



Education Strategy Forum

26th & 27th Feb 2019

Research Report

Total Delegate Group: **308**



This report is based on survey findings of the delegates for the Education Strategy Forum on the 26th and 27th February 2019, comprising of 308 Vice Chancellors, Directors and Heads of Department from UK Higher Education.

To deepen our insights, we interviewed the highest decision makers in face-to-face and telephone interviews to discuss trends and issues being tackled by university leaders.

17

Vice-Chancellors
(plus Deputy/Pro-
VCs) & C-Suite

118

Directors

113

Heads of
Department

31

Management

29

Other



MAIN FINDINGS OF THE REPORT



ENHANCING STUDENT EXPERIENCE

Applicant journey and student experience solutions was flagged as the top transformational initiative by the group.



THE STUDENT JOURNEY

The initiative in most need of improvement concerned visibility of the student journey.



IMPROVING REPUTATION

Nearly all of those surveyed stressed that improving university reputation is an urgent focus area.



ANALYTICS & BIG DATA

Plans are in place to significantly increase future spend towards big data analytics solutions.

The key issues being tackled by the Chief Information Officer at one of the UK's top 50 universities:

- Digital Transformation - managing user expectations and achieving organisational ownership
- Collaborative working
- Integration Architecture

The budget plan for the Director of Planning, Information & Reporting at one of the largest universities in London:

- Continuing to develop staff
- Choosing a new Student Record System
- Integrating a FE college into the university family of education providers

ESSENTIALS OF A MODERN UNIVERSITY

Universities are looking at ways of delivering targeted outreach and engagement throughout the student cycle, giving the seamless experience students expect and personalising content and interactions across channels and devices.

Higher education institutions are investing in technology that gives students optimal access to learning resources wherever they are, whether through video content at home or using a mobile app while they are out on campus.

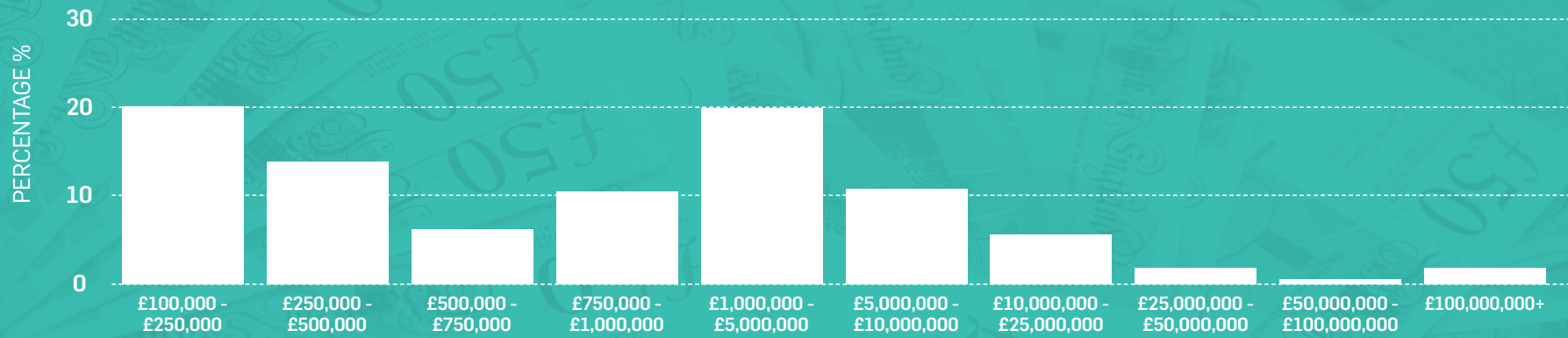
Students are gaining access to active-learning classrooms, enabling them to engage in collaborative reflection, problem-solving, listening and discussion.

Universities are integrating Artificial Intelligence in their engagement with students through the use of chatbots for encouragement, reminders and to prompt assistance to help students stay on track. The technology is also being used to evaluate essay-type answers for online learning platforms.

