Eduventures 2019 Higher Education Technology Landscape

Presented by Eduventures Principal Analyst,

James Wiley

Logistics

- Yes! We will be sending a recorded version of this webinar and the slides out to you so you can share with your teams!

- Questions will be taken at the end of the webinar

  - To ask a question, just type it into the Q&A section of the ReadyTalk console

  - If we don't get to all the questions, we'll follow-up afterwards via email
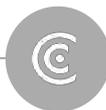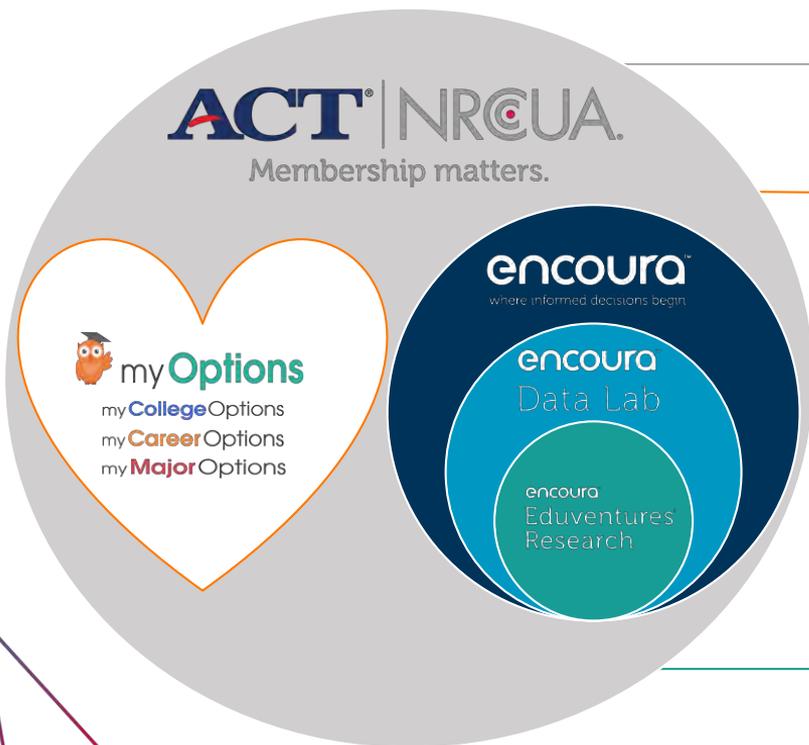
Landscape

WEBINAR PURPOSE

- Walk through the brand new 2019 Landscape and our method of inclusion and classification

- Cover changes to this upcoming Landscape and present key findings on which segments of EdTech are under the greatest pressure to change and which are poised for the greatest growth in 2019.

Our Why, How and What

ACT | NRCCUA:
A membership organization supporting better outcomes for students and institutions.

myOptions:
Provides free post-secondary planning services to students, parents and high school professionals.

Encoura:
Our approach to helping members make smarter, data-driven decisions.

Encoura Data Lab:
Our enrollment platform, exclusive to NRCCUA members, that combines data science & analytics, predictive modeling, omnichannel enrollment services and Eduventures research & advisory services

Eduventures Research:
Eduventures Research provides primary research, analysis, and advisory services to support decision-making throughout the student life cycle. One of many modules to come.

Methodology and Structure

Landscape

PURPOSE

- First published in in 2014

- Seeks to provide clarity to the noisy technology marketplace

- Helps leaders make informed decisions when selecting and implementing solutions.

- Serves as a foundation for our ongoing research and analysis.

