



# Education Strategy Forum

25th and 26th February 2020

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**Research Report**

Total Delegate Group: **241**



This report is based on survey findings of the delegates for the Education Strategy Forum on the 25th and 26th February 2020, comprising of 241 Vice Chancellors, Directors and Heads of Department from UK Higher Education institutions.

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



# 95

Directors



# 84

Heads of  
Department



# 45

Senior  
Management



# MAIN FINDINGS OF THE REPORT



## STUDENT EXPERIENCE & ENGAGEMENT

There is a drive by the higher education group for a 'smart campus' to be established, leveraging innovative technology to enhance the experience for both staff and students as they navigate the physical and virtual campus. Technologies enabling omnichannel engagement are being sought out to give students a voice and improve retention.



## DATA ANALYTICS

Technologies enabling greater analysis of student data are being integrated to discover which areas need improving with the aim of elevating student performance. Predictive analytics is also being prioritised, examining current and historical demographic data to better position each student for long-term success.



## TRANSFORMED LEARNING

Universities are transforming how they deliver learning to students, through active learning classrooms, e-learning innovations and lecture capture. By combining these with traditional methods, institutions are reaching a larger student audience with greater collaboration, enriched lesson content and team-enabled learning.



## STUDENT JOURNEY

Higher education institutions are prioritising initiatives to improve visibility of the student journey. This is enabling them to support initiatives to heighten student success and graduate employability by pinpointing the focus areas which need development from discovery to graduation.

## **The key issues being tackled by the Associate Pro Vice-Chancellor at the University of Liverpool:**

- Approaches to student partnership working, including in project work
- Learning analytics
- Use of data for evidence-based decision making and interventions

## **The challenges being prioritised by the CIO at the University of South Wales:**

- Digital strategy and its implementation
- Future of learning: how the university can evolve from a static repository to an engaging social learning platform
- Student life cycle management

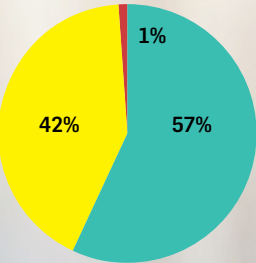
# COMBINED SPENDING POWER OF GROUP

# £1.25 Billion+



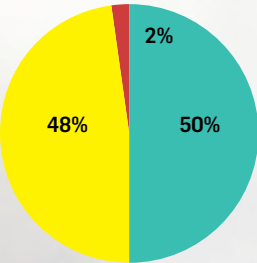
# SPEND MAPPING

CLOUD SOLUTIONS



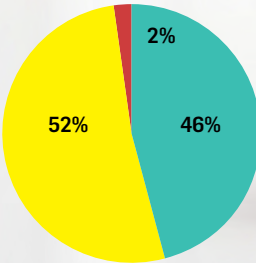
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● Decrease

ARTIFICIAL INTELLIGENCE



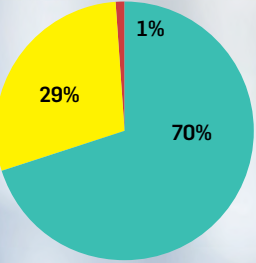
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MOBILITY SOLUTIONS



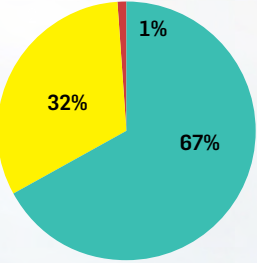
● Increase ● Stay the same  
● Decrease

ANALYTICS & BIG DATA SOLUTIONS



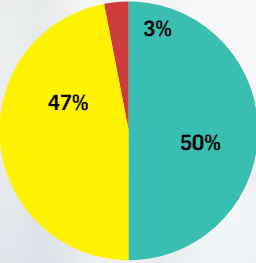
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DIGITAL SECURITY



