**Project Completed by:**

EDUCAUSE

The EDUCAUSE Top 10 IT Issues, Technologies, and Trends

February 12, 2019

1:00PM – 2:00PM Eastern

**EDUCAUSE**

**The EDUCAUSE Top 10 IT Issues, Technologies, and Trends**

**February 12, 2019**

>> Hi everyone. This is Susan Vice President of communities and research and I'd like to welcome to you EDUCAUSE Live!. This 2019 Top 10 IT Issues webinar is sponsored by Dell EMC, an EDUCAUSE Platinum Partner. Dell EMC, uses the Top 10 IT issues report to develop and deliver innovative technology solutions that help higher education institutions solve complex IT challenges and improve student outcomes. We're thrilled to have you all here today and I'd just like to orient you to the webinar environment. First we hope you'll join us in making this session interactive. It's great to see all the greetings in the chat window already but use that chat box on the left to submit questions share resources and simply make comments. And, at any time you can direct a private message to “Technical Help” by clicking in the top-right corner of the Chat Pod. A drop-down menu will appear where you can select “Start Chat With” and “Hosts.” The session recording and slides will be archived later today on the EDUCAUSE Live! Website. Our webinar today is “The EDUCAUSE 2019 Top 10 IT Issues, Technologies, and Trends.” EDUCAUSE releases its research-based, member-driven Top 10 IT Issues, Top 10 Strategic Technologies, and Trends Watch reports annually. Collectively, these resources help members plan for the year and describe technology’s impact and opportunities to institutional leaders. Four CIO panelists who helped identify the top 10 IT issues are here today to reflect on their meaning and uses. Just to let you know before I introduce them trance watch report which the Top 10 IT issues these resources help members plan for the year and describe technologies impact and opportunities to institutional leaders. You can look for those next month. We are delighted to be joined by; Mark Askren, Vice President for Information Technology at the University of Nebraska, Michael Berman, Chief Innovation Officer at California State University, Office of the Chancellor, Colleen Carmean, Associate Vice Chancellor of Academic Innovation at the University of Washington, Tacoma, And Christopher Gill, Chief Information Technology Officer at Drake University. Thank you all for joining us here today and with that, let's begin. First of all we're going to start with a poll so that we can keep you active and what we'd like to know for starters, what do you hope to get out of today's session? Do you want to learn what the Top 10 IT issues are and what they mean to your institution, or the difference use of the panel? I think you can pick all of them. You can also pick others. If you are here for another reason and if you are put that in the chat. We'll keep the poll open just for another moment. Right now, it's trending towards most people are saying they want to learn what the top ten mean to their institution and it's great that we've got our CEO panelists today that will be able to talk what they mean to their institution and help you think about how to apply it to your institution. Let's end the poll right now. And go a little bit further in the webinar. Sorry about that. The outline for today, I'd like to tell you what we're going to cover. We're going to start with just an introduction to the Top 10 IT issues and I'll be walking us through that and then we'll talk about the panelists about institutional differences because a secret about our Top 10 IT list is there's more than one. We'll close with advice from our panelists on how to use the top ten at your institution. Save your questions and feel free to put them in the chat window but at the end of the webinar we'll have a little Q&A so think about if you have any questions to ask of any of us on the webinar today or the group who is attending. Let's start with an introduction to the Top 10 IT issue. We have a panel of twenty-four leaders who are active in EDUCAUSE and half are CIO's and the other are institutional or IT senior leaders. They get together and talk about the most pressing IT related issues facing their institutions and in the summer they identify a list of issues for you the members to vote on. This year there were seventeen issues on the list and I'm going to show you. We've got more details but now you can see the headers. These were the seventeen that you all voted on and you picked the top ten. Here are the top ten that you picked. Here are the Top 10 IT issues and just to unpack them a little bit for you, two of the issues, privacy number three and integrative were new to the list for 2019. Embedding and aligning technology with the institutional operations and strategy was new and privacy was new for a lot of reasons but has special implications for colleges and Universities with GDPR and also concerned about slipping public confidence in higher education and at this time we really can't afford to lose the trust that would follow breeches of student of privacy. Three of the issues were similar or identical. In last year's top ten list student centers infusion number four and information security, number one, and remains in the top ten for the fourth year in a row and something to point out this year the panel modified that issue slightly. They added the word strategy to the title and that was to emphasize the non-tactical to the issue and security threats and challenges like last year but detects and responds to and prevents security threats and challenges. The panel is thinking carefully about these issues and what they mean this year and not just recycling the issues from previous years. Two issues, last year we only had one issue about cost and funding and that's been replaced by two issues, higher education affordability, number