2018 HIGHER EDUCATION TECHNOLOGY LANDSCAPE
A CATEGORIZATION OF TECHNOLOGY PROVIDERS
encoura Eduventures Research

Landscape

DESIGN PRINCIPLES

- Relevance

- Conciseness

- Precision

- Adaptability

2018 HIGHER EDUCATION TECHNOLOGY LANDSCAPE
A CATEGORIZATION OF TECHNOLOGY PROVIDERS — encoura Eduventures Research

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DECISION CRITERIA

- Seeks to ensure relevance and applicability

- Limits the inclusion of certain technologies

- Addresses the evolving sphere of EdTech
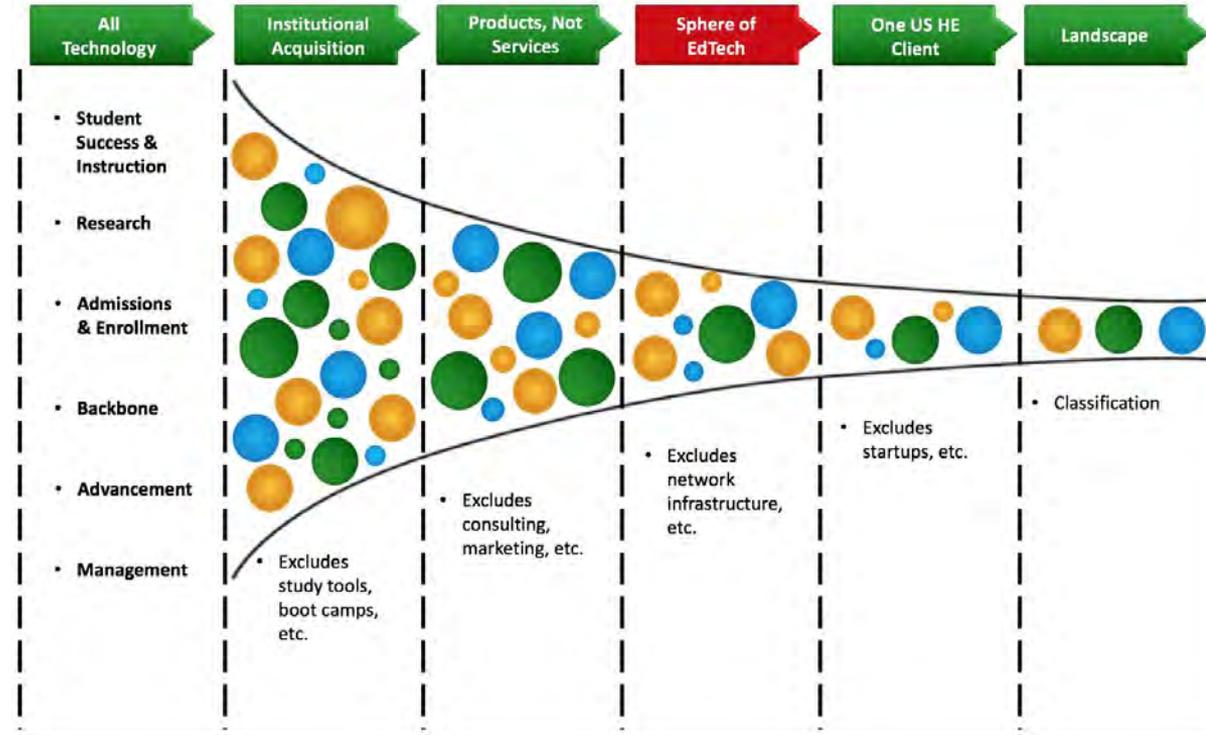
Landscape

STRUCTURE

- Consists of four categories and thirty-seven segments

- Covers student life-cycle and supporting technology

Student Success & Instruction
- Adaptive Learning Solutions
- Career Readiness Solutions
- Competency Based Platforms and Advisory Solutions
- e-Portfolio Solutions
- Learning Analytics Solutions
- Learning Management Systems (LMS)
- Learning Relationship Management Systems (LRM)
- Lecture Capture and Video Solutions
- One Stop Shop Solutions
- Assessment Management Solutions
- Online Course Solutions
- Online Proctoring Solutions
- Online Program Management (OPM) Solutions
- Student Retention Solutions
- Digital Courseware
- Website Development Solutions
- Advising Solutions
- Course Registration and Degree Planning Solutions

Admissions & Enrollment Management
- Application Management Solutions
- Constituent Relationship Management (CRM) Solutions
- Enrollment Analytics Solutions
- Financial Aid Processing Solutions
- Recruitment Management Solutions
- Lead Aggregator Solutions
- Social Recruitment and Engagement Platforms
- Tutoring Management Solutions

Technology Landscape

Advancement
- Advancement Analytics Solutions
- Advancement Constituent Relationship Management (CRM) Solutions
- Social Media Solutions

Collegewide IT/ Enterprise Backbone
- Enterprise Business Intelligence and Analytics Solutions
- Enterprise Content Management (ECM) Solutions
- Enterprise Mobile Application Development Solutions
- Enterprise Resource Planning (ERP) Solutions
- Forms Management Solutions
- Scholarship Management Solutions
- Productivity and Collaboration Solutions
- Student Information Systems
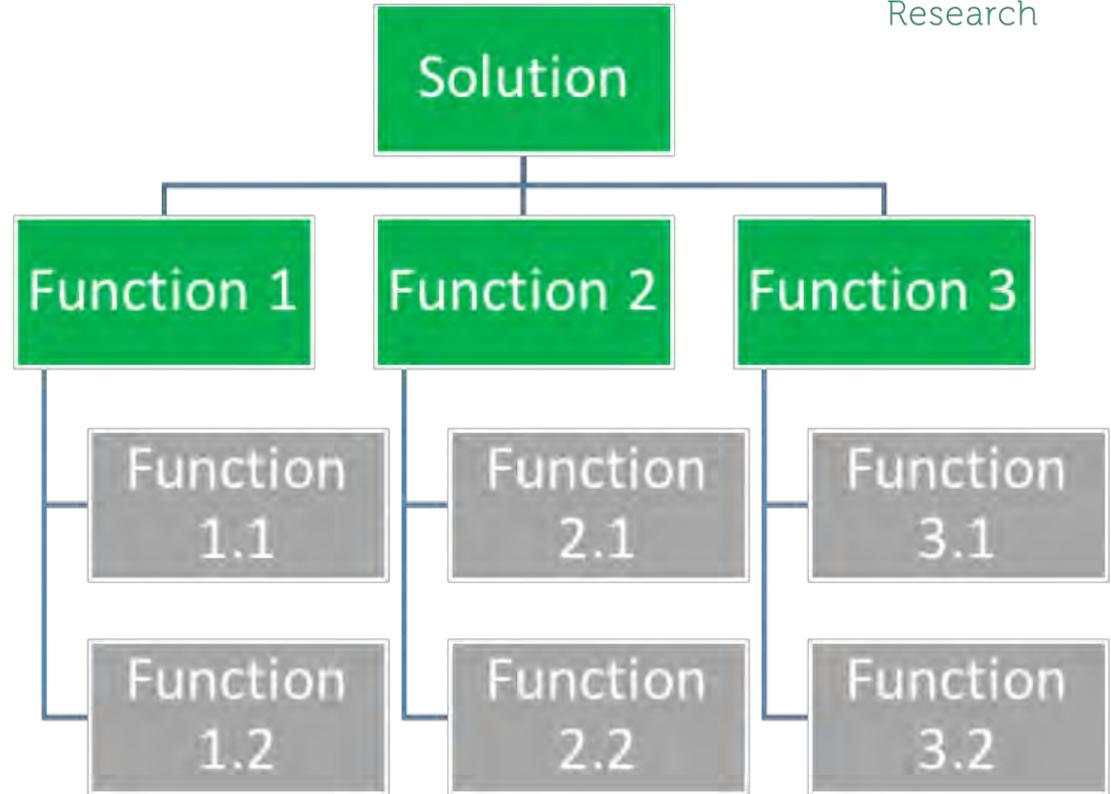- Systems Integration Solutions

