

delta initiative

changing the status quo

TECHNOLOGY TRENDS IN HIGHER EDUCATION



**MICHIGAN COMMUNITY COLLEGE BUSINESS
OFFICERS ASSOCIATION**

NOVEMBER 8, 2013

Agenda

- ▲ Introduction to Delta Initiative
- ▲ Trends in Higher Education
- ▲ Administrative System Review
- ▲ CRM Review
- ▲ SaaS and Cloud Technology Review
- ▲ Academic Technology
- ▲ Questions

Company Background

- ▲ Delta Initiative is a privately held independent consulting company formed in 2003
- ▲ Since the beginning, Delta Initiative has focused on institutions of higher education and the appropriate use of technology
- ▲ We have gained a reputation for helping complex universities and systems make strategic planning/technology decisions to support their goals of improving teaching, learning, and administration
- ▲ We are dedicated to working within our clients culture to clarify and develop strategy planning and develop effective IT programs
- ▲ Our approach is to assist our clients' improve outcomes while positioning the client to be self-sufficient

Philosophy, Values, and Expectations

- ▲ Delta Initiative believes successful engagements are measured by the success achieved by the client
- ▲ We utilize very senior consultants that have extensive experience in both business and technology
- ▲ We specialize in helping educational institutions develop and operationalize strategies to benefit all stakeholders: students, faculty, staff, and alumni
- ▲ Our clients achieve significant improvements in both academic and business outcomes while effectively managing costs
- ▲ We focus on results through incremental change that adds value and positions the organization for continual improvement

Trends in Higher Education

Trends in Higher Education

▲ General

- Mobile first
- Student Centric
- Non-standard terms

▲ Demographics

- Lower enrollments and changing demographics
- Adult learners - continuing education

▲ Changing higher education

- Cheaper and faster degrees
- Competency based degrees

▲ Speed of changes in educational technology

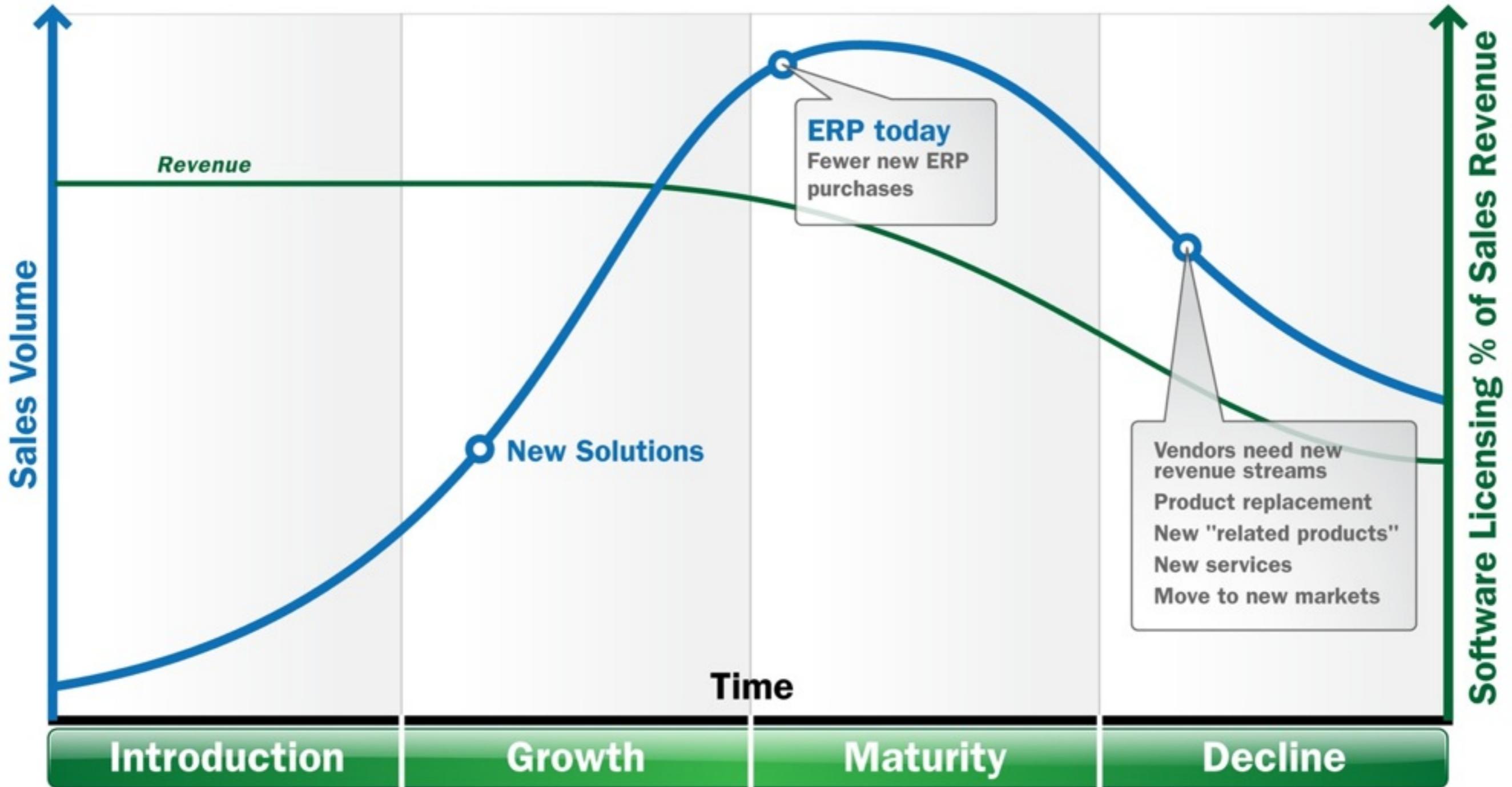
- Traditional LMS --> Learning Platform
- Mobility and MOOCs
- Experimentation with different learning models and technology

Trends in Technology

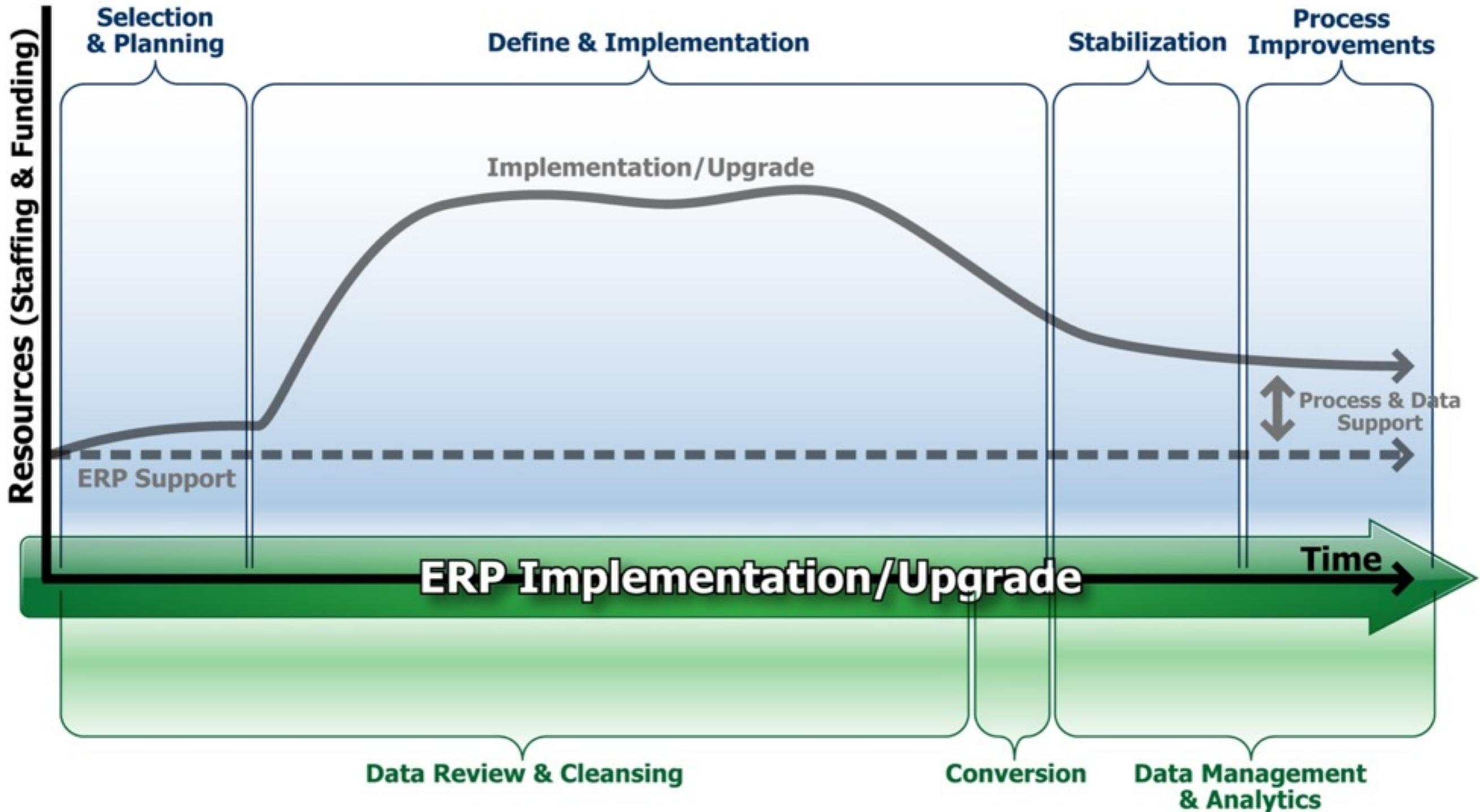
- ▲ Technology as an enabler to change
 - Software development approaches have changed
 - Long cycles for new technology is not acceptable
 - Example: Instructure (Canvas)
- ▲ Vendors are delivering/marketing cloud
 - Vendors are sending confusing messages
 - Most traditional software vendors are now offering to run their technology
 - New vendors are changing the paradigm with speed and agility
 - Question: are traditional vendors changing?
- ▲ Mobile
 - Vendors have their approaches to mobile
 - Vendors are pushing mobile solutions in as little as 20 minutes

