

THINK  **SPACE**
POWERED BY BEYOND ACADEMICS

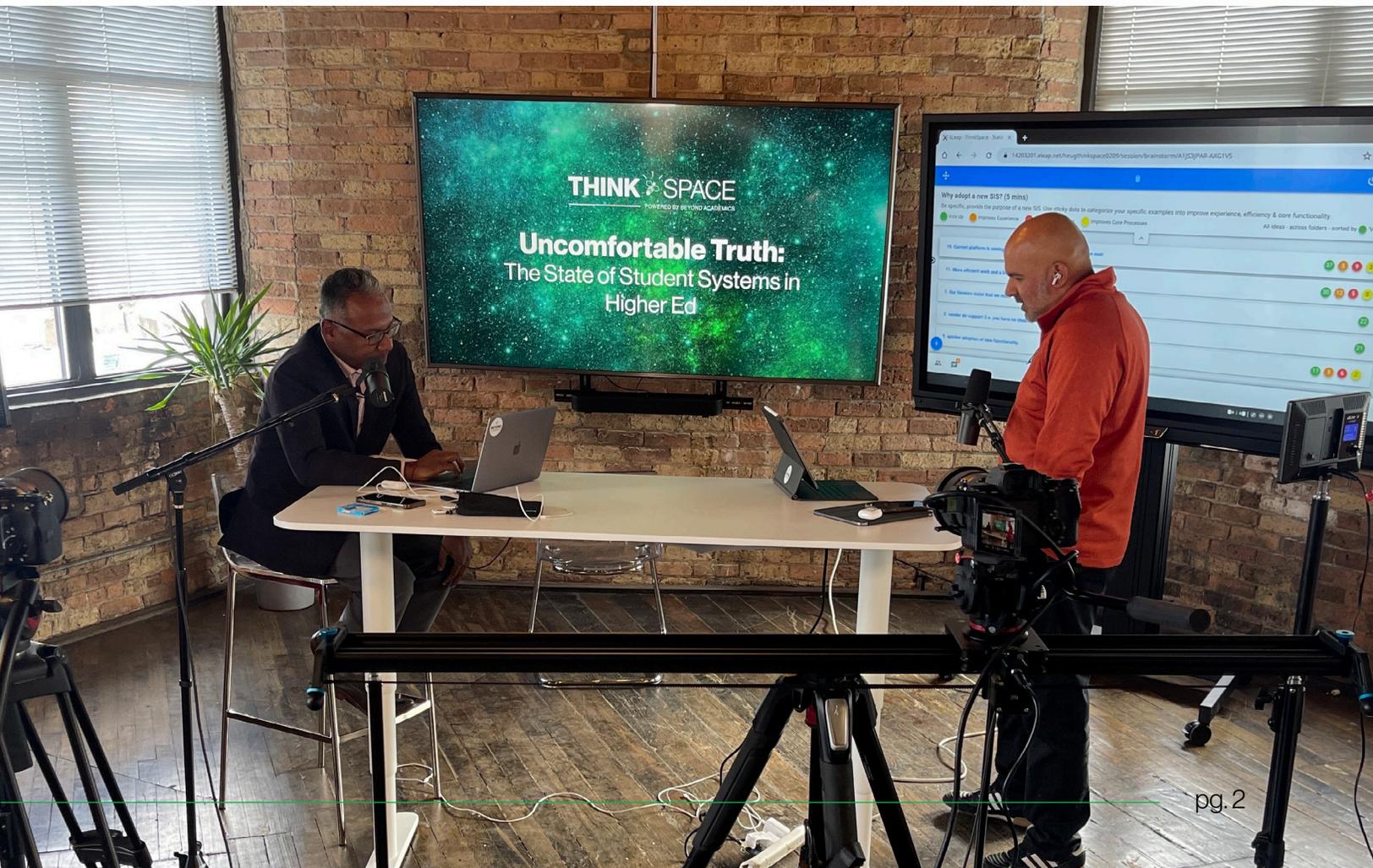
State of Student Technology

Summary of Thoughts

BEYOND ACADEMICS | FEBRUARY 2022

About ThinkSpace & Crowdsource Methodology

ThinkSpace is not scripted or prerecorded. It invites thought leaders from the market into transparent discussions. There is no hiding behind a narrative that is based on spin. Our goal in creating our multi channel collaboration is so you don't have to pay for research insight from the market. Folks are providing it to you in real time. We will continue to enhance the crowdsourcing insight methodology we use so insight is in real time and dynamic to the discussions folks are having.



Setting Expectations

- Cloud is marketed as a campus transformation and it's just transforming how IT manages infrastructure.
- Moving infrastructure to the cloud is easy. What is hard is transforming your campus using the cloud. Campus leaders have to set expectations on what will happen after cloud is adopted. We also need to recognize cloud is more for IT than the campus.
- Do we need to sell everyone on the move to the cloud because of the investment that is needed.
- Business user believes SIS Cloud is the elixir to transform - Darcy from UA
- Technology is the easy part. Rethinking how you reinvent yourself is the hard part. Reimagining is difficult because you are swimming against the current of status quo. You know everyone is swimming in the opposite direction while you go back to start to start a new course
- Darcy - "The one mistake is overloading the expectations of a SIS on things an sis should not do.". Core sis should support core functionality, rules engine and automation of structured work
- Michael From Princeton "your sis software is not the solution to all your problems" software should not come into change your processes.
- An Implementation is a Business case for change. The responsibility for change sits on the client.

