



# Education Strategy Forum

1st and 2nd October 2019

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**Research Report**

Total Delegate Group: **215**



This report is based on survey findings of the delegates for the Education Strategy Forum on the 1st and 2nd October 2019, comprising of 215 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.

# 39

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



# 96

Directors



# 45

Heads of  
Department



# 35

Senior  
Management



# MAIN FINDINGS OF THE REPORT



## TECHNOLOGY INFRASTRUCTURE

Universities are prioritising efforts to build a cost effective and flexible technology infrastructure for the future



## STUDENT EXPERIENCE

Enhancing student experience was highlighted as a major technology investment for the group



## DATA ANALYTICS

Integrating technologies enabling greater analysis of student data was flagged as a key investment plan



## STUDENT JOURNEY

Higher education institutions are prioritising initiatives to improve visibility of the student journey.



## **The key issues being tackled by the Pro Vice-Chancellor (Student Experience) at Bath Spa University:**

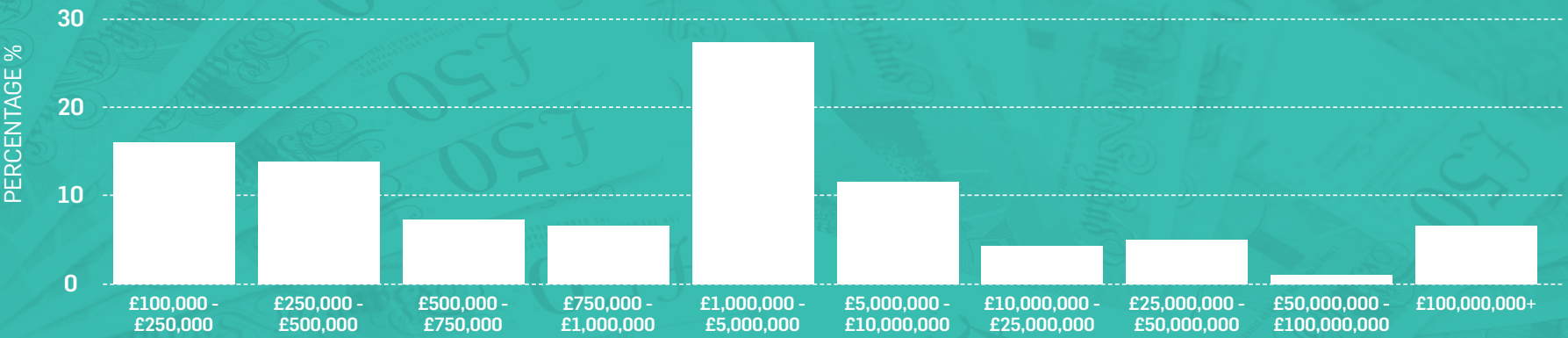
- Enhancement and embedding of digital tools within the curriculum and ensuring their accessibility
- A whole university approach to student wellbeing and mental health
- Enhancing the student representation system and student voice

## **The budget plan for the Director of Strategy, Performance and Transformation at the University of Glasgow:**

- Supporting transitions to new ways of working and/or pedagogy
- Enhancing learning spaces
- Piloting new types of workspace