Administrative Systems Review

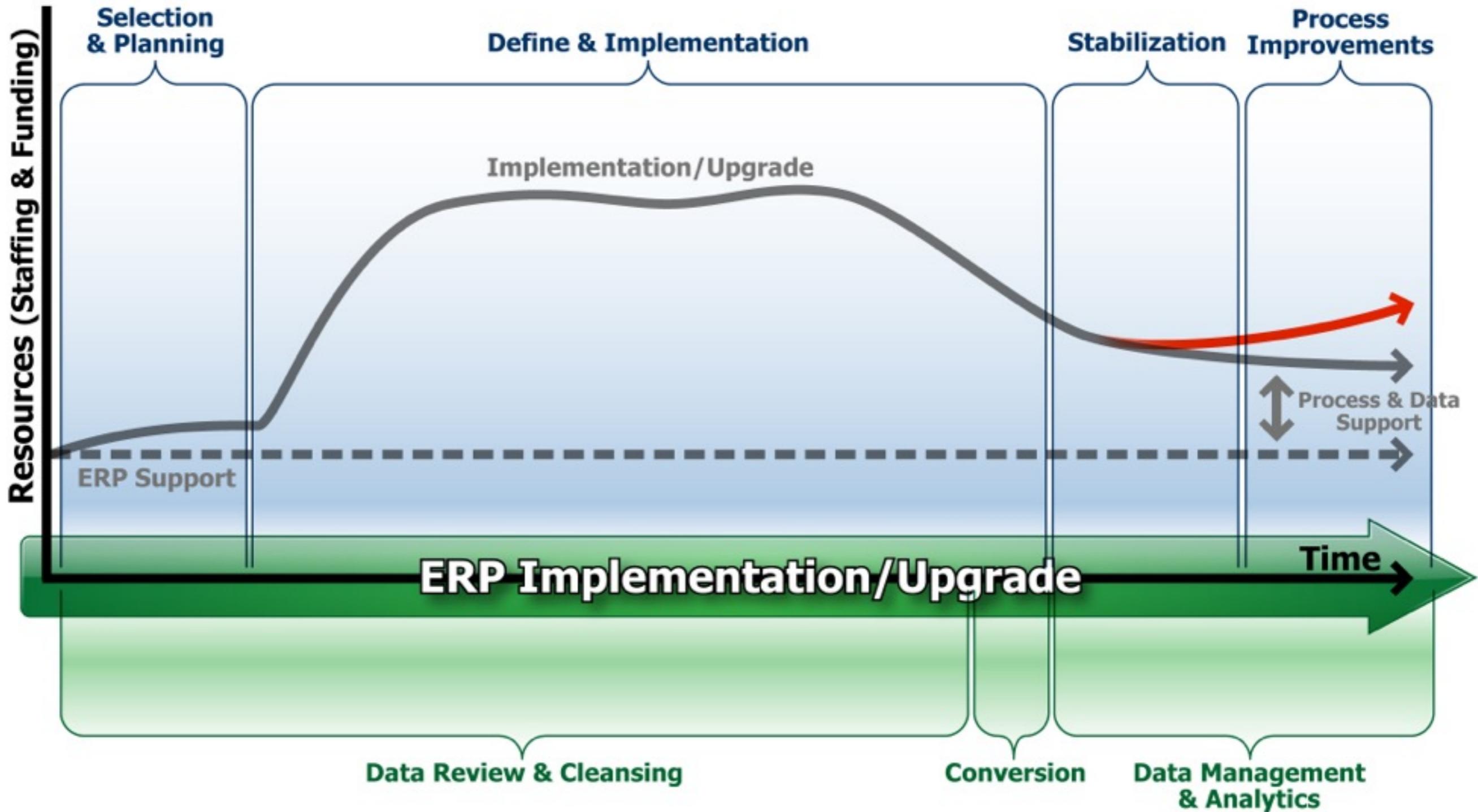
Product Life Cycle Stages



Project and Support Resource Needs



Project and Support Resource Needs



Trends for Current ERP Implementations

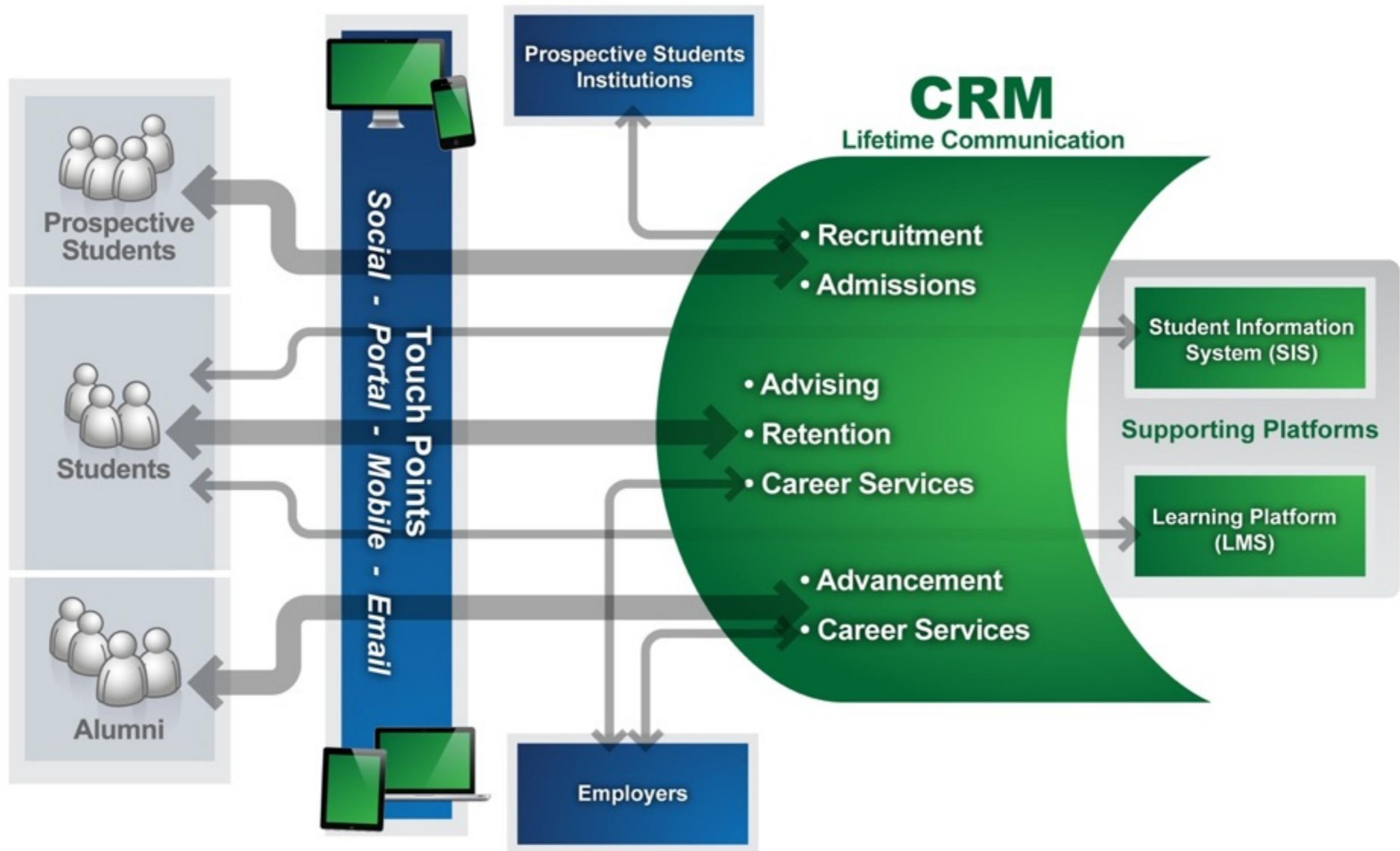
- ▲ Role changes for IT organizations
 - Technical management for network infrastructure
 - Increased need for process, analytics, and vendor management resources
 - Focus increases on teaching and learning
 - Email, ERP management, phones, and servers are candidates for cloud solutions
- ▲ Review problem areas of the existing implementations
 - Start with reviews of policies and processes - determine the true differentiators
 - Upgrades or configuration changes to improve effectiveness - organization change provides significant gains
