The New Online Employee Directory

A Case Study

► Process Improved:
UW-Madison no longer prints a hardcopy employee directory. The hardcopy directory was expensive to print, and due to personnel and organizational changes the information it provided was frequently out-of-date almost as soon as it was made available. Instead, UW-Madison now uses an on-line directory, a web-based database search that gives you up-to-the-minute search results in real time – with no waiting, and it even accepts wildcards. Learn how to update your Directory information, and how to effectively use all the features this new service provides. (http://www.wisc.edu/)

► Unit:
Office of Human Resource Development

► Problem/Opportunity Statement:
To provide up to date and accurate directory information in an electronic format, but to still provide the convenience and flexibility of a print option.

► Customers of the Process and Their Needs:
All UW faculty, students and staff, and any members of the larger community who need information regarding individuals and organizations within the UW-Madison.

► Changes Made:
Discontinued printing of paper directories. Implemented improved search and display features to replicate information provided in printed directory.

► Results:
People are no longer relying on questionably accurate listings in regards to faculty, staff, and organizational units. Increased awareness of the necessity of keeping employee and organizational information up to date.

► Lessons Learned:

- Many people have a strong emotional and psychological attachment to the physical tangibility of printed objects. This attachment transcends rational analysis; for these people, a printable option is absolutely critical.
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- Improved integration between the employee directory and other on-line directories (such as Facilities Planning and Management’s building directory) has the synergistic effect of making each directory more effective by increasing the number of perspectives from which the information can be understood.

► Next Steps:
Continue to educate the UW-Madison community on use of the online directory. Remain mindful of opportunities to integrate the online directory with other administrative information systems (such as the new Human Resources System).

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