ten and number seven, sustainable funding. Last year higher education affordable was number six on the list and it combined both prioritization. Let's take another look at the top ten and see how they cluster into three themes and you can read about it in the article in EDUCAUSE review but I'll quickly walk you through them. First there's empowered students and we see that in the drive to improve student outcomes, institutional leaders are increasingly focused on individual students, on their life circumstances and their entire academic journey and leaders are relying on analytics and technology in order to make progress with student success, with retention, persistence and other student outcomes. Trusted data is second and this is half of the issues clustered under this theme which is unusual for our work and what we're finding here is that institutional leaders are working on collecting, securing, integrating, organizing and safeguarding data and also on preparing the institution to use data ethically and it's a big issue this year. Finally we have three issues under 21st Century business strategies and our thoughts about that is that people are today addressing funding challenges but preparing for tomorrow's more competitive ecosystem and as technology gets embedded into teaching and learning and research and business operations it also has to be embedded into the overall institution strategy and business model as well. We step back further from the three themes and we said, what does this list mean overall and here we were really informed by the interviews that we did with the panelists as we wrote article and all these issues are addressing the data challenges that are facing us in our institutions and it was sort of notable that in some ways this is higher education is like science in which we're addressing the smallest part, the smallest part of data that's critical so we can achieve our larger more broad mission and we're focusing on standardizing and safeguarding these bits of data to cluster them together and address our most pressing priority, student success. The 2019 issues into a student genome project and this year, after really a decade of preparing, colleges and Universities are standing on a threshold. We saw that threshold was similar to the one that science faced in the late 20th Century so twenty years ago scientists were eager to use sign to put genetic information to use and now increasing computational power have given us integrative tools and we have a growing belief in the value and power of data to understand root causes and improve advice, decisions and outcomes and eager to use student data to improve students is experiences and outcomes and use education affordable and sustainable but before we can really do that we're facing a daunting task. We have to understand the component parts of the data we want to use. We have to find the data, clean it, standardize it and safeguard it and find the right tools for these tasks. This is a challenge facing us today. Even though we've been paying attention and trying for almost a decade, in many ways we're still at the beginning of the data journey before we can apply it with any precision. Let's move on and let's start talking with the panelists and we'll start with talking about institutional differences. There's more than one top ten list. Here's the top ten list overall and just to remind you, there were seven more issues on the list and here's a description of the other issues. Different institutions really combine the seventeen issues to create their own top ten. We're going to ask you in a moment whether you think any of these issues would make your institutions top ten. I want you to think about that but I'll just talk with you about these other issues briefly. The most widespread addition to the institution list was number eleven, academic experience and that appeared on the subset list and we look at Carnegies classification and approach to technology adoption and non U.S. institutions. You can see academic experience is focusing on faculty and all their roles and higher education affordability which is issue number ten, that was the most common to disappear from sub lists falling out of eight lists top ten lists and the clearest panel for higher education affordable to omit was with institutional size. Higher ed affordability dropped off the list with more than eight thousand students. Only fewer than 2000 students and midsized -- sorry, eight thousand students, for only those was the Top 10 IT list the same at the overall top ten and then the final thing that we saw was that non U.S. institutions different from most institutions and three issues, three of the seven moved in changed leadership, academic experience and institutional innovation and they replaced data management and governance and again, take another look at these seven that didn't make the list and now let's look at the poll and ask you. Sorry about that. Which of these issues do you think might be on your institutions top ten list? Feel free to vote for these. Which really resonates with you? I'm delighted to see the diversity equity and occlusion and pretty neat and the most common one is IT staffing and I'll give you a moment to look at the list and see how others are voting. Great result. Interesting. Let's end the poll and let's talk with our panelists. We're going to talk a little bit about institutional differences and I've got different questions for different panelists. We'll start with Colleen and then I'll ask Chris a question and then I've got a question for mark and Michael and then I'll ask all the panelists a question but first start with Colleen. Colleen, institutional innovation made the top ten for public masters institution edging out data management, governance and affordability. What do you make of this difference, Colleen?

