EDUCAUSE on Campus

What is EDUCAUSE on Campus? Using EDUCAUSE resources—video, readings, and discussion guides—you can create programs and completely design local professional development events. Combined with the EDUCAUSE Event Planning Kit, containing resources to plan your meeting and facilitate discussions, you can bring innovative ideas and thought leadership from across higher ed IT to your faculty and staff in an easy, cost-effective fashion. This document will take you through the basic steps to prepare and customize the content for your program.

**Step One: Decide Purpose and Length of Event**

The first question to ask yourself or your event team is, What is the purpose of this program? Is it to get a diverse group together to build a team while learning more about a specific topic? Do you plan to develop a more intense, assignment-driven experience on a highly focused topic for your attendees? Or do you want a fun, full-of-activity escape from daily work where you can learn more about a broad topic? Knowing the demographic of the people you are working with will be crucial here. That will influence your determination of what you intend to accomplish with your program. Once you have that question answered, you can move on to the next step.

**Step Two: Develop Your Curriculum on Your Program’s Topic or Theme**

The next step is to consider your theme and curriculum. What is the main thrust of this experience? What is the primary goal you want all your participants to meet? How would you define success, in terms of what your people walk away with? Once you figure out the main theme and these learning objectives, you can use the content on the following pages to create a highly customized curriculum for your program.

As you assemble your program using the suggested content on the following pages, be sure to search for more current content on the EDUCAUSE website as resources, articles, podcasts, webcasts, and other valuable content is added every day.

**Step Three: Plan the Logistics and Host Your Program**

Using the two-part EDUCAUSE Event Planning Kit, plan the logistical details for your site and prepare to facilitate the group learning experience on the day of your program. The kit provides easy-to-use promotional tools to help you create awareness and encourage participation. You will also find tips and strategies to continue the conversation about the event’s topic or theme.

So, take a look at the content and activities we have assembled on the following pages. With a little bit of planning you will be able to leverage the best thinking in higher ed IT to put together a great professional development activity right on your campus.
Sourcing the Enterprise: Cloud Computing

Program Overview

As higher education faces mounting budget restrictions and sustainability challenges, campuses are beginning to turn to cloud computing to help relieve those pressures. But what, exactly, is it?

Although distinct definitions of "cloud computing" abound, the concept fundamentally involves delivering technology resources to users over the Internet. With cloud computing, the operation of services moves “above the campus,” and an institution saves the up-front costs of building technology systems and instead pays only for the services that are used. As capacity needs rise and fall, and as new applications and services become available, institutions can meet the needs of their constituents quickly and cost-effectively.

In some cases, a large university might become a provider of cloud services. More often, individual campuses will obtain services from the cloud. The trend toward greater use of mobile devices also supports cloud computing because it provides access to applications, storage, and other resources to users from nearly any device. While cost savings and flexibility are benefits to the use of cloud computing, the downside of such service adoption could include possible risks to privacy and security. But ultimately cloud computing could provide a means to stretch limited resources and make them more useful, to more people, more of the time.

Using this program, participants will dig deeper into the concept of cloud computing, taking time to review case studies involving campus services and asking critical questions about their own institution's readiness and willingness to take services into the cloud.

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1. Pre-Event Activities

1.1. Pre-Event Homework

To provide attendees with background in the topic, consider suggesting the following resources as pre-event homework:

- **EDUCAUSE, 7 Things You Should Know About Cloud Computing**, 2009
  This one-page overview of cloud computing is a good starting point to define the topic and to discuss its significance and implications for higher education. It defines cloud computing as the delivery of scalable IT resources over the Internet, as opposed to hosting and operating those resources locally, such as on a college or university network. Operating in a cloud environment requires IT leaders and staff to develop different skills, such as managing contracts, overseeing integration between in-house and outsourced services, and mastering a different model of IT budgets.


  Based on recent research from industry and higher ed leaders as well as the EDUCAUSE Center for Applied Research, this document summarizes insights, provides a framework for thinking about cloud computing in academia, and notes potential roles for public and private clouds in higher education. The article defines cloud computing as “a style of computing where massively scalable IT-enabled capabilities are delivered as a service to eternal customers using Internet technologies.”

