Setting a strategic direction for mobility in higher education

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Improved service & agility will already rule the day

- Anytime, anywhere access to services and support will be the baseline
  - A campus that never sleeps
  - Availability of services & courses when students need them most
- Institutional structures and services match the student experience
- Hyper-personalization in all communications, content & relationships
  - Beyond everybody knows your name…
  - Proactive, timely and tailored
- Collaboration, collaboration, collaboration
  - Tools, services and approaches that enable students to connect
- The ability to change on a dime…
Best-in-class service is powered by multi-channel communications

- Multi-channel communications is standard in the consumer market
  - Social, voice, text, self-service, mail, in-person, etc.
  - Channel selection is based on the interplay between context, content and preferences
- Yet, higher education relies too heavily on an outdated communications model
  - Postal mail, email and in-person rule the day
  - Strategy is based on precedent and institutional preferences
- Uptake of enterprise-class CRM will address technical challenges but the student context must be re-envisioned
What does multi-channel mean for higher education?

- The need to develop a more sophisticated and nuanced communications plans
  - Usage of channels should be aligned to student preferences for content and interaction type
  - Plans must be coordinated to avoid the degradation of different communication channels
- Enabling the usage of a far more diverse set of mobile devices and services
  - Networks must be prepared to support higher volume and increasing diversity
  - Connectivity must be location and time agnostic, but end user aware
Mobility is surging and transforming the student context

World mobile adoption

Mobile adoption by country’s income level

Source: World Bank
The pace of mobile growth in Asia is staggering.

Mobile adoption by geography

Mobile usage in Asia will influence on how US-based enterprise application vendors structure their product development roadmaps.

Source: World Bank
Broadband adoption lags mobile

Broadband adoption by geography

Broadband is and will continue to be important but mobile is rapidly becoming more relevant on a day-to-day basis

Source: World Bank
Services expectations are influenced by students’ increasingly mobile context

In what scenarios would you use a mobile phone instead of a landline or PC for customer service?

Source: Ovum, Consumer Preferences in Customer Service: A Generational Perspective

n=4,086
While institutional investment is on the horizon it trails student expectations

Current & future investment in mobility

Source: Ovum, Technology Trends CIO Survey
And it isn’t a major line item...

Area of investment for single biggest IT project in this budget year

- Mobility
- Business intelligence
- Converged voice/data networks
- Green IT
- Content management
- IT systems management
- Security
- Other
- Enterprise applications

While mobility is at the bottom of the budget list, mobile applications should be the treasured children of enterprise apps.

Source: Ovum, Technology Trends CIO Survey
But getting into the mobile apps game may not be right for most institutions

- Most institutional IT department are not well-suited to application development
  - Budgets are already stretched thin, both in money & people
  - App development may be distracting from achieving strategic objectives
- While students expectations for service are growing, the specifics are often faddish or fickle
  - The device landscape is highly volatile – device specificity is a medium-term gamble
  - For every app that succeeds there are dozens that fail to gain traction
  - Many consumer market apps are developed organically, by the market

Maybe you shouldn’t have your own app for that?
For example, consumers have resisted location-based customer service

Assuming it creates a better customer service experience, how comfortable are you with enterprises using location-based services?

- Very comfortable
- Somewhat comfortable
- Indifferent
- Somewhat uncomfortable
- Extremely uncomfortable

6% Very comfortable
13% Somewhat comfortable
21% Indifferent
25% Somewhat uncomfortable
34% Extremely uncomfortable

19% Comfortable
59% Uncomfortable

Source: Ovum, Consumer Preferences in Customer Service: A Generational Perspective

n=4,086
The road ahead – setting a strategic direction

- Although movement is slow and patchy, enterprise application vendors are investing in mobility
  - Mobile platforms are preferable to discrete mobile applications
  - Future-proofing your IT infrastructure must be paramount
- The institutional vision for service should drive the mobile strategy
  - Selecting a starting point is daunting and adhering to a selection criteria difficult
  - Be wary of enterprise mobility for employees versus service mobility for constituents - shiny toy v. retention driver
- Trying to stop student development is like trying to stop the sea and offers a lower cost – lower risk option
Appendix
Nicole Engelbert is the Global Practice Leader for Ovum’s Industry Technologies team which produces research and analysis on the usage of technology in the education, government, health sciences, financial services, energy & sustainability and telecoms industries.

Nicole’s individual research work focuses on how education institutions use mission-critical applications such as student information systems (SIS), constituent relationship management (CRM) solutions, learning management solutions (LMS) and other vertical-specific technologies to garner efficiencies and improve institutional services. In recently published reports, Nicole has presented a framework for evaluating institutional performance management solutions, conducted a comparative analysis of leading CRM solutions, and offered guidance on the future of software-as-a-service in the higher education industry. Recognized for her work in these areas, Nicole is quoted regularly in publications such as Campus Technology, DestinationCRM, University Business, The Chronicle of Higher Education, EdWeek, T.H.E. Journal, The New York Times, Government VAR, Dow Jones and TechNewsWorld.

Prior to joining Ovum, Nicole was the Vice President of Educational Services at TestU, where she worked with secondary schools to develop programs that used technology and assessment to improve student achievement, as well as led the development of its client reporting systems. Nicole also has experience in higher education, having held leadership positions in admissions and career services.

Nicole holds an MEd from Columbia University and a BA from Union College, where she graduated magna cum laude.