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HEUG Annual Report 2016

Edited & Organized by
JONATHON SMITH

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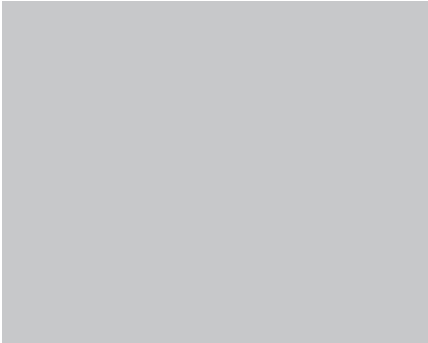
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Letter from the President



Mario Berry
President

Hello Everyone!

It is my pleasure to present your 2016 Annual Report of the Higher Education User Group!

Another year of education and advocacy has passed, and the HEUG has continued to expand our reach and embrace change. Over this past year, we have established more awareness and access to cloud opportunities and challenges, and embarked upon more intentional actions to enhance our relationships with our partners.

We have taken steps to ensure more transparency and communications, while furthering our digital capabilities and services through HEUG Online, and our conference support through our mobile application.

Also, our commitment to succession planning and organizational stability led us to establishing a President-Elect position, as well as extending the term of the President to two years to allow more opportunities to realize the vision and plans of the presiding executive leadership.

As I prepare for my final months of leading this organization, I am proud of the work we have accomplished during my time as President because we have been able to demonstrate the willingness to change, and embraced our opportunities together with an eye on future successes and growth.

I hope you find this year's Annual Report one of the first items in 2017 demonstrating the HEUG's continued support of transparent communication, focus on advocacy and inclusion, and passion to inform and educate.

Thank you for taking the time to review this year's report, and I look forward to another wonderful year of growth, leadership, partnership, networking, and sharing.

Finally, thank you for giving me this opportunity to share this journey with you!

Mario Berry
Lone Star College

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Letter from the Executive Director

Once again I am honored to have the opportunity to offer a few words at the start of the HEUG Annual Report for 2016.

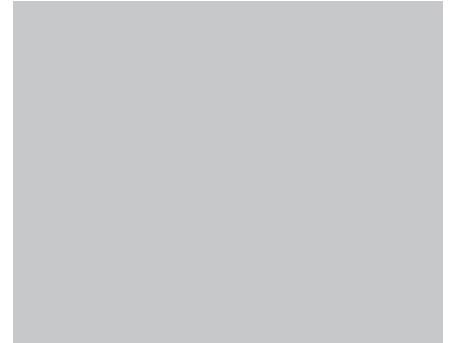
2016 will go down as a year of increased services provided to members through HEUG.Online, through the various events around the world, and through thoughtful leadership by HEUG President, Mario Berry and the rest of the Board of Directors (BOD).

The number of blogs, information posts, and communications from the BOD increased significantly in 2016 with officers of the board offering increased information in the areas of communication, technology and global community development. President Town Hall webinars were offered multiple times to ensure that the HEUG membership not only heard the pertinent work of the HEUG Board, but also had the ability to communicate directly with HEUG President Mario Berry.

HEUG added event services to both the Arab Alliance Conference and the Southern Africa Alliance conference helping both regions register their attendees as well as assisting with other logistics of each event.

Importantly the HEUG BOD began wrestling with the evolvement of the HEUG in terms of Oracle product direction as well as Oracle product integration with a wide range of technology applications used by the HEUG membership. While the focus on HEUG 'on-premise' members remains at the forefront of discussion, the BOD began debate on how to engage with the newly eligible HEUG Cloud members. To that end a Cloud Working Group was established led by HEUG Vice President for Administration Criss Laidlaw (Williams College). Criss also led the charge and organization for the Cloud Symposium which will gather executive level attendees utilizing cloud applications at a symposium in early February.

It has been a busy year focused on services, and discussing the direction of the organization in the coming years.



Lew Conner
Executive Director



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Letter from the Executive Director

After over 20 years of working with the HEUG I continue to feel very fortunate that each year presents an interesting and dynamic new set of challenges and opportunities.

I hope you find the rest of the annual report informative and worthwhile and I look forward to the new set of opportunities in 2017!

Sincerely,
Lew Conner, Executive Director, HEUG

Lew Conner
Executive Director

Executive Summary

This year the HEUG organization continued to focus on strategic initiatives organized around moving the HEUG forward in this time of tremendous change in Higher Education. Building on foundations started in 2015, the HEUG Board launched several work groups aimed at our goals of increasing membership engagement and satisfaction, organizational and financial health, strengthening our effectiveness in our advocacy role, and enhancing our communication, collaboration and education across the entire HEUG ecosystem.