To make effective use of Big Data Analytics, our client group highlighted the need to ensure staff are trained in utilising the data, goals and expectations are clearly outlined and that the outcomes of analysis are communicated effectively.

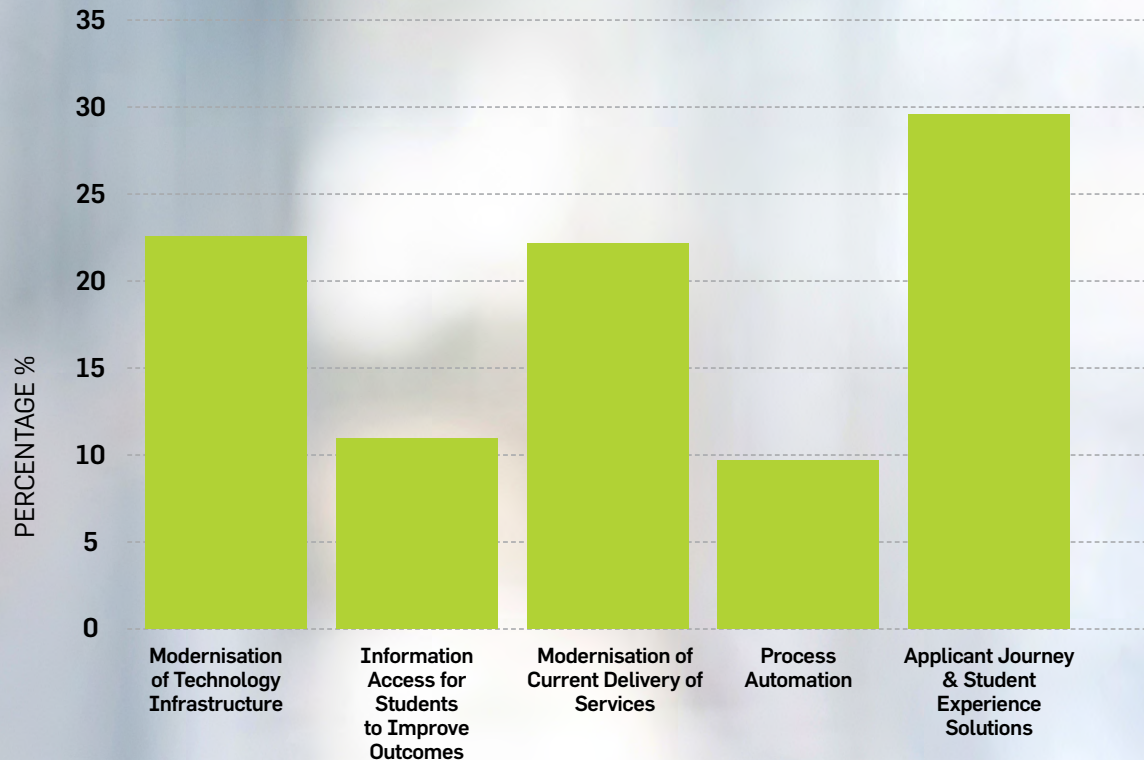
COMBINED SPENDING POWER OF GROUP

£1,701,750,000



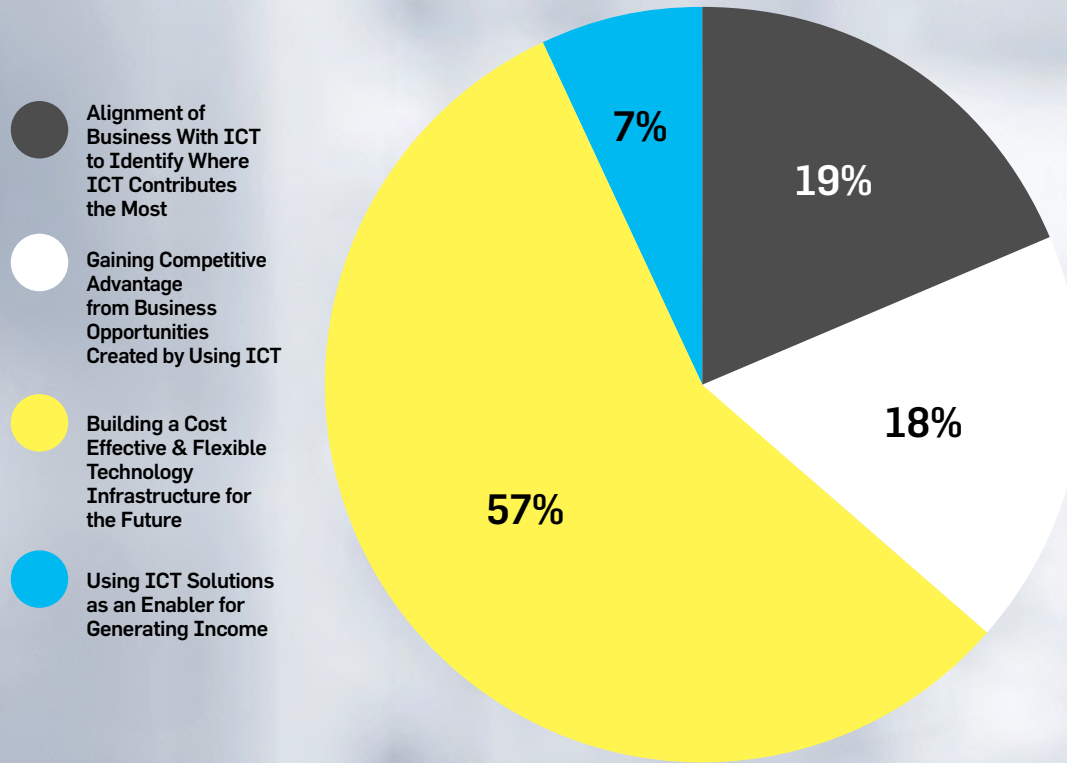