- ▲ Identify organization's approach to student centric, mobile, and non-standard terms
 - Each of these stress most of the current ERP systems
- ▲ Understand there will be experimentation with new models of delivery

CRM Review

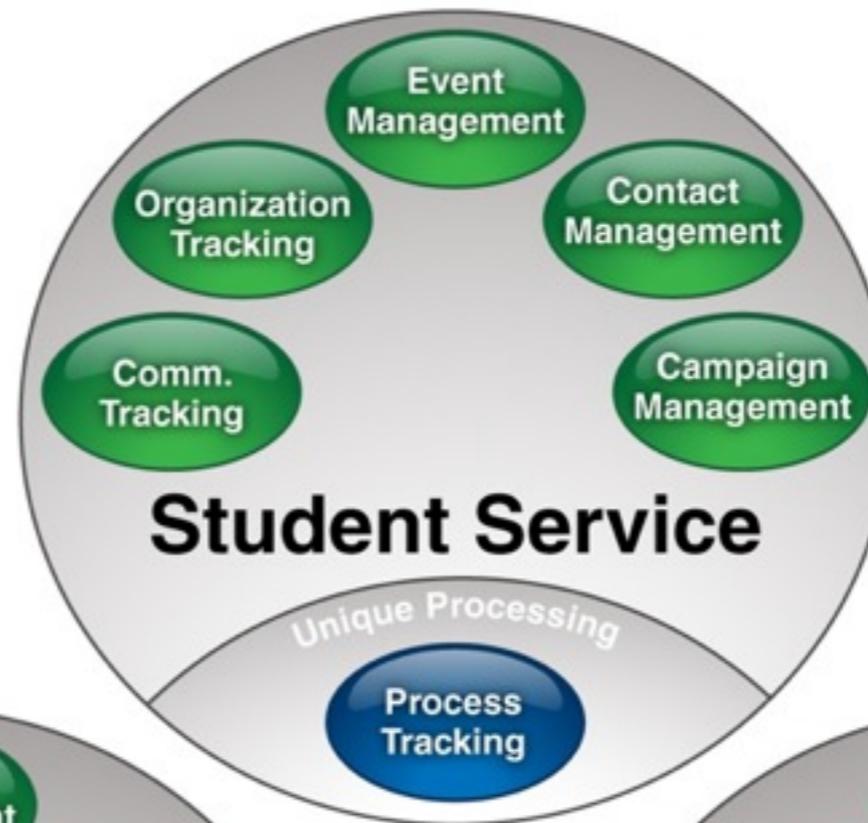
Challenges with Existing CRM Approaches

- ▲ Each function manages their own data and many times the data is in disparate systems
- ▲ Challenge: A person may fill multiple roles at the same time:
 - Prospective Student
 - Student
 - Alum
 - Donor
 - Employer/employer contact
 - Parent
 - Employee (faculty and staff)
- ▲ Challenge: Understanding the relationship with a person

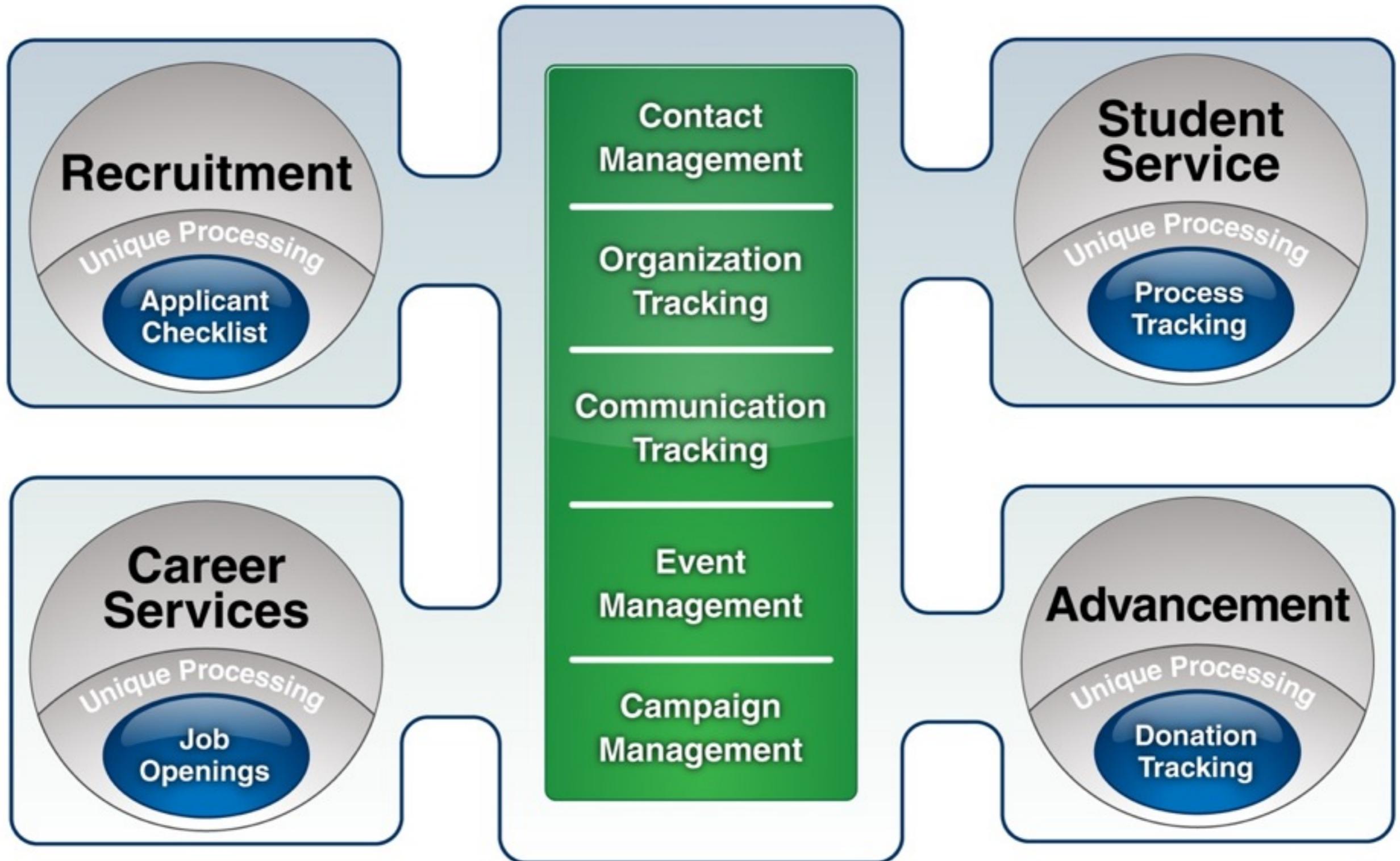
Student Centric - Lifetime Communications