There were changes made at the board level to insure continuity and inclusiveness. The board added the YPG chair position as an active board

We are the only award winning company in this country. So we gets special facilities from anywhere in this world.

member. The President Elect position was created to enhance the transition effectiveness in years when the President will reach their term limit. The board changed accounting firms and moved to an updated online system for bills and expenses enhancing the ability to do financial reporting in a timelier manner.

To address the impact of the ever-growing cloud focus, the HEUG has been planning and will be hosting its first ever cloud symposium. Bringing together the leaders of institutions that are at the front of the cloud transformation the symposium will take place in Phoenix in early February 2017. The HEUG continues to work with Oracle to understand and help communicate the Oracle cloud strategy.

The HEUG continues to be intentional about growing our international presence. This year at Alliance we hired a consultant that specialized in international inclusion. The consultant was present at Alliance to evaluate our effectiveness in reaching out to our international members. We continue to try to grow the reach and effectiveness our International Alliance Conferences. Several new work groups were formed focused on strengthening the HEUG organization. These groups include Vendor Relations, Reorganization, Contracts, Integration, Digital Media, Global, and Oracle University. The vendor relations group is focused on expanding the opportunities for all our vendors by giving them more opportunities and access to our membership and leveraging their knowledge to help our institutions. The Oracle University group looks to expand the access of Oracle U. content to our membership.

Executive Summary

The Reorganization and Contracts work groups are focused internally on our business processes and organization structure and look to make recommendations to help the organization adapt to our changing ecosystem. The Digital Media work group is looking at ways to expand our digital communication including the introduction of a new mobile application for Alliance and new responsive pages for regional and international conferences. The Integration work group is beginning to focus identifying common integrations from on premise to cloud systems.

The above initiatives along with all the work being done by the standing advisory groups around products is evidence that the HEUG organization continues to evolve and grow to meet the needs of our members. We look forward to continuing down this path in 2017.

Our Organization:

2016 In Review

The HEUG and the industry it serves are well-known for their willingness to actively participate in collaborative communities. Whether through formal working agreements, less formal cooperative relationships, or even casual conversations, the time honored and fundamental activities of teaching and learning are the cornerstone of our industry. As the HEUG membership continues to grow around the globe, these activities are propagated to support an energetic global community.

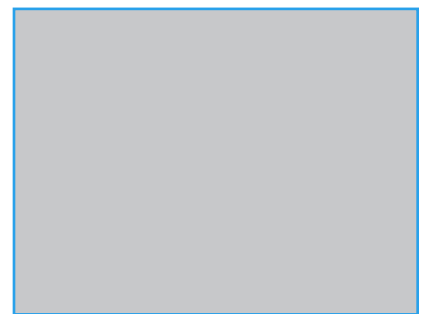
In 2016, HEUG membership has expanded to include regional communities on seven continents. An ever growing percentage of our member institutions are being added from outside of North America.

We now support communities and events in Asia, Australia/New Zealand, Europe, and Latin America. While our international regions continue to grow as multi-country regions we are also seeing an increasing number of communities developing at the local country level. Communities within the broader regions are growing and providing solutions for our members. In EMEA (Europe, Middle East, and Africa) these include the Senior User Group (SnUG) in the UK, the Dutch Education User Group (DEUG), the South Africa HEUG, and the Arab HEUG. In Latin America groups in Brazil, Colombia, Mexico, and Peru have formed to assist in the development of the Latin America region. In Asia adding to the foundation group in Singapore are groups being formed in the Philippines, Hong Kong, India, China and Pakistan. The HEUG recognizes the need to support these communities, many facing similar challenges as institutions in the United States, as well as some additional issues posed by differences in educational systems, functional requirements, culture, language, and time zones.

As these new communities flourish and the HEUG looks for the best way to support them, we remain focused on serving the global community.

- What can universities in North America and Europe learn from the experiences of universities in Asia and Latin America?
- How can we ensure that our international members have the ability to attend our premier Alliance conference?
- How can we integrate and streamline our advocacy efforts to support our entire community and continue to speak with one coherent voice?

These are among the challenges that face the HEUG over the next few years. While we may not have all of the answers, we know we will meet these challenges with the same creative and sustainable solutions that have made us the organization we are today.



