THE Prentice Bulletin

THE UNIVERSITY OF QUEENSLAND

NUMBER 70   JULY 1997

New Joint Directors for Prentice

The winds of change are becoming more than a whisper in the Prentice Centre. Greater emphasis is to be placed on responding to client input with the aim to improve services.

In line with this emphasis, Prentice has a new top management structure with **Graham Rees**, ex-Acting Director, and ex-CITEC Manager **Jennie Perry Smith** as co-directors. While Graham is looking after the traditional technology development, Jennie will be making sure that the **service Prentice provides is sensitive to the technological needs of the campus and business community**.

"If you develop the technology without thinking about the clients you'd say, 'Here's a computer, here are the terminals, that's what you're going to get, go ahead and use it.' That's what we used to do 20 years ago but you can't do that anymore. **We have to respond in a client centred manner**."

Ms Perry Smith says that commercialisation has been imposed on the Prentice Centre. "This puts pressure on other aspects of Prentice business besides client service. It's about pricing, what we're giving in the way of benefits for that price and making sure that **what we're giving is actually the bundle of benefits our client really wants to buy**."

But changing a culture going back 25 years is going to be a challenge and Ms Perry Smith expects it to be up to two years before all the changes to a service ethic are made. She says that managing client expectations will be one of the major hurdles. "Prentice staff have to manage their own performance in relation to client expectations. That hasn't

Jennie Perry Smith and Graham Rees:
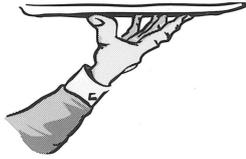*Joint Directors of the Prentice Centre*

always happened in the past but also there are clients with expectations that are unrealistic in the current economic climate. If there is an activity that consumes resources, it has to attract a charge.

"It's the same in many environments. If you looked at BHP when its IT group was completely internal, the people at BHP thought they had a right to consume as much as they could free-of-charge and it was only when it was made to operate commercially that that dynamic changed. We're now seeing that transition here but it has already happened in a lot of other places."

Internet Code of Practice

Prentice encourages clients to act responsibly whilst accessing the Internet. The Vice-Chancellor's Committee on Information Technology has established an **Internet Code of Practice** governing the use of the Internet including electronic mail and the World Wide Web. The web site where you find the Internet Code of Practice is **http://www.uq.edu.au/vcit/CodeF.html**

Information Technology Support

You'll find us in the...
*serv**plus**ce* Directory

T he Service Plus Directory is a web based guide to over 250 services offered by the Academic Services Group. This group comprises the Prentice Centre, Aboriginal and Torres Strait Islander Studies Unit, Student Support Services, Chaplaincy, Health Service, ICTE, Library, and TEDI.

You can find services by simply browsing the index or searching for a keyword. It's easy to use and also provides links to departmental home pages.

Officially launched on 5 June 1997 by Academic Services Pro-Vice-Chancellor, Dr Ian Reinecke and guest speaker, Ross Jolly, a Customer Service Consultant, the Service Plus Directory is the first of many initiatives of the Customer Service Project.

The directory was developed jointly by the Web Development Unit (Prentice Centre) and Educational Multimedia Services (TEDI). It has been designed to reduce confusion and frustration about who offers what services on campus and where to go for help.

Since the launch last month the directory has already had over 3000 visitors indicating its usefulness to the University community. It also has a feedback form so users can comment if they have problems, queries or want to tell us their views about the directory.

So, let your keyboard do the walking! Visit the web site at:
http://services.uq.edu.au/
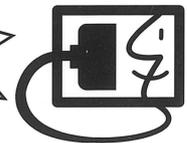
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FactSheet	12: Slide Presentations and Digital Scanning

Cliff Leigh (left) and George Cooper have the skills to make your presentation look professional