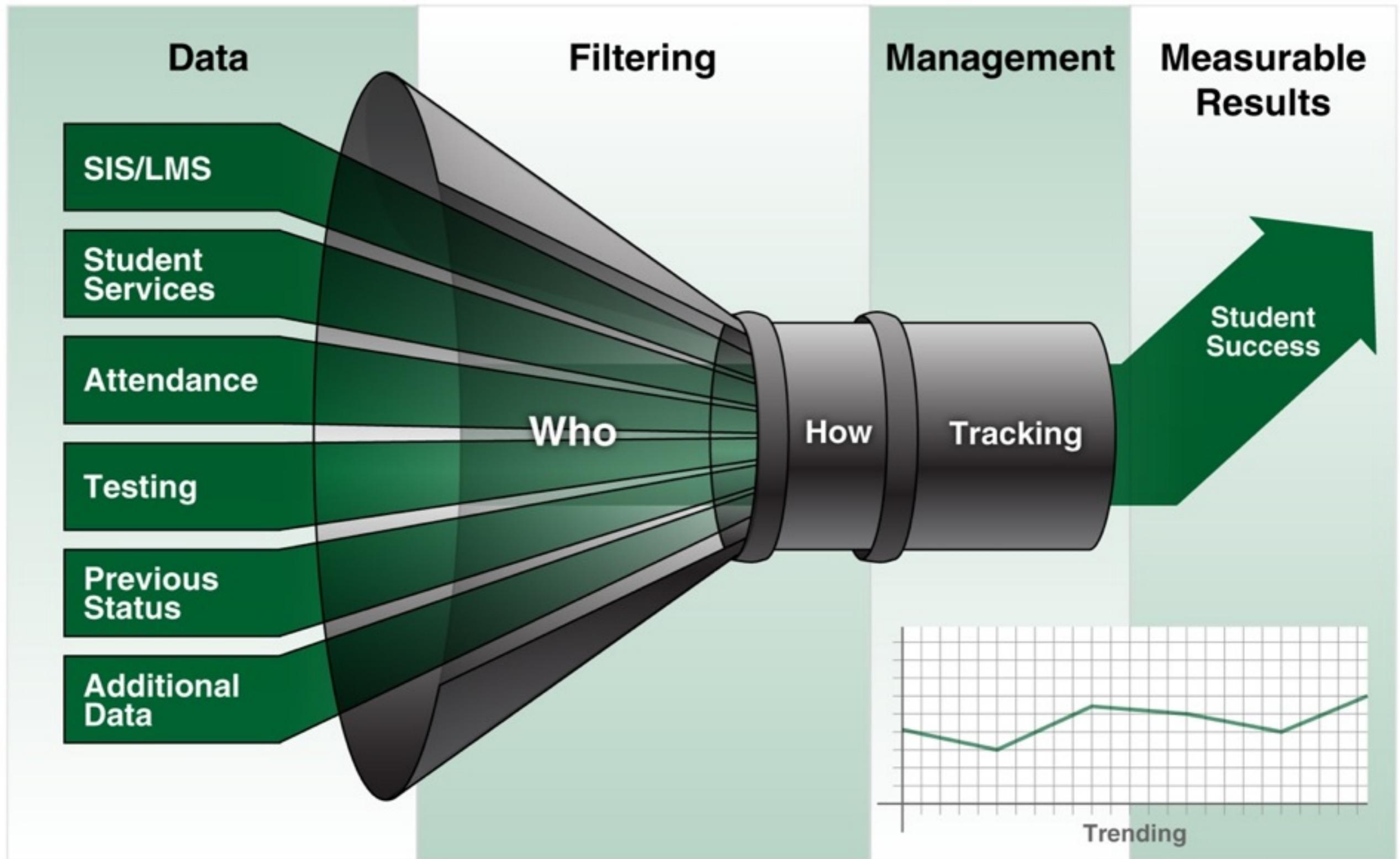
Student Facing Communication



Student Centric Communication



Student Success Process



Data/Analytics

Data & Analytics Challenges

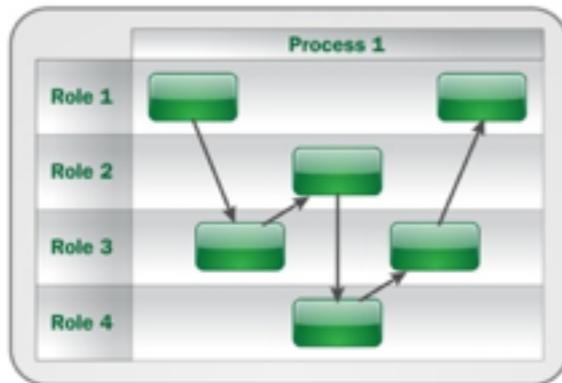
- ▲ Need for data continues to increase
 - Improving student performance
 - Retention rates
 - Adaptive learning
 - Regulatory (Federal and State)
- ▲ Data quality is a problem for many institutions
 - Clean data is not an event, it is an ongoing process
 - Is the organization in a position to maintain quality data?
 - Is the cost of cleaning data greater than the value?
- ▲ Analytics vs reporting
 - Is the organization analyzing data and making decisions?
 - Is the organization reporting data?
 - Are conclusions validated? Example: Course Signals improving retention
- ▲ Right resources and right tools
 - Providing a tool for users to develop reports may not provide expected results
 - Understanding data, analysis, and statistics is important
 - Vendors are selling tools - Value is in how the tools are utilized