Potential Changes

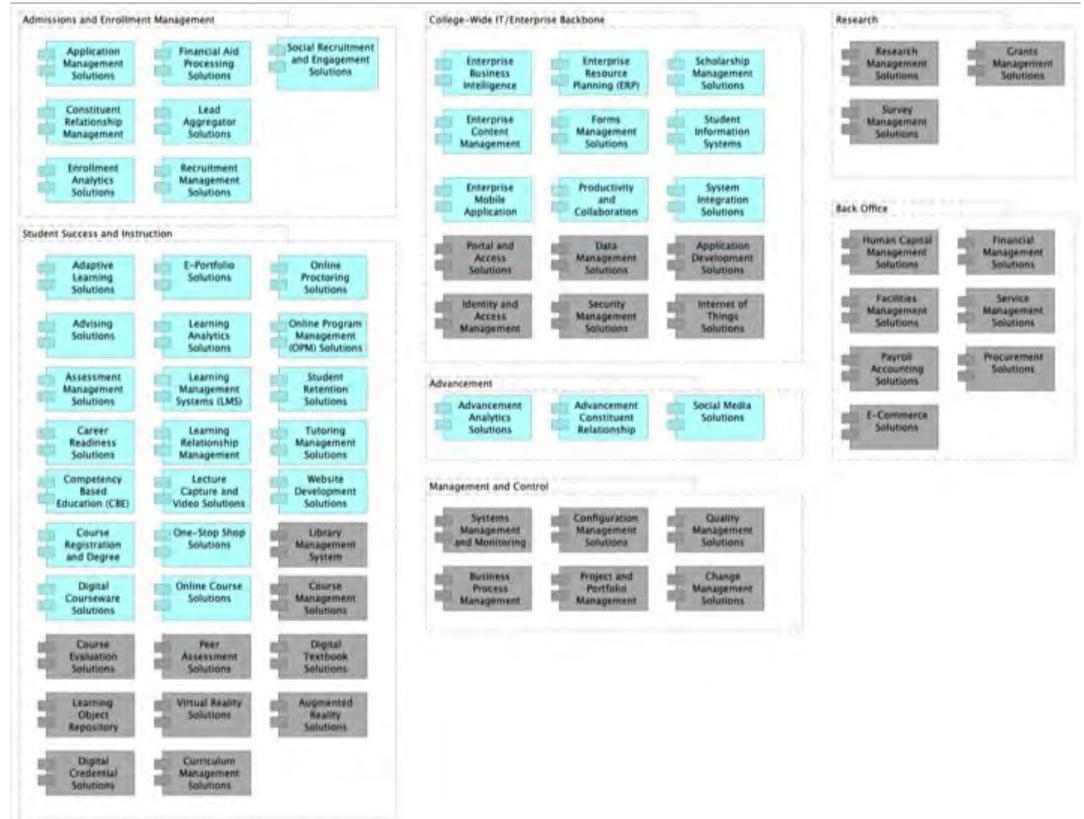# Landscape

CLASSIFICATION CRITERIA

- Focuses on higher-level functions (in green)

- Emphasizes standalone solutions over bundled solutions

- Allows one-to-many classifications

- Addresses changes in segment functions

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SEGMENTS

- May change to reflect different importance of certain segments for student success

- May include additional segments for student success and instruction, etc.

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OPM

- Defines online program management (OPM) from a technology functional view

- Results in OPM's being identical to online course solutions (Udacity, etc.)