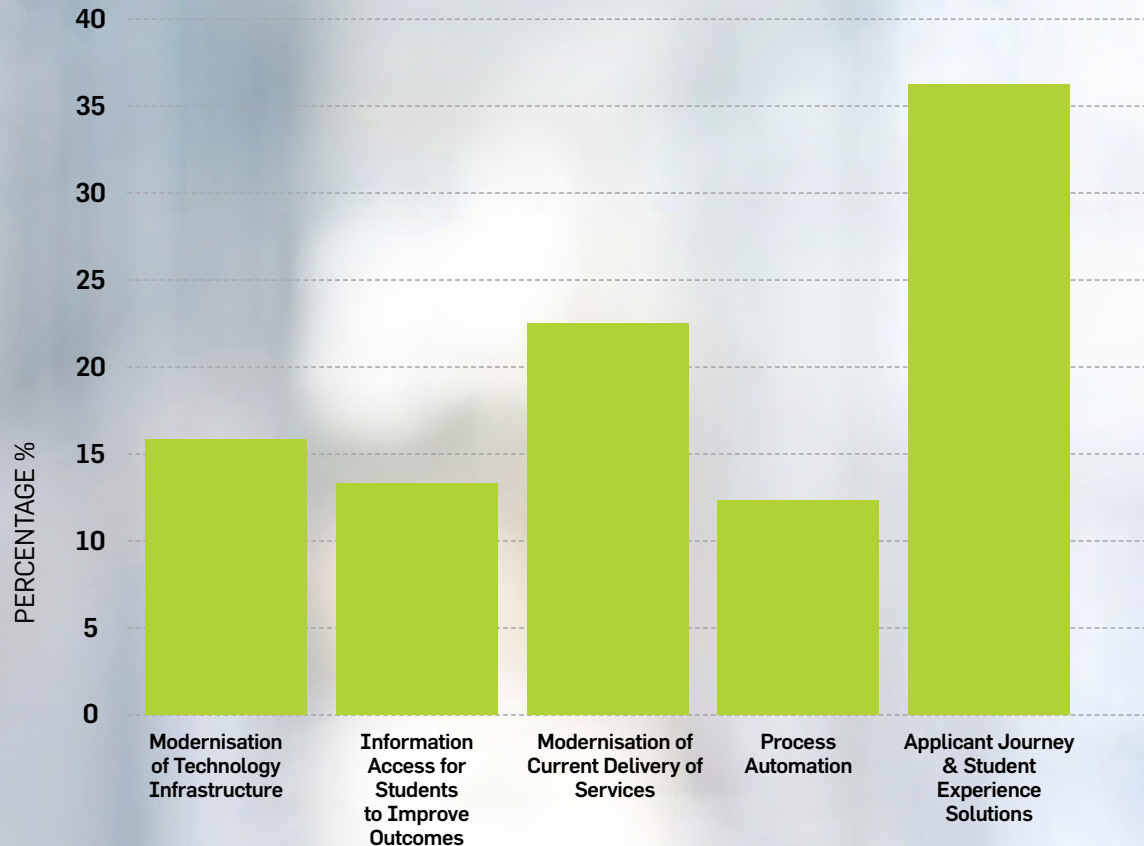
# COMBINED SPENDING POWER OF GROUP

# £2.4 Billion+



BUDGET RESPONSIBILITY PER PERSON

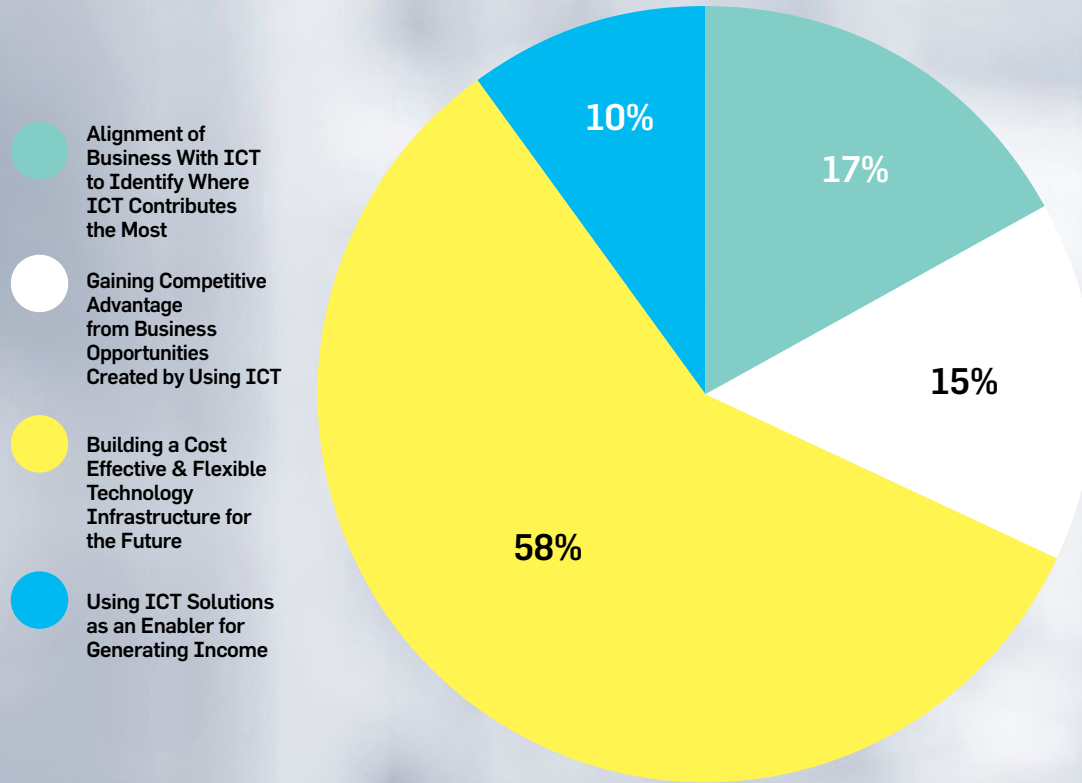
# TRANSFORMATIONAL INITIATIVES



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

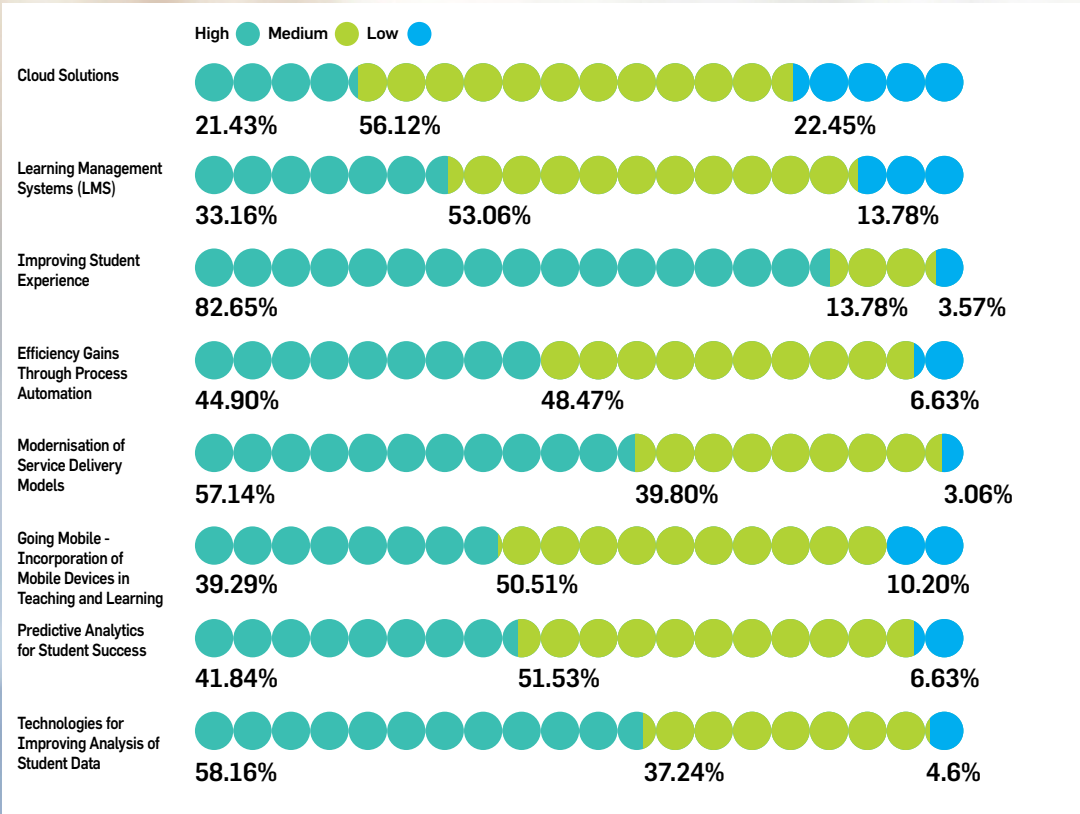


58% of the group considered building a cost effective and flexible technology infrastructure for the future to be their organisation's top strategic technology priority.

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.

Integrating technologies for improving analysis of student data was also flagged as a key issue, with university leaders keen to uncover insights that can boost student achievement and improve operational effectiveness.