>> I'm going to put forward the idea that it's becoming increasingly important to focus on how we reinvent ourselves for the 21st Century if we are going to remain viable and educate the new population, the new students, the new workforce. It's not that the other issues have dropped but in some reasons they've become what an old boss of mine used to call the context versus the content and that if we focus on the content, which will drive us forward then we just do the context, the issues, the operational issues, the important issues that keep our students safe as what needs to be done as opposed to the new issues we need to focus on, to keep abreast of the 21st Century changes that we're seeing.

>> Thank you. That's a great take.

>> Let's move to Chris. Chris you are at Drake University with about five thousand students, what do you see that are special challenges at your institution that the 2019 top ten highlights and what issues were perhaps missing?

>> Susan, I think the place that I would start here is by saying that I think more and more what's happening is that across higher education, ITs challenges are one in the same as the Universities challenges and just to maybe highlight some things that apply I think to private regional sized institutions, competition is really becoming fierce. It's very aggressive. In Midwest and northeast in particular, in our environment we have to address the competition factor. Higher education is slow to change but the demand as Colleen points out, to innovate and rethink and re imagine ourselves is increasing and the expectation that we can move quickly and certainly growing and I have to say that I'm particularly intrigued by the re visualization of the top ten issues as this idea of the concept of the student genome project, that holistic reimagining of the way that we see ourselves, the way that we imagine what higher education does. Ultimately, our mission is focused on student preparation and in my opinion transformation. So, as we think about what that means for us, we also have to be thinking about what's coming next and from my perspective I would say that that idea of transformation is absolutely essential for us to be thinking about as we move forward.

>> That's great. Thank you, Chris. And EDUCAUSE is going to be focusing a lot on digital transformation in the coming months so stay tuned for that. Now a question for mark and then Michael. You have perspectives from the system offices of statewide public Universities, Nebraska and California. We found that institutional innovation was on the top ten of the largest institutions and IT staffing and organizational models made the top ten for public doctorals. Do these issues seem more important to you?

>> Thanks Susan. I think what we've seen with all these seventeen issues all extremely important and relevant and I know Chris has asked questions about IT accessibility which is perhaps an 18th issue which is part of those or should stand on its own, I think the question that Susan raised, from the larger institutions perspectives there's a couple of ways to look at this. One with IT staffing and organizational model /SKP-Z larger institutions have more decentralized IT staff and from the scale likely to have larger numbers within their central organizations and there's more choices there and there may be the need to change things and for the larger institutions that staffing organizational model comes up more. With institutional innovation, I don't know if I could say it's more important than higher education affordability because that is such a key issue but more of our focus, we could make a bigger impact on institutional impact than affordability which is very important but we have a smaller role to play there compares to innovation on a whole.

