

**WACTC-Tech Task Force**  
**STRATEGIC TECHNOLOGY PLANNING & GOVERNANCE**

**April 17, 2019**

**8:30 a.m. – 2:00 p.m.**

**Wenatchee Valley College**

**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
- Competition 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
  - There will be some drill down in the survey
  - Jeff will send to Grant to share

### **Overview of Data & Analytics Strategy**

- Strategy on a page
  - Grant would like to put the each Strategy on a separate page
  - 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 14<sup>th</sup> – need location
  - Wayne Martin (State Board Member) will be attending our May meeting
  - Edmonds can be the back-up
  - Donna will reach out to see who can host