● Increase ● Stay the same  
● Decrease

VIRTUAL/AUGMENTED REALITY

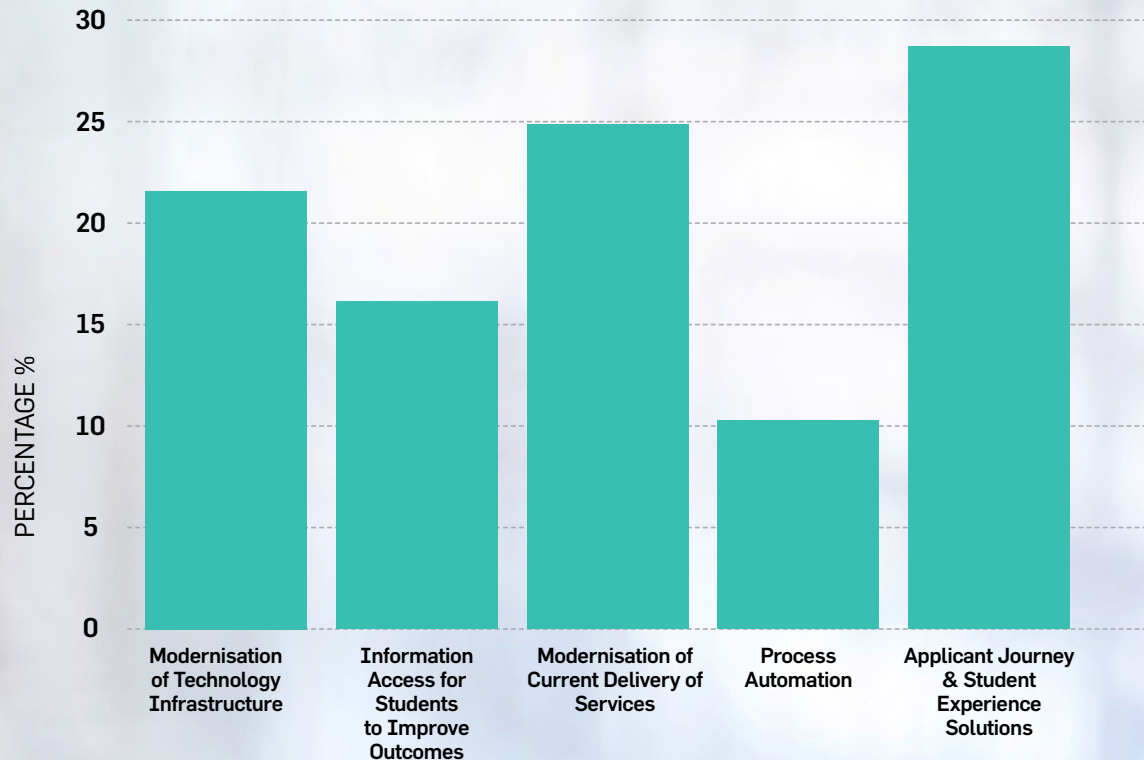


● Increase ● Stay the same  
● Decrease

The higher education group relies heavily on effective use of data both for the smooth operating of the institution as an enterprise and for generating complex, valuable and at times sensitive digital research data.

Additionally, as the importance of digital information and networks grows, cyber security is increasingly fundamental to the success of higher education institutions.

