The challenges of implementing a university-wide strategic approach to connecting in an open world
‘When art leaves the frame and the written word leaves the page - not merely the physical frame and page, but the frames and pages of assigned categories - a basic disruption of reality itself occurs....’

William S Burroughs - Apocalypse
Key messages

People not platforms
Action not activity
Producing not consuming
Interacting not broadcasting
Leading not following
Learning not analytics
Timeline

April 2012
Research phase commenced

May 2013
Phase 1 funding approved

Sept 2013
Phase 2 funding approved

May 2014
Phase 3 funding application
Project staffing in place
Challenges: (the curse of) institutional impotence
Challenges: (the tyranny of) governance
Challenges: (the horror of) social media
Challenges: (the labour of) staff engagement
Conclusions
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