1.2. Pre-Event Conversation Starters

To help participants begin connecting around key ideas before the session begins, consider posing the following questions for discussion. Discussion might occur on a discussion board, across e-mail, or in a face-to-face meeting during the program.

1. What is cloud computing? Is cloud computing just another term for outsourcing?
2. What are the risks and benefits of moving enterprise services into the cloud?
3. What campus services are cloud-based now?
4. What enterprise services currently hosted on campus could be moved into the cloud?
5. When should internal clouds be considered?
6. What opportunities exist for consolidating services and elevating those services to the enterprise level through cloud computing solutions?
7. What institutions are leaders in this area, and what lessons have they learned?

2. Opening Session

EDUCAUSE Live!, November 2009
This recorded presentation gives a chin-up view of the co-evolution of higher education and the Internet in the age of cloud computing and explores the issues and roles of place and expertise in a world of abundant information and changing academic expectations. It includes responses to audience questions.
2.1. Additional Session Suggestions

- James Dolgonas, David Ernst, Theresa Rowe, and John Suess, “Cloud Computing: Services, Economies, and Impacts”
  EDUCAUSE 2009 Featured Session
  In this video archive, campus CIOs talk about the differences between cloud computing and outsourcing/software as a service. They make compelling cases for the use of cloud computing and discuss the opportunities for institutional collaboration and scaling of infrastructures. Included are things that will be impacted by the cloud and things we need to be thinking about now and in the future as we make decisions about service provision.

- Michael Dieckmann and Melissa Woo, “Cloud Computing: Hype or Hope?”
  EDUCAUSE 2009 Featured Session
  This recorded session provides an overview of the pros and cons of cloud computing. It is framed to talk about the paradigm of public (commercial) cloud computing, rather than simply outsourcing, and the two aspects of use of the cloud driven both by the institution and our faculty and students.

- EDUCAUSE Live! Spotlight Series on Cloud Computing includes several topical presentations from 2010:
  - John King, “Clearing the Air on Cloud Computing”
    March 2010
    In this recorded session, EDUCAUSE Live! host Steve Worona is joined by John King to discuss cloud computing. Gartner says the hype cycle on cloud computing is at its peak, with a long slide into the “trough of disappointment” about to begin. Why is higher education still so excited about cloud computing? This is a sober look at a complicated subject.
  - Ted Fines and David W. Sisk, “A Community Discussion of Google Apps”
    April 2010
    The Google Apps hosted e-mail solution continues to draw a great deal of interest from higher-education institutions. Ted Fines and David Sisk focus on the Macalester College experience with Google over the past two years of integrating, maintaining, and supporting Google Apps for their user community, with some analysis of why there is such high interest in Google's hosted solution.
  - Shelton Waggener, “Heading for the Clouds? Build Your Own First!”
    May 2010
    Cloud computing offers a new and powerful approach to agility and efficiency for enterprise IT, but the first step into the clouds can be risky and hard to manage. This presentation explains the internal private-cloud concept and explores how it helps bridge the gap between traditional monolithic system design and cloud-based services.

3. Synthesize for Action/Session Activities

After participating in the sessions, enhance the discussion with additional information and activities that will prepare attendees to take action. Keep in mind the learning objectives and goals that were set while defining your program.

3.1. Case Studies

As you create the remainder of your program, we recommend the following case studies to generate discussion. You might ask participants to read them in advance and summarize them on site or read them during the session. Facilitators might highlight key points from the case studies in a PowerPoint presentation or ask participants to do so.
• **“Outsourcing E-Mail and Other Commodity Services”**
  This case study is an *EDUCAUSE Live!* event recorded on June 19, 2007. This one-hour presentation moderated by Steve Worona explores the topic of campus e-mail in the cloud. The original audio and PowerPoint slides are provided. Although the specific Google information is dated, this presentation provides insight into the Google philosophy and general background on Google Apps. Of particular interest is the concept of moving campus IT operations from concentrating on “contextual services” toward “core services.” This could be used to kick off a discussion regarding what is core versus context in your organization. Unless you are specifically interested in Google Apps service, it is recommend you skip the lengthy Q&A with Google and move to the second half of the presentation, which provides background on the Northwestern process and experience in moving to a cloud based e-mail service.