>> Higher education is always an issue in California and it has shifted here quite a bit in the last few years because the state economy has stabilized the funding for higher education. It's been relatively good. Of course, every institution would like more money but we've been able to have only one tuition increase in I believe six or seven years, and it's shifted because of the understanding that with the students that we have today, the cost of their education is only a piece of the puzzle. They need to live, they need to eat, they need to have a place to sleep and in California they need to have a car to get around and that dominates the cost of education and there's a lot of attention to student need on campus in California and we have so many students who have housing and food insecurity so what role does IT have to play in that? Maybe not a central role but many of many my colleagues have used IT role to address those issues and we are very concerned about. I want to focus on the IT staffing and organizational models. In California we're in a battle for IT talent. You can only imagine the campuses that are in the Bay Area, San Jose and San Francisco and Cal State east bay, how they struggle to get access to IT talent in an environment where many of our staff can walk out and double their salary by going across the street. That's a huge challenge for us. I would say that institutional innovation is definitely something we're very interested in in the Cal State because it is imperative to help students graduate more quickly and there's hay high percentage of students graduating. Tom Weber commented. I would encourage you to review what we wrote in the EDUCAUSE review. We addressed that issue and we as IT leaders need to be taking that approach and discuss why IT will be of help in reducing costs.

>> That's great. Now I have a question for all of you and before I ask it, I'll just suggest that any of you who wants to answer this can feel free to. Just break in and answer it and go for it. So just starting off, I mentioned that on of the ways in which we look at institutional differences and we kind of parched the different top ten list is we look at approach to technology adoption and we look at institutions that tend to be early adopters of technology relative to their peers, those that tend to adopt in the middle, kind of mainstream adopters and those who tend to adopt technology later than their peers. Institutions that self-identify, self-identification relative to their peers, service strategy and change leadership both made the top ten and they replaced data enabled institution and data management and governments. Data dominates the main top ten. What are we to make of this difference? Any thoughts? Anyone want to take that?

>> I'll jump in, Susan. It's an interesting point. I think from the late adopter viewpoint, perhaps the services aren't where you as an IT leader or member should be. You want to catch up and so that service strategy and then the change leadership in order to get you there, I think that would be particularly important if you feel that you are behind.

>> That's great. Any other thoughts that Michael, Colleen, Chris, anybody else want to take this?

>> This is Chris. What intrigues me about the data point that you referenced there is I'd like to know from the perspectives of those who recognize themselves both as late adopters and as seeing service strategy and change leadership as being the top ten, are they looking at change leadership as an institutional challenge or as an IT challenge? Tom Weber just posted a remark about leveraging IT for innovation and affordability. The question for me is, what are we in IT doing to empower that to happen? How are we demonstrating the ability to innovate? Even in an environment where leadership isn't as aggressively using IT as they could be, how are we demonstrating the ability to innovate and I think we have to put that question to ourselves all the time.

>> That's a great question, Chris. Maybe somebody who is in the audience will want to weigh in and see what they think. Thank you. Thank you. And then Michael --

>> I was going to amplify some of what mark and Chris said. Another way to look at this might be to consider the institution IT at different campuses and I think if you look at an institution that identities as a late adopter they may be looking at a less mature operation on their campus and service strategy and change leadership seem to be essential functions of a well operating organization. That's IT organizations that are evolving and being rebuilt, perhaps CIO's who have come into situations where IT was not functioning well and they are fixing it. You have to look internally and fix yourself before you can help the campus, specially the service strategy is somewhat in looking and if IT is not a trusted partner on campus because they are not getting the job done then it's hard to go out and be a leader in providing data to the campus. I'm guessing there may be correlation there and its ability to provide services.

>> So then maturity journey there's really few shortcuts, right? You do have to have those foundations of a service management and service strategy and those in place before you can really help to effectively innovate. That sounds like what I'm hearing from you.

>> That would be my take on it, yes.

>> Colleen, do you want to have the last word or should we move on?

>> Is there a last word or are we all on a light rail of trying to imagine how to balance priorities and be effective for the 21st Century learner. That's my last word.

