

Special Report

SEDONA: A Virtual Tour

An Investigation into the CoB's "Single-Source" of Information

As visitors to usmpride.com are well aware by now, the electronic database known as SEDONA has been the subject of a number of reports in recent weeks. This special report takes a look at some of the details and facts about SEDONA that are available from its Internet homepage. The series of screens (with accompanying discussion) below give some information about SEDONA.

A Brief History of the SEDONA Database



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evaluation, and assessment. Want to know the average number of refereed publications in your college by tenured faculty in a given department? Have the answer in seconds. What happened at the curriculum committee meeting on November 13, 1998 and who was part of the decision? Again, the answers are fast, accurate, and readily available.

SEDONA has been designed to function as a powerful, web-based management tool, designed specifically to serve the information needs of individual faculty, department chairs, deans, and even accreditation bodies, regarding faculty research, teaching, and service activities. The system is fast, stable, user-friendly, and surprisingly adaptable to organizational needs. With an affordable pricing schedule, this self-service application is positioned to fill a significant information management need among college administrators.

Testimonials:

SEDONA has rapidly become an important part of our internal information system for better managing the College of Business Administration at the University of Tennessee. We used it in our recent AACSB accreditation maintenance process. It is providing high quality and easily-accessible information to respond to all sorts of inquiries and surveys we get regarding our faculty and their activities. Our department heads and deans are increasingly looking to SEDONA to provide information we need, including annual faculty evaluations and the preparation of statistical reports to meet university requirements. The standardization of information on all faculty members is very helpful, as are the various statistical reports on faculty activities.

Jan Williams
Dean, College of Business Administration, University of Tennessee

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Jan Williams
Dean College of Business Administration University of Tennessee

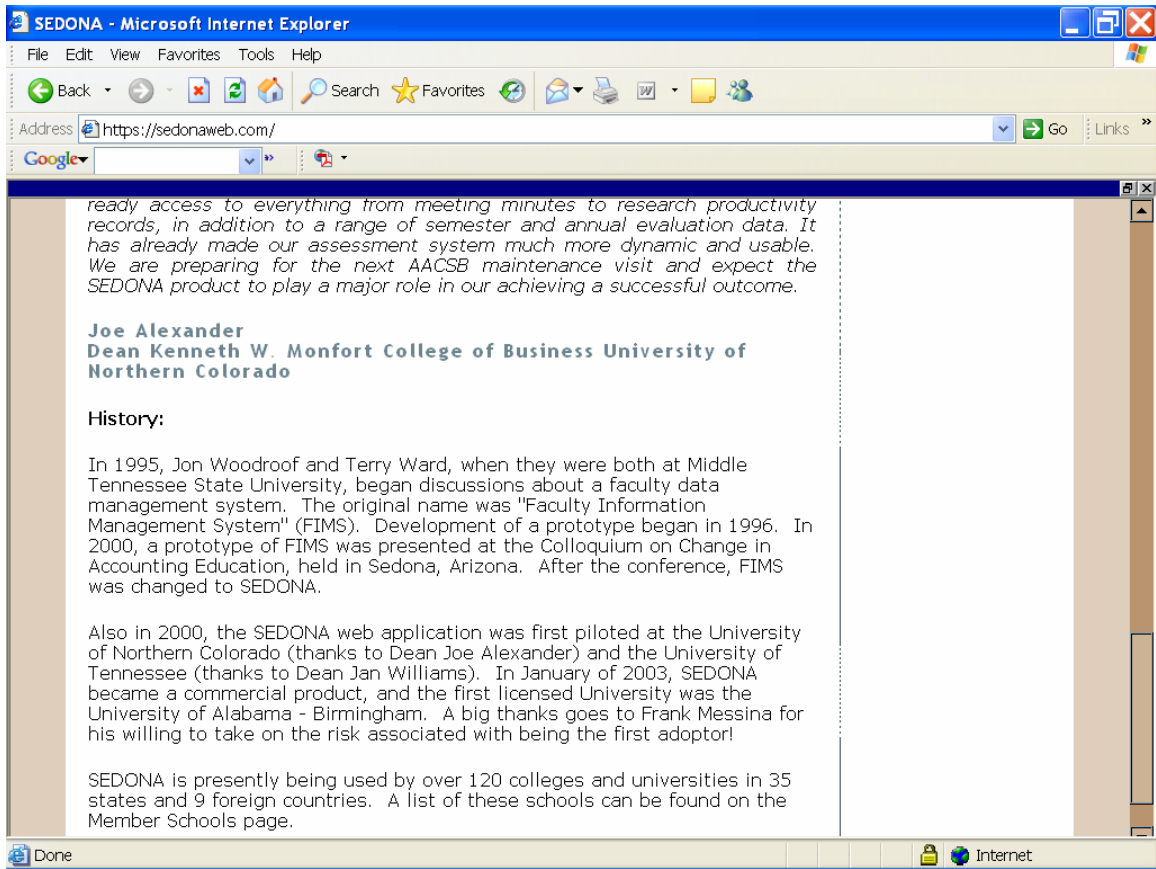
I extract a lot of faculty data in order to comply with ongoing maintenance reports needs, university-level reporting, and our upcoming AACSB self study. After spending hundreds of hours developing and maintaining a number of EXCEL-based spreadsheets to tabulate research, workloads, and teaching, I discovered SEDONA. Now I have all the data at my fingertips in a single database and can formulate specialized reports that were not before possible. In the first two months of use, its purchase price has been recovered many times over. I heartily recommend this product.

