Trust through Transparency: Communicating the Value of IT

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Trust through Transparency: Communicating the Value of IT

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Top 10 IT Issues, 2016: Divest, Reinvest, and Differentiate

In 2016, higher education IT organizations are divesting themselves of technologies that can be sourced elsewhere and of practices that have become inefficient and are reinvesting to develop the necessary capabilities and resources to use information technology to achieve competitive institutional differentiation in student success, affordability, and teaching and research excellence.

http://er.educause.edu/articles/2016/1/top-10-it-issues-2016
Top 10 IT Issues, 2016: Divest, Reinvest, and Differentiate

In 2016, higher education IT organizations face diverse challenges that require strategic thinking and action. In order to remain competitive, institutions must focus on developing the necessary capabilities and resources to use information technology to achieve student success and research excellence.

1. Information Security
2. Optimizing Educational Technology
3. Student Success Technologies
4. IT Workforce Hiring and Retention
5. Institutional Data Management
6. IT Funding Models
7. BI and Analytics
8. Enterprise Application Integrations
9. IT organizational Development
10. E-Learning and Online Education

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Top 10 Issues & Trends Impacting Higher Education in 2016

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Dr. John Ebersole
President of Excelsior College

Top 10 Issues & Trends Impacting Higher Education in 2016

1. Presidential Politics
2. HEA reauthorization
3. Quality assurance
4. Online Education
5. Competency-Based Education
6. Employer-College partnerships
7. Cybersecurity
8. Price stabilization
9. New models of learning
10. New “judges”
Top Public Policy Issues for Higher Education: 2015-2016

This is the 13th paper in AGB’s series summarizing federal and state public policy issues affecting higher education. Governing boards, institutional and university-system leaders, and senior staffs will find it useful for board discussions and retreats and in formulating institutional responses to these issues.

The 2015-2016 edition reflects what we believe is a new relationship between institutions of higher learning and the public. There have been calls for enhanced accountability, accessibility, and transparency, and a growing propensity among policymakers to engage more actively in more dimensions of higher education. Given these trends, it has never been more imperative for board members to understand some of the key specifics of the policy landscape and their potential impact on the institutions they serve.

The top issues identified for the 2015-2016 biennium are:

- Financial Challenges and Constraints
- College Access and Affordability
- College Completion
- Institutional Performance Metrics
- Sexual Assault
- Increased Scrutiny of Collegiate Athletics
- Affirmative Action
- Data Privacy
- Change in the Regulatory Landscape


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Top Public Policy Issues for Higher Education: 2015-2016

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The 2015-16 biennium is one of great change and uncertainty for institutions of higher learning and the public. There have been calls for enhanced accountability, transparency, and transparency, and growing salariness among policymakers to engage more actively in more dimensions of higher education. Given the complexity and interconnection of policy issues, it is imperative for board members to understand some of the key specifics of the policy landscape and their potential impact.

The top public policy issues for the 2015-2016 biennium are:
1. Financial challenges and constraints
2. College access and affordability
3. College completion
4. Institutional performance metrics
5. Sexual assault
6. Increase scrutiny of college athletics
7. Affirmative action
8. Data privacy
9. Change in regulatory landscape


#EDU16
How?
How?
How?
Tools for Better Decision Making

Campus leaders use EDUCAUSE assessment and benchmarking services to plan for and manage IT service delivery, financials, security and risk, technology-supported learning, and digital initiatives.

EDUCAUSE Services

- **Assessment**
  - Learning Space Rating System: Measure how classroom design supports and enables active learning
  - Information Security Program Assessment Tool: Evaluate the maturity of your information security program
  - IT Risk Register: Identify common risks to support your strategic IT risk-management program

- **Benchmarking**
  - Technology Research in the Academic Community: Track student and faculty technology needs and experiences
  - Core Data Service: Compare peer and aspirant data for IT financials, staffing, and services
  - Benchmarking Service: Measure technical and cultural capability for digital initiatives like student success
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EDUCAUSE SERVICES

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BENCHMARKING

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Track student and faculty technology needs and experiences

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Benchmarking Service
Measure technical and cultural capability for digital initiatives like student success

Participate in CDS 2016 by November 4!
www.educause.edu/coredata
benchmarking@educause.edu
Bryan Best

Assistant director of instructional technology
  - LMS admin
  - Faculty trainer

University of La Verne
  - Established in 1891
  - 4 colleges, 10 campuses

What is your focus on data use?
  - Teacher training and learning space development

#EDU16
Cara Giacomini

Senior Research Scientist
- Measuring Customer Experience for central IT

University of Washington
- 45,870 students, 530 degree options
- Three campuses; four hospitals
- $1.3 billion in federal research awards

How we use CDS
- Tell our own story (focus on improving and defining our data)
- Identify our technology peers (looking beyond official peer lists)
- Highlight impact of major initiatives

#EDU16
Matt Riley
CIO at Montana’s flagship campus, Missoula, MT

University of Montana
- 14,000 Students
- Public doctoral comprehensive research
- $80M in research and broad academic programs

CDS Use Highlights
- Dedicated to contributing all of our UM data
  - I actually contribute the data myself
- Use the data to help communicate IT value
- Focus in IT spend / comparisons
- CDS identifies and adds credibility around key metrics for IT
- Uses to generate interest, refine when interest has been identified
Kirk Kelly
CIO @ Top Urban Serving University, Portland, OR

Portland State University
- 28,000 Students
- public doctoral comprehensive research
- $60M in research and broad academic programs

CDS Use Highlights
- Dedicated to contributing all of our PSU data
- Use benchmarking data to communicate value
- IT spend and how that compare to others
- Identifies and pulls out key metrics for IT
- Data helps to tell a story and help me be an advocate for IT
Your poll will show here

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or
Open poll in your web browser
Q&A with panel

- Why is telling the story of the value of IT so critical to your success?
- What do you do with your 5 minutes of fame?
- What components do you need to make a compelling case?
- How have you exhibited making progress?
- What cautions do you have in using data to tell a story?
- How do you show (not tell) IT’s value through service management, process, and governance?
Why is telling the story of the value of IT so critical to your success?

• Trust
• Resources
• Buy-in
What do you do with your five minutes of fame?

- We get limited time at the leadership table
  - Really, a 4% slice of time (do your CDS homework) is all we deserve

- What is important at your institution?
  - What story do we tell with the time we have?

- CDS offers many avenues to aid communication
  - Our IT spend vs peers
  - Scope of IT
  - OTHERS?
  - Organization of IT/Size
  - Technology being used
What components do you need to make a compelling case?

• Service
• Strategy
• Compliance
• Utility
• Data
• Alignment with institutional mission
How have you exhibited making progress?

- Make sure IT isn’t a black box
- Show the value into the project portfolio
- Elevate data
  - Virginia Commonwealth University
  - University of LaVerne
  - University of Washington
  - Clackamas Community College
What cautions do you have in using data to tell a story?

• Be careful with data
• Select peer groups carefully
• Look beyond the raw numbers
• Know your audience
• Take time to do this correctly
How do you show (not tell) IT’s value through service management, process, and governance?

• Starts with culture within IT - your reputation precedes you
• Good processes
• Quality services
Help Us Improve and Grow

Thank you for participating in today’s session.

We’re very interested in your feedback. Please take a minute to fill out the session evaluation found within the conference mobile app, or the online agenda.