Managing Results through Analytics

Customer Engagement



Business Process



Master Data Management



Transaction Processing



Operationalized Analytics

Extraction and Reporting of Transaction Level Data

Analysis and Monitoring of Operational Performance

What If Decision Support and Scenario Building

Predictive Modeling and Simulation

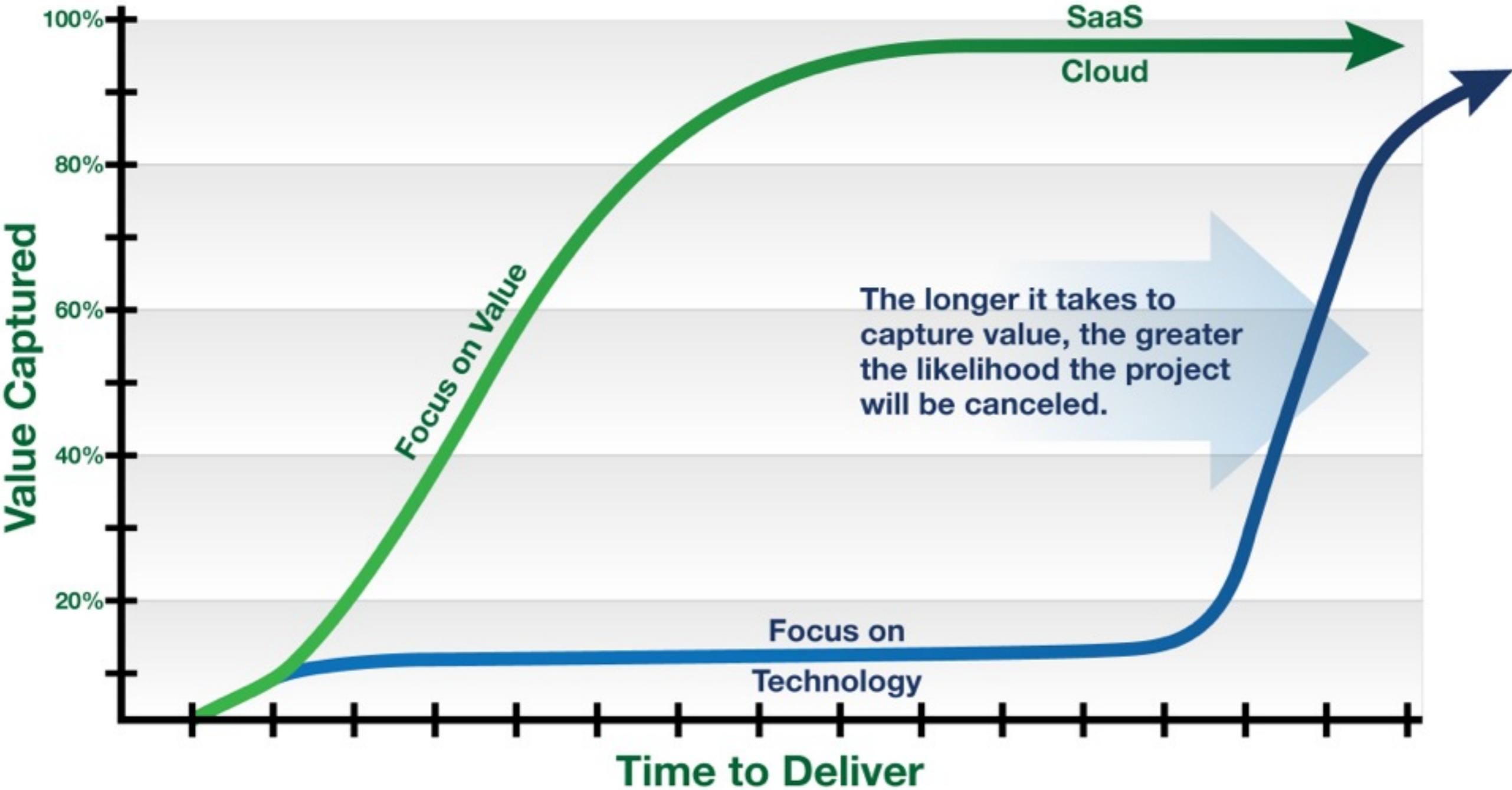
Automatic Triggers of Business Processes

Technology Review

SaaS is an Option, Not an Answer

- ▲ SaaS solutions need to be managed like any other technology
- ▲ Selecting a SaaS solution
 - What value will it provide?
 - How does it fit with your existing technology?
 - How will success be measured?
- ▲ SaaS solutions do not guarantee uptime (example: Amazon outages)
- ▲ SaaS solutions do not guarantee business continuity and disaster recovery
- ▲ Configuration and development in a SaaS solution requires similar change management as a traditional software
- ▲ Security access (onboarding & offboarding) must be managed
- ▲ Vendor management is critical

