Finding the Strategic Value of IT Without Getting Technical

October 19, 2014
Educational Challenges

- Efficiency and Performance
  - Increase Institutional Cost-Effectiveness
  - Expand Affordable Access to Learning
  - Reduce Time to Degree

- Learning Outcomes
  - Foster Effective Learning

- Research and Innovation
  - Facilitate New Forms of Discovery
  - Enable Research Collaboration and Communities

Technology Opportunities

- Expand Affordable Access to Learning
- Reduce Time to Degree
- Foster Effective Learning
- Facilitate New Forms of Discovery
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EDUCAUSE
UNCOMMON THINKING FOR THE COMMON GOOD
INTRODUCTION
Topics

- Online learning
- Student success: Personalized pathways
- Administrative systems
ONLINE LEARNING

Online Learning: Where Digital Living and Education Meet
Potential Impacts

- A broader range of students can be served
- Increased flexibility, efficiency
- Better use of resources
- Ability to achieve greater scale
- Engages faculty in refining practice and the scholarship of teaching and learning
Immersive Learning

Use the best technology has to offer

- Enhance engagement
- Real-world problem-solving
- Build team skills
Simulations

You learn to do what you do

- Simulations are interactive
- Practice leads to expertise and confidence
- Data are available for feedback
Dashboards for Student Success

Open Learning Initiative

- Greater focus on individual students
- Identify students who need intervention
- Data collected for feedback and analytics
- Information can be available in real-time
Online Courses by Carnegie Class

Number of courses offered online

- 68% of institutions say online learning is of major interest to the institution
- 82% of institutions offer at least several online courses
- 53% offer a significant number of courses online

2013 ECAR Study on E-Learning, Bichsel.
Value of Online Courses

Students value online experiences

- Students believe online experiences are valuable
- Applies to college and work

2013 ECAR Study on E-Learning, Bichsel.
Online Courses vs MOOCs

MOOCs just emerging

- Students are more interested in online learning than MOOCs
- Institutional leaders are interested, largely because of brand
Growth of Learning Technologies

Projections for technology growth 2013 – 2017

- Hybrid and fully online courses will increase
- Mobile apps will significantly increase
E-Learning Maturity Index

Planning uses

- Data allow comparison of more or less effective practices
- Monitor progress
What’s Next?

- Adaptive learning
- Competency-based education
- Simulation-based assessment
Strategies for Institutional Leaders

- Does your institution have a strategy for your digital presence in a digital world?
- Does digital learning data feed analytics systems?
- Are you considering alternative models (e.g., CBE) as a source of new opportunities?
Navigating Higher Education:
PERSONALIZED PATHWAYS
Strategic Importance

- Pathway programs can address pressing issues such as retention, graduation rates, time-to-degree, and excess credit hours
- May help with performance-based budgeting approaches
- Improving retention saves program costs
A Case Management Approach

Student Success Plan

- Counseling and intervention software
- Individualized case approach to student success, even if doesn’t deal with academics
- Case load management
  - Monitor
  - Engage
  - Support
- Early alert
- Student interface
Degree Compass

- Helps students and advisors make better choices
- Personal recommendations tailored to:
  - Program of study
  - Abilities
  - Sequencing
- Based on data that predicts high probability of success in the course
- Results in an increase in A or B grades
Keeping Students On-Track

eAdvisor

- Students know where they stand
- 8% improvement in student retention rate (since 2007)
- Percent of students on the correct path to major:
  — 22% (2000)
  — 95% (2010)
Drivers for Investment in Pathways

Success Factors

- Broad institutional engagement
- Leaders are interested
- Creating sources of actionable data
- Access to actionable data and tools is critical

2014 ECAR Study on Integrated Planning and Advising Systems, Yanosky.
Success Factors for Pathway Systems

- Interested leaders
- Growing culture of data-driven decision-making
- Access to data and tools (critical)

![Success Factors Chart]

Senior leader interest
Identification of key outcomes
Data-driven culture
Data access policies
Right data
Repeatable reports and processes
Standardized data
Process to use data in decisions

In place
Not in place

[Image: Success Factors Chart]
Status of Pathway Systems

- Analytics are the key to pathway systems
- Uses institutional data

2014 ECAR Study on Integrated Planning and Advising Systems, Yanosky.
What’s Next?

- Workflow systems
- Learning planning and support hubs
- Career pathway frameworks
Strategies for Institutional Leaders

- Can analytics systems allow your institution to differentiate itself? Personalize learning? Improve resource utilization?
- What resistance will you encounter in adoption personalized pathway systems?
ADMINISTRATIVE SYSTEMS
Balancing Cost and Value
Strategic Importance

- Improve the operation of the university: improve services and reduce the cost of service delivery
- Analytics and business intelligence
- Business process re-engineering
- De-duplication of services
- Cloud services
Customization Conundrum

Customization

- Customization more common in older systems
- Desire to move away from customization with newer implementations

EDUCAUSE Core Data Service.
Readiness for Re-engineering

Business practices

- Practices most needed for administrative transformation were reported effective in less than 25% of institutions:
  - Continuous improvement
  - Data-driven decision-making
  - Business process optimization

2013 ECAR Study on Assessing Your Fiscal Bandwidth, Dahlstrom.
Administrative Technologies

Key trend

- More applications will move to the cloud in the future

2014 Top Ten Strategic IT Technologies, Grajek.
Implementing Analytics

Analytics

- Business intelligence dashboards are being adopted
- By 2016-17, half of institutions will have administrative analytics; only 16% do today

2014 Top Ten Strategic IT Technologies, Grajek.
Strategies for Institutional Leaders

- Which strategy is most likely to serve your institution’s needs?
  - Business intelligence/analytics
  - Business process redesign
  - Shared services
  - Cloud

- To what degree is your institution moving beyond cost-containment to delivering greater value through analytics and business intelligence?
IT Challenges
KEY THEMES