Agenda and Learning Outcomes

<table>
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<th>MAP</th>
<th>EXAMINE</th>
<th>EXPLORE</th>
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<td>What is the new terrain of IT concerns in a post-pandemic age?</td>
<td>How do new solutions in Communications, Analytics, and AI help engage and empower students?</td>
<td>How have certain colleges and universities used new technology to mitigate these concerns?</td>
<td>How can these same solutions help institutions weather issues of post-pandemic institutional stability?</td>
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Technology is a Metaphor for Change

“Universities won’t survive… higher education is in deep crisis. Already we are beginning to deliver more lectures and off-campus courses via satellite or two-way video at a fraction of the cost [of traditional courses]. The college campus won’t survive as a residential institution. Today’s [college] buildings are hopeless, unsuited, and totally unneeded.”

- Peter Drucker

Forbes Magazine, 1997
DRUCKER: Technology will doom part of higher education as we know it.

COVID: Technology helped to save higher education from its most significant challenge in decades.

Covid Has Been The Wrecking Ball for Digital Transformation

- Work from home
- Retail and Online Shopping
- Health Care
- K-12 and Higher Education
Agility and Flexibility Were Essential Over the Past 18 Months

**Rebuilding the flying academic airplane**
- Covid overwhelmed the instructional infrastructure
- Transition to “remote learning”
- Digital content vs. digital access
- Online engagement and learning outcomes
- Support services for students and faculty
- Online assessment

Overall, most campuses survived and generally passed multiple tests.

What’s Possible – and What’s Viable?
**Post Covid, attention must (still) be paid.**
- Instructional strategy and support
- Operational strategy (including analytics)
- Enrollment strategy
- Financial strategy
- Public messaging
What Have We Learned?

► About student expectations and experiences
► About faculty resources and requirements
► About IT infrastructure, services, and support
► About using data and analytics for planning and decision-making
► About “Covid fatigue” and efforts to move forward

Today’s Higher Ed Landscape: Data and Analytics

56% of higher education leaders said they only have access to “some of the data” they needed

43% of higher education leaders said they do not have analytics tool or platform that would enable data-based decision making

Just 22% of CIOs view their institution’s investment in analytics as “very effective” (The 2019 Campus Computing Survey)

Only 23% of CAOs rate their institution as “very effective” in “using data to aid and inform campus decision-making.” (Inside Higher Ed 2020 CAO Survey)
Communications

78% of agree that their institution would benefit from a tool that enables seamless campus-wide communications through a single platform

Major institutional issues include siloed communications, lack of an integrated communications strategy, poor interdepartmental collaboration and visibility, lack of consistent messaging, lack of integration/interoperability between systems

Major student issues included having to speak to multiple people and repeat information, too many communications, lack of consistent messaging causing confusion, disjointed approach, too many systems, platforms or channels

Mid-Plains Community College Implements Communications

- Define a communications strategy to grow enrollment, retain students, improve advancement outcomes
- Unified 7 campuses and 36 partner high schools
- Tailored, targeted, and automated workflows driven by data

Analytics

- Appeared on Gartner’s latest Hype Cycle as a highly beneficial technology for Higher Education
- Data as a Service emerging to address skill gaps
- Serves the whole institution from program insights, to retention models, financial health, and more

Source: https://jenzabar.com/resource/industry-insights/hype-cycle-for-higher-education
Grove City College Implements Program Insights

► Leverage data more efficiently to drive institutional mission
► Improve insight into academic programs by using real data instead of assumptions
► Determine opportunistic areas of investment regarding academic portfolio
► Strengthen data integrity and accuracy across campus through a unified, integrated platform

Artificial Intelligence “AI”

Among the most potentially transformational in Gartner’s latest Hype Cycle

“Intelligent insights” and “Intelligent automation” use cases

Chatbots are the most-widely adopted example across sectors, including higher education
Northeast Texas Community College Implements Chatbot

► Always-on student experience, cost-effective, great ROI, easy to implement
► Serviced the entire campus: IT and multifactor resets, admissions, financial aid
► Over 4000 questions asked equaling 350 hours/9 weeks of human time saving over $15K during beta

Guidelines for Machiavellian Change Agents

► Concentrate your efforts
► Pick issues carefully; know when to fight
► Know the history
► Build coalitions
► Set modest – and realistic – goals
► Leverage the value of data
► Anticipate personnel turnover
► Set deadlines for decisions
► Nothing is static – anticipate change

Source: J. Victor Baldridge, Rules for a Machiavellian Change Agent, 1983
Questions?

Resources for Communications


Resources for Analytics


Resources for AI

- [https://jenzabar.com/resource/industry-insights-hype-cycle-for-higher-education](https://jenzabar.com/resource/industry-insights-hype-cycle-for-higher-education)