BUDGET RESPONSIBILITY PER PERSON

TRANSFORMATIONAL INITIATIVES



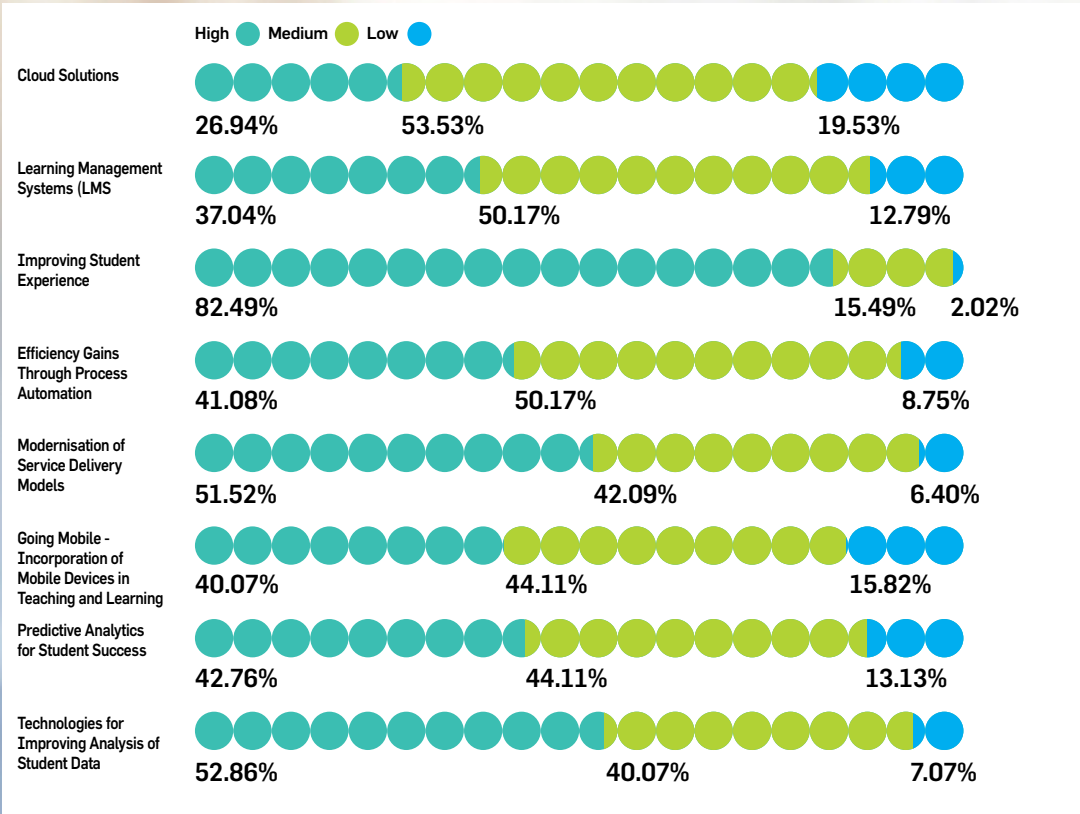
Whilst keeping up with technological advancement the group are seeking ways to improve student experience and improve the applicant journey for prospective students. To achieve this, strategies are being developed which are incorporating cutting edge innovations and streamlining processes.