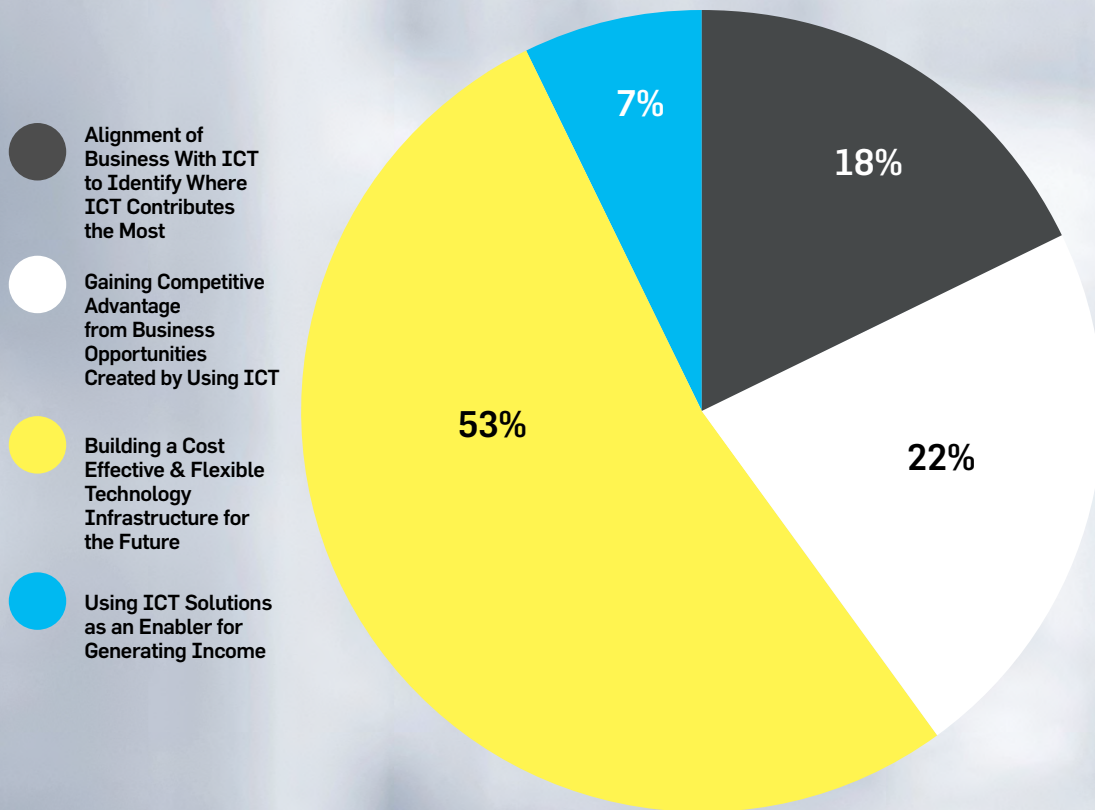
# TRANSFORMATIONAL INITIATIVES



Strategies are being developed which are incorporating cutting edge innovations and streamlining processes.

Keeping up with technological advancements in this way is allowing the group to improve student experience and improve the applicant journey for prospective students.