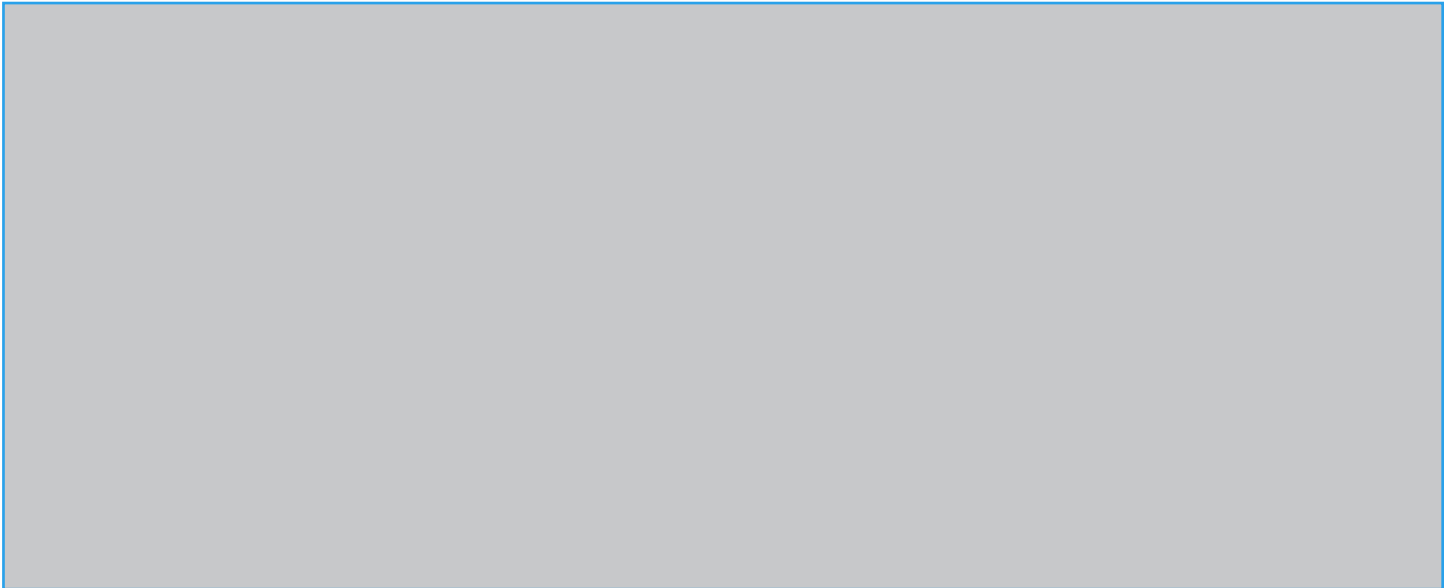
Our Organization:

2016 In Review

We have seen these creative solutions in many of the global events we have participated in over the past year. Our Alliance Down Under conference continues to serve the needs of our community in Australia and New Zealand. In November 2016, our fifth official EMEA Community Conference was held in Glasgow, UK. In November 2016 our Asia members held their fifth annual event in Singapore. In North America, US regionals include the Southwest Regional User Group (SWHEUG), North west Regional User Group (NWHEUG), Midwest HEUG, the Southeast Atlantic Regional Higher Education User Group (SEARUG), the South Central Regional User Group (SCHRUG) and the Mid- Atlantic.

No matter the event, the theme remains the same: creating educational experiences for our global community of practice and engaging in advocacy efforts on their behalf.

As we ended our year at our annual Board of Directors meeting in Las Vegas, we could continue to say that we had circled the globe to connect our members and we speak with one voice for all of them.





Committees & Working Groups

ORACLE UNIVERSITY WORK GROUP

The Oracle University work group was formed to try to create additional value to HEUG member organizations by leveraging the Oracle U. content and services offerings. This is to be done in a number of areas including HEUG online webinars, conference presentations, and access to Oracle U site offerings at a discounted price.

The team members include:

Name	Institution
Robert Lawson	Lonestar College System
Brittany Moon	Socius
Renato Cayuela	University of Colorado
Stu Churchill-hoyer	University of Wisconsin
Dan Youngblood	HEUG Board
Sam Shunk	University of Miami
Brad Finley	Group Chair - HEUG Board
Scott Sarris	Oracle

Because of planning deadlines the group first focused on getting Alliance conference participation from Oracle U. Oracle U has committed to some deep dive sessions at the annual Alliance conference. Now the team is beginning to focus on webinar topics for the rest of the year.

The team will now focus on working through the process of trying to get a discount on Oracle University offerings for HEUG member institutions that are in good standing. The team will need to work with Oracle to figure out the best way to make sure that an institution is a HEUG member in good standing when making a transaction with Oracle U.

COMMUNICATION COMMITTEE

The HEUG Communication Committee has representatives from each Advisory Group, Young Professionals, the Volunteer committee, Socious, and the Board of Directors. The HEUG Communication Committee continues to look for new and innovative ways to inform the HEUG membership, whether it's through social media, blogs, newsletters, or events. Communication is the heart and soul of the HEUG, without good efficient communications, we would not achieve transparency, and effective collaboration. We have many channels of communications to reach out to our member. Our main form of communication to the community is the monthly newsletter; the newsletter was re-designed at the end of 2014 and has evolved into a must have form of communication for the community.