STRATEGIC TECHNOLOGY PRIORITY



Over half of the group considered building a cost effective and flexible technology infrastructure for the future to be their organisation's top strategic technology priority. At a time where budgets are being stretched, universities are seeking ways to maximise efficiencies from a long-term perspective and become more distributed, more mobile and more international.

RANKING OF TECHNOLOGY INVESTMENTS

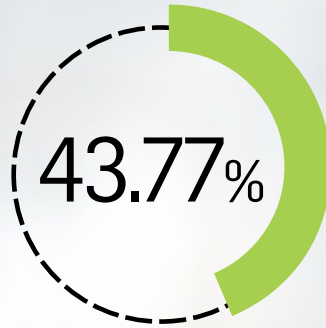


82% of those surveyed highlighted improving student experience as a main technology investment for the organisation. Integrating technologies for improving analysis of student data was also flagged as a key issue, with university leaders keen to utilise business intelligence, allowing greater analysis of student performance and enrolment information.

TOP PRIORITY IMPROVEMENT INITIATIVES



Industry 4.0



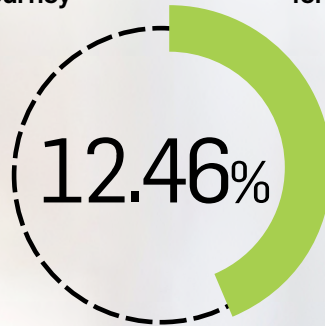
Improved Visibility of