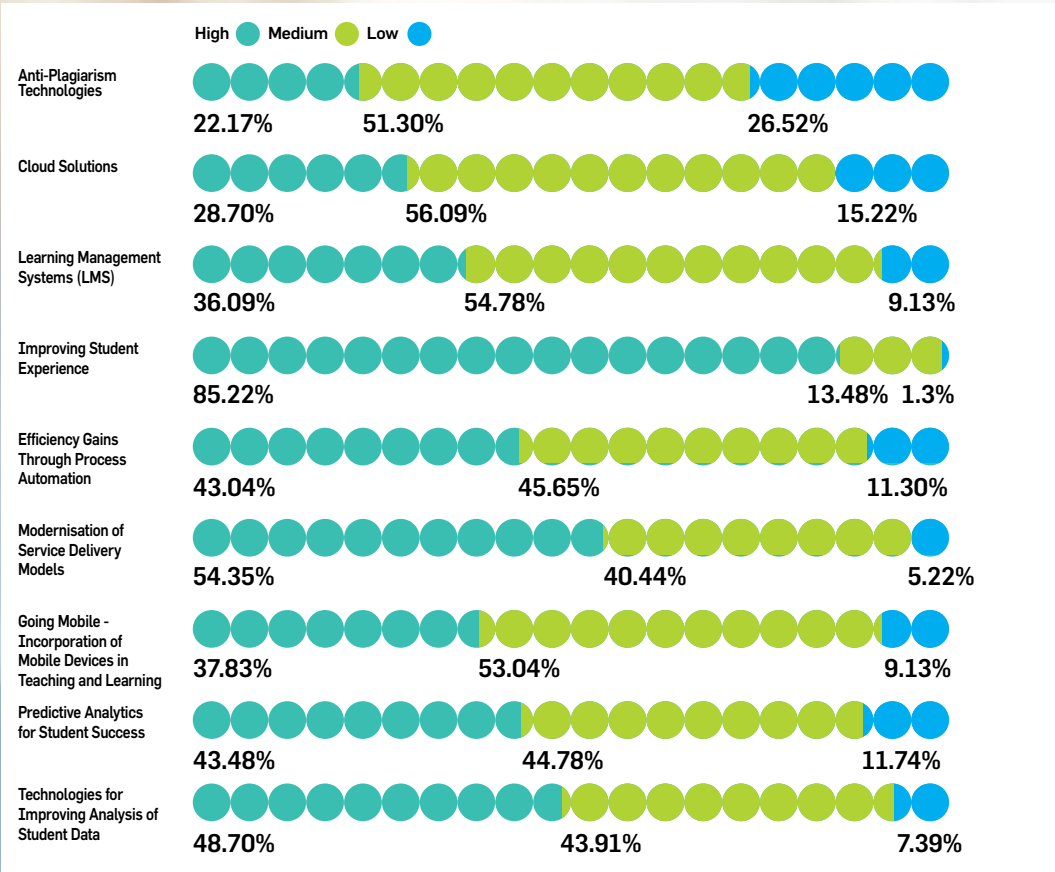
# STRATEGIC TECHNOLOGY PRIORITY



53% 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.

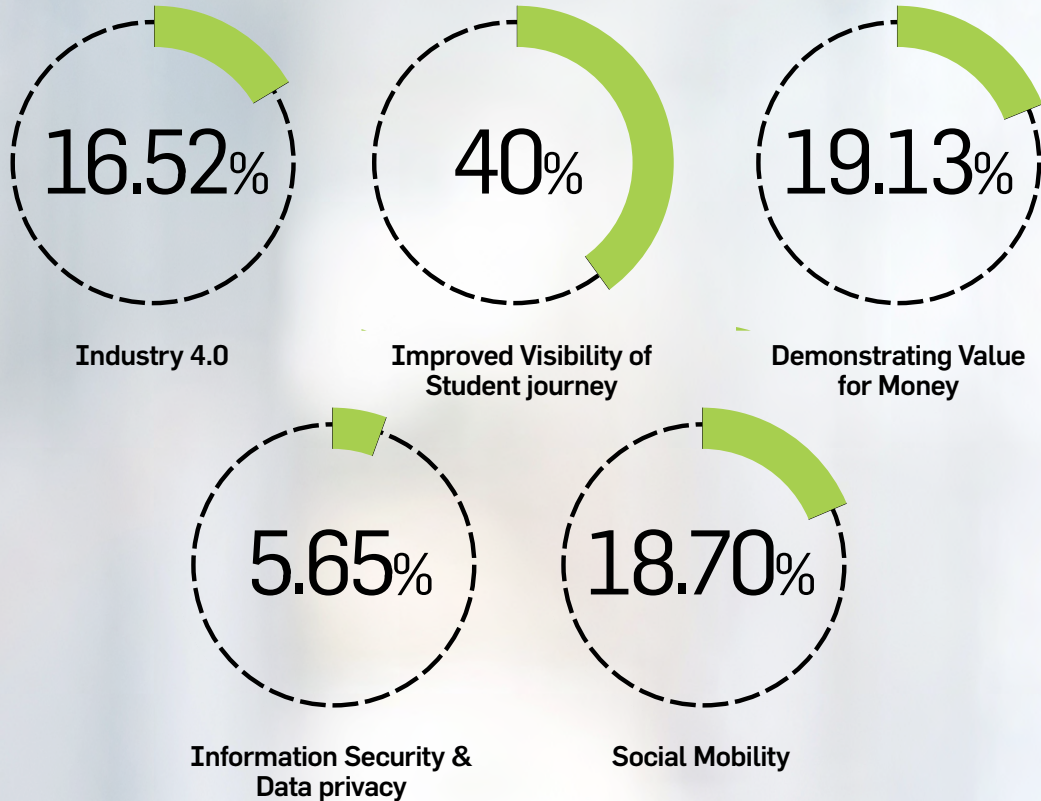
# RANKING OF TECHNOLOGY INVESTMENTS



A large majority of those surveyed highlighted improving student experience as a major technology investment for the organisation.