Colin Read
Associate Dean State University of New York - Plattsburg

SEDONA has been a wonderful addition to our college's assessment and continuous improvement systems. Faculty, department chairs, and staff have ready access to everything from meeting minutes to research productivity records, in addition to a range of semester and annual evaluation data. It has already made our assessment system much more dynamic and usable. We are preparing for the next AACSB maintenance visit and expect the SEDONA product to play a major role in our achieving a successful outcome.

Joe Alexander
Dean Kenneth W. Kennerly College of Business University of

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As the screens above indicate, SEDONA became a commercial (database) product in January of 2003, when the University of Alabama at Birmingham adopted the program for use in its business school. As the screens concluded, "SEDONA is presently being used by over 120 colleges and universities in 35 states and 9 foreign countries.

SEDONA and Security

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SEDONA
SYSTEMS

Security

SSL

SEDONA runs on a dedicated server hosted by Atavia, a company located in Atlanta, Georgia. The entire SEDONA application is served to the client over a secure connection, not just the login. The SSL protocol provides this in-transit security. Over the SSL secured connection, data and web pages are encrypted as they are sent and decrypted as they are received. Using HTTPS in the URL instead of HTTP directs the message to a secure port number rather than the default Web port number of 80. The session is then managed by the SSL security protocol.

User IDs and Passwords

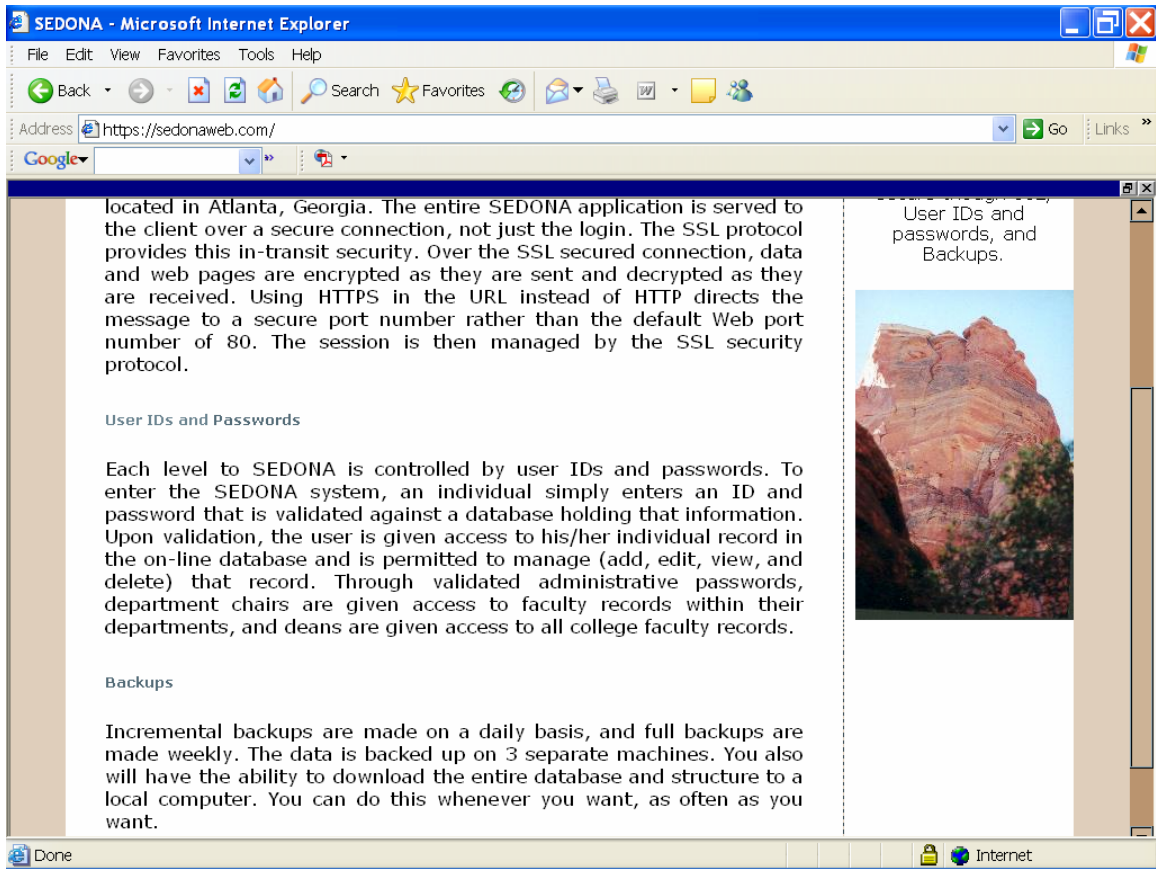
Each level to SEDONA is controlled by user IDs and passwords. To enter the SEDONA system, an individual simply enters an ID and password that is validated against a database holding that information. Upon validation, the user is given access to his/her individual record in the system.

