EDUCAUSE

EDUCAUSE

The U.S. Higher Education and IT Association

Julie K. Little, Ed.D.
Vice President, EDUCAUSE

2014 Forum RNP

3 September 2014

About EDUCAUSE

- **Mission:** To advance higher education through information technology
- **Motto:** Uncommon thinking for the common good
- **Audience:** Higher education IT, including those interested in using IT
- **Focus:** Strategy, issues, management, best practices
- **Membership:** 2,400 colleges, universities, and organizations
  - Includes 40+ countries
  - 60,000 active members

EDUCAUSE

EDUCAUSE Membership Profile

Institution Type	Number
Doctoral Research – All types (DR)	249
Masters Granting (MA)	471
Bachelors Granting (BA)	338
Community and Technical Colleges (AA)	403
Other (tribal, music and art, law, medicine)	232
International	274
Associations/Organizations	78
State Agencies	36
K-12	20
Corporations	362
Total	**2,463**

EDUCAUSE

Association Outreach

Channel	Quantity
Face-to-face conferences	11,500 people
Online events	20,000 people
EDUCAUSE Review	170,000 copies circulated
EDUCAUSE Review Online	1,700,000 page views
Web site	8,600,000 page views

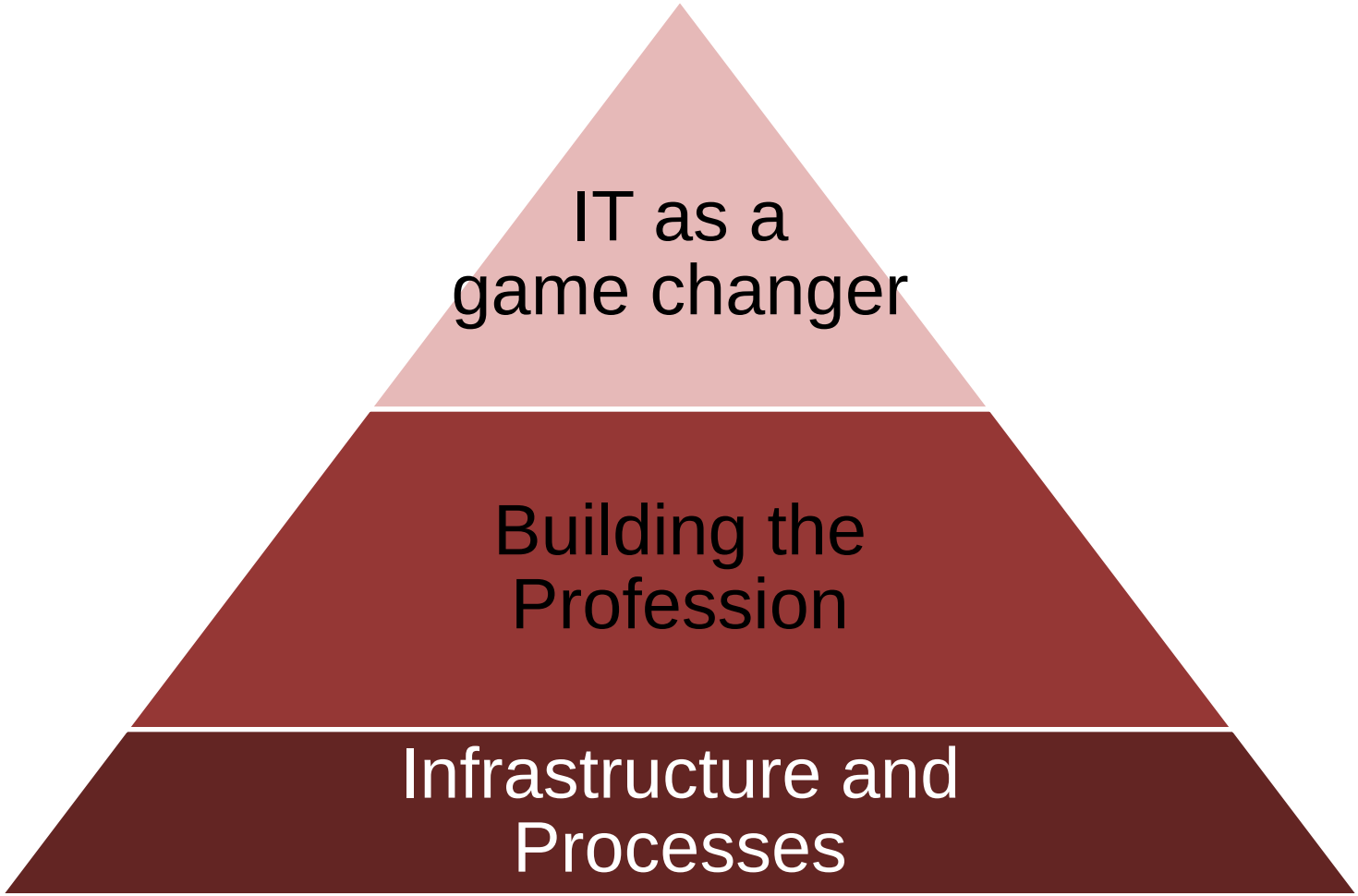
EDUCAUSE

EDUCAUSE Value Propositions

- **Services:** EDUCAUSE provides products and services delivering value to the higher education community
- **Value propositions:** EDUCAUSE delivers customer value by helping them address their needs

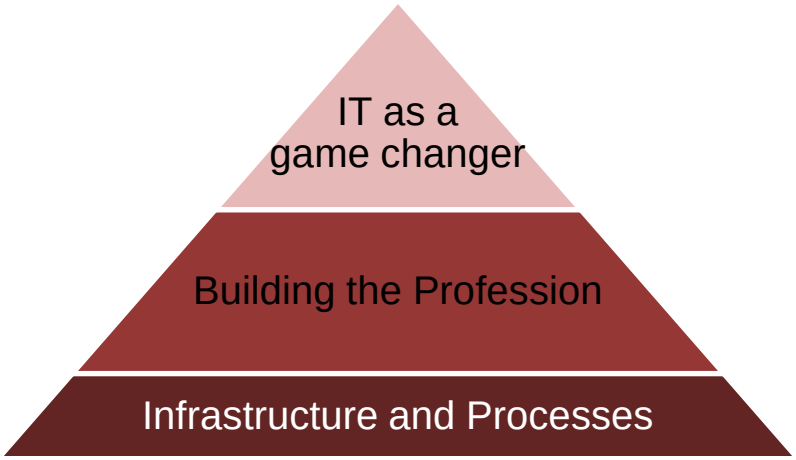
Service offerings	EDUCAUSE Value Propositions (Needs based)						
	Build knowledge	Advance my career	Build networks	Benchmark against my peers	Make informed IT decisions	Become more efficient and effective	Transform experiences
Specialized programs (ELI, ECAR, Cybersecurity, etc.)	X	X	X	X	X	X	X
Research, analytics, analysis	X		X	X	X	X	
Conferences, events	X	X	X		X		
Content	X				X		X
Leadership programs	X	X	X				X

The EDUCAUSE Strategy



EDUCAUSE

IT as a Game Changer

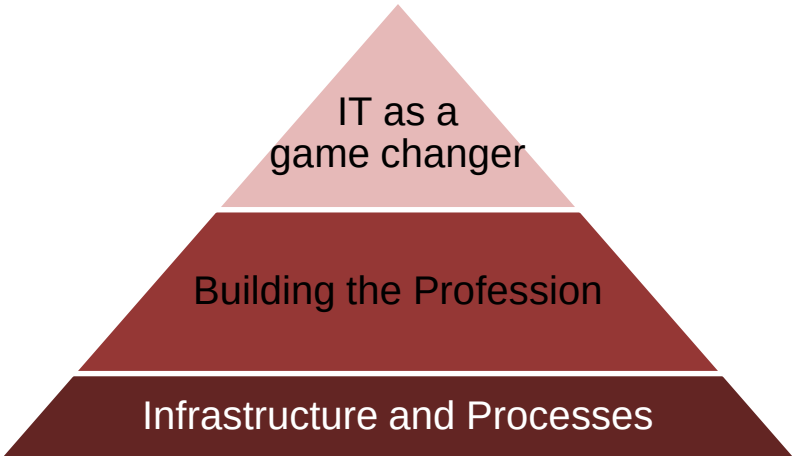


Identify and promote IT's role in meeting higher education's most important challenges.

- **Thought leadership:** Identify, interpret, and channel the best thinking about higher education IT.
- **Influence:** Expand the impact of EDUCAUSE activities through selected activities, national collaborations, and relationships.
- **Innovation:** Foster the development of new, IT-facilitated models for student success, institutional productivity, and economic vitality.
- **Adoption:** Provide services and outreach to drive adoption of game changing strategies.

EDUCAUSE

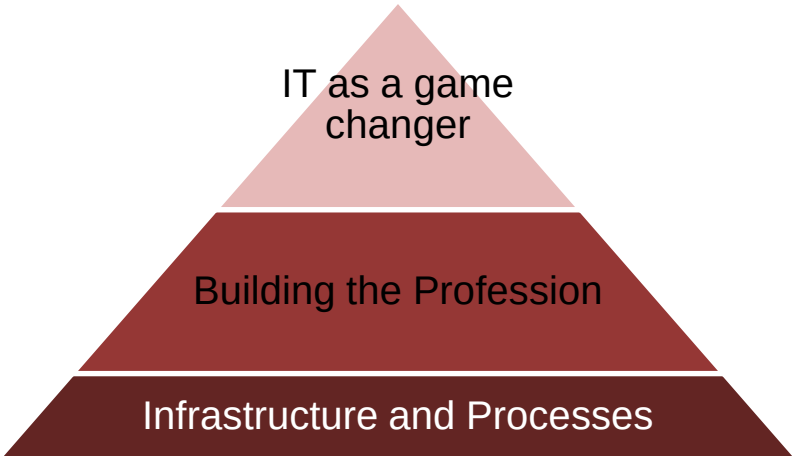
Building the Profession



Assure that the profession is positioned to deliver on IT's strategic value.

