Bulldog Social Network

Objectives:
- Building social capital (bridging, connecting, bonding)
- Building long term relationships (mentoring, coaching)
- Accumulating and sharing learning resources and collaboration
- Communicating information about events, activities, and resources
- Increasing social and academic engagement, retention and graduation rates.

Unique Features:
- Fresno State's own (customized)
- Close, trusted system
- Informal communication (chat, forum)
- Matching Connections

Bulldog Social Network Team:

Sponsor:
  Lynnette Zelezny (Provost, Academic Affairs)
Facilitator:
  Dmitri Rogulkin (Office of Institutional Effectiveness)
Team Members:
  Blair Smittcamp (Alumni Association)
  Mike Provenost (DISCOVERe)
  Debbie Young (Craig School of Business)
  Anne Burkholder (Scheduling Office)
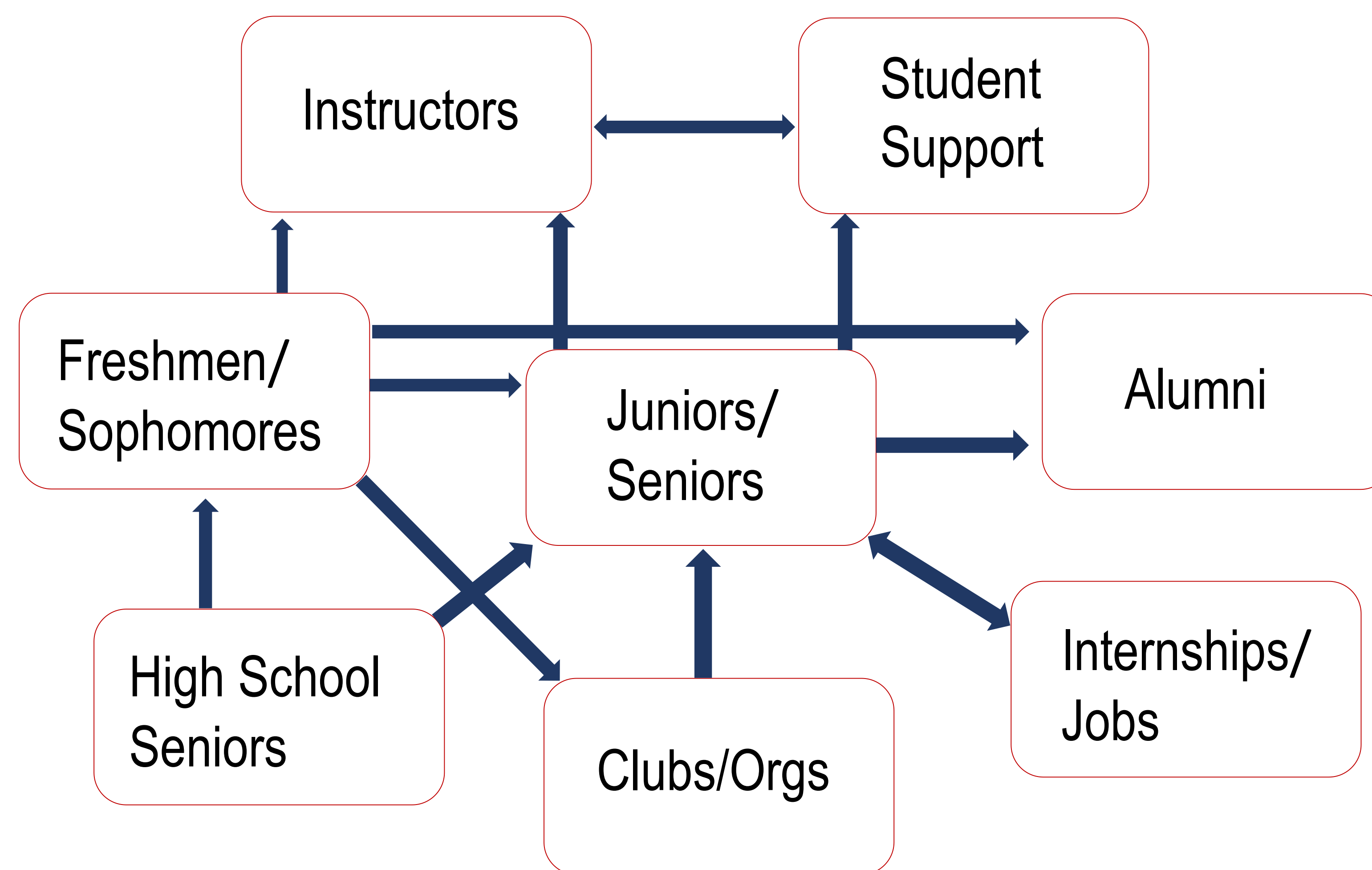 Dawn Truelsen (Web Communications)

Project Topic
Bulldog Social Network is a social media platform for student learning, collaboration, social engagement specifically designed around the trusted campus community of students, faculty, staff, and alumni.

Connecting Stakeholders

Project Milestones:
1. Conceptualize the vision, problem and need. Answer the question "How is it unique?"
2. Identify key stakeholders, their needs and interest, as well as the value it will bring to them.
3. Review of currently available Social Network Systems
4. Creation of typical personas and scenarios.
5. Definition of key interactions (matchmaking, online chat discussions, live Q&A forums).
6. Definition of incentives for return visits and continued use over time.
7. Recommended scope for initial pilot, including test personas, scenarios and interactions sized for a first phase.
8. Carry out focus groups with students.

Utilizing Features from Current Platforms:
  Linkedin for: Professional Connection
  E-Visors for: Alumni/Mentorship Relationships
  Synergy/BulldogLink for: Employer Connections
  Facebook for: Social Connections
  Blackboard for: Learning Resources
  OrgSync for: Campus Co-curricular Connections