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OPM

- May not capture the nuance of the market

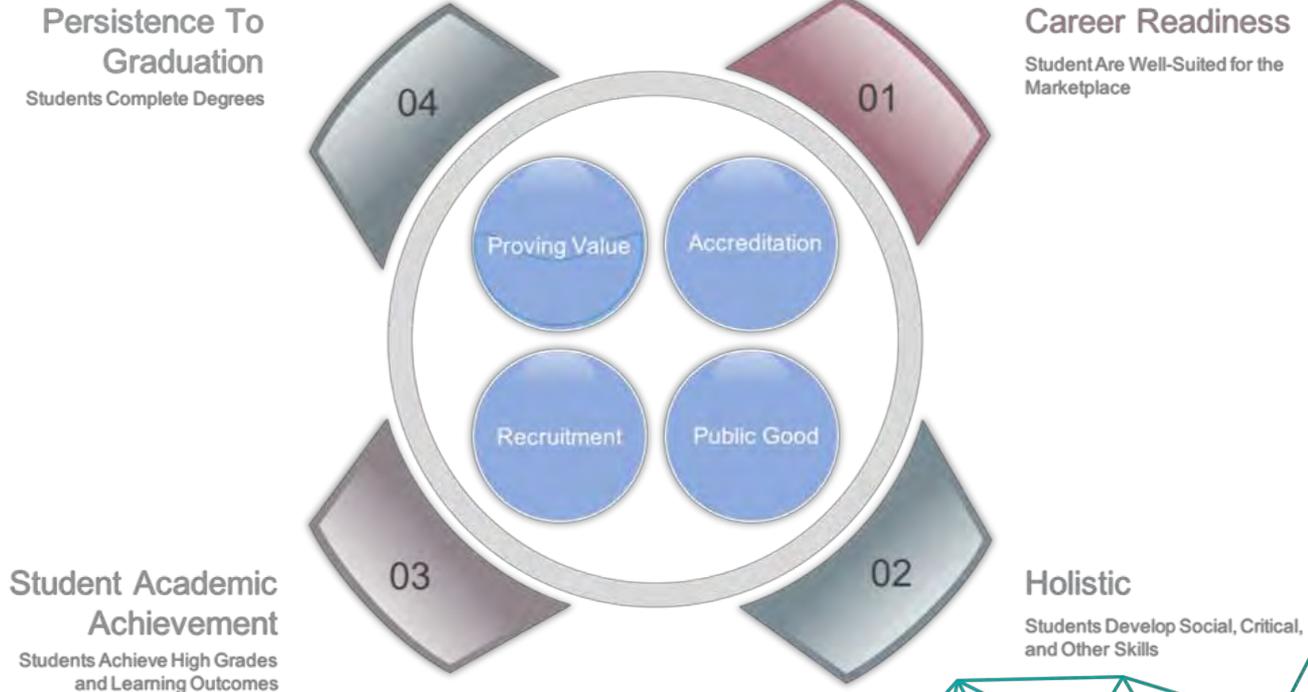- May be better characterized by other aspects (services, consolidation, etc.)

Findings: Themes

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THEME: CHALLENGES WITH DEFINING "STUDENT SUCCESS"

Persistence To Graduation
Students Complete Degrees

Career Readiness
Student Are Well-Suited for the Marketplace

Student Academic Achievement
Students Achieve High Grades and Learning Outcomes

Holistic
Students Develop Social, Critical, and Other Skills

04

01

03

02

Proving Value

Accreditation

Recruitment

Public Good

Landscape

THEME: INCREASING FOCUS ON LEARNING ECOSYSTEM

Roles
Who will be involved in the ecosystem?

Presentation
How will stakeholders interface with the ecosystem?

Principles
What are the guiding ideas behind the ecosystem?

Educational Activity
What instructional models and learning opportunities will be delivered or available via the ecosystem?

Educational Content
What educational resources are to be used or produced as a result of the educational process?

Analytics
How will the progress and achievement of students be determined?

Common Services
What supporting services (authentication, etc.) are critical for the ecosystem?

Solutions
What solutions are critical for the ecosystem to be successful?