- **Decision support:** Provide world-class higher education IT research, analysis, and benchmarking.
- **Professional growth:** Ensure that individuals are prepared for increasingly responsible IT management and leadership roles.
- **Anticipate trends**: Anticipate emerging trends, support community discovery and "market making" awareness building.
- **Expand the community:** Move beyond IT personnel to include other leaders and faculty who seek to use IT to advance higher education.

Processes and Infrastructure

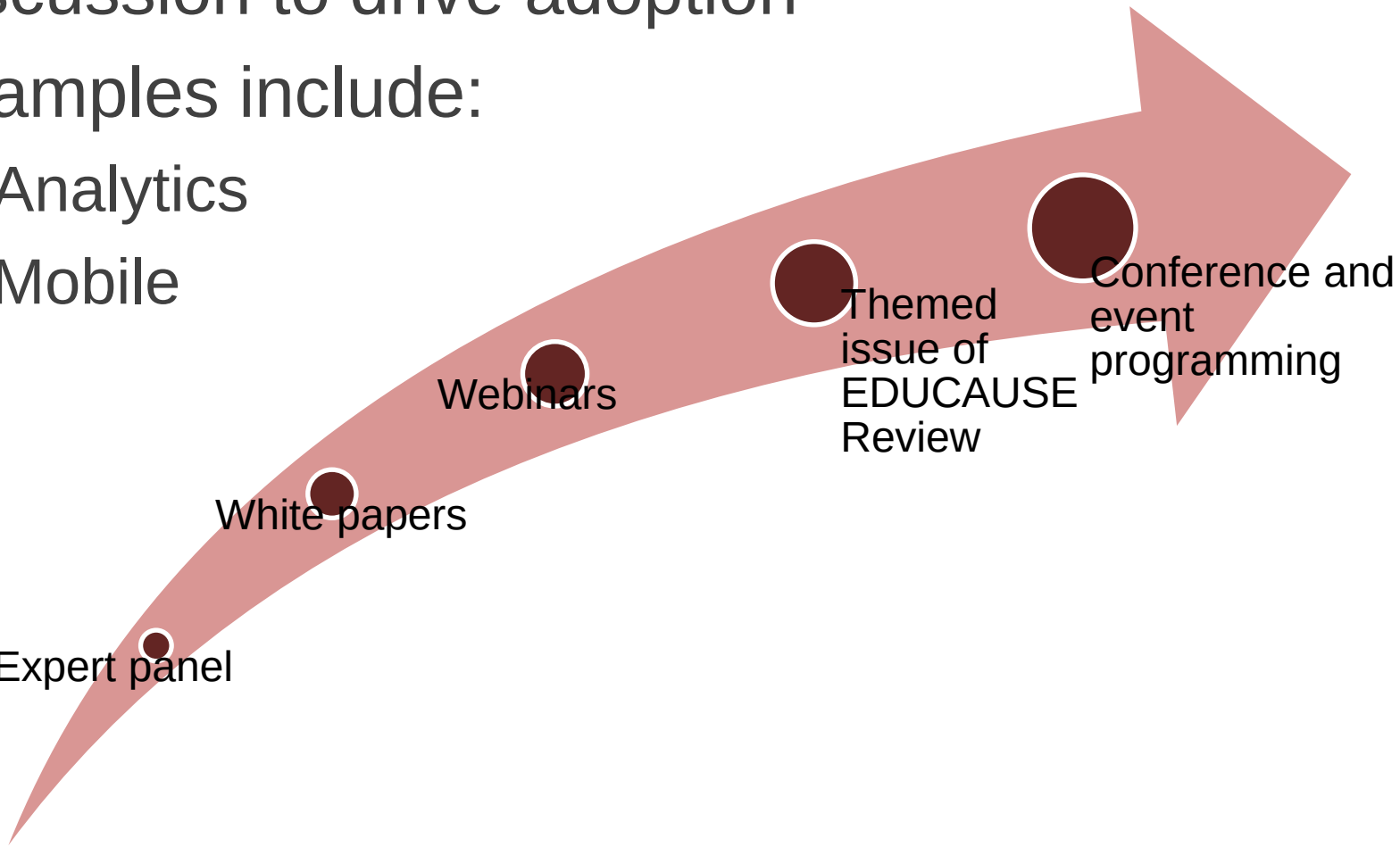


Continue to evolve EDUCAUSE operations to expand capabilities and improve efficiency and value.

- **Personalization:** Enable deeper customization of EDUCAUSE services through improved web presence, systems, and data support.
- **Value:** Assure long-term sustainability by delivering exceptional value to members.
- **Efficiency and effectiveness:** Increase ROI and agility through improved internal business and project management processes.

Growing Awareness and Adoption

- Programming arc to build the market
- Discussion to drive adoption
- Examples include:
  - Analytics
  - Mobile



Key Products

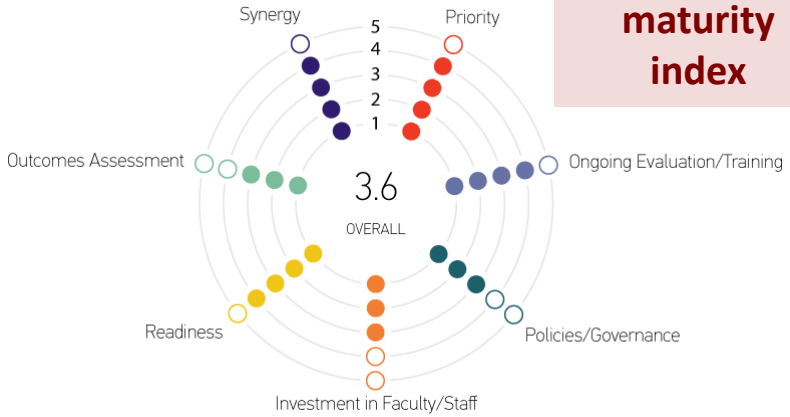
Research

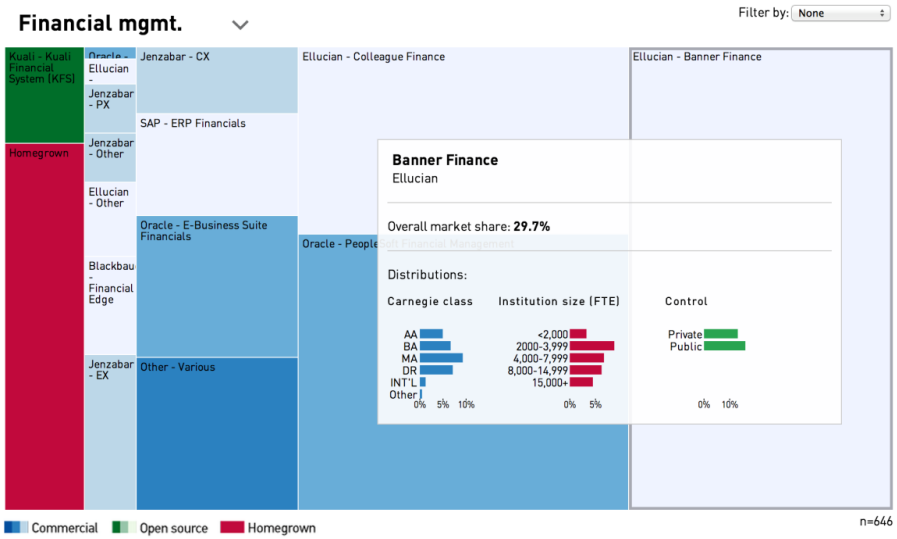
EDUCAUSE

EDUCAUSE Center for Analysis and Research (ECAR)

- 473 subscribing institutions
- 42 reports
- Maturity indices
- New content
  - Interactive data visualization
  - Visual research bulletins
- Research briefs for higher education executives