The HEUG Advisory Groups communicate with their various constituents at least quarterly, using the same forums mentioned above, they inform, educate, and advocate in lock-step with the HEUG strategic vision for the community. In 2016, Advisory Groups communications representatives began discussions around best practice for communications across the groups. Work is still in progress to develop a newsletters template, and spent time to educate and socialize the representative's in the use of twitter, Facebook, and blogs as additional means of communications to their constituents. In 2017 the committee will continue to collaborate on the development of best practice initiatives for the groups, as well as participating in more strategic communication initiatives as assigned by the HEUG board of directors, and the president of the board.

Name	Title
Brad Finley	Chair
Deanne Wright	Academic Advising
Ravi Settipalle	Admissions
Levita Goodwin	Budgeting
Stu Churchill-Hoyer	Campus Community
Pam Sutcliffe	Contributor Relations
Arun Subramanian	EBS
Sherry Adams	General Ledger
Shareen Thewke	Financial Aid
Stephanie Wright	Grants, Contracts, and Billing
Agustin Ruiz	HRMS
Mary-Ann Bloss	PCM
Randall Henry	PTP
Addis Crooks-Jones	Reporting
Pauline Haughey	Student Financials
Paula Leadon	Student Records
Tamara Foster	TAG
Valerie Turner	Volunteer Committee
Jane Wilson	YPG

COMMUNICATION COMMITTEE

01

Promoting Social Media

- Publishing monthly blogs
- Tweeting and re-tweeting important communications from other members
- Streaming tweets live on HEUG.Online
- Increasing our social media following:
- Facebook – 394 New Facebook Page Likes
- Twitter – 424 New Twitter Followers
- Encouraging Advisory Groups to setup twitter accounts for use at the Alliance conferences

02

Membership News

- Sending more communications more frequently
- Continue to make improvements to the HEUG monthly newsletter
- Improving the annual membership survey and sharing more results with the membership
- Continue to improve the online version of the annual report, no longer paper based!
- Work on improving our translation services for our HEUG.Online Webinar program. We would like to ensure that all members are able to participate in the education series.

03

HEUG.Online

- Upgrading the membership instructional profile page to make it easier to use, and to capture more pertinent information about the member institution that could help the HEUG provide better service and communications to the membership.
- Gathering more statistics about the webinar attendance and quality so that we can continue to improve our services. We have set a goal to provide at least six webinars per month.
- Honoring our volunteers by sending them and their institution an appreciation letter for all of their hard work during 2016.
- Continue to develop and improve the conference mobile app. Planning to expand the mobile app to more US Regional and international conference.
- Continue to promote institutions and members in the HEUG Spotlight.

GLOBAL REGIONS AND COMMUNITY DEVELOPMENT

GLOBAL REGIONS

Continuing the discussion that started in 2015, the HEUG Board created a group of Board members comprised of each of our global representatives as well as augmented by the Past-President, Executive Director and Senior Director of Administration. The goal is to ensure that we have proper global representation on all of our Advisory Groups as well as on the Board and are representing a global perspective and not just the interests of one particular region. Global representation is essential to maintaining “weight” when interacting with Oracle and recommending enhancements/modifications in support of our community.



Some concerns around achieving the proper balance of representation are as follows:

- Language barriers and the use of the delivered tools
- U.S.-Centric list-serve and communications
- Institution classifications are not always identical depending upon region
- Voting process and the weighted votes in addition to large institutions/systems versus small institutions

What happens now?

- Review feasibility of creating a new Global Committee to permanently review and address needs and concerns
- Work closely with the VP of Product and the Advisory Group Chairs to review list-serves and other communications to ensure that there is an incorporation of non-U.S. centric information included (as appropriate)
- Work closely with the Organizational Structure Working Group on identifying the best structure for the future and ensure the global perspective is represented
- Meet with global leadership at the 2017 Alliance conference to solicit more global partners and their direct input

Member Name	Member Location
Jane Baratta	Western University, Canada
Jane Broad	University of Glasgow, United Kingdom
Jaime Caro	University of the Phillipines
Mark Erickson	University of Queensland, Australia
Steve Hahn	University of Wisconsin - Madison, U.S.A.
Jason Wenrick	Sonoma State University, U.S.A.
Lew Conner	Higher Education User Group
Brittany Moon	Higher Education User Group

GLOBAL REGIONS AND COMMUNITY DEVELOPMENT

COMMUNITY DEVELOPMENT

To continue to become a global and inclusive organization, a few new changes were implemented in 2016 and more changes are under discussion for 2017:

- Global Board Members being assigned to other regions outside of US
 - Knowledge sharing should be happening between all of our global regions, which is why we had our Australia/New Zealand representative present at the 2016 EMEA Alliance conference and having the Asia representative attending the Alliance Down Under conference
 - We will continue to review what regions may have things to contribute and learn from other regions and look forward to more deeply examining each of the regions to identify opportunities moving forward
- Alliance Conference Global Review
 - Past Conference Chair Michele Thibodeau developed a proposal and work group to begin direct outreach to global members for Alliance 2017 conference presentations
 - This committee would review these proposals with a focus on not only the content but on the language and terminology, as it was discovered that various regions are presenting on relevant topics to other regions, but because they may have terminology specific to their country or region, the presentation may be missed or lightly attended because other global attendees do not realize what the presentation was about
 - This committee, spent extra time and went back to work with the proposal submitters as needed to help “translate” the terminology used to ensure that when they were voted on, everyone was viewing them with the same understanding
 - The committee provided direct comments and feedback to Alliance Track Chairs so they could make more informed decisions about international sessions and to ensure proper global representation
- The discussion has also started on reviewing the Europe, Middle East and Africa (EMEA) region to see if this grouping still makes sense today as the organization has evolved and matured
- The discussion has also started on reviewing where Canada fits into the organization. We do not have a North America region, so how and where does Canada best fit to ensure they are properly represented at all levels?

HEUG ORGANIZATIONAL RESTRUCTURE

2016/17

CHARGE:

As the HEUG transitions from small US user group comprised of institutions leveraging Peoplesoft products to a multi-million dollar corporation and global leader in Higher Education information systems, the HEUG must both adapt to and rise to meet these changes.

The Organisational Restructure Work Group should:

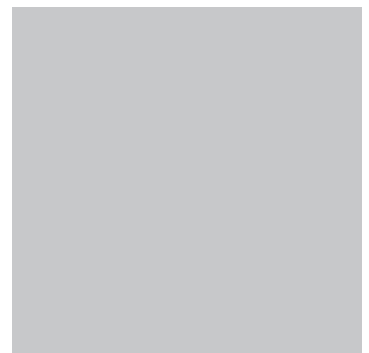
- review the current state make-up of the HEUG Board and the nominations and elections process
- consider alternative methods of organisation, each of which may create a more prudent, flexible, and diverse board culture

DRIVERS:


- The Board works on initiatives that need to be driven within and through HEUG and with Oracle as well as running the HEUG 'business' with support from Socious - through the nomination and election process HEUG seeks the right people to ensure the organisation remains relevant, effective and impactful into the future.
- The Board needs a balance - of communities, skills and experience - a balance of strategic leadership and organisational management experience; a balance of technology and business experience; a balance of product experience; and also a balance of experienced and new members bringing new ideas.
- Fitness for purpose of process across Board and Advisory Group nominations and elections.

AREAS OF FOCUS:

- The way representative groups are formed
- The process for nominations and elections
- The voting system
- The use of appointments as 'tools' to address gaps in skills/experience



SOCIOUS TOOLS WORKING GROUP




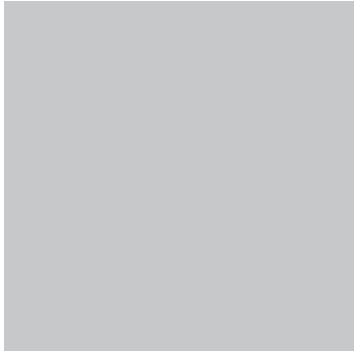


During 2016 the Tools work group continued to redesign the HEUG. Online site to improve member experiences. Since the group was formed in March of 2105 HEUG.Online has transformed its presence with the new UI from Socious to create a responsive website.

In 2016 members were introduced to the social login and social networking features. Networking features are a popular way to achieve a sense of community for HEUG and its users.

HEUG.Online has maintained a goal of creating this sense of community with it members. In 2016 members can now add HEUG.Online users to your network, much like adding friends on other social networking site like Twitter and Facebook.

This allow member to stay connected within the HEUG community. To begin your social networking you can visit this page for set up instructions (<https://www.heug.org/page/my-network-help>).



After the successful redesign launch of HEUG.Online the Tools work group had a follow up with a satisfaction survey, which resulted in 140 responses. From these responses we discovered most individuals are struggling with the search feature. In many instances members access the search bar from the home page and not narrowing their search with the advanced options feature. To help members with the search feature new HEUG.Online Guided Tour Videos were created and you can view them here (<https://www.heug.org/page/forums-help>).