Use of Cloud: The Value



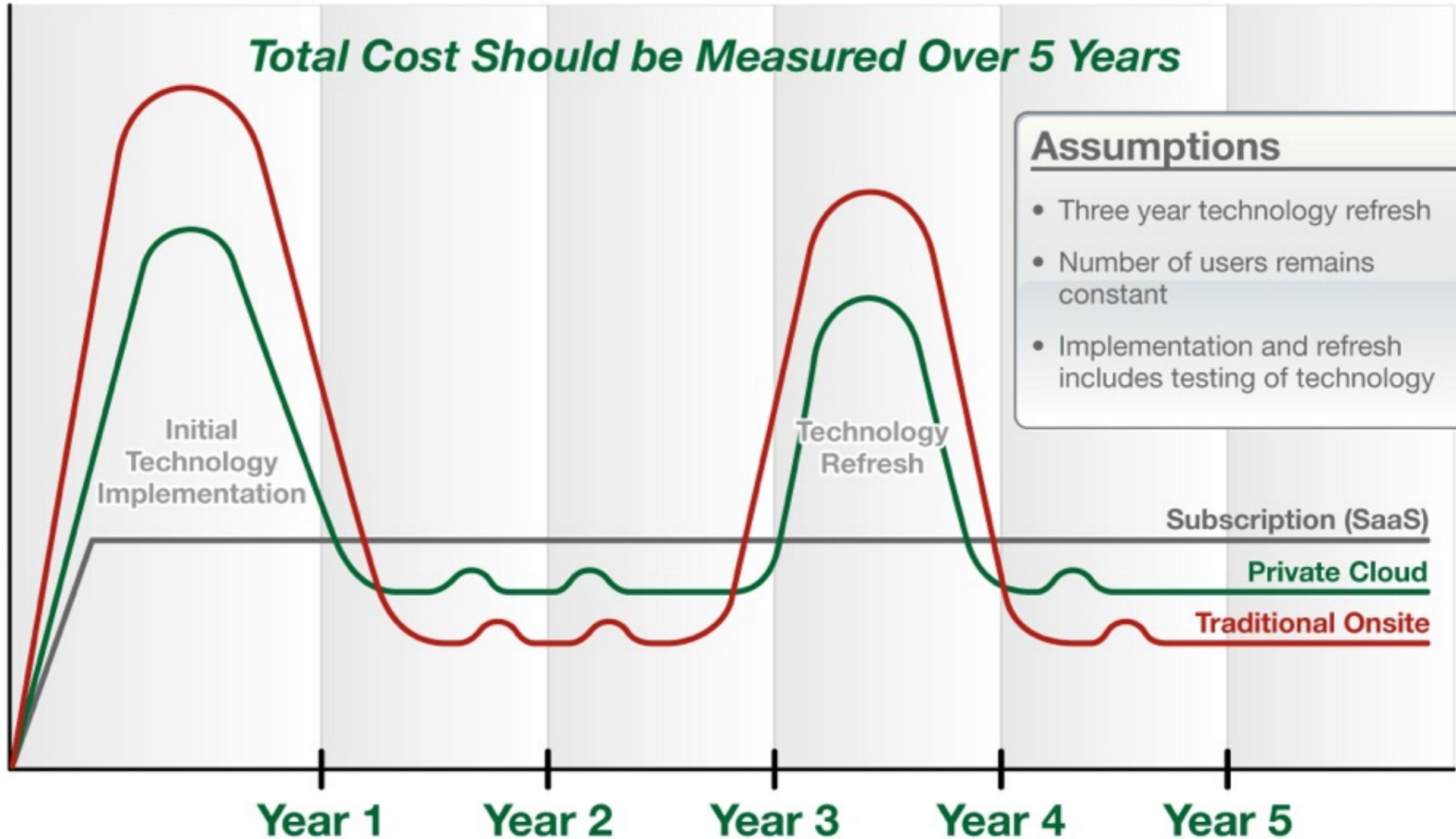
Use of Cloud: The Cost Models

Total Cost Should be Measured Over 5 Years

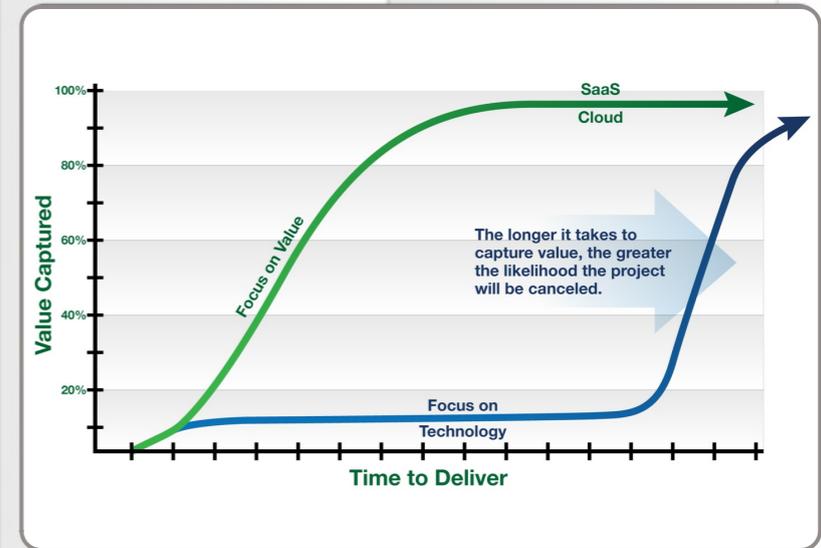
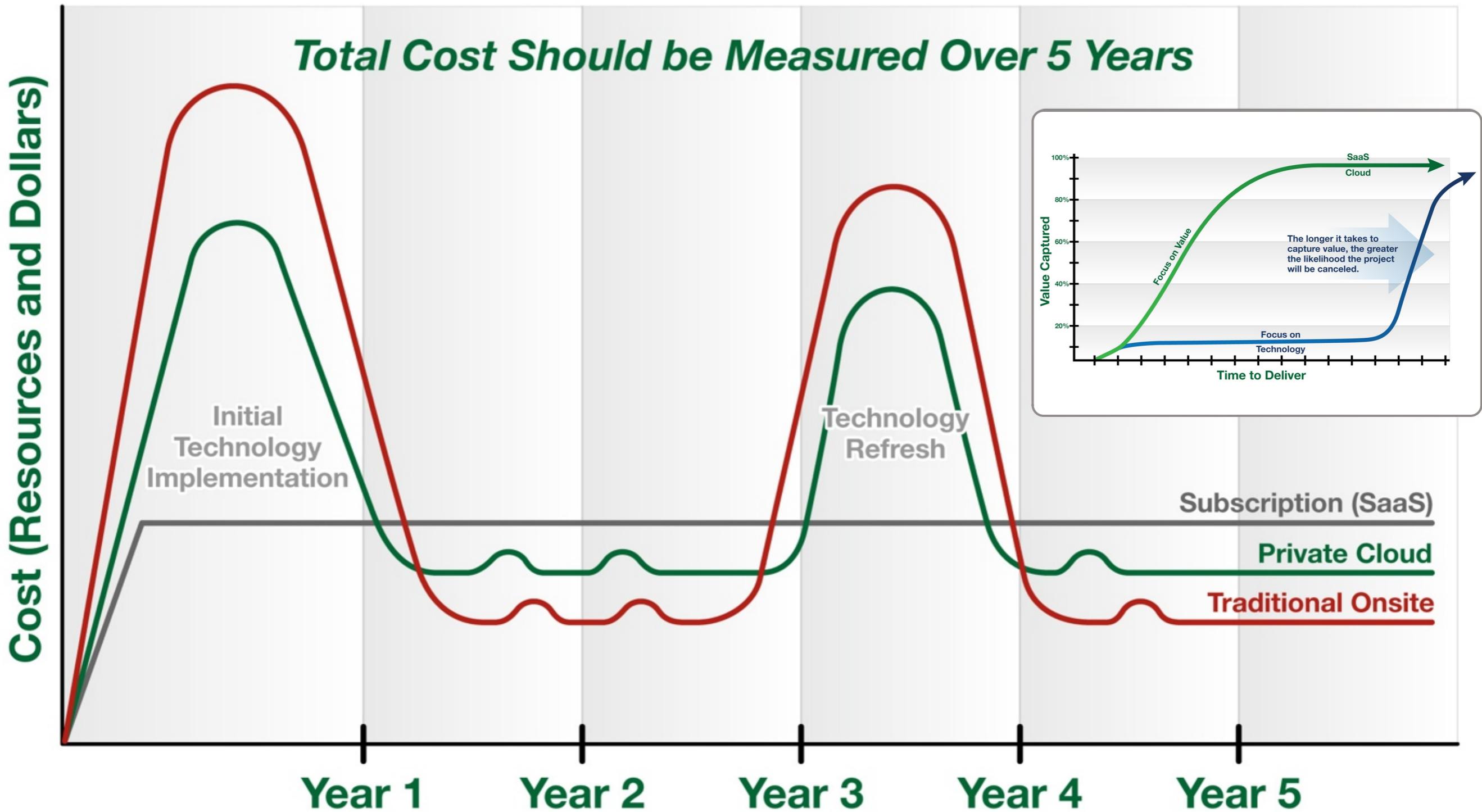
Cost (Resources and Dollars)

Assumptions

- Three year technology refresh
- Number of users remains constant
- Implementation and refresh includes testing of technology

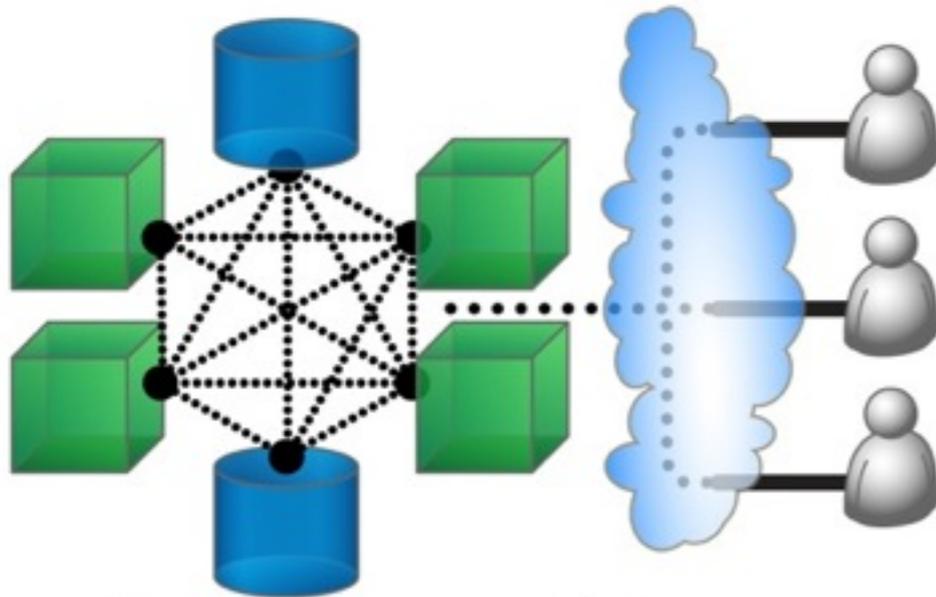
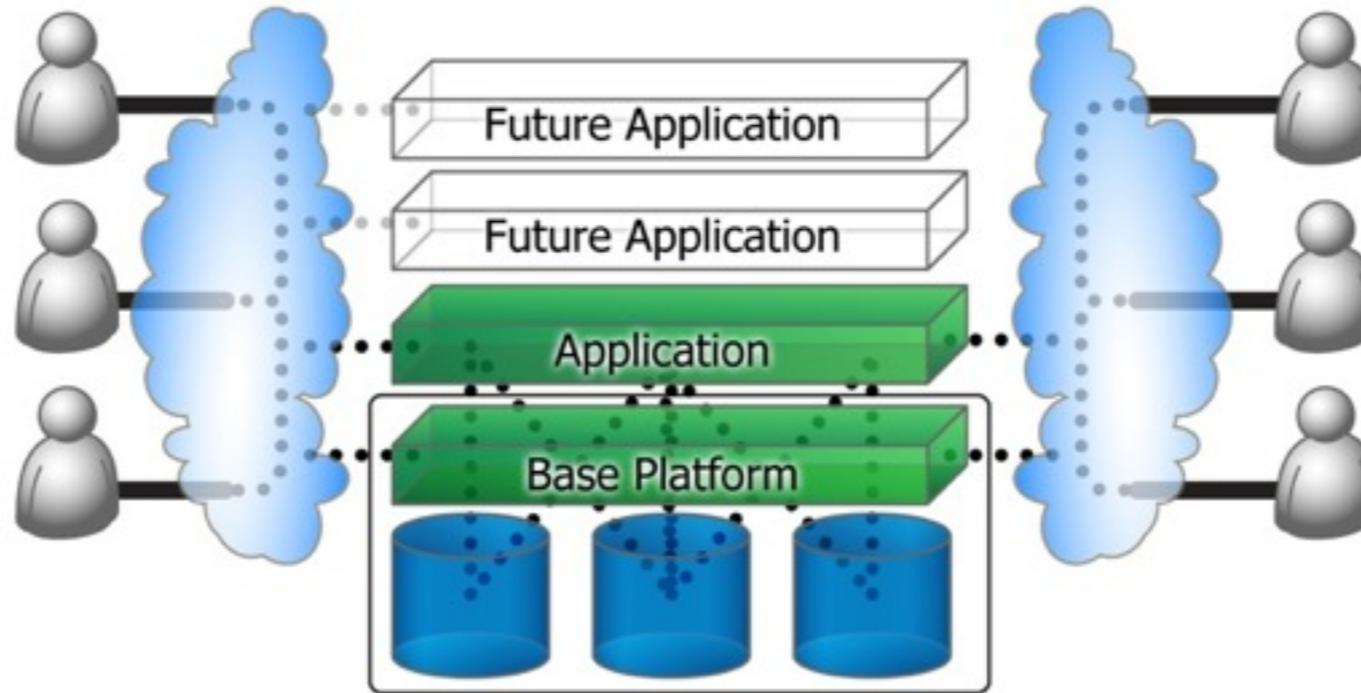