In This Section:

SEDONA is made secure through SSL, User IDs and passwords, and Backups.



Done Internet



The top of screen #1 in this section states that SEDONA “runs on a dedicated server hosted by Atavia, a company located in Atlanta, Georgia. When adopting SEDONA, it has been reported that USM College of Business Dean Harold Doty authorized Atavia to house each CoB faculty member’s Social Security Number and date-of-birth. We can confirm that CoB faculty *did not* sign release forms of any kind giving Doty authorization to provide that information to a private sector company in Georgia.

A Look at the Institutions Using SEDONA

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Member Schools

Member Colleges and Schools

Abilene Christian University	Alfred University	Appalachian State University
Arizona State University (West)	Arkansas Tech University	Azusa Pacific University
Belmont University	Bloomsburg University of Pennsylvania	Bryant University
California State University at Long Beach	Central Connecticut State University	Clark Atlanta University (5) *
Clayton State University (5) *	Coastal Carolina University	Colorado State University
Delaware State University	DePaul University	Drury University



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Delaware State University	DePaul University	Drury University
Duquesne University	Eastern Michigan University	Eastern Washington University
Fayetteville State University	Fort Hays State University	Freed Hardeman University *
Frostburg State University	George Mason University	George Washington University
Hong Kong Polytechnic University	Ibmec Sao Paulo	ICFAI University Business School
Illinois State University	Indiana University of Pennsylvania	Indiana University Southeast
International University of Monaco	La Salle University	Lander University
Louisiana State University	Loyola University - New Orleans	Macquarie Graduate School of Management
Memorial University of Newfoundland	Merrimack College	Miami University of Ohio
Middle Tennessee State University	Midwestern State University	Minnesota State University at Mankato
	Northeastern Illinois	Northern Arizona

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University	University	University at Mankato
Morgan State University	Northeastern Illinois University	Northern Arizona University
Northern Illinois University	Northern State University	Oakland University
Ohio Northern College of Pharmacy	Ohio Northern University	Oklahoma Christian University *
Oklahoma City University	Pace University	Penn State at Harrisburg
Penn State Great Valley	Philadelphia University	Prairie View A&M University
Providence College	Ramapo College of New Jersey	Rider University
Robert Morris University	Roger Williams University	Sacred Heart University
Saint Joseph's University	Sam Houston State University College of Business	Sam Houston State University College of Education
Samford University	Shenandoah University	Shippensburg University
Simmons School of	South Carolina State	St. Edward's University

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Samford University	Shenandoah University	Shippensburg University
Simmons School of Management	South Carolina State University	St. Edward's University
St. Johns University	State University of New York at Plattsburgh	State University of New York Institute of Technology
Suffolk University	Susquehanna University	Temple University College of Business
Temple University College of Engineering	Texas A&M University at Corpus Christi	Texas A&M University at Kingsville
United Arab Emirates University	Universidad del Turabo	University of Alabama at Birmingham
University of Alaska at Fairbanks	University of Arkansas at Fort Smith	University of Houston at Victoria
University of Illinois at Springfield	University of Kentucky	University of Massachusetts at Dartmouth
University of Mississippi	University of Nebraska at Kearney	University of North Carolina at Charlotte
University of North Carolina at Greensboro (7) *	University of North Texas	University of Northern Colorado

Internet



From the list above, USM looks certain to be one of the top ranking institutions among those currently using SEDONA, based on USNWR 2006 edition.