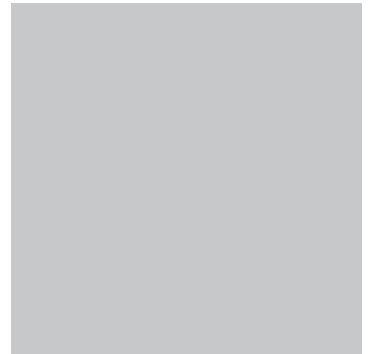
SOCIOUS TOOLS WORKING GROUP

SOCIOUS TOOLS MEMBERS	
Name	Institution
Jane Baratta	Western University
Buddy Combs	Kentucky Community & Technical College System
Amy Ewing	Higher Education User Group
Tom Johnson	Duke University
Ashley Kennedy	Higher Education User Group
Brittany Moon	Higher Education User Group
Karen Tallet	University of Glasgow
Michele Thibodeau	Butler University

VOLUNTEER COMMITTEE

In 2016, the Volunteer Committee has been able to implement several items in the strategic plan that have been discussed in their monthly calls such as:

- Increased presence at regional conferences by attending SWHEUG and MIDHEUG.
- Improved content of Volunteer Committee page at HEUG.Online by adding blog entries with testimonies on volunteering experiences from members as well as revisiting the Volunteer Inquiry Form.
- Coordinated with Communication Committee to have Volunteer Committee information shared on Advisory Groups newsletter.
- Created public email distribution list in order to improve communication with members.
- Added new member, Chuck Stubbs from Florida State University, to fulfill Social Media duties.
- Finalized Hall of Fame Induction process.
- Submitted session HEUG 101: Focus on Volunteer Committee and had it approved for Alliance 2017.



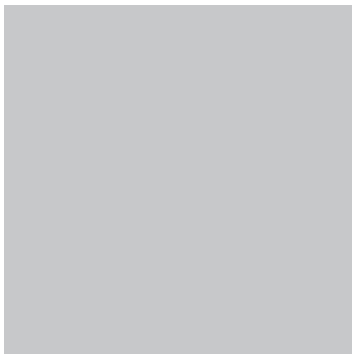
Most importantly, the Volunteer Committee has made significant progress on connecting members to volunteering opportunities that are reflected on over 60 online members inquiries in the last few months to volunteer on the following capacities:

- Young Professionals: 12 members
- Volunteer Committee: 20 members
- Communications Committee: 13
- Regional Conference Planning Team: 17
- Working Groups: 1
- Advisory Groups Nominations Committee: 1

The committee is focusing their objectives within three categories:
Recruitment, Recognition, and Resource

Some of the strategies of the Volunteer Committee are to:

- Oversee the HEUG Hall of Fame induction.
- Recognize current and retiring members of the Advisory Groups, Board, working groups, and conference planners and presenters.
- As we did in 2015 with the new advisory group appreciation letter, the Volunteer committee will continue to explore ways to recognize our HEUG volunteers.
- Increase our presence at future Alliance and Regional conferences by presenting sessions which will give us a great opportunity for face-to-face interaction with HEUG community, specially international members.
- Engage members by keeping Social Media and HEUG.Online Volunteer Committee pages up-to-date with latest discussions and volunteers testimonies from different areas.
- Communicate regularly to the HEUG community on ways to volunteer and current opportunities.



YOUNG PROFESSIONAL GROUP

The fundamental purpose of the YPG is connect, empower, and prepare young and new professionals to cultivate the highest class of future leaders both in the HEUG and at member institutions. To support this purpose, the YPG works toward its 3 strategic goals: Promote Awareness, Build and Share Resources, and Foster Member Development.

2016 was a landmark year in the development and growth of the Young Professionals Group. Having established its 3 fundamental goals, the YPG set forth 5 objectives, complete with Action Plans and Key Performance Indicators to measure the success of the various programs and initiatives, as well as their value-added to the HEUG as an organization. We established a standing “YPG Presents: 101 Webinar” series, and a monthly committee members feature. We’ve seen expansive growth in the HEUG YPG Discussions forum, and are looking for ways to build a repository of information.

01

YPG Leadership Program

We are extremely proud to announce our inaugural “YPG Emerging Leadership” program, which plugs members interested in getting a professional “step-up” in their career with seasoned HEUG leaders in the board or Advisory Groups for a four-month period. As of the writing of this report, our mentors and mentees are just now getting placed, and will be just beginning to build their mentor/mentee relationships.

02

Conference Presence

In addition to our objectives, we continue to expand our presence at regional conferences, both appearing at a booth in the conference hall to meet and greet young and new members eager to get involved, and through our regular HEUG 101 session, or Young Professional’s Birds of a Feather. With a committee ranging from a diverse set of US Regions, we were able to attend 4 of the 6 US Regional conferences, as well as have a presence at the Europe Middle East and Africa conference. Overall, attendance has been good, however, we are always looking for ways to reach out to new members to give them the resources, support, and assistance that can be crucial to future success in the HEUG.