# TOP PRIORITY IMPROVEMENT INITIATIVES



Industry 4.0



Improved Visibility of  
Student journey



Demonstrating Value  
for Money



Information Security &  
Data Privacy

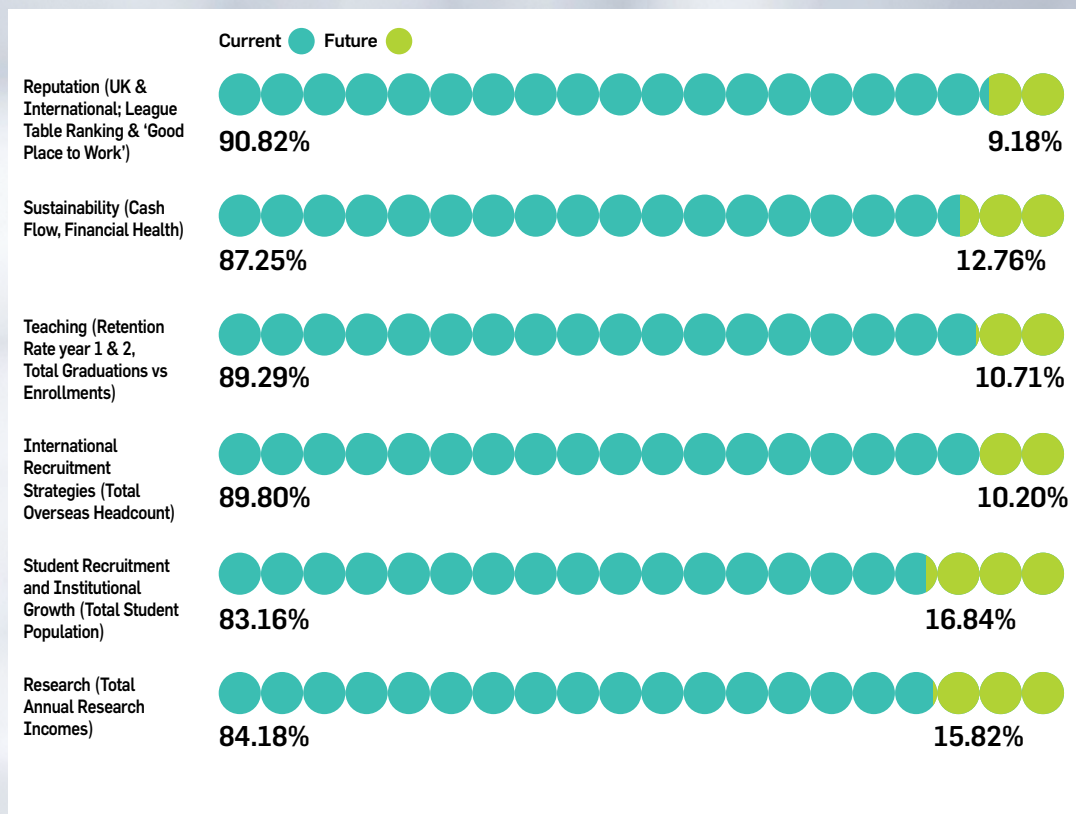


Social Mobility

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

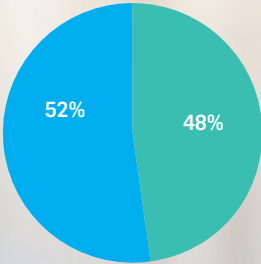


It is clear from our survey findings that there is a multitude of issue areas currently being focused on, from student recruitment through to quality of teaching.

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.

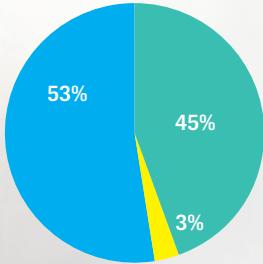
# SPEND MAPPING

CLOUD SOLUTIONS



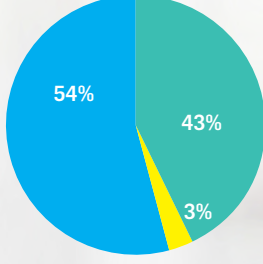
● Increase ● Decrease  
● Stay the same

ARTIFICIAL INTELLIGENCE



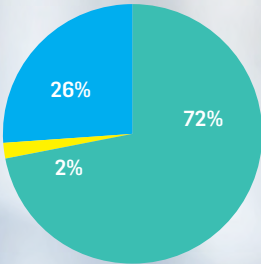
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INTERNET OF THINGS (IOT)



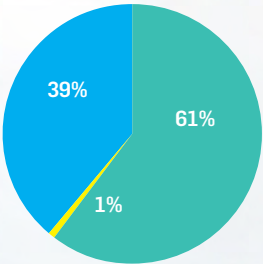
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ANALYTICS & BIG DATA SOLUTIONS



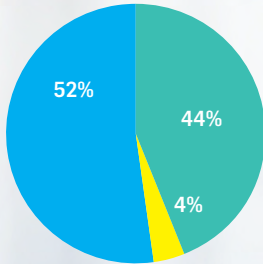
● Increase ● Decrease  
● Stay the same

DIGITAL SECURITY



● Increase ● Decrease  
● Stay the same

VIRTUAL/AUGMENTED REALITY



● Increase ● Decrease  
● Stay the same

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.





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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