Learning Ecosystem

01 02 03 04 05 06 07 08

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THEME: DESIRE TO ACHIEVE BUSINESS – IT MATURITY
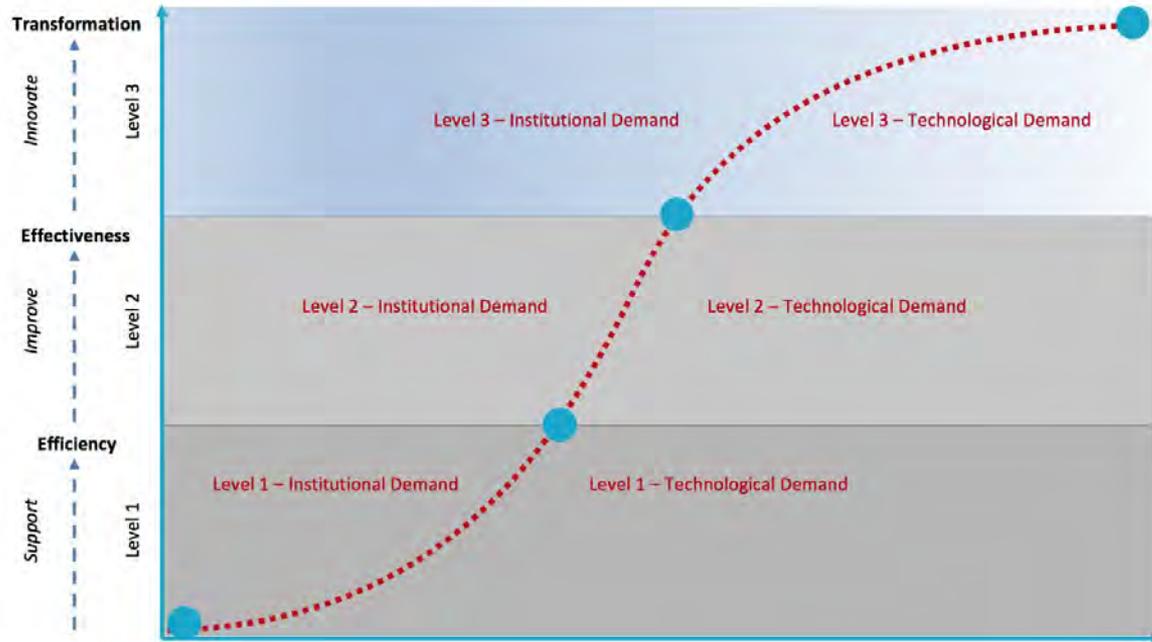
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THEME: RISE OF THE ENGAGEMENT LAYER
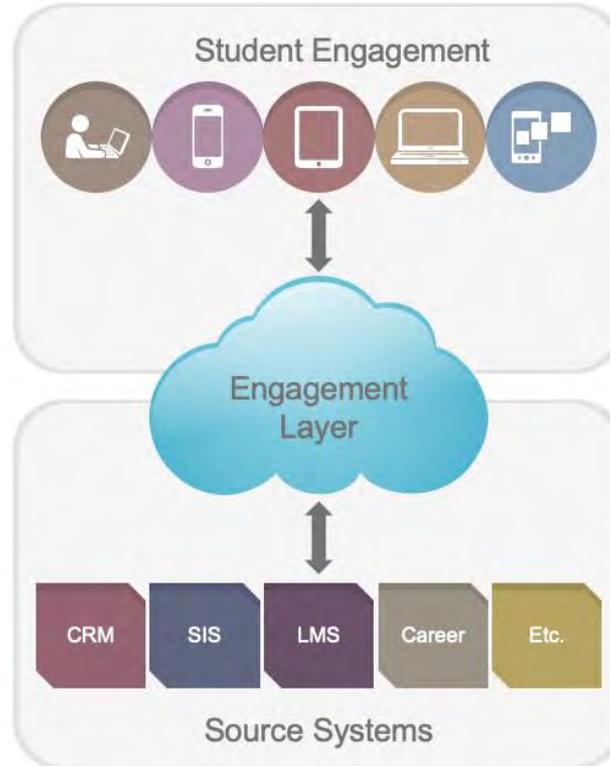
EDUVENTURES 2019 HIGHER EDUCATION TECHNOLOGY LANDSCAPE