>> That's beautiful. Thank you so much. Well, let's move on and talk about diversity, equity and inclusion. And I mentioned earlier when we were asking you to vote on which of the seven issues that didn't make the top ten might have made your institutions Top 10 IT issue. Overall, in the top ten poll that we did, the questionnaire that we did in September, that was the one issue that was left off every top ten list of the subgroups that we looked at. So I mentioned we looked at differences in Carnegie classes, institutional size, approach to technology adoption and non U.S. institutions. When we looked at those differences the highest rang that DEI achieved was fifteen and that was within bachelors colleges and private masters institutions and intuitions with fewer than 2000 students and of course, there's been a little conversation about IT accessibility and that is certainly related to DEI and IT accessibility did appear on the top ten list of community colleges, private masters and institutions with 2000 to three thousand nine hundred and 99 students. This is isn't a marginal issue by any means. We also have data from our 2019 trends research and we found that half of institutions, 50% reported that DEI is exerting a major influence on or already incorporated into their IT strategy. And another one third noted that DEI has at least a minor influence on their emerging IT strategy. And then also within one week of its release the EDUCAUSE CI owe commitment on diversity equity inclusion had been signed by more than three hundred CIO's and we'll talk about that a little bit more. Right now, let's move to our next poll let's ask you, how much influence does diversity, equity and inclusion have on your current or emerging IT strategy? [Reading options] You know, please let us know, that unfortunately incorporated, major influence, minor influence, tracking, none at all? It looks like more of you than any other one, about 40% are saying it's got a minor influence on your strategy and only less than 3% are reporting that it's fully incorporated. We do this. We're doing this question annually on the trends research so I certainly hope to see some advancement of this in the year to come. But now let's close the poll and let's start a conversation with our panelists and I've got a question for you all. And that is, let's start with Chris and then move to Michael and then Colleen and then mark. Chris, Michael, Colleen and mark. What do you make of the fact that DEI didn't make the top ten of any type of institution that EDUCAUSE tracts?

>> Well I guess there's an easy answer to that question and a more challenging one for all of us. On the one hand, the easy question is that as CIO's I think when we think about our top ten issues, this is not as technical or IT related an issue as DEI, as some of the other IT issues that did make the top of the list, security, analytics, those kinds of things. The more difficult answer or challenge I think we have to grapple with is I think on all of our campuses, our campus president's, our leadership would say that DEI is a critical part of our overall institutional strategy. The question is, how does that then manifest itself and move down through the organization to where those hiring decisions need to be made? You know, speaking for myself, I can tell you that at Drake we incorporated a fair number of strategies into our organizational management and hire erring process to open ourselves up and encourage inclusiveness but thinking ahead where does that go from there and how do we make that a longer term engagement that results in something? I think that's an issue we all as CIO's have to grapple with.

>> Thank you, Chris. Michael?

>> I have two comments. One is that I think and you have to temper this by considering I'm in California but my guess is it will be in the top ten next year because it's emerging as an every greater issue and the overall environment at least in the United States is greatly increasing comments, attention rather to this issue. And I know we're an international organization but based in the U.S.. I do think it's emerging and I think the reason it's emerging is one, overall it's becoming a greater issue in society for institutions but I think if we take a hard look at IT we see that some of the issues around hiring and representation are worse in IT than a lot of our departments on campus. It's easy to say, well, this is not really an IT issue. It's an institutional issue or perhaps we have an office of diversity and they are addressing the issue or some committee but I think if you look at the IT workforce and are honest about it in most parts of the country you have to be concerned that the IT staff do not represent the people on the campus, especially the student body and certainly in the California when we look at the majority of our students being women, coming from historically underrepresented groups, that's not the case for IT workforce though. I think that those of us in IT leadership have an obligation to take these issues seriously and I think that's why the CIO manifesto and I forget what we called it. I think that's why it struck such a cord and why so many people wanted to participate in it and I think there's going to be a lot more attention to these issues and I hope so. In my opinion we've always argued that IT is about people and these are people issues and we have an obligation to address them seriously and try to be part of the solution.