Modernising service delivery was also flagged as a key issue, with university leaders keen to transition from current methods of teaching towards transdisciplinary models of learning that help students develop essential team-working and problem-solving capabilities.

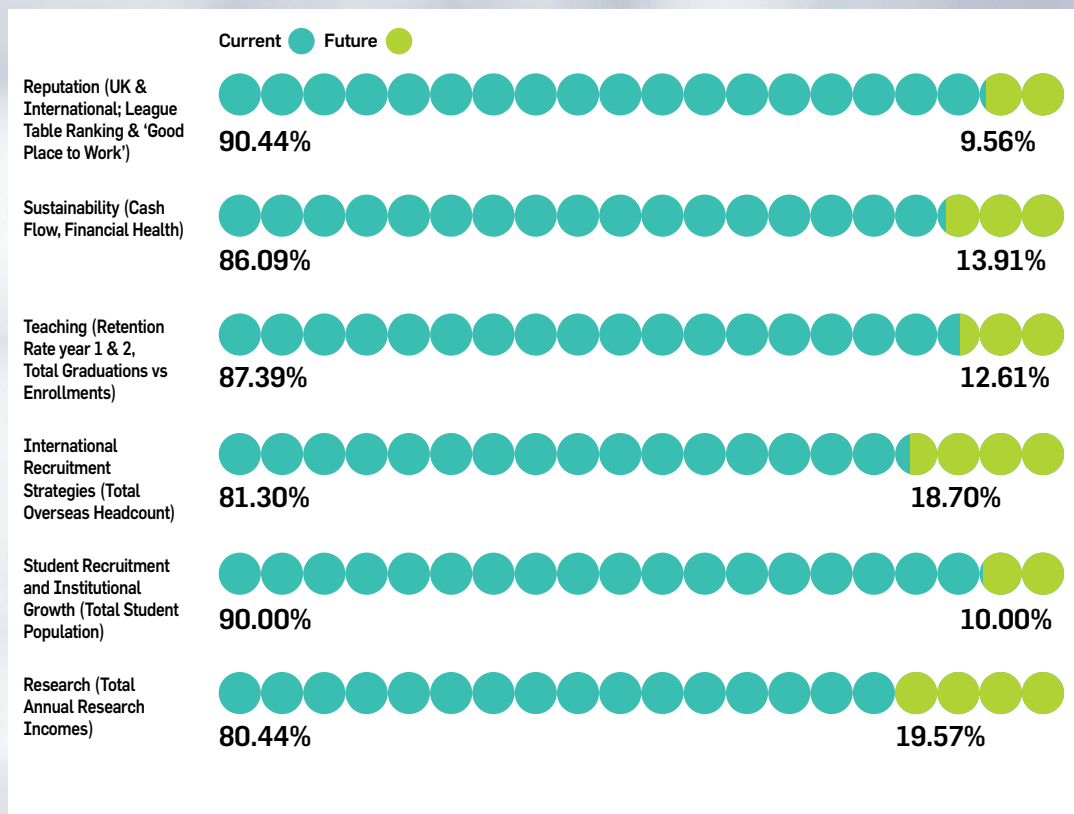
# TOP PRIORITY IMPROVEMENT INITIATIVES



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 is sought after.

# CURRENT OR FUTURE FOCUS AREAS



It is clear from our survey findings that there is a multitude of issue areas currently being focused on, from reputation through to student recruitment.

The online presence for institutions has never been more important, and in a time of rising tuition fees universities are under pressure to hit international student recruitment and enrolment targets.



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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