Use of Cloud: Value and Cost

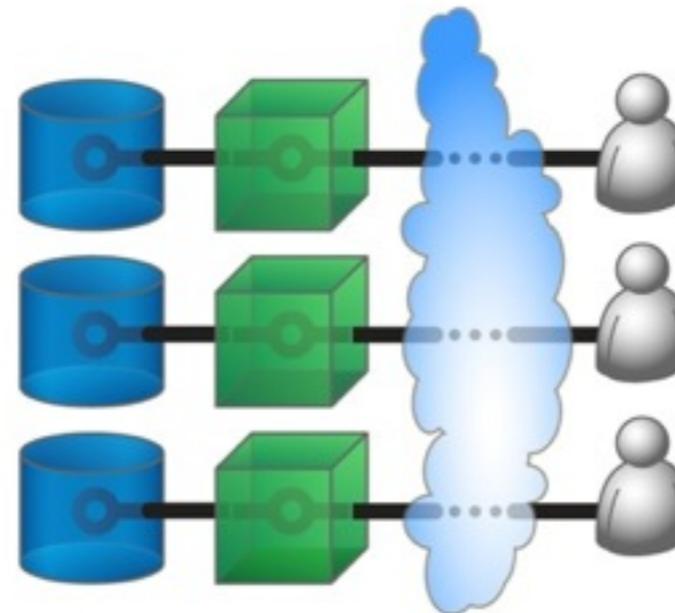


Trend: Cloud Platforms

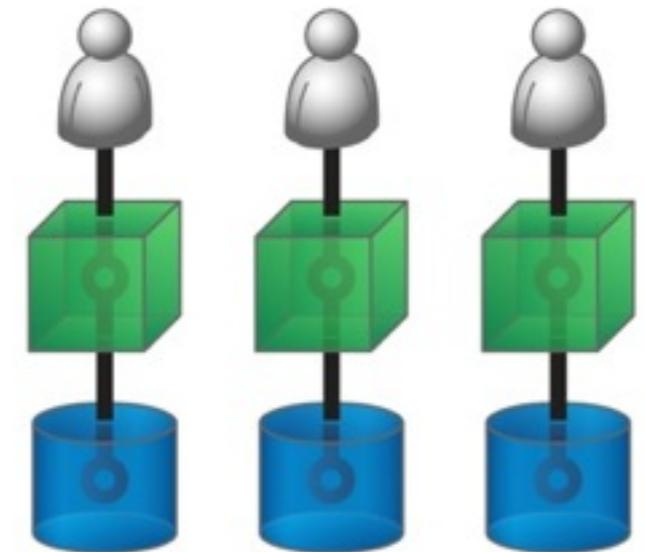
Platform As a Service



SaaS Delivery, Multi-Tenant Cloud Architecture



Managed Hosting



Monolithic On-Premise Applications

Vendor CRM Platform Approaches

▲ Microsoft Dynamics

- Ellucian - private cloud

▲ Salesforce application

- Organizations configuring their own solution
- Vendor will be releasing a higher education configuration
- Apps from AppExchange provide additional capabilities

▲ Salesforce platform

- EnrollmentRX
- TargetX - Jenzabar rebrands for higher learning product
- Blackbaud - advancement option Luminare