• **“VCL: Cloud Computing for the Academic Institution”**
  This case study is an *EDUCAUSE Live!* event recorded on July 29, 2009. This one-hour presentation, moderated by Steve Worona, explores the topic of virtual computer labs. The original audio and PowerPoint slides are provided. The North Carolina State University deployment of the Virtual Computer Lab (VCL) provides an interesting kickoff to many possible discussions.

After reviewing the case studies, ask your participants to consider the following:

- What are prime candidates for outsourcing to the cloud at your institution?
- What are the drivers on your campus that may move you toward cloud-based services?
- What might this conversation look like on your campus?
- Who are the stakeholders?
- Does a virtual computer lab fit into your definition of cloud computing?
- Should computer labs be removed?
- Is it possible to deliver all of the computer lab software virtually?
- Can a virtual computer lab save money?

### 4. Customize Your Event with Additional Content and Activities

In addition to content provided by EDUCAUSE, we encourage each institution to consider ways to bring local voices into the conversation, allowing for networking among participants and interaction with the local community.

Consider:

- **Problem-Solving Workshops:** Create scenarios for individual discussion teams related to cloud computing. Individual scenarios might focus on a specific type of service or a problem that participants have faced on campus. (You could solicit potential topics from participants in advance.) Organize the group around each scenario and challenge them to read the problem, discuss, and prepare a brief presentation based on their collective ideas for a response. Present each group’s findings in a report out at the end of the session.

- **Discussion Sessions:** At the start of the session or before, ask participants to share their concerns related to cloud computing, perhaps posing the question in a poll before the event or on a whiteboard or flipchart throughout the program. Leave time in your day for participants to break into smaller groups around the big issues for informal discussion. To aid the process, consider assigning discussion facilitators who are trained to get the conversation moving and to capture key ideas. Plan time for a report out from all the groups involved.
• **A Brainstorming Carousel:** Carousels are a high-energy activity designed to generate content and build collective ideas. Consider these three questions or create your own:

1. What are the potential benefits to utilizing cloud computing services on campus?
2. What are the potential risks to cloud computing?
3. What areas are most logical for cloud computing services?

Create three distinct areas in the room, one for each question, and ask participants to migrate to an area. For five minutes, ask them to react to the questions on a flipchart. When their time is up, ask the group to migrate to the next station and to spend five minutes building on the previous group’s responses. After another rotation, each group should have responded to each question. At the end of the session, ask each group to share big ideas from their last station, incorporating their comments with those of the group before.

5. **After the Event**

This event should just be the start of conversations with your faculty and staff about the role of computer labs on your campus. Consider using your local event as a jump start to continued professional development. Post-session events might include:

• **Problem-Solving Lunches:** Build on the community formed during your event during a series of solution-seeking brown-bag lunches. Ask faculty and staff to bring their frustrations and concerns to the group during a series of “problem-solving lunches” where they seek feedback from colleagues. Or, pose a challenge to the group each week and ask them to collaborate on potential solutions or ideas moving forward.

• **New Ideas Lightning Round:** Consider using a lightning round to highlight new initiatives or projects started after the event ends. A lightning round is delivery of a series of short (~five minute) presentations on related topics in a single session. After the session, leave time for informal interaction between attendees and speakers.

• **Virtual Community:** Use the event—and the interest generated in the topic—to build a virtual community of practice around enterprise services. Learning management systems, social networking tools like Ning, and community wikis can provide the tools necessary for colleagues to share resources, plan events, and continue conversations.

6. **Additional Resources**

• [EDUCAUSE Cloud Computing Resource Page](https://www.educause.edu)

From Cloud Computing 101 overviews to the latest advice on contracting, find what you need to know about cloud computing at your college or university.