Student journey



Demonstrating Value
for Money



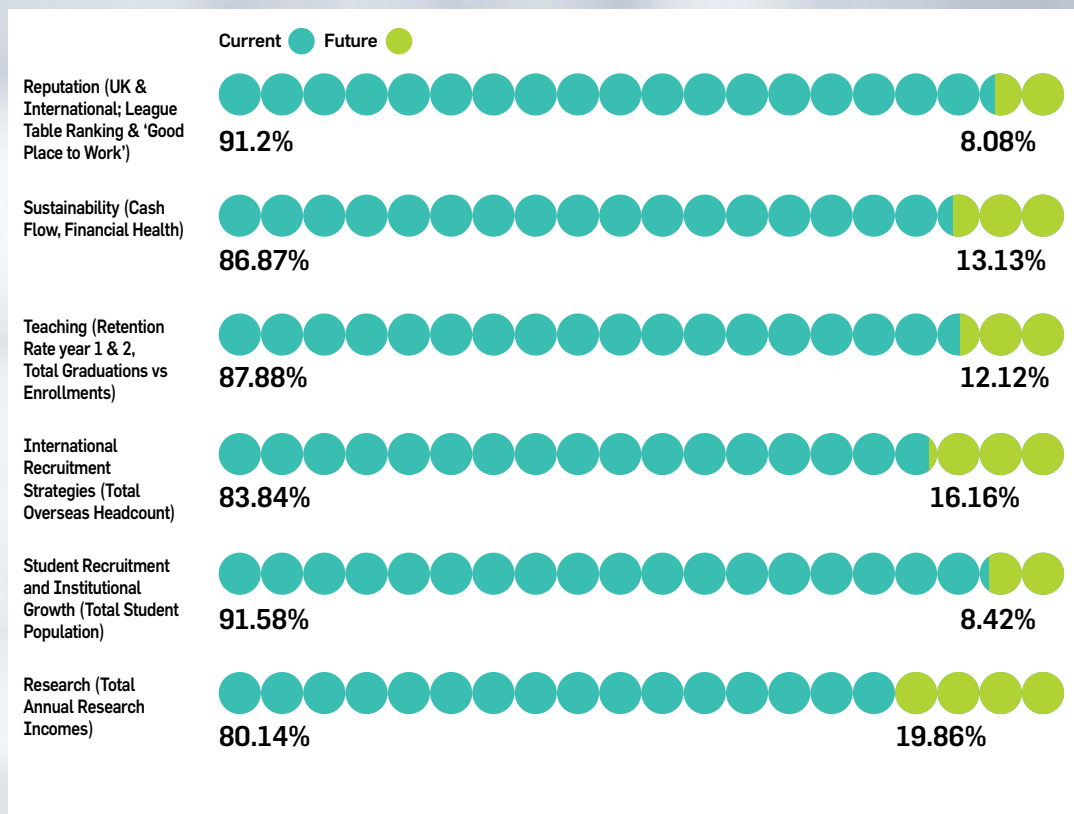
Information Security &
Data privacy



Social Mobility

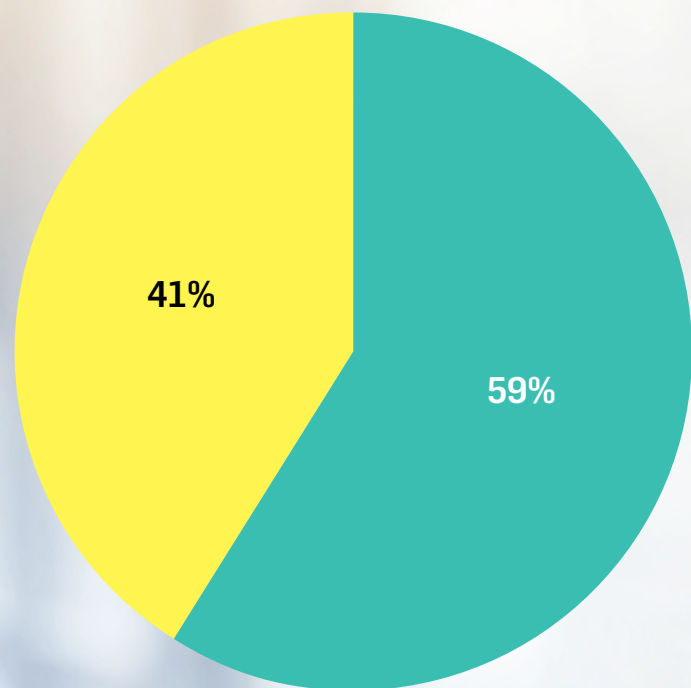
Universities are struggling to achieve a complete view of the student journey right from initial enquiry through application enrolment and beyond. Conversion rates need to be improved in bringing on new students and greater visibility around student behaviour through to graduation is sought after.

CURRENT OR FUTURE FOCUS AREAS



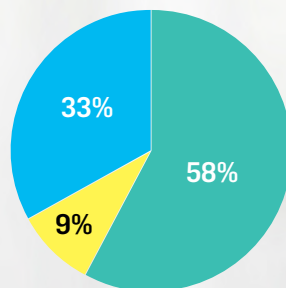
With the significant influence that UK and international league tables and other publications have on the university choices of prospective students, improving reputation was stated as a current focus by nearly all the group. While in the past competition solely came from other UK universities, solutions are now needed that can assist in standing out from international and digitally oriented organisations.