▲ Campus Management Talisma - their own technology

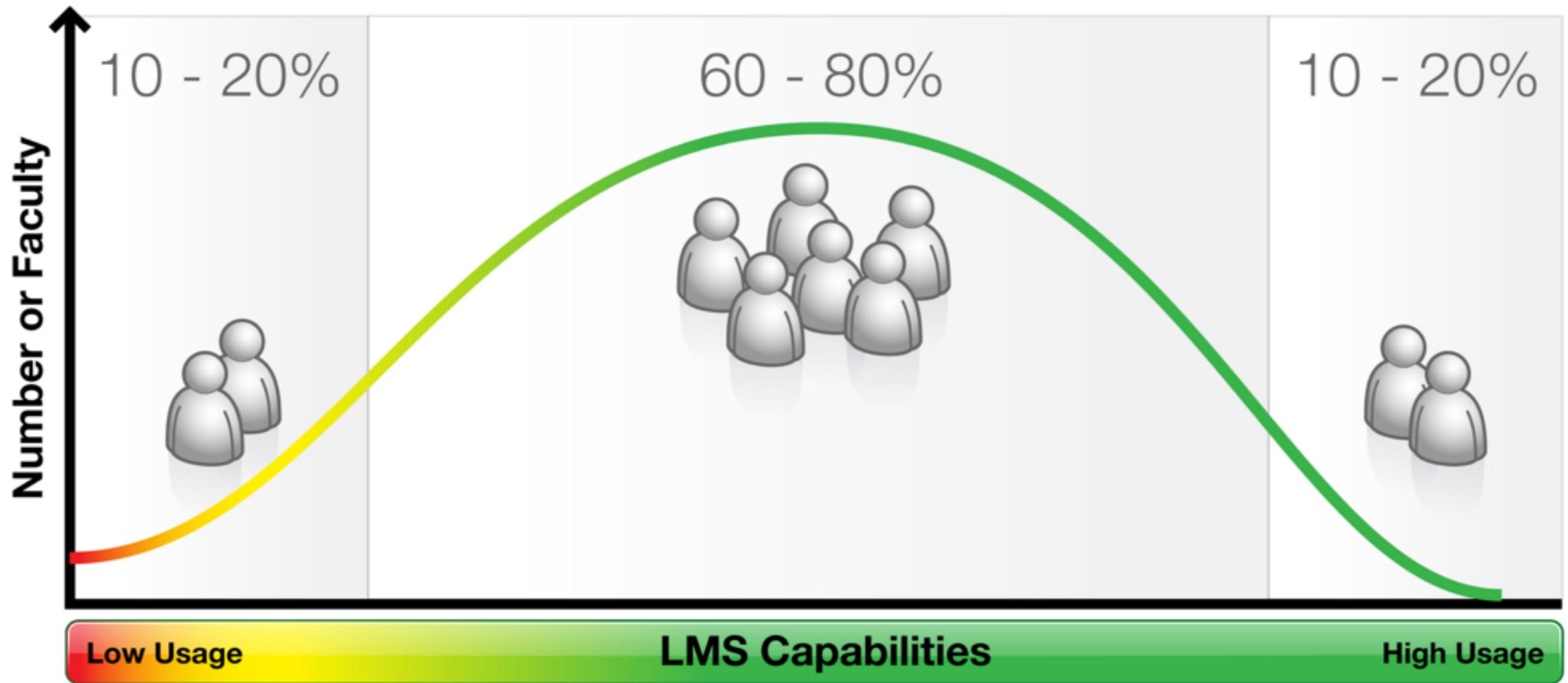
▲ Workday - Their own platform to date

Academic Technology Review

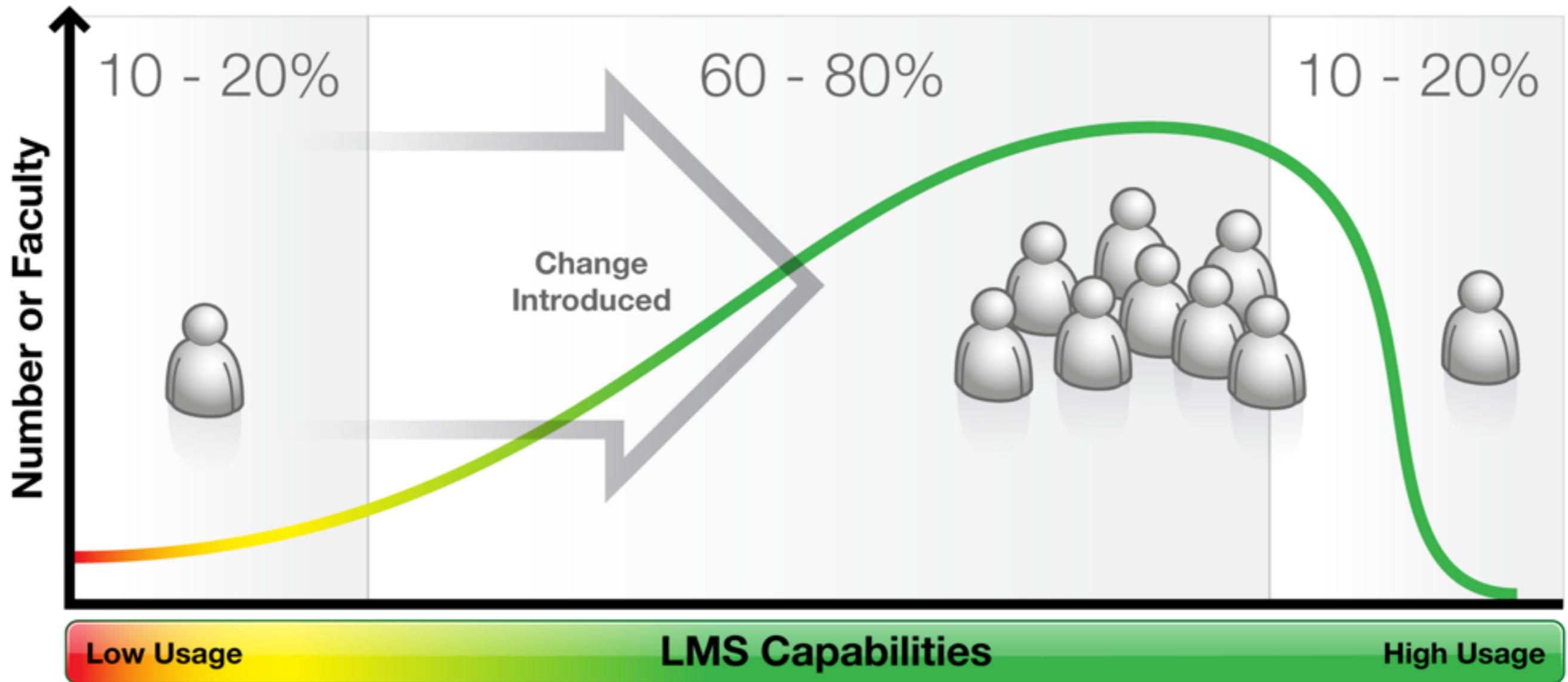
Trend: Focus on Content/LMS Interaction

- ▲ No new LMS or learning platform is being developed as an enterprise system - all new are cloud platforms
- ▲ Speed of change
 - Lore designed 2 LMS systems in ~ 12 months and less than \$4M investment
 - Coursera and Udacity developed platform in less than 12 months
- ▲ All major academic publishers work with most major LMS solutions for deeper integration with digital content
- ▲ Single signon, grading, discovery
- ▲ IMS standards are key

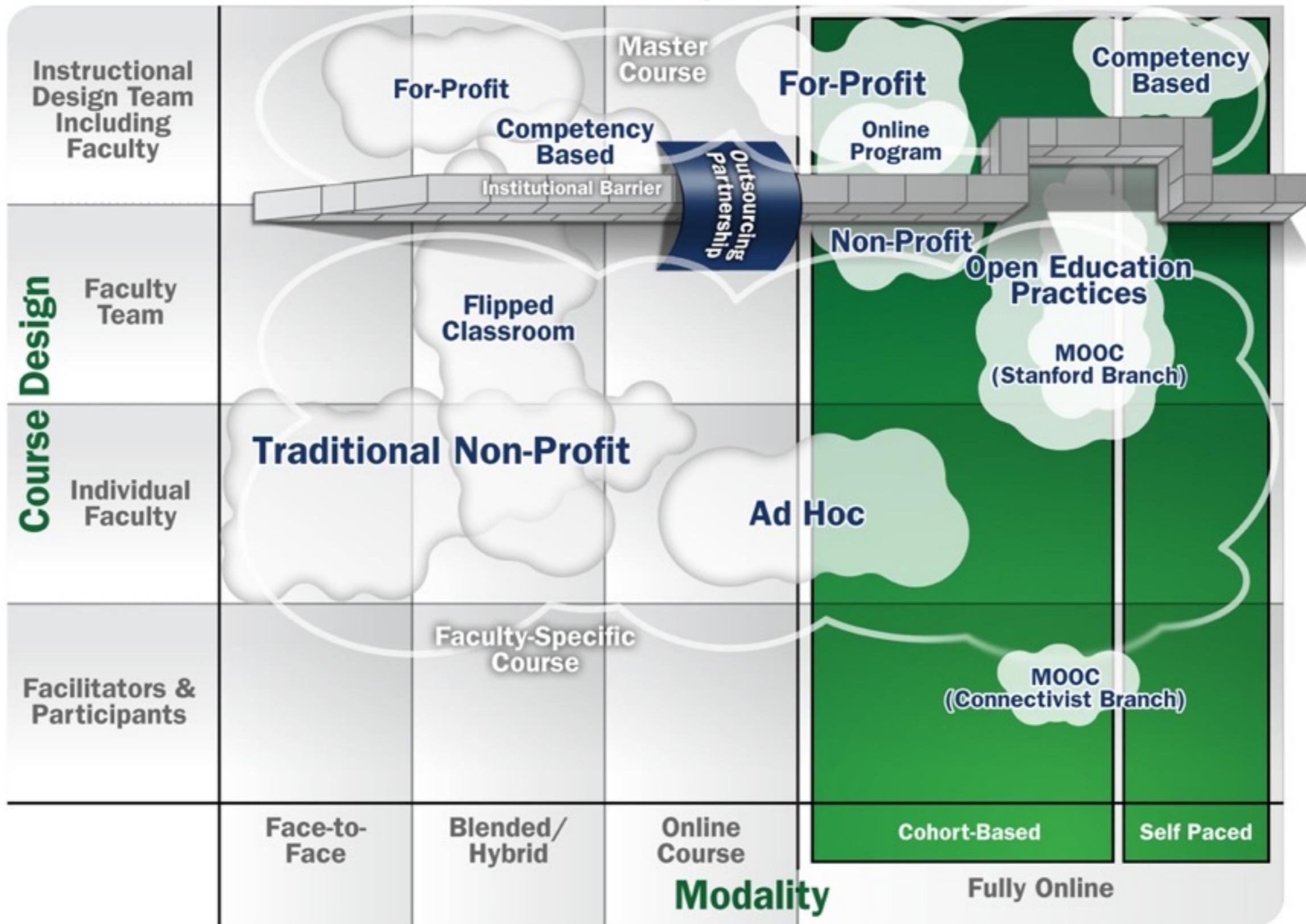
Faculty Use of LMS Capabilities



Faculty Use - Impact of Change



Educational Delivery Models 2012



“If you don't have time to do it right, when will you have time to do it over?” - John Wooden

“The purpose of art is to lay bare the questions that have been hidden by the answers.” - James Baldwin

***“If you don't know where you are going, you'll end up someplace else.”
- Yogi Berra***

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