What is a portal?

- a single integrated point for useful and comprehensive, access to information, people, and processes

- a personalized and customized user interface

“A site featuring a suite of commonly used services, serving as a starting point and frequent gateway” **

**http://www.marketingterms.com/dictionary/portal/
Common Types of Portals

- **Consumer Portal**
  - AOL
  - **Yahoo** – classic directory portal

- **Community Portal**
  - Information aggregated, edited, & organized around a specific topic
    - College Club ([www.collegeclub.com](http://www.collegeclub.com))

- **Vertical Portal**
  - Structured by vendor on a business theme
    - Charles Schwab & Co and E*TRADE

- **Enterprise Portal**
  - Designed to assist employees with needed data services
What are the functions of a portal?

- gateways to information
- points of access for constituent groups
- communication mechanism
- community/learning hubs
Why Portal? – Access

- user access to both internal and external information
- Single access point and sign-on – simple, easy
  - What was that URL?
  - Which password?

Diagram:

- WebCT
- URSA
- Library
- Register
- COOP Store
- Class Lists
- Human Resources
- Campus Police
- OHRL
- Bookstore
- Payroll
- Student Affairs
- Grant Management
- Campus Organization Web Sites
Why Portal? – Serves Diverse

- University’s scope spans beyond students, faculty, and staff
  - Does the home page communicate the proper message to each group?
What are some benefits of

- Increase efficiency
- Engage students, faculty, staff, and the public
- Provide information access
- Create community
What does an Oracle portal look like?

- **Examples**
  - [Case Western University](mycase.edu)
  - University of Houston Clear Lake
  - University of North Carolina Chapel Hill
  - System of Georgia
  - [Texas A&M University Engineering Experiment Edmonds Community College](Click on [My Edmondscc Portal](My Edmondscc Portal) for the Student and Faculty portal)
  - Lansing Community College
  - Excellent 'Housing Module' example:
    - [University of Michigan](University of Michigan)
What does a portal look like?

- Other Portal Product Examples
  - University of Minnesota Portal
  - University of Washington Portal
  - University of Indiana Portal
  - University of California, Davis
  - University of Buffalo
  - University of Buffalo MyUB is a web-based, personal portal to the online UB resources you need most.
  - University of Pittsburgh
  - South Orange County Community
  - Arizona State University
Web Page Resources for Examples?

- Web Portal – University of Massachusetts
- Student Portal Examples
- Portal Initiative – Minnesota State Colleges and Universities
- Minnesota State University, Mankato (Web Portal Planning)