>> Well said. Well said. And I encourage you those of you who are on this webinar to look at EDUCAUSE research on the IT workforce and we have been focusing a lot on DEI in our current workforce research. And you are right, Michael, IT and higher ed has a little ways to go to become at all a reflection of the students and the faculty we serve. Colleen, what is your take on this? Why do you think that DEI didn't make any type of institutions top ten?

>> Well, the one piece of the puzzle I posted in the chat line that the issue, the topic is so large, so great with so many pieces, it's hard to get our heads around it. I'm excited that so many CIO's signed the CIO commitment on diversity but I think that unless we dig down into real deliverables it's just a statement. As Michael said, how do we take these pieces apart and acknowledge that I think we're doing a fantastic job on technical accessibility issues now. We've dug in on that and made our increasingly technical online presence for students more accessible but in terms of IT organizations themselves, certainly as a woman I can talk about the frustrations of culture, of representation and I can look at my own institution and say that as long as we're doing something really wrong and only 14% of our IT majors are women, it's going to be very hard to diversify the IT workforce. I think the entire institution has to start thinking about representation across all departments, all pieces of the puzzle but certainly at a cultural level things have to change, and I think the only reason this issue has not risen much higher in the top ten list is that it's so big and the only way that we're going to attack it is to start taking it apart.

>> Thank you. And mark, what are your thoughts about this?

>> It's such an interesting important issue. I think my three colleagues have spoken and we've gotten insight from what they said. They are the easier part of this and I agree with Michael that I think this will be in the top ten overall next year. The fact that we are collectively asking the question about why isn't it there already is a positive step at the same time. It's not something I feel good about as far as I feel in my own thinking perhaps as important it is to us here at Nebraska that I have perhaps fallen into that thinking about what's the IT part of this IT top ten and that this is something that we're doing and we care about and that it wasn't top of mine but it needs to be top of mine. I've seen in my career that we've actually gone backwards in terms of gender as higher ed industry and I didn't have a sense that we were ever doing well with equity and diverse and to your point earlier, I think affecting our student body or population changes. I'm encouraged by the conversation and by the heartfelt comments and including those online here and I think better days are to come. This is a hard issues. We've got pipeline issues but we have many things that we can do every day, each of us and we need to get better at this and this maybe a good segue into the next slide, Susan. If that works on your end.

>> Yes. Absolutely.

>> I'd like to speak for just a minute about the CIO commitment that's been referenced by several people so far and so for those of you that aren't familiar, this as outlined here in the URL, I believe, online in the chat window and we have had over three hundred people sign already and this is a major step forward and I'd like to talk about how we got here. EDUCAUSE and president CEO John O'Brien and Susan and all the members of the senior leadership team they take this to heart in EDUCAUSE and we can be proud of that and John formed diversity equity and task force in 2018 and that group spent most of the year talking about well what can we do within the EDUCAUSE community and what tools can we take away from that and we start thinking about how do we make an impact and ray, Vice President for technology and CIO, Texas women's diversity and she is on the EDUCAUSE board now and one of our leaders, she mentioned in the group, what about creating a commitment statement and to those that could and felt committed to it or felt that they felt this passion could literally say I as CIO my institution we're going to make a difference here. Ray went through a process of how do we create this and it's not easy to make a change and this is bold and I think that this is something that our community can feel positive about. It's a step and personal commitment and this is a sign. We're asking, why isn't this in the top ten? The fact that it's in the top seventeen, perhaps that's new, I don't recall but that is rising, it's in our awareness and I think that's a really positive step.