E-Learning maturity index





http://www.educause.edu/ecar

EDUCAUSE

ECAR Studies

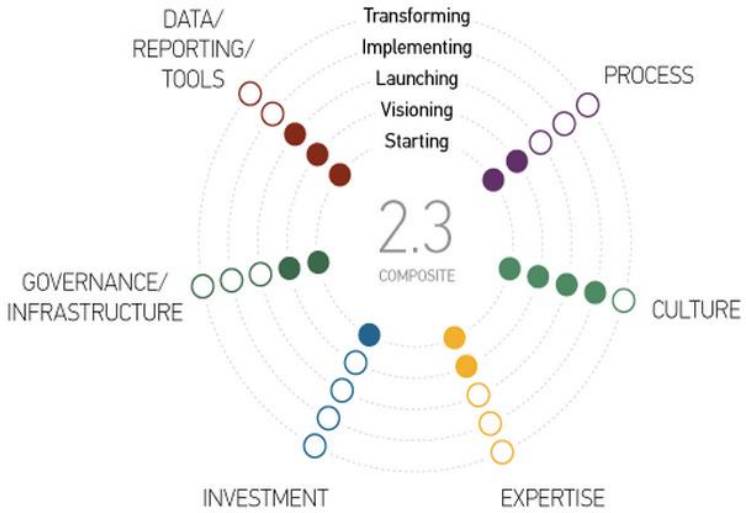
- Undergraduate Students and Information Technology
- Faculty and Information Technology
- Top-Ten Strategic Technologies
- IT Workforce
- IT Governance, Risk, and Compliance
- Integrated Planning and Advising Systems
- New Models for IT Service Delivery

http://www.educause.edu/ecar/research-publications

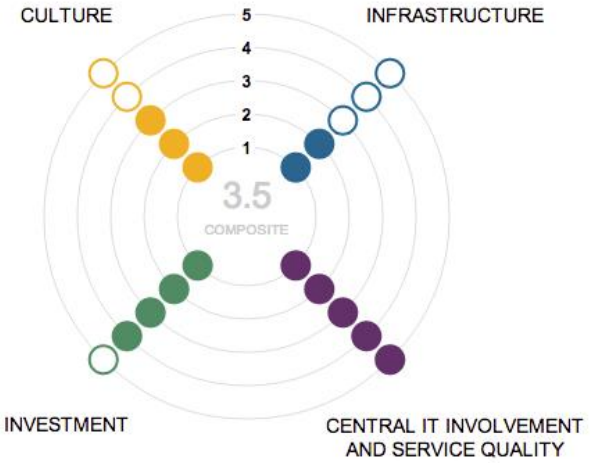
Maturity Indices

- Examines multiple dimensions of progress, not just technical
- Enables institutions to determine where they are…and where they aspire to be
- Both expert- and data- driven
- Three existing (research computing, analytics, and e-learning and three under development in 2014 (IT governance, student success technologies, and information security)

Analytics

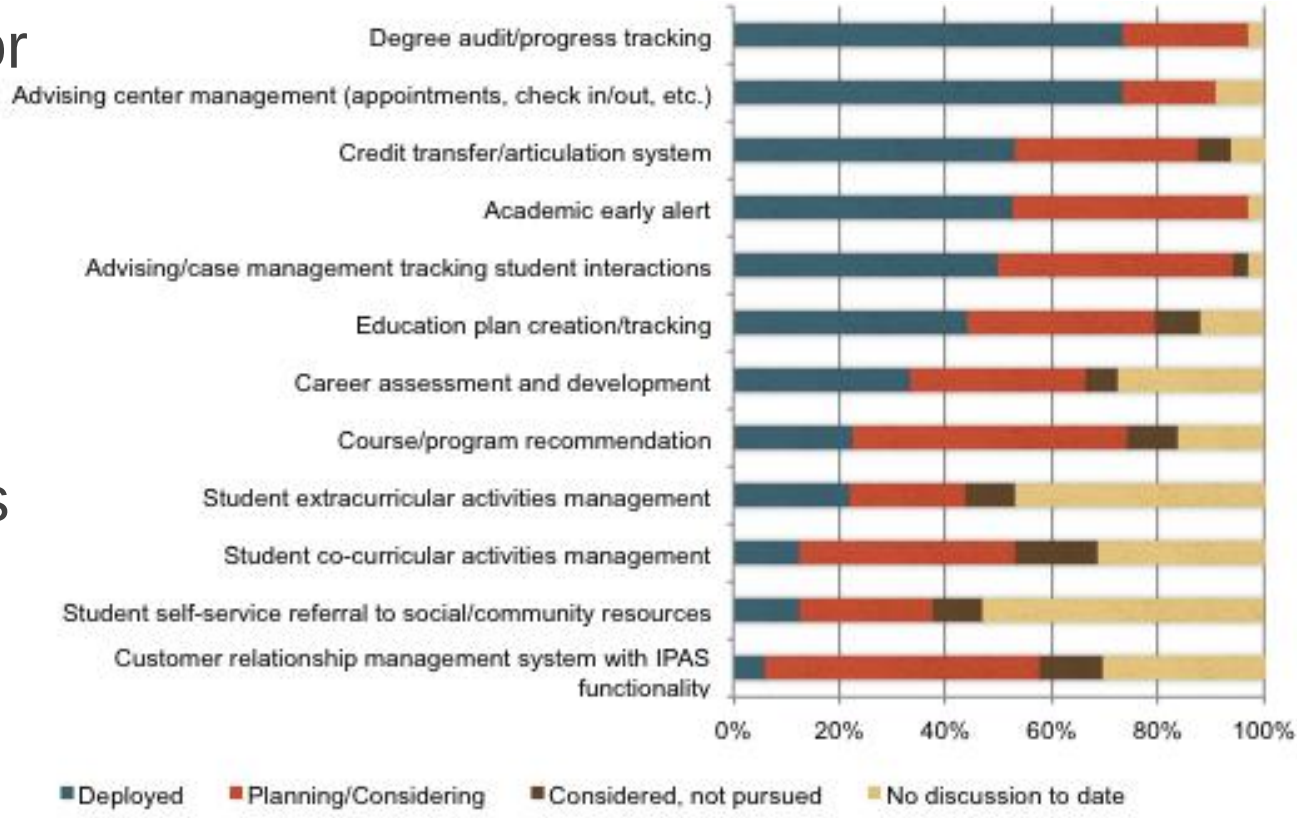


Research Computing



Deployment Indices

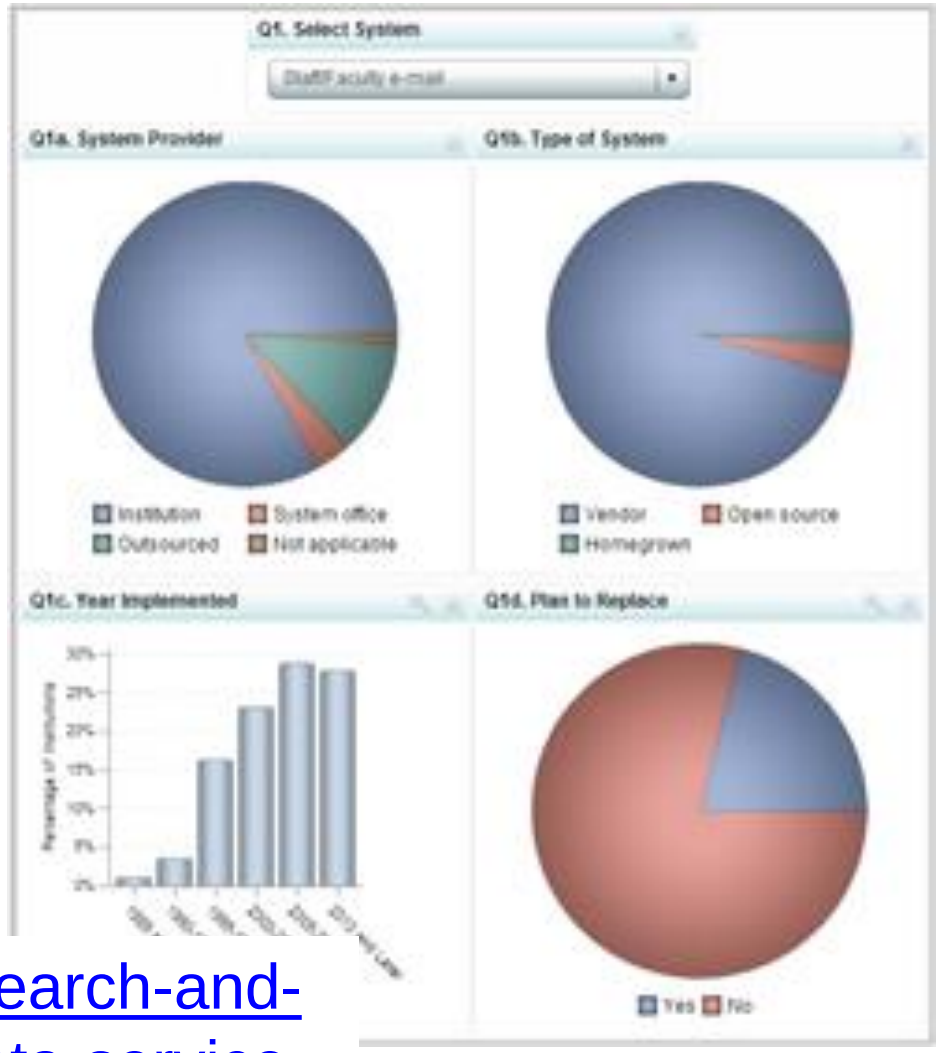
- Stages of deployment for specific technologies and services
- Aggregate to track progress in a domain
- Example: Planning and Advising Systems



EDUCAUSE

EDUCAUSE Core Data Service

- A new reporting tool
- Easier survey
- New content
- Strengthening your ability to
  - Contribute data
  - Use the data
- ~800 contributing institutions



http://www.educause.edu/research-and-publications/research/core-data-service

EDUCAUSE

Current Working Group Projects

http://www.educause.edu/ecar/ecar-working-groups

Project	Focus
Campus Cyberinfrastructure	Helps educational institutions develop institutional strategies and plan their resource deployment in this emerging and evolving technological landscape and to help their users harness and optimize the power and capabilities of these new integrated IT tools and systems for educational and research applications in higher education.
Communications Infrastructure and Applications	Focuses on the challenges that higher-education institutions face with respect to enterprise communication, collaboration, and mobility.
Data Management	Focuses on emerging challenges to how institutions manage large online data collections, be they the product of research or the product of administrative processes.
Mobile Strategy and Application Development	Investigates specific challenges and opportunities, sharing individual solutions, and developing effective practices in mobile web and applications for the higher-education community.
TCO for Cloud Services	Developing a methodology to accurately and fully benchmark costs of today's campus-based services against cloud alternatives.