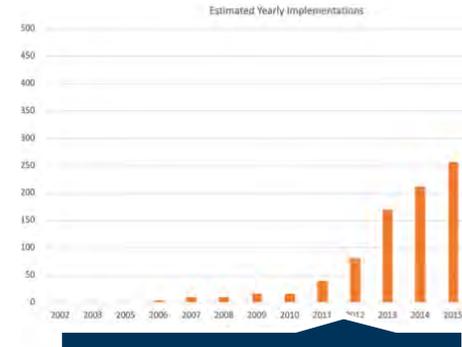# Findings: Segments Under Pressure/Poised for Growth
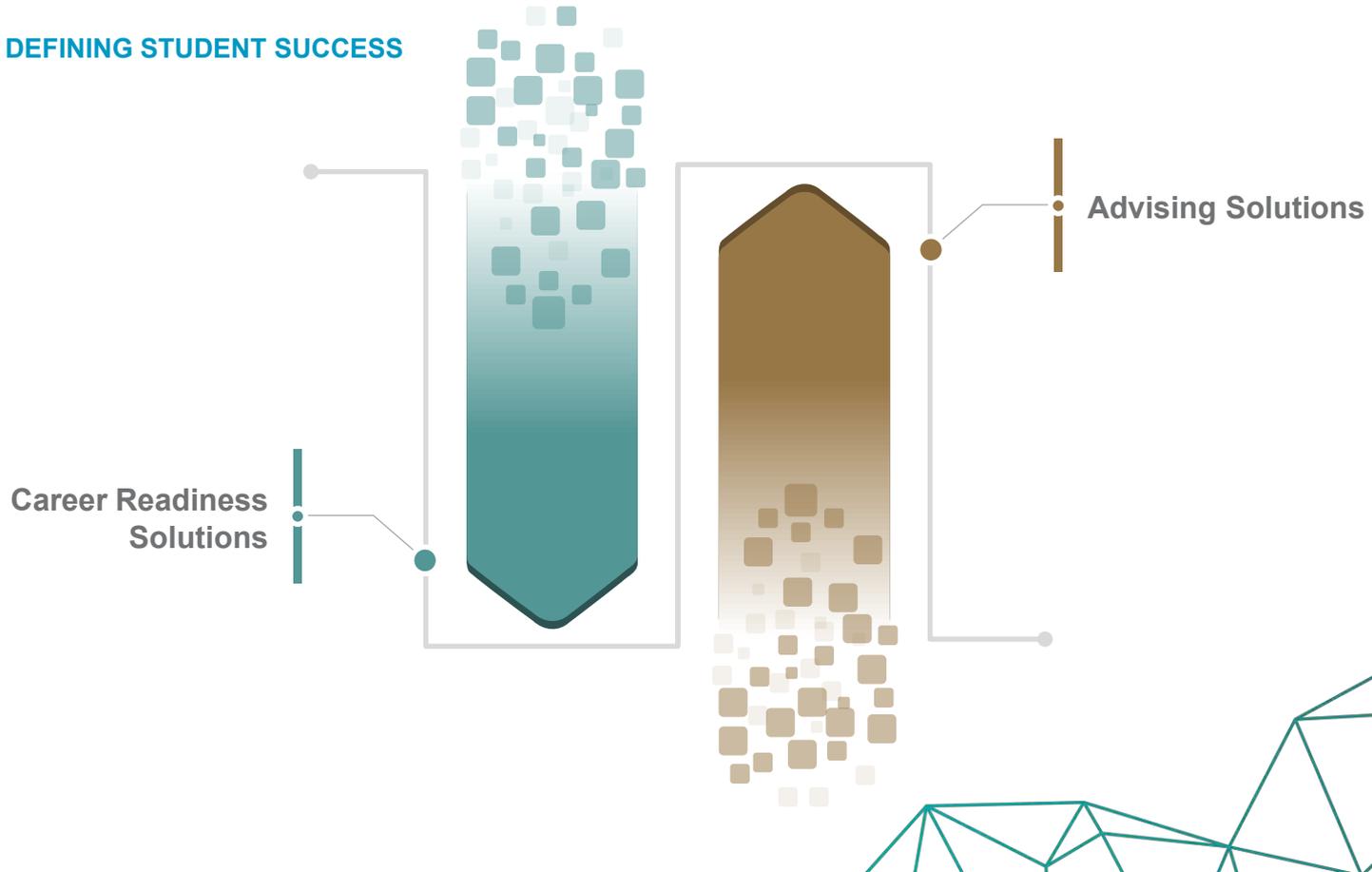
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FINDINGS: METHODOLOGY
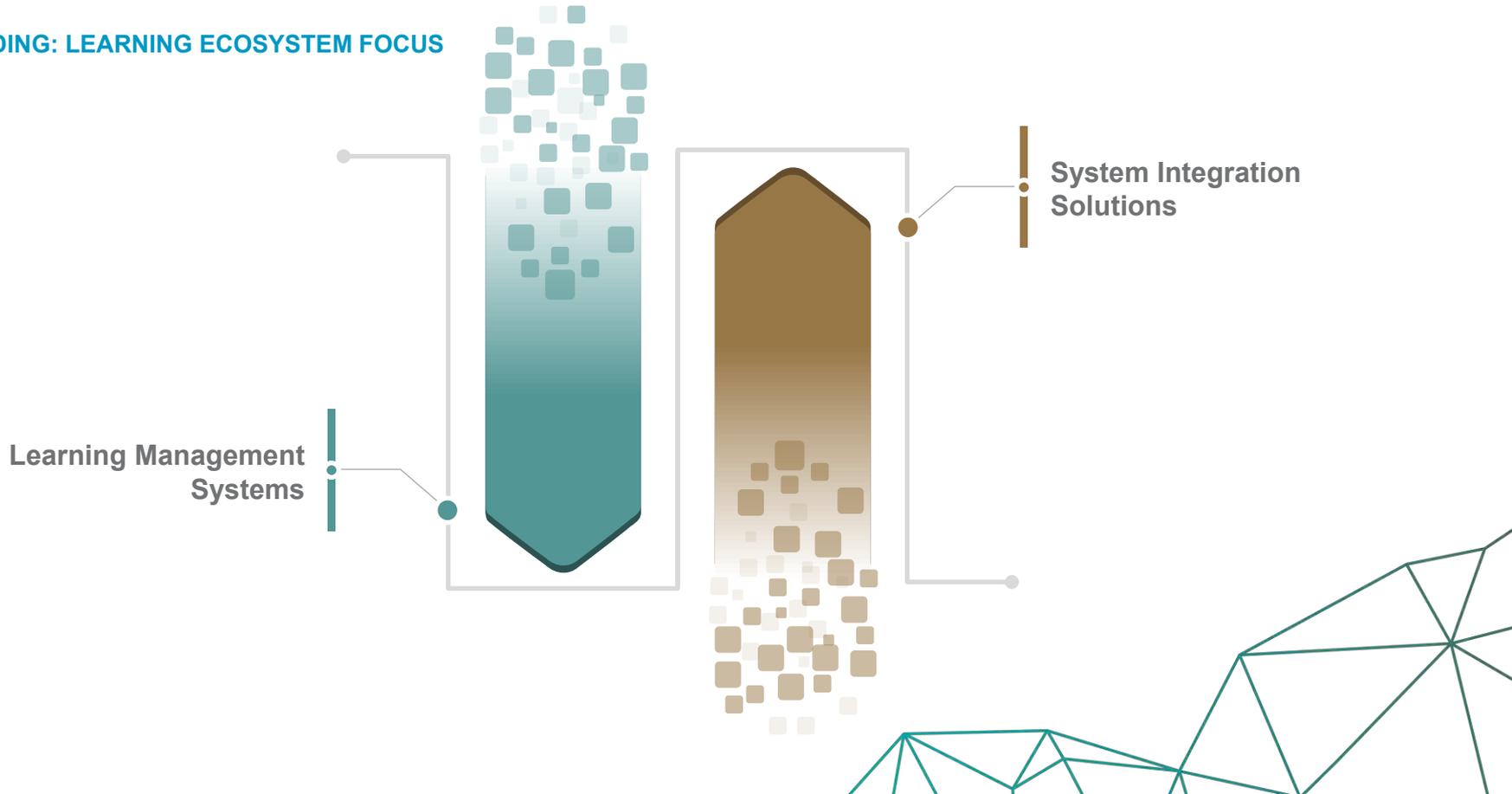

