

Streamlining Media Asset Management in Higher Education:

A Case Study from the University of Michigan

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Who We Are

- R1 Public University with 19 Schools and Colleges
- 100+ media production groups across academics, marketing, athletics, and research
- Major investments in online and residential learning content



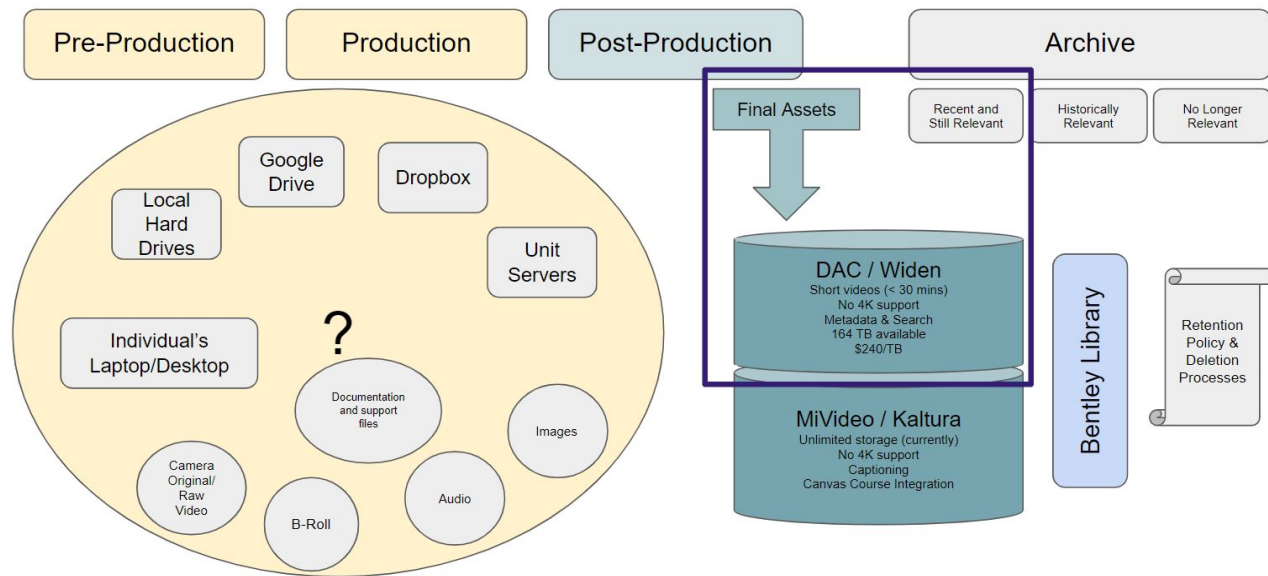
Ann Arbor, MI USA



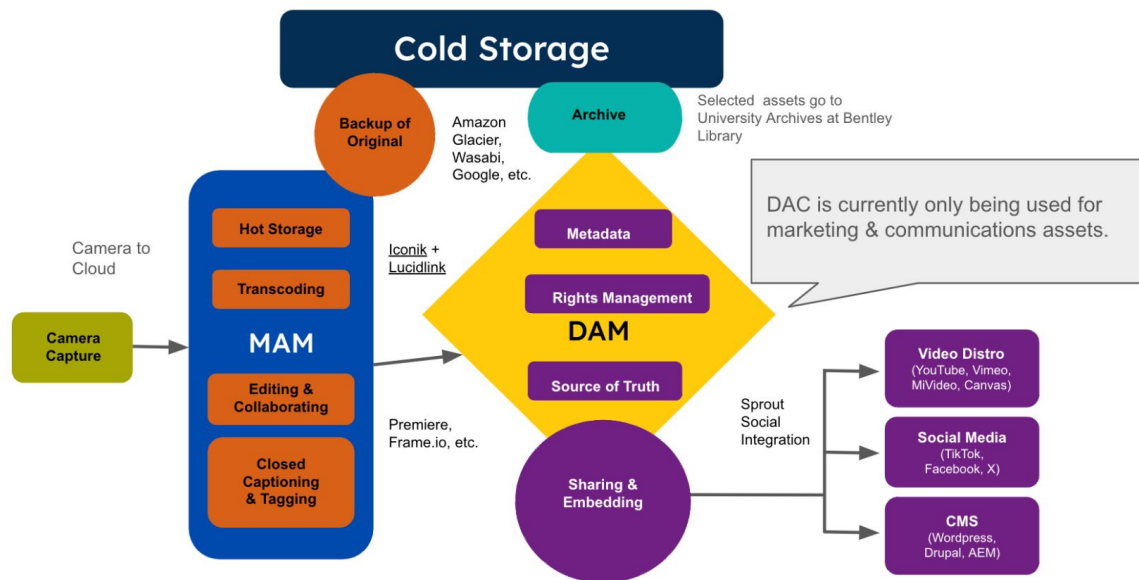
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The Problem: Fragmented Media Ecosystem

- Siloed workflows, duplicative efforts
- No central storage or shared standards
- Limited metadata, retention, and access control policies
- Inadequate network bandwidth for collaboration



Our Vision: Enterprise Vision for Academic Media



A coordinated, scalable, and secure environment to support academic media production at U-M—built on shared governance, unified platforms, and forward-looking policies.



Our Process: Vendor Selection



- Cross-functional team + advisory committee
- Current state analysis and stakeholder interviews
- Peer benchmarking and research
- Solution requirements and roadmap
- External consulting support (non-vendor)



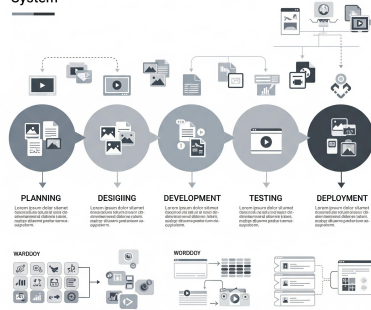
Our Future-Ready Academic Media Management Production System

- Enterprise-wide Media Asset Management (MAM) platform
- Scalable storage, versioning, and access control
- Integrated metadata tagging and search tools
- Secure user permissions across academic units
- Flexible support for video, audio, XR, and templates



Rolling Out the System Across U-M

PHASED IMPLEMENTATION
Media Asset Management
System



Phased Implementation

Early adopters: CAI, LSA,
SPH, ITS Media

Expand to other schools later

Training + Software
OnBoarding



Training and Onboarding

Role-specific modules and
sandbox environments



Support Infrastructure

Media production community
of practice (CoP)

*Centralized help desk and resource
center*



Timeline & Collaboration Approach

2025-2026

Select Consultant
for finalizing RFP

Summer 2025

RFP for MAM
solution

Fall 2025

Selection and
contract signing

Winter 2026

Core team builds
integrations and
identifies pilots

Pilot key groups
(CAI, SPH, ITS)

Spring 2026

Identify system
governance model

Fall 2026

Campus-wide
rollout



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