2014 Top 10 IT Issues

1. Improving student outcomes through an institutional approach that strategically leverages technology
2. Establishing a partnership between IT and institutional leadership to develop a collective understanding of what IT can deliver
3. Assisting faculty with the instructional integration of information technology
4. Developing an IT staffing and organizational model to accommodate the changing IT environment and facilitate openness and agility
5. Using analytics to help drive critical institutional outcomes
6. Changing IT funding models to sustain core service, support innovation, and facilitate growth.
7. Addressing access demand and the wireless and device explosion
8. Sourcing technologies and services at scale to reduce costs (via cloud, greater centralization of IT, cross-institutional collaborations, and so forth)
9. Determining the role of online learning and developing a strategy for that role
10. Implementing risk management and information security practices to protect institutional IT resources/data and respond to regulatory compliance mandates (tie)
10. Developing an enterprise IT architecture that can respond to changing conditions and new opportunities (tie)

http://www.educause.edu/ero/article/top-ten-it-issues-2014-be-change-you-see

EDUCAUSE

2014 Top 10 Strategic Technologies

1. Business intelligence reporting dashboards
2. Mobile apps for enterprise applications
3. Mobile app development
4. Enterprise identity and access management solutions
5. Learning analytics: Course level
6. Administrative or business performance analytics
7. Unified communications and collaboration
8. 802.11ac wireless networking standard
9. Virtual desktops or virtual PC applications
10. Learning analytics: Degree advising

http://www.educause.edu/library/resources/higher-educations-top-ten-strategic-technologies-2014

EDUCAUSE

Key Products

Conferences and Leadership Development Programs

EDUCAUSE

EDUCAUSE Conferences
Face-to-Face and Online

- Conferences
- Summits
- Workshops/working groups
- Institute programs
- Webinars
- Reach approximately 30,000 people per year

EDUCAUSE Annual Conference

- 29 Sept – 2 Oct, Orlando, Florida and Online
- Participation
  - Academic attendees: nearly 4,500; 40+ countries
  - Online conference: more than 2,000 attendees
  - Corporate attendees: 2,500+
- Program
  - 350+ sessions; 750+ speakers
  - 150+ ancillary/affinity group meetings
- Exhibit Hall
  - 270 companies featured
  - 30 new and young companies in Startup Alley

https://www.educause.edu/annual-conference

EDUCAUSE Connect

Regional Conferences Redesigned

Solve | Network | Grow

- More flexibility: choose by date or location
- More facilitated dialogue; less presentation
- Tracks driven by *Top 10 IT Issues*
- Co-hosted EDUCAUSE Institute New IT Manager Program and CIO Roundtable

2015 Locations

January 28 – 30, San Diego, CA

April 22 – 24, San Antonio, TX

http://www.educause.edu/conferences-events/educause-connect

EDUCAUSE

2013 Connected Age Sprint: *Beyond MOOCs*

- Online 3-day event
- 1,258 registrants; 1,600 participants; 739 institutions, most ever for EDUCAUSE online event
- 351 community contributors tweeted 1,500 times, cast voted 400 votes on IdeaScale
- Videos, daily summaries, and real-time digital graphic recording.

http://www.educause.edu/library/resources/beyond-moocs-it-creating-new-connected-age-sprint-summary

EDUCAUSE Institute Programs

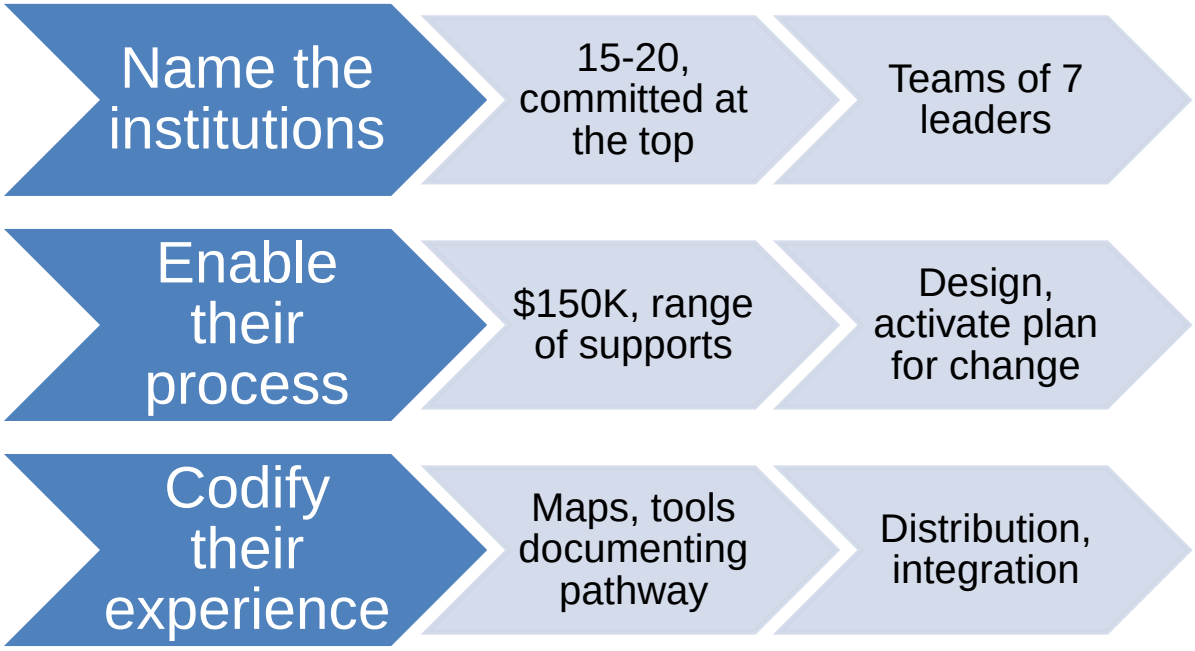
- Leading Change Institute
- Breakthrough Models Incubator
- Breakthrough Models Academy
- Leadership Program
- Management Program
- Learning Technology Leadership Program
- New IT Managers Program
- Roundtables
  - Hawkins Leadership Roundtable
  - Senior Leadership Roundtable
  - CIO Roundtables

http://www.educause.edu/careers/educause-institute

EDUCAUSE

Breakthrough Models Incubator

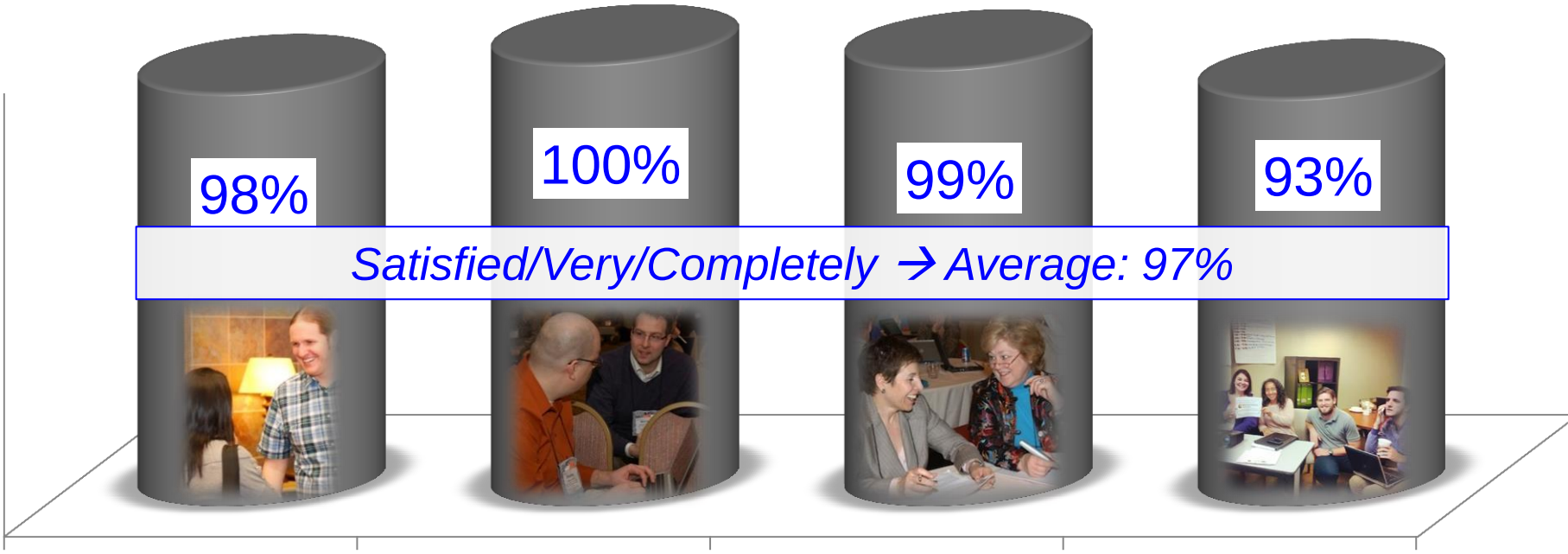
- Convene and support institutions at President/executive leadership level
- Enable development, acceptance, and launch of new, next generation learning institutional strategy



http://www.educause.edu/events/breakthrough-models-incubator

EDUCAUSE

2014 Events: Attendance/Satisfaction



Connect Events and Special Topic Conferences

CIO/Exec Leadership Roundtables

Institute Programs

Online Events/Virtual Conferences

EDUCAUSE

Badging in Higher Education Professional Development

- Microcredentials of achievement and skills
- Public and progressive digital transcript
- Evidence for a lifelong learning cycle
- Professional service and engagement
- Competencies and subject matter expertise

http://www.educause.edu/badging

EDUCAUSE

EDUCAUSE Badge Constellation: Overview

2014 Community Service

Recognize efforts extended for the good of our community and the professional development program.

