

UCI’s Interdisciplinary Center on Family Violence to launch Oct. 17
3:08 PM

Smartphone network could track incoming cosmic rays, UCI-led research finds
8:28 AM

Fri, Oct 10, 2014

NIH funds work on better artery imaging system
1:38 PM

UCI psychiatric researcher Theo van Erp is involved in global brain data analysis effort funded by NIH
Claire Trevor School of the Arts

Impacting the World Every Day

The Claire Trevor School of the Arts has proven itself to be a national leader in training emerging artists and performers since its establishment in 1965. It was originally known as the University of California, Irvine's School of Fine Arts, but with its expansion of programs and focus over the years, it evolved into the School of the Arts. In 2000, the school was named in honor of Academy Award-winning actress Claire Trevor and her involvement with the school and its students.

Departments

Art
The Department of Art takes a broad, interdisciplinary approach to contemporary art, providing experiences in drawing, painting, sculpture, ceramics, photography and digital imaging, performance art and video. The M.F.A. program is one of the best nationally, providing intensive professional training.

Dance
The Department of Dance offers a challenging curriculum and an inspiring atmosphere in which performance opportunities, creative projects and theoretical studies complement and reinforce
Mission & Management

Vision
The area of Student Life & Leadership fosters student leadership, promotes student engagement, and enhances co-curricular student life from matriculation through graduation.

Mission
Student Life & Leadership supports the intellectual, personal, social and professional development of all students. Student Life & Leadership offers education and skill development opportunities that enhance academic success and prepare students for their leadership roles in a diverse, dynamic and global society.

Management Team
Rameen Talesh, Ed.D., Assistant Vice Chancellor/Student Life and Leadership/Dean of Students
Sherwynn Umali, Associate Dean of Students

Services Provided