SEDONA Pricing

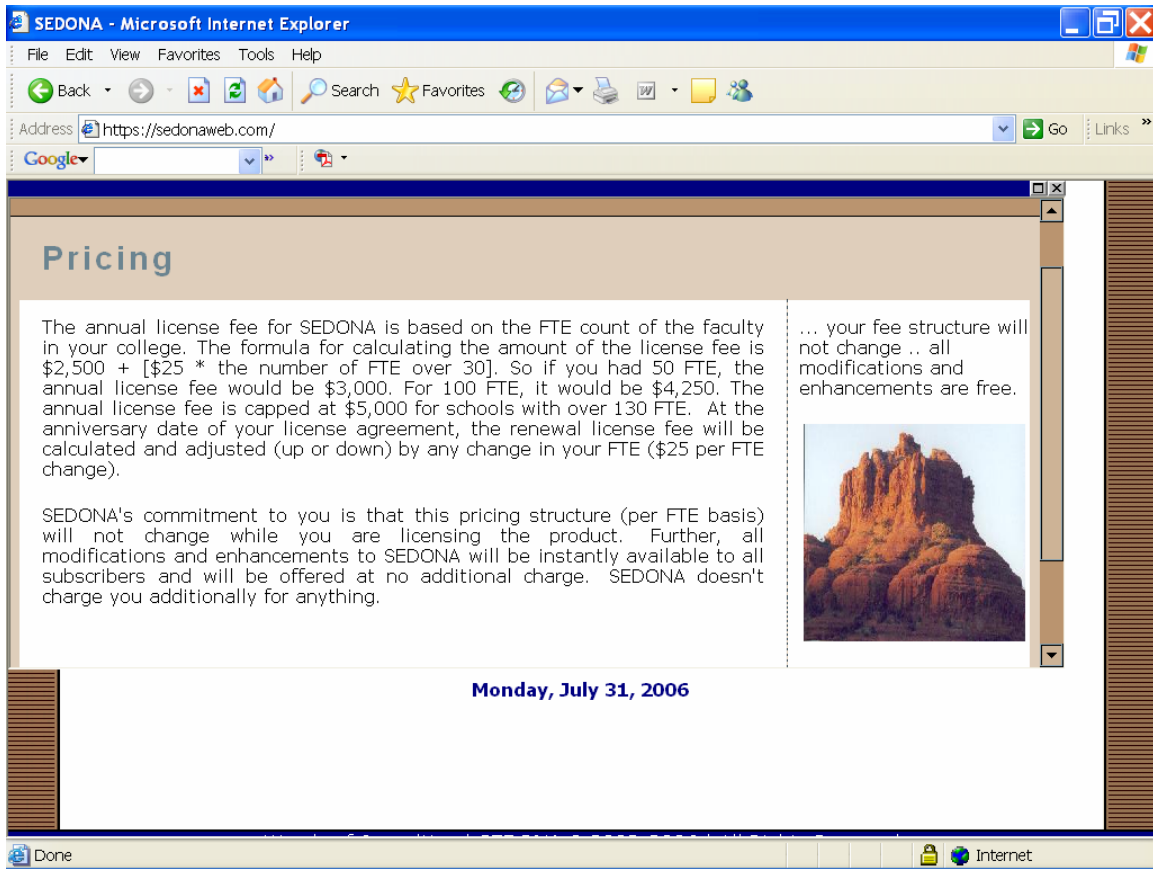


Table 1 below gives some hypothetical licensing fees for SEDONA, using the formula above.

<u>FTE</u>	<u>SEDONA Fee/Yr.</u>
50	\$3,000
55	\$3,125
60	\$3,250
65	\$3,375
70	\$3,500

USM's College of Business would fall somewhere in between 50 and 70 FTE, indicating that its licensing fee would range from something above \$3,000/yr. to something below \$3,500/yr.