2014 Communication

Recognizes efforts in stepping up to share knowledge or lend expertise, online or face to face.

EDUCAUSE

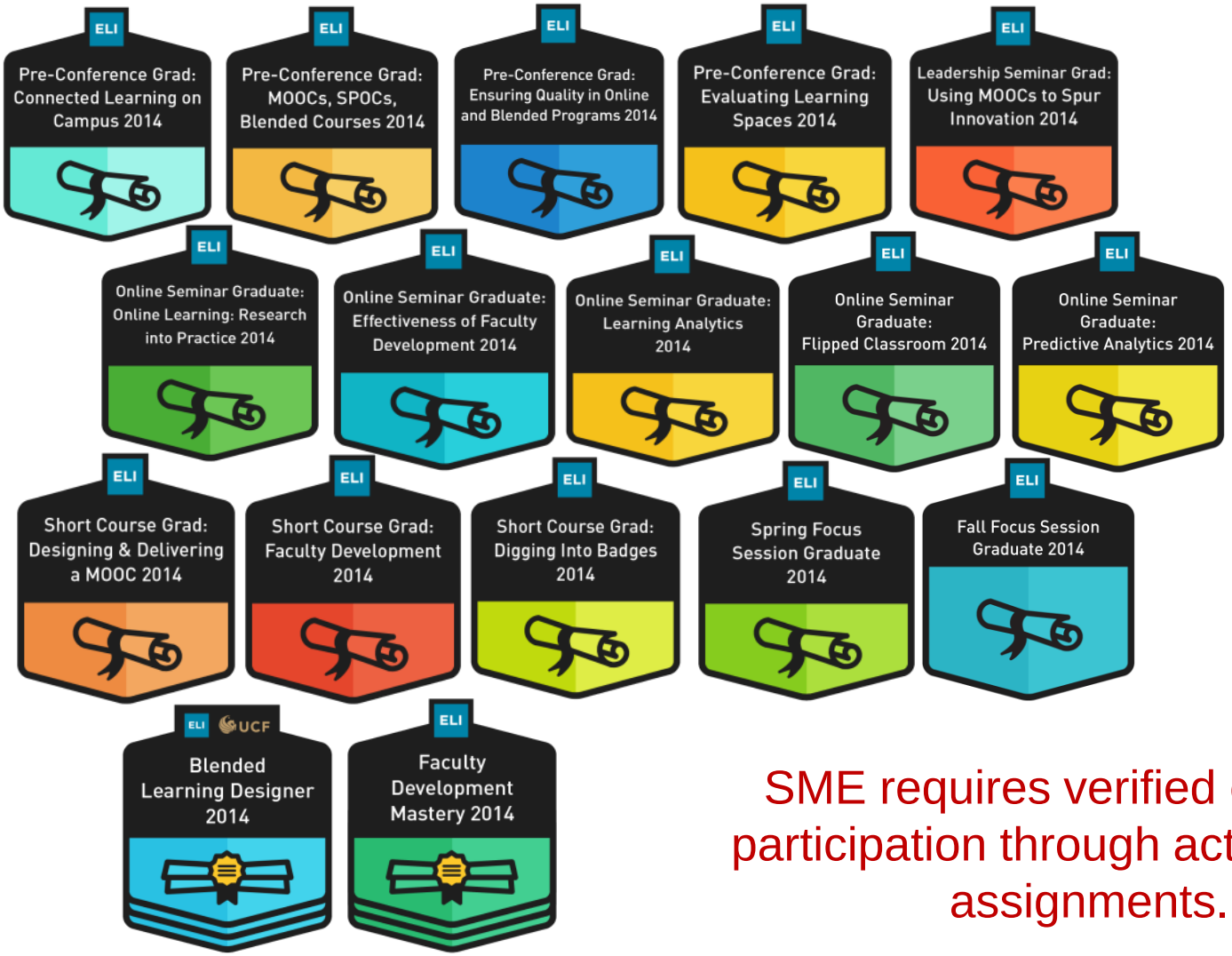
2014 Leadership Development and Recognition

Recognizes initiative and commitment through the competitive application process and intense cohort learning experience.

Recognizes standout community leaders and helps to extends our brand through their influence in virtual communities.

EDUCAUSE

2014 Subject Matter Expert: EDUCAUSE Learning Initiative



SME requires verified engaged participation through activities and assignments.

Key Products

Topical Programs

EDUCAUSE

EDUCAUSE Learning Initiative (ELI)

Mission

- Advancement of learning through the innovative application of technology

Membership

- 343 subscribing institutions

Products

- ELI Annual Meeting 2015: February 9 – 11, Anaheim, CA and Online
- Online Portfolio: Special topic Focus Sessions, Courses, Webinars
- *7 Things You Should Know About* Briefs
- *Seeking Evidence of Impact* series
- Learning Space Rating System

http://www.educause.edu/eli

EDUCAUSE

Next Gen Learning Challenges (NGLC)

Mission

- Accelerate educational innovation through applied technology to dramatically improve college readiness and completion in the United States.

Strategies

1. Investing in Innovation
2. Multiplying Impact: Build and share knowledge and create communities of practice
3. Investing in Innovation

Awards to date

- $42M distributed to 116 grantees representing 300+ institutions
- 2.5M projected number of students served by scaled-up NGLC projects within 5 yrs

http://www.educause.edu/focus-areas-and-initiatives/teaching-and-learning/next-generation-learning-challenges

Information Security, IT Governance, Risk and Compliance (IT-GRC)

- Higher Education Information Security Council (HEISC)
  - Information Security Program Assessment
  - Information Security Guide
  - Working groups
- Security Professionals Annual Conference
- Newsletter
- Benchmarking and research
- Coordination of higher education's support of National Data Privacy and Security months

http://www.educause.edu/focus-areas-and-initiatives/policy-and-security/cybersecurity-initiative

Administrative IT Program

- Focus: maximize the value of institutions' investments in administrative IT
- Expert Panel and Working Group
- Annual Admin IT Summit

http://www.educause.edu/focus-areas-and-initiatives/enterprise-and-infrastructure/administrative-it-program

EDUCAUSE

EDUCAUSE Policy Program

- Tracks U.S. federal policy and regulatory developments that have significant implications for technology in higher education.
  - cybersecurity
  - data privacy
  - copyright
  - e-learning
  - networking/ telecommunications

http://www.educause.edu/focus-areas-and-initiatives/policy-and-security/educause-policy

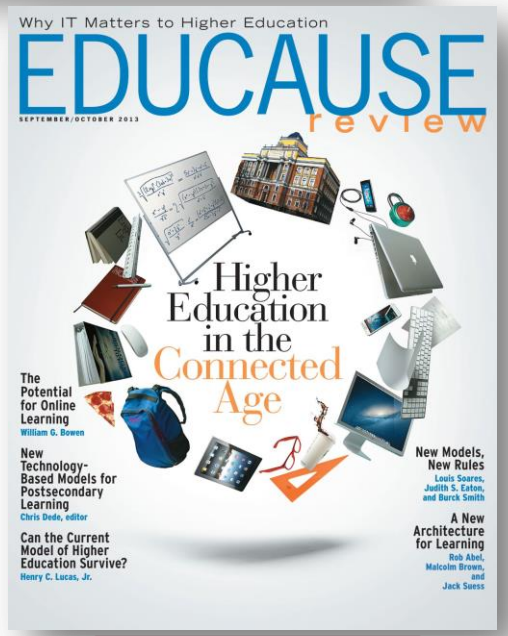
Key Products

Content and Community

EDUCAUSE

EDUCAUSE *Review*

- 6x/year print; bi-monthly online
- 26,000 online subscribers
- 22,000 printed copies
- Over 100,000 monthly page views
- ~50 international and national awards



http://www.educause.edu/ero

EDUCAUSE

Higher Education Research Briefs: IT for non-IT Executives

- Translates IT for senior institutional leaders
- Emphasizes strategic value of IT
- Identifies key strategies and risks
- Provides data and examples

Support Systems

Systems that support personalized pathways can take many forms and are implemented at varying levels (see figure 2). "Degree audit/progress tracking" and "advising center management" tools are deployed at large majorities of the IPAS study group. About half have deployed "academic early alerts," while fewer than half reported a system for "education plan creation and tracking." In almost every case, adoption of these technologies would increase dramatically if those now planning or considering such systems actually deploy them.

A variety of factors aid progress in the use of student success analytics. Interest among senior leadership is high (see figure 3), and a culture of data-driven decisions is growing at many institutions. Progress still needs to be made to ensure that advisors, faculty, and staff have access to the student analytics they need.