Challenges

- We never really had a platform that has truly genuinely engaged with students. We have always had student systems that manage institutional processes.
- Student experience is broader than just the SIS. Look at the schools that adopted their sis what was the enrollment or retention impacts or positive experiences.
- Understand the true the need. Prioritize business process.
- Campus have to (re)invest in core SiS. Enterprise Multi CRM strategy, digital experience, relationships management , analytics and personalization.
- Campuses of the future has to be able support several facets. Mobile everything, remote services, remote workforce , dynamic programming , personalized services. Campuses can't continue to spend millions on student technologies that only support traditional 1990 process driven campuses. It has to migrate to a new mindset that serves differently.



Why Are We Here

- Vendors are designing for what the higher ed leaders think they need and buying. That is designing for today so vendors are not able to showcase how a campus of the future should be designed. It would be like Steve Jobs designing a mobile phone that just made phone calls and had a contact list. Job create a product he felt the market needed even when they didn't know they needed it. How ever sis vendors are selling to a sales mindset instead of a transformative mindset. Build for the future and they will come. Remember the processes of today are built by people who did things manually.
- By the time you are in an implementation you have lost the opportunity to effect the true transform schools need. True transformation happens through the voice of your campus.
- One of the struggles higher ed faces to transform is because everyone is trying to mimic the elite schools (Ivy's, etc). However, those elite schools don't need to change today, their academic approach is not student centric and do not require strategic enrollment plans. They have enough endowments and are branded by historians that anyone can lead their enrollment strategy. However, other schools are not endowed or even branded to bring that impact. So other schools have to have their own strategic plans that helps them with their specific outcome drivers. Because schools are mimicking when they are not playing the same game or with the same rules.
- Mimicking the elites does not foster innovation

- Elephant in the room. Schools feel as if they are being forced to adopt a new SIS. Is that because the investment in developing a modern sis requires adoption from the entire market for it to make sense for the vendors? Schools also recognize that their processes do NOT drastically get enhance by moving to the cloud and moves their focus (funding & resources) from meaningful activities that does not require a sis. SIS purpose is to manage the administrative back office.
- We are being told to go to another software but that software doesn't exist. - Michael Maysilles

What To Do From Here

- Revisiting Business Process prior to any sis was the top priority for 200 institutions. However, doing as is process mapping is going to position you to repave your legacy processes. When you revisit BP this is the opportunity to design it around outcomes of Students.
- Do a true BP & Student voice analysis were the two activities our thought leaders suggested. However, the path to a new sis is vastly different. A decision is made based on needs of IT or the business area to migrate to a new SIS. They then release a RFP use a independent part to help secure the right vendor based on today's requirements. Vendors sell transformation but really just digitizing current progresses. They then pic a certified implementations partner who is not focused on client priorities but vendor priorities. They launch the project and off and running because they are on the clock. They follow the script and battle through all the normal Implementation struggles only to find them on the other side with no real transformation beyond a more modern ux.
- Is moving to a new sis right for them? Ideally campuses need to step back and lay out a student centric plan that allows for a dynamic engagement and personalized support guiding learners through their journey
- What are your core platforms in your portfolio and what are their capabilities to support the journey you are embarking on
- Stop implementing SIS like you implement a HR & FIN system. The investment and approach are totally different. HR / FIN are very standard across the industries however, SIS more complex. It's the bigger and more complex than HR & FIN combined. It's time for IT to start to say that so the right investments can be made.

Interested In Learning More? Get In Touch With Us.



Matthew Alex
Founder

Matthew is a former partner at Deloitte, where he led the Student Technology and Transformation practice. In that capacity, he oversaw some of the most complex Student Technology Transformation projects in the country. He also led Deloitte's Smart Campus and Future of Work initiatives. Prior to that, he was the founder of HTS Consulting, a technology and services company serving higher education. He got his start in higher ed almost 30 years ago as a clerk in a Registrar's office.

At Beyond Academics, he oversees our Future of Work and Digital Transformation practices as he continues to assemble the best and brightest minds in higher ed, entrepreneurship, innovation, and industry.



John Thompson-Haas
Managing Director for Consulting & Client Services

John Thompson-Haas (JTH) has 25 years of experience in education including working as a Program Director for Oracle, where he implemented Campus Solutions for some of the largest university systems in the country. Through his work in higher education at both Accenture and Gartner he has nearly a decade of experience developing strategies designed to transform and modernize colleges and universities. John has spent several years as a college faculty member giving him a deep understanding of how Universities operate. He has given presentations on Smart Campus and has written about the campus of the future.

At Beyond Academics, John works delivering transformative solutions to higher education clients.

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About Beyond Academics

Beyond Academics is a higher education think tank and innovation incubator. The firm is focused on research and development of approaches, methodologies and technologies that are sustainable, customer-focused, and transformational for its clients in higher Ed. Through a combination of c-suite advisory services, disruptive technologies, and an innovative consulting as a service (CaaS) offering, Beyond Academics looks to play a catalytic role in helping clients achieve transformational results

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