Themes

Five Forces

Implementation Data

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FINDING: DEFINING STUDENT SUCCESS

Advising Solutions

Career Readiness
Solutions

Landscape

System Integration Solutions

Learning Management Systems

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FINDING: BUSINESS – IT MATURITY

CRM

Student Information Systems
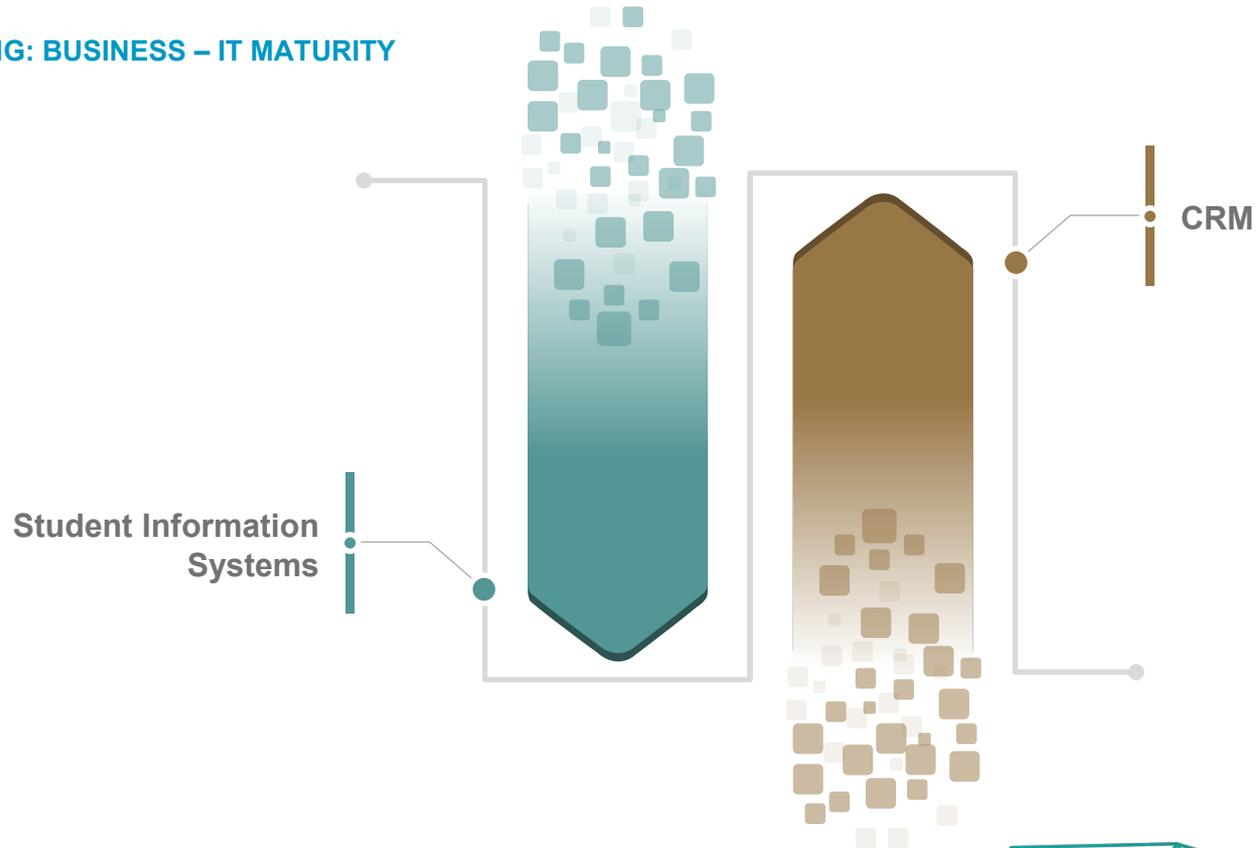
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FINDING: RISE OF THE ENGAGEMENT LAYER