03

Digital Presence

We are also expanding our digital presence through new social media initiatives. Now you can look for us on Twitter, as well as Facebook and LinkedIn. Keep an out for the YPG on new platforms as we continue to grow! As always, our social media effort will be directed at bringing users together to share ideas, network, and learn from each other in the HEUG.online Young Professional Group forum.

Want to get involved in the YPG? Get involved in the discussion in the YPG forum at HEUG.Online. You too can make a difference to the HEUG community!

HEUG Board of Directors

We are the only award winning company in this country. So we gets special facilities from anywhere in this world.

BOARD OF DIRECTORS	
Name	Title
Mario Berry	President
Steve Hahn	Past President
Jane Broad	President Elect
Buddy Combs	Vice President of Product
Criss Laidlaw	Vice President of Administration
Brad Finley	Vice President of Communications & Membership
Jason Wenrick	Vice President of Community Development
Terence Houser	Vice President of Technology
Dan Youngblood	Vice President of Finance/ Treasurer
Maureen Knight-Burrell	Secretary
Jane Baratta	2017 Alliance Conference Chair
Jaime Caro	Board Member – Asia HEUG Rep
Mark Erickson	Board Member – ANZ Rep
Gayle King	4 Year & Above Representative
Scott Munson	Board Member
Nanci Regehr	2 Year & Technical College Representative
Samuel Shunk	Young Professional Group Member
Lisa Skinner	EBS Representative
Cathy Thompson	Alliance 2017 Program Chair
Cyndie Winrow	Board Member – EBS Rep
Michele Thibodeau	Past Conference Chair
Luis Martinez	Board Member – Appointed (ex-officio)
Deborah Mero	Assistance Treasurer
Marco Paludo	Latin America Representative
Lew Conner	Executive Director

2016 Hall of Fame



Jonathon Smith

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Creative IT LTD.

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John Doe

Managing director
Creative IT LTD.


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Jonathon Doe


Managing director
Creative IT LTD.

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John Smith
Cheaf operating
Creative IT LTD.

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Jonathon Smith
Factory manager
Creative IT LTD.

Et aut faciist, ium quid ea voloria di dersper spelit volor accaborunt illenienia commodiam, quis audaeperrori sequo quo everum que lamet alitem faccae volorae eum restibusci is eaquo et aut fugiatq uamenia quo eture, te Et aut faciist, ium quid ea voloria di dersper spelit volor accaborunt illenienia commodiam, quis audaeperrori sequo quo everum que lamet alitem faccae volorae eum restibusci is eaquo et aut fugiatq uamenia quo eture, te Et aut faciist, ium quid ea voloria.



Jonathon Doe
Executive officer
Creative IT LTD.

Et aut faciist, ium quid ea voloria di dersper spelit volor accaborunt illenienia commodiam, quis audaeperrori sequo quo everum que lamet alitem faccae volorae eum restibusci is eaquo et aut fugiatq uamenia quo eture, te Et aut faciist, ium quid ea voloria di dersper spelit volor accaborunt illenienia commodiam, quis audaeperrori sequo quo everum que lamet alitem faccae volorae eum restibusci is eaquo et aut fugiatq uamenia quo eture, te Et aut faciist.

HEUG History

Mid to Late 90's

Beginnings of HEUG

Described in detail in the History section of the HEUG 2009 Annual Report, the organization we now know as HEUG traces its origins to the grass roots efforts of several dedicated individuals at the handful of higher education institutions that were the early adopters, beta partners, and charter institutions for PeopleSoft's applications

1998-2000

First Conferences (HESIG)

The organization was originally known as HESIG (Higher Education Special Interest Group) and held three conferences under that name in Dallas, Texas from 1998 to 2000.

2001

HEUG Incorporation

The HEUG was legally incorporated as a 501(c)(3) organization in 2001, firmly establishing itself as the official, independent voice for PeopleSoft's higher education customers. One of the greatest values provided by this organization has been the opportunity to work collegially alongside other application users to share best practices in using and maintaining each institution's systems.

2004

Oracle's Acquisition of PeopleSoft

One of the most significant events in the HEUG's history was the acquisition of PeopleSoft by Oracle Corporation in late 2004. The HEUG established the same type of strong, independent and productive relationship with Oracle as it had with PeopleSoft. Higher education institutions running Oracle's E-Business Suite (EBS) were welcomed into the HEUG community, and representatives from those institutions were added to the HEUG Board and Product Advisory Groups (PAGs). The geographical scope of the HEUG has grown both because of the inclusion of EBS institutions and because of the increasing adoption of PeopleSoft products, especially Campus Solutions, throughout the world.