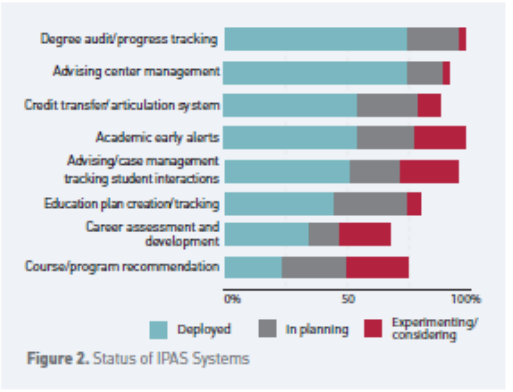


Figure 2. Status of IPAS Systems

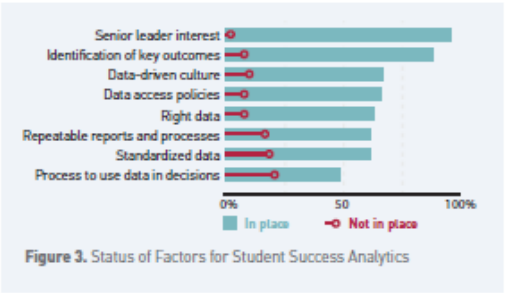


Figure 3. Status of Factors for Student Success Analytics

http://www.educause.edu/executive-briefs

ELI *7 Things* series

- 7 Things You Should Know About
- 7 Things You Should Read About
- 7 Things Podcast


ELI 7 THINGS YOU SHOULD KNOW ABOUT ... ™

Wearable Technology

Scenario

Adele, a graduate student in environmental science, is spending her summer testing wearable technology along a coastal waterway in a national park. The wearable device, resident in an ear clip, can "hear," analyze, and record the environmental biophony—all the sounds made by animals other than humans. When it is ready for markets, the device will operate as a field guide to area wildlife. The device hears and parses sound far more effectively than the average human ear. Once it recognizes a bird, mammal, reptile, amphibian, or insect, the device plays the sound into the ear of the wearer. It verbally identifies the creature and helps the user distinguish that "voice" from others in the ambient sound.

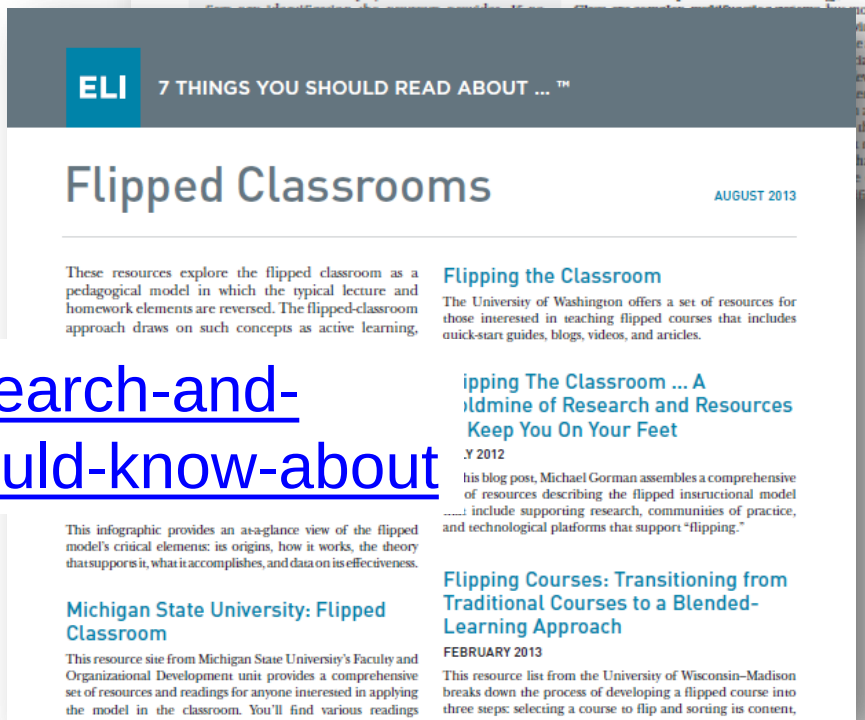
Adele's specialty is estuary avian life, and she is helping build the mobile database of bird species that this wearable device uses. Her job is to listen to a bird sound when the device plays it in her ear and to con-

1 What is it?

The distinctions between computers and everyday items is blurring as **IT becomes a component of things that are primarily designed for other purposes: cars, buildings, appliances, and, increasingly, things we wear.** For the purposes of this brief, an Internet-connected smart watch or a pair of running shoes with sensors in them are "wearable technology," whereas a smartphone or a tablet is simply "mobile." Wearables can be networked or might store data that can be transferred later to other devices. In many cases, the technology need not be activated; it simply functions as part of the item. Wearables can *gather* data—from the body of the wearer or from the environment—or *provide* information, or both. Wearable technology could, for example, locate a lost child, manage the wearer's phone messages, alert medical help, or provide the user with information based on the user's location.

2 How does it work?

Some examples of wearable technology, such as Google


ELI 7 THINGS YOU SHOULD READ ABOUT ... ™

Flipped Classrooms

AUGUST 2013

These resources explore the flipped classroom as a pedagogical model in which the typical lecture and homework elements are reversed. The flipped-classroom approach draws on such concepts as active learning,

This infographic provides an at-a-glance view of the flipped model's critical elements: its origins, how it works, the theory that supports it, what it accomplishes, and data on its effectiveness.

Michigan State University: Flipped Classroom

This resource site from Michigan State University's Faculty and Organizational Development unit provides a comprehensive set of resources and readings for anyone interested in applying the model in the classroom. You'll find various readings

Flipping the Classroom

The University of Washington offers a set of resources for those interested in teaching flipped courses that includes quick-start guides, blogs, videos, and articles.

ipping The Classroom ... A oldmine of Research and Resources Keep You On Your Feet

.Y 2012

his blog post, Michael Gorman assembles a comprehensive of resources describing the flipped instructional model include supporting research, communities of practice, and technological platforms that support "flipping."

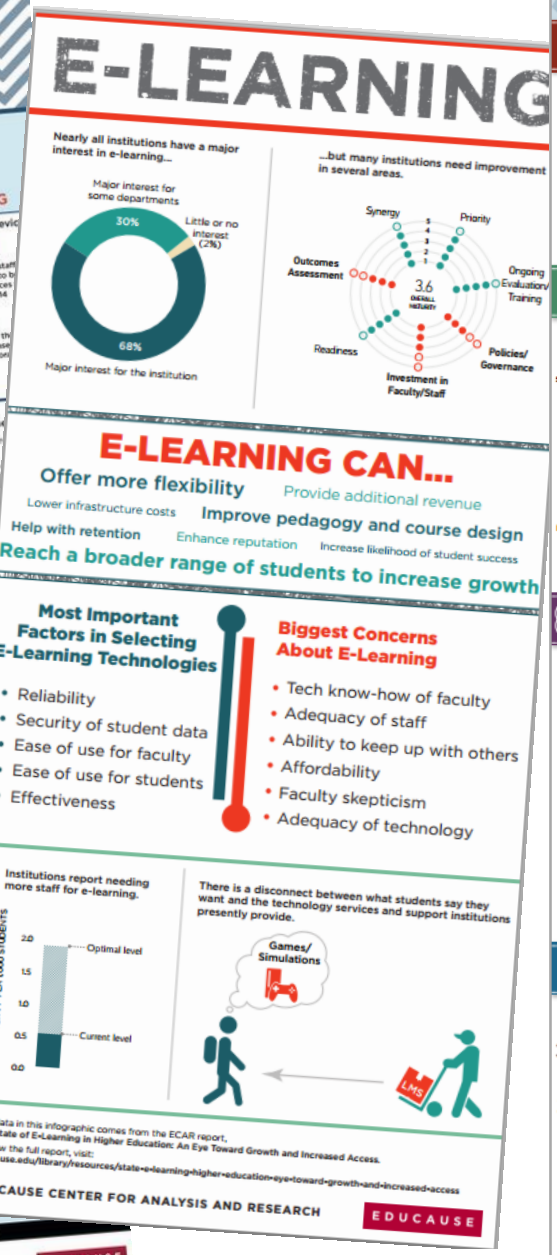
Flipping Courses: Transitioning from Traditional Courses to a Blended-Learning Approach

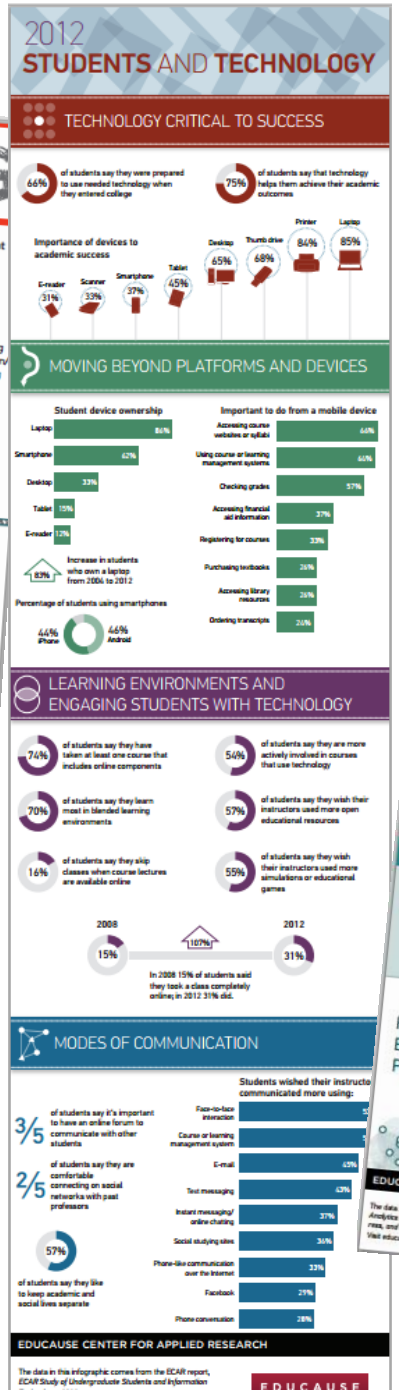
FEBRUARY 2013

This resource list from the University of Wisconsin–Madison breaks down the process of developing a flipped course into three steps: selecting a course to flip and sorting its content,

http://www.educause.edu/research-and-publications/7-things-you-should-know-about


BYOE
BRING YOUR OWN
EVERYTHING
IT leaders are bracing for the proliferation of mobile devic
60%
47%
IT leaders say "Bring it on"
Planning doesn't have to precede action when it com
18%
52%
COST SAVINGS ARE ELUSIVE
81%
84%
INFRASTRUCTURE
SECURITY CHALLENGES
77%
34%
Risk Management
TEACHING & LEARNING
EDUCAUSE CENTER FOR APPLIED RESEARCH
EDUCAUSE


