In Attendance:  Brian Culver, Chad Stiteler (remote), Eva Smith, Glenn Colby, Grace Kendall (remote), Grant Rodeheaver, Katie Marks (remote), Marisa Ellis (remote), Marisa Herrera, Reagan Bellamy, Sandy Main, Teresa Holland-Rich (remote)

Not in Attendance:  Charlie Crawford, Mark Jenkins, Tammy Frankland

Meeting Objective:
The purpose of this meeting is to continue with development of the task force recommendations to the WACTC-Tech Committee.  The scope of this task force has been extended to June 2019.

Introductions

Industry Analysis of Top Trends Impacting Higher Education and What to Do About Them (Jeff Schuett) – will get entire slide deck

- Security & Integrity
  - Why higher education is a target – under invest in technology
  - 20-25% of clients rotate every year – don’t know how to protect themselves
  - Research universities
  - Dad and Mom have a lot of money and student is using their credit card
  - Strategic Tech Task Force role is to guide
    - Need a place to post phishing and cyber attacks

- Strained Business Models - Changing

- Space & Place

- The Student Experience - Students will be looking more at the overall experience they will be getting

- Survey Objective – Domestic and International (89 countries)
  - Digital is coming
  - Introductory Section Key Findings
    - Dual Authentication – need to explain situation in their terms
    - CIOs reporting to the CEOs
      - In many cases the CIO doesn’t report to the CEO/President
      - Can become a problem when you aren’t in the room when strategic things are approved, etc.
      - When the CIO is a full member of the executive team, technology is much for valuable

- IT Budgets

- Biggest Barriers to Success – Funding & Culture

- Big Push to Change Business Model
  - Implementing PeopleSoft will force to change business model
  - Use this data to defend points in Strategic Tech Plan change
  - Changing Business Models

- Four Areas of Action Driven by Digitalization
  - Inactive – No Digital, Ambition
  - Building Foundation – Design, Deliver
Breaking the Barrier – Scale, Refine

**Business Trends Impacting Higher Education (in slides)**

- **Reinventing Credentials**
  - We offer certifications in certain areas – moving to digital badges (micro credentials)
  - Partnering with digital badging – become more visible and respected by employers
    - Challenges – not strong players – hard to know which entity to partnership with
  - State Board needs to get in front of for all of the community colleges
  - Community colleges are positioned where they can help get where we need to be going in partnerships

- **Analytics Everywhere**
  - Heavy focus on outcomes and predicting outcomes
  - Very little emphasis on process and quality
    - Guided Pathways still has a view that it’s a problem with the students
  - Data driven – just starting to use to help students and improve our processes
    - Problem is data not easily accessible – PeopleSoft should help with this
    - Do share data with the other colleges depending on the topic
    - Not taking advantage of other data sources we do have access to

- **Action Items**
  - State perspective – begins with making information available in a usable format – system wide
    - Basic information – not being shared or available with the Legacy system – will make a difference with PeopleSoft (find out from presidents what data they want to be sharing across the board and get it into PS and available)
      - Enrollment patterns – not available until after the end of the quarter
      - Courses people are taking
      - Stories on individual students

- **Ecosystem**
  - Tie yourselves to local communities
  - Look at where the competition for students is going
  - Make yourself as more a network for students
  - Community colleges are individual entities
    - We do share things, but still have a need to bring in revenue to support individual costs
    - May be other opportunities to collaboratively and strategically purchase software, etc.
    - One of the biggest challenges is capacity, under funded
    - We can only market in our own district for in-person – online is different

- **Ethical Use of Data**
  - State Board might consider becoming an educator on this
  - Infrastructure to support your plan
  - Encompasses everything we do
    - How do we summarize this into a statement
    - PeopleSoft and access individuals should have – employees who need to have access to information sign something before they are given access
      - Don’t want students to be marketed to, etc.
      - Don’t expect everyone on campus to know everything about the vendors/contracts
      - The third party vendors have to meet the security and access requirements
        - Add to contract language
      - HR compliance regulations and credentials
        - Student success tools

- **Mergers, Acquisitions & Closures**
Business and financial goals are now becoming the priorities in colleges
When colleges close in our area, we look at it as an opportunity to reach out to those students

- **Online Differentiation – Blended Learning (online and in-person)**
  - Difficult to differentiate yourself
    - Most colleges have some sort of online learning available – just treat it as another mode of education available
    - You need to have dedicated support for the online programs
    - Huge opportunity, but a lot of competition
    - It’s seen as a lesser methodology
    - Still an undercurrent of resistance among faculty – they don’t feel comfortable teaching this way
    - The cost of online learning is more for students
    - Need to change model and the way you support the model
    - WAOL (WA online) – didn’t matter what school you went to – your college would get the credit for it
      - It went down because more colleges were learning to do online
    - State Board needs to update their strategy for online learning

- **Lifelong Learning**
  - Continuing Education – how do we offer personalized education and provide them with help in moving forward

- **Competiton for Students**
  - Techniques we are using to attract students
    - Outreach to high schools, community areas, employers
    - Communication that a student can transfer to a 4-year college with junior standing
  - Work with the different technologies that can help with marketing students
  - State Board helps colleges with statewide messaging around state budget and other shared topics.
  - We also back each other up with crisis communication.

- **New Business Models**
  - Technology can help with this
  - New ways and business models
    - Depends on individual business models per college

- **Collegiate Esports**

**Working Lunch**

**Technology Trends Impacting Higher Education** *(Grant & Eva will divide these up and assign online for people to do research and bring back to next meeting)*

- Next-Generation Security & Risk Management
- Artificial Intelligence Conversational Interface
- Predictive Analytics
- Nudge Tech
- Digital Credentialing Technologies
- Hybrid Integration Platforms
- Career Software
- Student Cross-Life-Cycle CRM
- Smart Campus
- Wireless Presentation Technologies

**Hype Cycle**

- Designed to communicate
- Traps
• Blockchain
• Education – came out in July 2018
  o There will be some drill down in the survey
  o Jeff will send to Grant to share

Overview of Data & Analytics Strategy
• Strategy on a page
  o Grant would like to put the each Strategy on a separate page
  o Could make links out of these strategies on the web page

• Define topic
• Major Initiatives (business oriented)
• Underlying Beliefs and Assumptions
• Initial Tracking Metrics
• Future Tracking Metrics

Business Goals

Next Steps & Work Plan Development (Wrap-Up):
• Next meeting – May 14th – need location
  o Wayne Martin (State Board Member) will be attending our May meeting
  o Edmonds can be the back-up
  o Donna will reach out to see who can host