IT PURCHASING 'DECISION MAKER' OR 'INFLUENCER'



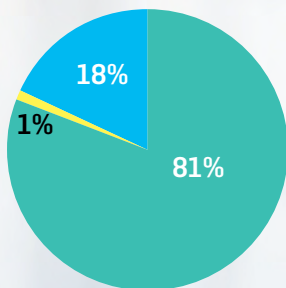
● Influencer ● Decision maker

AS A DECISION MAKER,
ICT SPEND WILL LIKELY



● Increase ● Decrease ● Stay the same

AS AN INFLUENCER,
ICT SPEND WILL IDEALLY

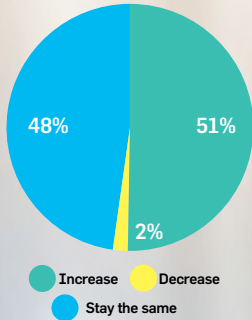


● Increase ● Decrease ● Stay the same

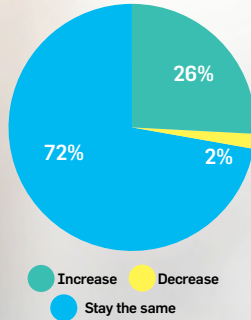
IT spend is planned to increase in the future, and the overwhelming majority of respondents wish for even higher adoption of new technologies. The major influencers of the group who do not hold IT budgets but directly influence solution purchasing decisions understand that their IT spend needs to increase to meet wider departmental initiatives.

SPEND MAPPING

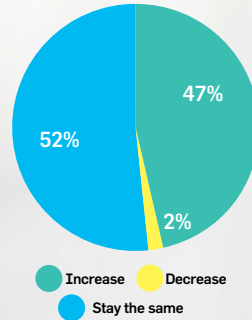
HR CLOUD SOLUTIONS



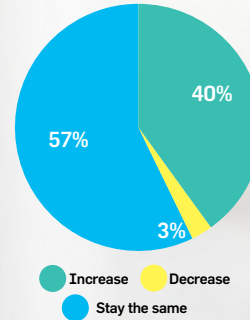
ROBOTIC PROCESS AUTOMATION (RPA)



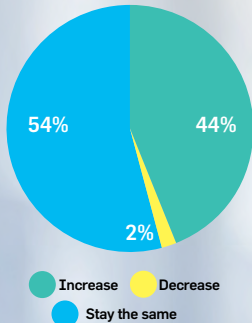
ARTIFICIAL INTELLIGENCE



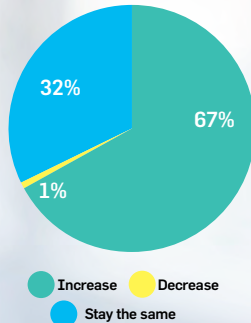
INTERNET OF THINGS (IOT)



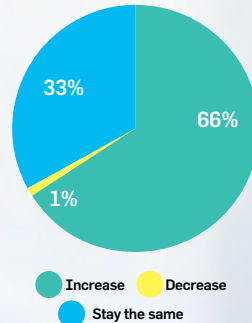
GLOBAL MOBILITY SOLUTIONS



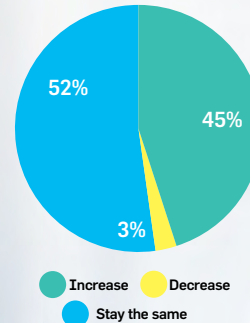
ANALYTICS & BIG DATA SOLUTIONS



DIGITAL SECURITY



VIRTUAL/AUGMENTED REALITY



As the importance of digital information and networks grows, cyber security is increasingly fundamental to the success of higher education institutions. They rely heavily on digital data both for the smooth operating of the institution as an enterprise and for generating complex, valuable and at times sensitive digital research data.



All our Strategy Forums combine industry leading searchable analytics through Forum IQ - our delegate discovery platform. Key client investment data is blended with enhanced networking capability via our Forum Link app for everyone to intelligently connect through multi-channel exchanges during our live Strategy Forums.

Deep understanding and clever tech connecting smart people in smooth interactions. Goodbye static conferences, hello evolution.

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