E-LEARNING
Nearly all institutions have a major interest in e-learning...
Major interest for some departments
30%
Little or no interest (2%)
68%
Major interest for the institution
...but many institutions need improvement in several areas.
Synergy
Priority
Ongoing Evaluation/ Training
Policies/ Governance
Investment in Faculty/Staff
Readiness
Outcomes Assessment
3.6
OVERALL MATURITY
E-LEARNING CAN...
Offer more flexibility
Provide additional revenue
Lower infrastructure costs
Improve pedagogy and course design
Help with retention
Enhance reputation
Increase likelihood of student success
Reach a broader range of students to increase growth
Most Important Factors in Selecting E-Learning Technologies
Reliability
Security of student data
Ease of use for faculty
Ease of use for students
Effectiveness
Biggest Concerns About E-Learning
Tech know-how of faculty
Adequacy of staff
Ability to keep up with others
Affordability
Faculty skepticism
Adequacy of technology
Institutions report needing more staff for e-learning.
MEDIAN FTE STAFF PER 1,000 STUDENTS
2.0
1.5
1.0
0.5
0.0
Optimal level
Current level
There is a disconnect between what students say they want and the technology services and support institutions presently provide.
Games/ Simulations
LMS
The data in this infographic comes from the ECAR report, The State of E-Learning in Higher Education: An Eye Toward Growth and Increased Access.
To view the full report, visit:
educause.edu/library/resources/state-e-learning-higher-education-eye-toward-growth-and-increased-access
EDUCAUSE CENTER FOR ANALYSIS AND RESEARCH
EDUCAUSE


2012
STUDENTS AND TECHNOLOGY
TECHNOLOGY CRITICAL TO SUCCESS
66%
of students say they were prepared to use needed technology when they entered college
75%
of students say that technology helps them achieve their academic outcomes
Importance of devices to academic success
E-reader 31%
Scanner 33%
Smartphone 37%
Tablet 45%
Desktop 65%
Thumb drive 68%
Printer 84%
Laptop 85%
MOVING BEYOND PLATFORMS AND DEVICES
Student device ownership
Laptop 84%
Smartphone 62%
Desktop 33%
Tablet 15%
E-reader 12%
Important to do from a mobile device
Accessing course websites or syllabi 66%
Using course or learning management systems 66%
Checking grades 57%
Accessing financial aid information 37%
Registering for courses 33%
Purchasing textbooks 26%
Accessing library resources 26%
Ordering transcripts 26%
83%
Increase in students who own a laptop from 2006 to 2012
Percentage of students using smartphones
44% iPhone
46% Android
LEARNING ENVIRONMENTS AND ENGAGING STUDENTS WITH TECHNOLOGY
74%
of students say they have taken at least one course that includes online components
54%
of students say they are more actively involved in courses that use technology
70%
of students say they learn most in blended learning environments
57%
of students say they wish their instructors used more open educational resources
16%
of students say they skip classes when course lectures are available online
55%
of students say they wish their instructors used more simulations or educational games
2008
15%
107%
2012
31%
In 2008 15% of students said they took a class completely online; in 2012 31% did.
MODES OF COMMUNICATION
3/5
of students say it's important to have an online forum to communicate with other students
2/5
of students say they are comfortable connecting on social networks with past professors
57%
of students say they like to keep academic and social lives separate
Students wished their instructo communicated more using:
Face-to-face interaction
Course or learning management system
E-mail 45%
Text messaging 43%
Instant messaging/ online chatting 37%
Social studying sites 36%
Phone-like communication over the Internet 33%
Facebook 29%
Phone conversation 28%
EDUCAUSE CENTER FOR APPLIED RESEARCH
The data in this infographic comes from the ECAR report, ECAR Study of Undergraduate Students and Information
EDUCAUSE

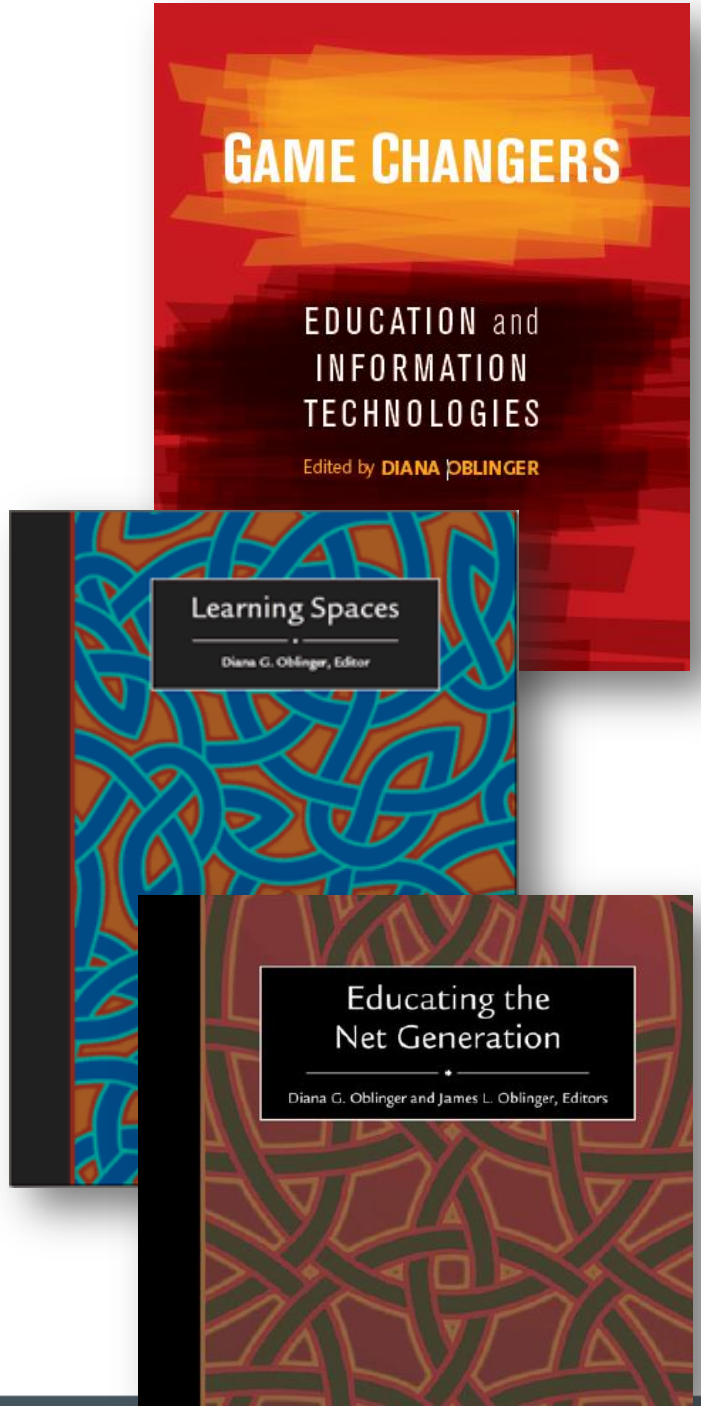

ANALYTICS IN HIGHER EDUCATION
ANALYTICS IS:
STRATEGIC QUESTION
DATA ANALYSIS AND PREDICTION
INSIGHT AND ACTION
Over 4/5
of IT and IR leaders believe that analytics has become more important and is increasing in importance for higher education's success
Low priority
Major priority (institutional)
Interest
Major priority (some departments)
More than 2/3
believe that analytics is a major priority
BUT...
Analytics use is lagging
...particularly in areas of administrative and faculty activities
GETTING STARTED...
Doesn't require perfect data or a perfect culture
Benefits from communication between leadership, IT, and IR
Needs investment in talent and expertise
HIGHER EDUCATION'S PROGRESS
Governance/ infrastructure
Culture/process
Expertise
Investment
Data/reporting/tools
EDUCAUSE CENTER FOR APPLIED RESEARCH
EDUCAUSE

EDUCAUSE

eBooks

Used as resource for institutional strategic planning

- Learning analytics
- Learning pathway systems
- Badging
- Competency-based and online programs



http://www.educause.edu/research-and-publications/books

Constituent Groups

- Categories
  - EDUCAUSE Program Discussion Groups
  - Information Systems and Services
  - Information Technology Management and Leadership
  - Institutions of a specific size or type
  - Library Systems and Technology
  - Networking and Emerging Technologies
  - Teaching and Learning

http://www.educause.edu/discuss

EDUCAUSE

Coalition of Higher Education Information Technology Associations (CHEITA)

Goals

- Expand the existing network of communication among senior association staff;
- Gain an understanding of each other's strategic focus and initiatives; and
- Identify points of intersection and interest where there is mutual benefit in collaboration.

