Vision

The One University digital initiative embraces digital technologies to create an even more dynamic OU experience. It promotes dynamic learning experiences, enhances services to students, lowers the cost of education for students, taps the creativity of OU research, builds OU’s national and international brand as an innovative university, and implements investments in OU’s information technology infrastructure to enable the widespread use of technology in the future.

Overview

The One University store, slated to open in September 2013 in the Oklahoma Memorial Union, is an important component of the digital initiative. A collaboration between Information Technology, Web Communications, and University Libraries, One University was envisioned as a physical space where students, faculty, and staff can both teach and learn side by side. The tagline of both the initiative and the store—where innovation meets tradition—will be supplemented in the new space with the slogan “dream. design. create.” to encourage the University community to dream of and utilize new and innovative technologies to support their academic experience.

The new store will feature some of the best academic content from both iTunes U and iBooks and will encourage hands-on learning and exploration with technology such as Google Liquid Galaxy, which enables virtual travel from space to sea using Google Earth. When patrons enter One University they will be greeted by a 103” digital interactive word wall—a feature intended to highlight the ways One University is using technology to save money and increase learning opportunities.

Programming

In addition to the interactive iTunes U and iBooks areas, programming at One University will focus on short educational talks known as Ed Talks. Modeled after the highly popular Ted Talks, Ed Talks can be given by faculty, staff, and students alike and will focus on the latest and most interesting tips and tricks for integrating fun and helpful learning technologies into people’s lives. One University hopes to partner with academic departments throughout the year to supplement teaching and learning opportunities with this quick and reliable format.
Services
One University will be the newest location for a fully-staffed OU IT Service Center where students, faculty, and staff can find solutions to technical issues they encounter with their laptop or desktop computers. OU IT’s Service Centers boast a three to five day turnaround time on almost all hardware repairs or even a quick 15-minute turnaround time for smaller issues. OU IT successfully repairs approximately 1,200 CPUs annually and can also help set up cell phones for email, network registration, and general fixes.

Retail Store
One University will join our flagship store located at 329 West Boyd Street to be the second OU campus technology retailer. An Apple Authorized Campus Store, One University will sell a wide range of products at educational prices, including MacBook Pros, MacBook Airs, iMacs, iPads, Apple TVs, and accessories.