Student Engagement
Solutions

Social Recruitment
and Engagement
Solutions
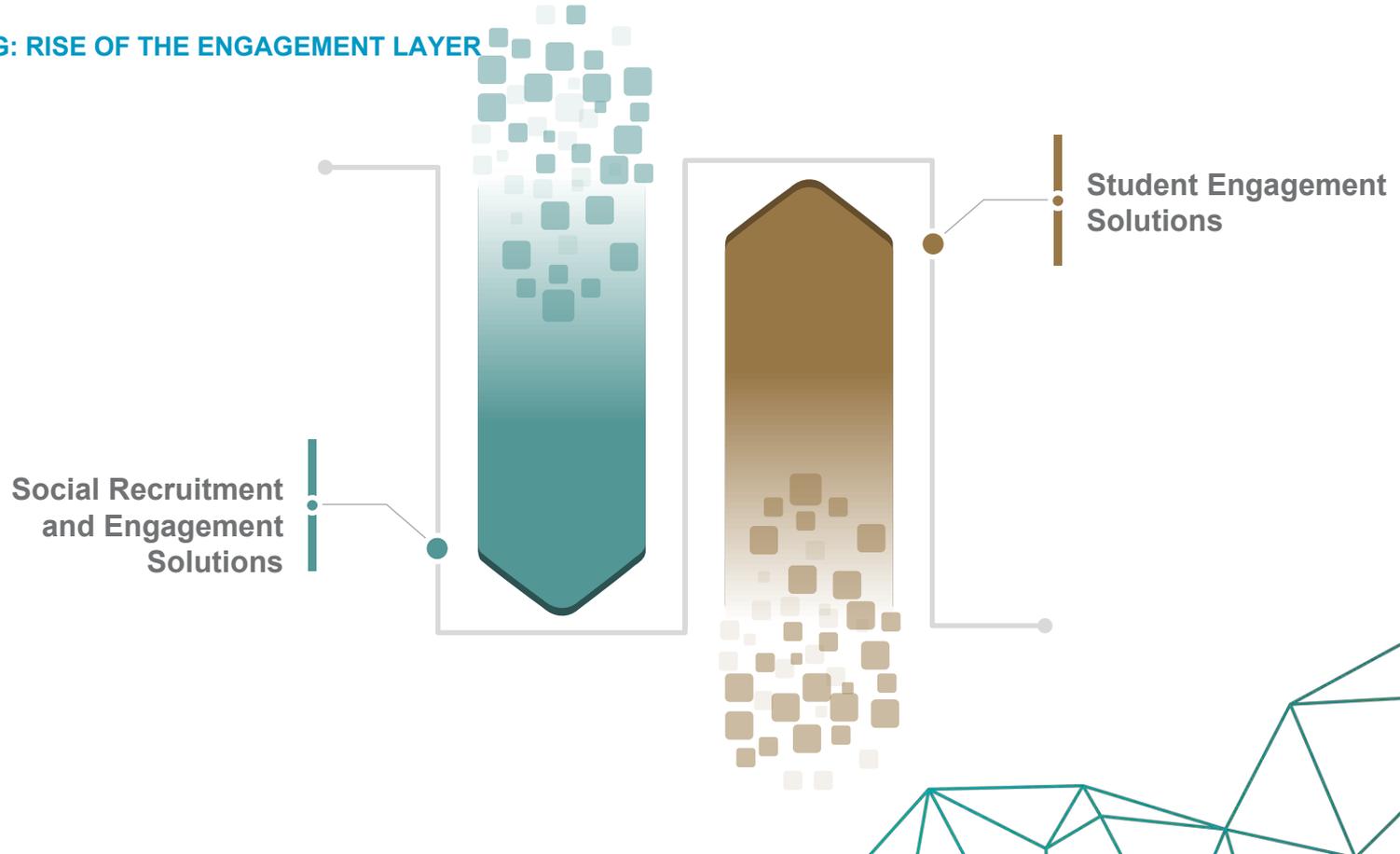
Eduventures Summit 2019

HIGHER ED REMASTERED: THE GREAT DEBATE

- Fascinating, thought-provoking keynote speakers

- Scientifically-derived research findings from our team of Eduventures principal and quantitative analysts

- Panels and presentations covering industry-specific content, trends, ideas and thought leadership

- Networking with 500+ industry leaders

Mitch Daniels
President, Purdue University
Responsible for making student affordability and student success a priority at Purdue.

Mitch Landrieu
Former Mayor, New Orleans, LA
Created, among many things, an Office of Social Entrepreneurship to advance measurable and sustainable solutions to social problems.

encoura™
where informed decisions begin

Thank you.

For questions or briefings, please email Techlandscape@nrccua.org

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