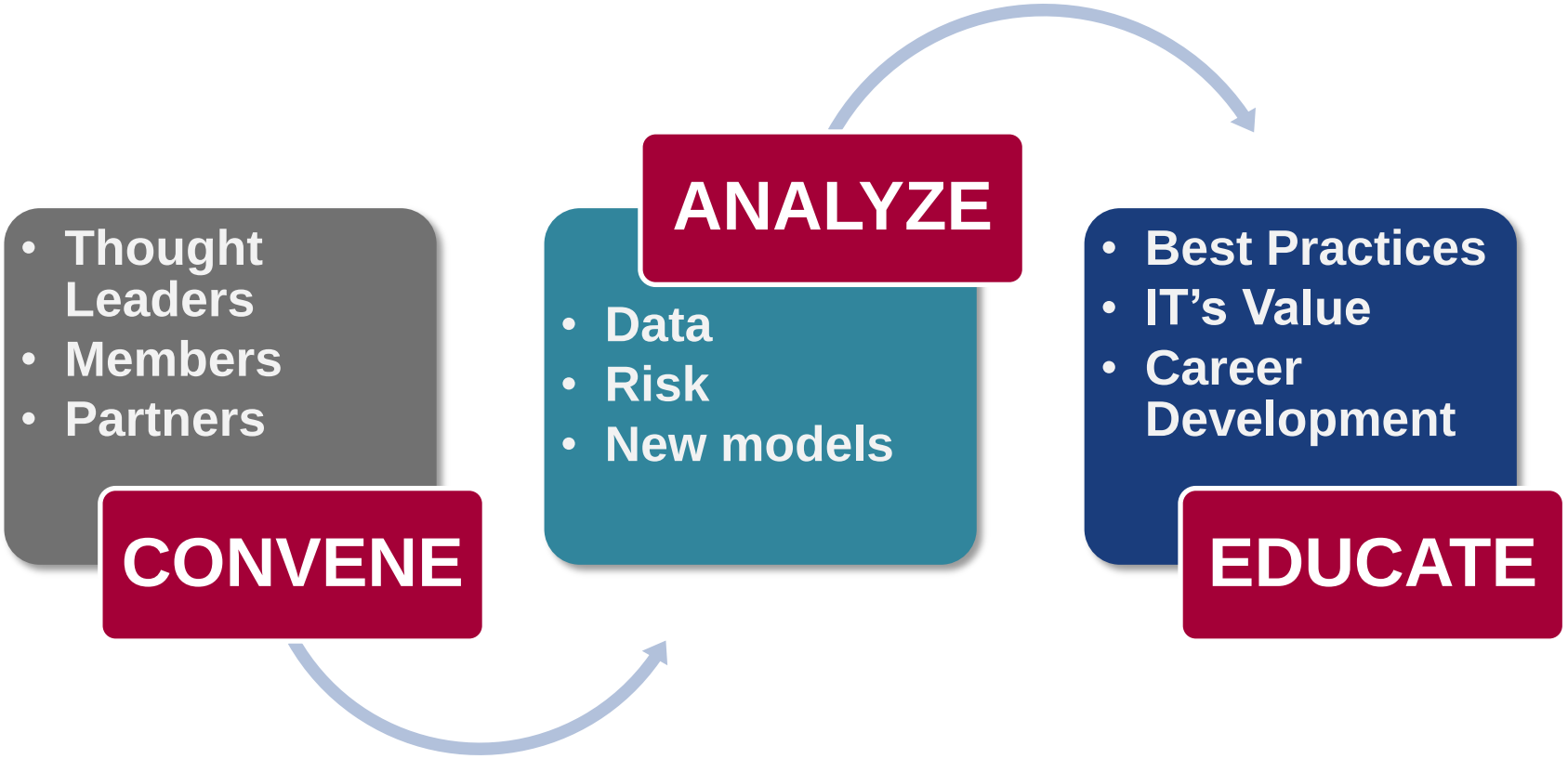
Objectives

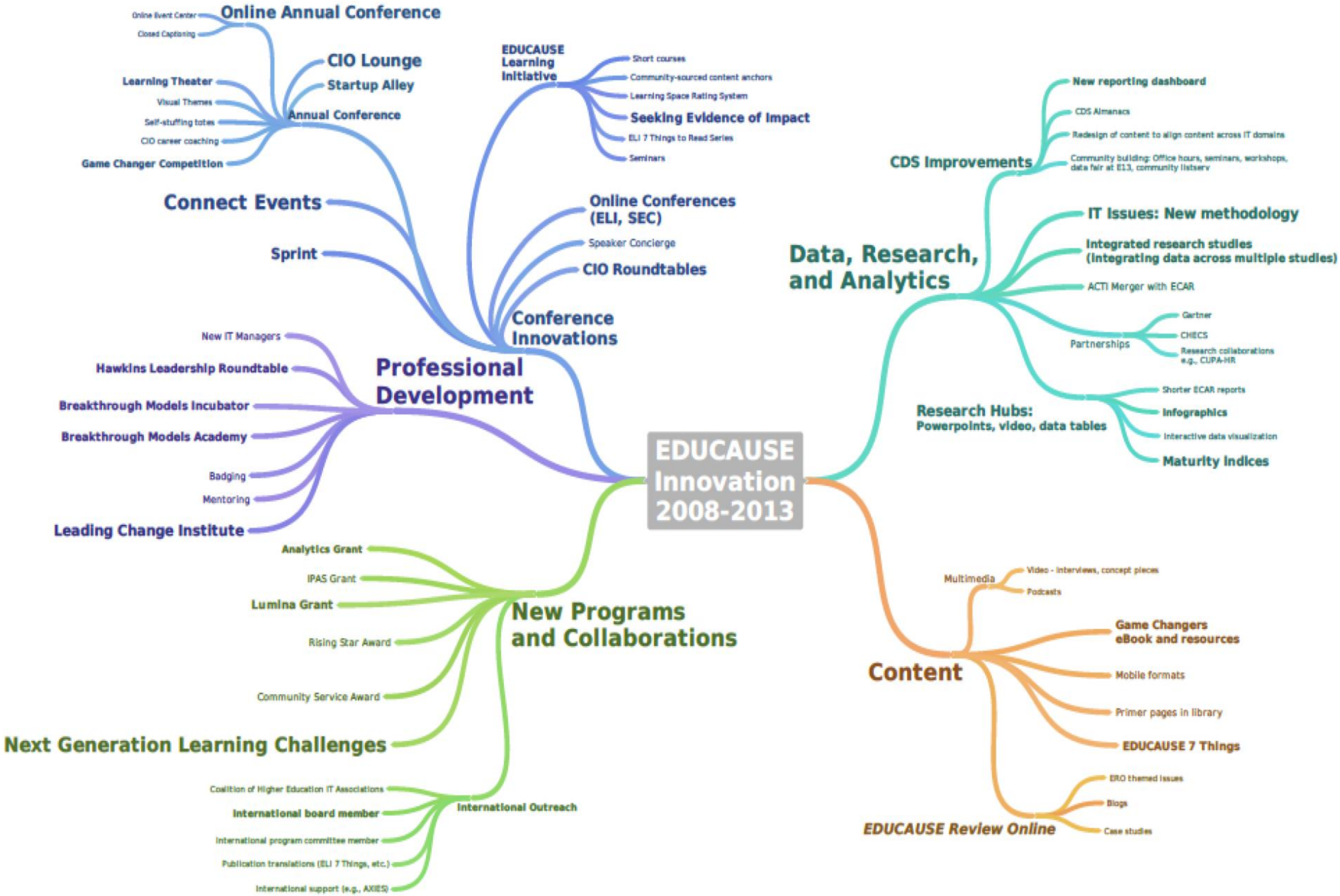
- Convene potential members each year at the EDUCAUSE Annual Conference;
- Develop resources and contact points for emerging, recently established and mature organizations;
- Establish ongoing collaboration mechanisms built on institutional, not personal, relationships.

Summary and Discussion

EDUCAUSE

Summary of Functions




EDUCAUSE Innovation 2008-2013
Professional Development
Online Annual Conference
Online Event Center
Closed Captioning
CIO Lounge
Startup Alley
Learning Theater
Visual Themes
Annual Conference
Self-stuffing totes
CIO career coaching
Game Changer Competition
Connect Events
Sprint
EDUCAUSE Learning Initiative
Short courses
Community-sourced content anchors
Learning Space Rating System
Seeking Evidence of Impact
ELI 7 Things to Read Series
Seminars
Online Conferences (ELI, SEC)
Speaker Concierge
CIO Roundtables
Conference Innovations
New IT Managers
Hawkins Leadership Roundtable
Breakthrough Models Incubator
Breakthrough Models Academy
Badging
Mentoring
Leading Change Institute
Data, Research, and Analytics
CDS Improvements
New reporting dashboard
CDS Almanacs
Redesign of content to align content across IT domains
Community building: Office hours, seminars, workshops, data fair at E13, community listserv
IT Issues: New methodology
Integrated research studies (Integrating data across multiple studies)
ACTI Merger with ECAR
Partnerships
Gartner
CHECS
Research collaborations e.g., CUPA-HR
Research Hubs: Powerpoints, video, data tables
Shorter ECAR reports
Infographics
Interactive data visualization
Maturity Indices
Content
Multimedia
Video - interviews, concept pieces
Podcasts
Game Changers eBook and resources
Mobile formats
Primer pages in library
EDUCAUSE 7 Things
EDUCAUSE Review Online
ERO themed issues
Blogs
Case studies
New Programs and Collaborations
Analytics Grant
IPAS Grant
Lumina Grant
Rising Star Award
Community Service Award
Next Generation Learning Challenges
International Outreach
Coalition of Higher Education IT Associations
International board member
International program committee member
Publication translations (ELI 7 Things, etc.)
International support (e.g., AXIES)

EDUCAUSE

Discussion

Julie K. Little, Ed.D.
EDUCAUSE
jlittle@educause.edu