>> That's great. Thank you, mark. And I'll just read the six commitments from the statement. And while I do that, I encourage you, those of you who are CIO's, those that are not among the four hundred CIO's who signed this, please do consider signing it and those who are not CIO's please bring this to the awareness of your CIO's. The six commitments are as a CIO I resolve to take the following actions to support inclusion for the benefit of the technology profession in my institution and generally. One, raise my personal awareness about challenges and opportunities. I'm paraphrasing these. Two, work to increase opportunities, three, work with EDUCAUSE and other professional organizations to encourage efforts to make transparent and publish workforce data. Four, become aware of institutional trends and work towards creating a regional or institutional technology workforce and keep up with them. Five, partner with institutional colleagues to create an advanced program that aim to expand opportunities and eliminate barriers and six advocate and help develop appropriate DEI resources and tools and meant or colleagues and contribute to the DEI efforts and what I love about this statement and I can say this because I wasn't involved in its creation, just how wonderfully concrete the commitments are. I encourage you to take a look and consider joining this list. Then let's move to the last part of our top ten conversations today and we'll have a couple minutes at the end for Q&A. In this one, I'd like to ask our panelists their advice for how to use the top ten at their institution and we're going to give you, our participants the final poll. How do you plan to use the 2019 top ten issues on your campus? Are you going to incorporate it into your strategic planning process? Do you plan to share and discuss it within the IT? Share it beyond IT? Use it for your only personal development or if you have another use please do specify it in the chat. It looks like the greatest percentage of you is talking about sharing and discussing it within the IT organization. And I do encourage you to think about sharing and discussing it with colleagues beyond IT as well. And to really consider all of these uses. Now let's end the poll and let's talk with our panelists one last time before the Q&A. I've got a couple of questions for the panelists and we're going to start off by talking with Colleen and then Chris and then mark and then Michael. And starting with you, Colleen, how do you plan to use the top ten list on your campus?

>> Well I think it's very helpful to have an awareness based around consensus and to have such an important understanding of trend and of problems and focus that we all share makes it clearer to me in some ways how to prioritize, strategize and inform my campus and inform the institution of the issues that we see as most important. So it doesn't just come from me or my colleagues anymore, it comes from the entire IT community. And that is really helpful in my thinking.

>> Great. Thank you. And Michael.

>> I'm sorry. I thought I was last on the list.

>> You might have been last. I probably got it wrong.

>> Not a problem. I was just going to say that it was interesting to me that most or the majority of respondents didn't mention it as part of strategic planning and that may be because you are not doing strategic planning or not doing it right now but I would certainly encourage every organization, when they do it it's an inward and outward focus and one of the questions to always ask, if there's an issue on that list and you are not addressing it, why is that? Because you've already dealt with it? Is it because it's not an issue for your campus or is it something you missed and I would encourage every organization that's doing strategic planning to use it as one of the many inputs that you would want to use to get outside validation or challenge to the ideas about what you've decided is important on your campus. We're looking at revising a strategic plan for IT for the issue in the coming year and I certainly expect to be using that as one of the many inputs into that process to drive discussion and to ask ourselves which of these issues matter to us.

>> Great. And I've completely ruined the order. I'll get us back on track. Mark, how do you plan to use the top ten list on your campus.

>> The thing I would add beyond what has been mentioned is I think it's helpful to share with the people you work for and I think there was a conversation briefly earlier in the chat window about we're not just a cost center and we shouldn't view it that way. Well, that's up to us to message on that and to lead and tell our story and tell how we can connect to the institutions most important aspirations and I use this to explain, yes we're doing all the regular things, the services we run every day but we're interested in these things and some are IT specific and some go much more broadly to the institutions so I think there's a lot of power there.

>> That's great. And Chris. How would you use the strengths?

