UFA PMO Guiding Principles

All projects are driven by a constituent-first approach, with the guiding question, "Is it good for Rutgers?"

	Principle	Current State	Future State
	Institutional Data Governance and Stewardship	*Disparate systems and lack of institutional data governance*	University-wide platform providing consistent institutional data governance and stewardship oversight
	Consistent Experience	*Disparate communication channels lead to a lack of consistent and informed communications*	More coordinated and clear communication across the University
	Personalized Interactions	*Lack of tools to support constituent-specific engagement strategies and/or activities*	Tailored activities to improve engagement outcomes
	Seamless Cross-Office Support	*Manual processes using legacy systems to share information across offices, highly reliant on relationships*	Collaboration across business units, providing a seamless experience for constituents and constituent-support
	Impactful Data Insights	*Lack of easily accessible data or visualization tools to guide actions*	Powerful insights from easily accessible data and visualization tools, with the ability to use predictive analytics to inform decision-making
	Improved University-Wide Alignment	*Legacy systems that do not allow for collaboration across campuses and business units*	Shared University framework that acknowledges specific nuances by campuses and/or business unit