>> I think there's a couple of things that I would add to what's already been said and the first one is that one of the things about the top ten list is it's a review of the landscape. It gives us a chance to maybe take a step back and say, are we thinking about everything that's really big and I think for the most part the answer to that is yes, we do. But here we have a piece of content that EDUCAUSE has spent a great deal of time and effort, first of all, developing the research on, analyzing, constructing, refining, synthesizing into something and if you spend time in the document actually reading it, there's a great deal of practical sound advice for those of us who are practitioners, either new or those who have been around for a while to actually come away with things that maybe make us think, you know, I haven't thought about that. I think that's something that I need to work on. The other thing that I'll add and I mentioned this earlier, I think that this construction this year of the top ten list is something new. The student genome project is a great way for us to reframe what we do in IT in a context that's going to resonate with top level administrators and faculty. Just like everyone else on campus, IT is here for student success. And here is how we're thinking about how we can contribute to student success. So, reimagining how our issues are affecting the campus with EDUCAUSE's help, I think it's something that should be considered an extraordinary value and making sure IT delivers on its promise and helping the institution deliver on its promise.

>> Let's start with Chris and then Colleen and Michael and mark. Chris, starting with you, has your experience severing on the IT issues panel changed the way you'll use the list?

>> Yes absolutely. You know, from two perspectives and one is I always for the entire time I've been involved in IT leadership, I have gained a great deal of value and maybe more importantly appreciation for the professionals around the country and even around the world that are doing this job and doing such a great job. It's a privilege for me to get to work with mark and Michael and Colleen and all of the others who participated in this project this year. So, it reminded me again about this wonderful community that is EDUCAUSE and that we all share and made me appreciate again what a great service this is to us as practitioners. The other thing is, having spent time on this and really dived in deeply and really spending time thinking about how EDUCAUSE has put this together has made me realize how much value there is in taking the time to read the document, absorb it, contemplate it and then use it to drive my organization forward. For sure, one way that I will do this, that I'll change the way that I use this in the future is I'll spend more time with it and spend more time going deeply into it.

>> Thank you. Colleen, has your experience servicing on the IT issues panel changed the way you'll use the list?

>> Absolutely. I would second Chris's statement about the value I saw in the raw ideas being developed and sort of shredded into something as lovely as a focus on the student genome project. And with that, I will take the deep consensus that came out of that and use it both operationally and strategically with what I've learned to re imagine some of the projects we do and how we do them.

>> Great. Thank you. Michael, what about you and you could actually answer this question now. What about you?

>> I would say, yes, everything Colleen and Chris said.

>> Okay. And mark, has your experience severing changed the way you'll use the list?

>> I would just add that what's interesting to me is the different types of institutions. IT is IT. We're all in this together and there are differences that matter and there are focal points for different size and different mission type Universities and colleges where I can learn. There's things on those lists and specific areas as it breaks down into these other lists. There's things that I never would have thought of.

>> Thank you. Thank you. We've got like about two minutes for questions before we close this webinar. We did have a question about accessibility and IT accessibility, and posted earlier in the chat room, somebody had put that institutional support for accessibility technologies was number six in our top ten strategic technology and you'll be able to take a look. I think we've got that posted already. Does anybody else have any additional questions that they would like to put in chat? Well wonderful. I think that we'll move on and we'll close. On behalf of EDUCAUSE and our speakers this is Susan and I want to thank all of you for joining us today and engaging session and a great conversation. Before you sign off please do click on the session evaluation link in the bottom left-hand corner of your screen. Your comments are important to us. As I mentioned at the beginning the session recording and presentation slides will be posted to the EDUCAUSE website. Feel free to share it with your colleagues and preview of our next online event encore taking place on march 5th and six from noon to 5 p.m. Eastern and DEI program is directed towards what we're passionate about, student success and the meeting takes place next week and will re price this year's most popular and informative session and the online event has over fifty presenters, and stay for it all. Or come in and out as your schedule suits you and for those of you who are coming to the ELI Annual Meeting next week, I look forward to seeing you and six hundred and seventy of our other colleagues in Anaheim. Thank you so much. Thanks for joining us today for EDUCAUSE Live!.

**End of Webinar**