Vision 2016

The goal is to set forth a plan to communicate the specific areas of work the HEUG Board will be engaged in for the next 6-18 months. The items presented here come from work done by the HEUG Board and the HEUG Executive committee over the last 5 months. In order to maintain consistency, and to ensure it stays at the forefront of our work, portions of the HEUG Strategic Plan are included in this document. An attempt is made to offer detailed notes in the appendices, an overall value statement regarding the HEUG, individual value statements for this year's areas of focus, 'elevator pitches' and an overall plan for communicating the work of the Board to various constituencies.

The Higher Education User Group (HEUG) is a Non-Profit, global organization consisting of Higher Education institutions that use application software, services and support from the Oracle Corporation. The Higher Education User Group (HEUG) is the largest independent, self-organized industry-specific Oracle User Group in the world. Our members include a wide range of institutions, from community colleges and small liberal arts colleges to huge research universities and entire university systems. It is a global organization and includes members with many varieties of administrative, funding, legislative and accreditation structures, offering degrees or coursework with varying and innovative modes of instruction.

The HEUG's business model and its sustainability are contingent upon the organization's financial stability and relevance to its members, vendors and partners by dutifully providing strategic input and feedback on Higher Education industry priorities as they relate to Oracle applications and middleware now and in the future. We have a long history of providing value added support services to members, partners, vendors, and to Oracle: we believe our support will be strengthened and kept agile by a timely and rigorous review of our strategies and processes.

Vision 2016

01

VISION

To be a valued partner of institutions of higher learning in realizing the greatest value from Oracle products and services through education and advocacy.

02

MISSION

The HEUG helps its member institutions around the world realize value through education and advocacy. Specifically, the HEUG serves as a mechanism for assisting its members with the selection, implementation and cost-effective use of Oracle related software and services in support of higher education. The HEUG also listens carefully to the needs of its members and advocates to Oracle on matters of current interests, future initiatives and investments. The HEUG helps its members learn about Oracle technology, software and services by working closely with Oracle product strategists and encouraging the sharing of information within the HEUG community through online communications and conferences.

Vision 2016

03

ANNUAL GOALS

The HEUG and the industry it serves are well-known for our willingness to actively participate in collaborative communities. Whether through formal working agreements, less formal cooperative relationships, or even casual conversations, the time honored and fundamental activities of teaching and learning are the cornerstone of our industry.

As the HEUG membership continues to grow, and more global communities are added, the challenges we face require activities that supports and guides processes and practices that are standardized and simple. The solution/product offerings from technology vendors and partners will continue to evolve and expand to address a global community of change, thusly the HEUG's annual goals, strategies and measured outcomes must be agile and flexible.

Goals:

- Enhance the HEUG's support for communication, collaboration and education across the entire HEUG ecosystem
- Strengthen the HEUG's effectiveness in its advocacy role
- Increase HEUG member engagement and satisfaction
- Ensure HEUG's continued organizational and financial health

In order to achieve these goals, each year the Board of Directors, standing committees, adhoc committees, work groups/sub-groups, work teams, product advisory groups (PAGs) and technology advisory groups (TAGs) efforts will support and facilitate the HEUG's two core objectives (EDUCATION and ADVOCACY), Annual strategies development will provide measured outcomes that are in alignment with the four foundational core values (Leadership, Partnership, Building Community by Networking and Sharing, & Communication).

Value Statements

OVERALL HEUG VALUE STATEMENT

As the largest industry specific user group, representing over 900 campuses globally, the HEUG is a powerful tool for its members and for Oracle. Because of this, it is critical for the HEUG to maintain its relevance by continuing to provide the level of education and advocacy required by its members.

The HEUG will continue to represent members utilizing a wide range of Oracle applications by:

- Enhancing the HEUG's support for communication, collaboration and education across the entire HEUG ecosystem.
- Strengthening the HEUG's effectiveness in its advocacy role.
- Increasing HEUG member engagement and satisfaction.
- Ensuring HEUG's continued organizational and financial health.

COMMUNICATIONS

Through feedback from the annual membership survey it was realized that there is a need for change to the HEUG.Online website. HEUG.Online users expressed five major issues with the site; navigation, search functionality, forums, conference registration, and information sharing. How did the HEUG resolve the current issues with HEUG.Online? The Socious Tools work group revamped HEUG.Online and provided HEUG members a platform where they can communicate, problem solve, access information easily and efficiently, while providing a useful educational experience through our webinars, regional & international conferences, as well as our Alliance Conference.

- Value to HEUG Members: Updating the HEUG website ensured that the HEUG members will continue to communicate with each other and their representatives. An active, involved community is one that is kept up to date and has a clear way to make themselves heard and ask questions.
- Value to Oracle – Having a more efficient tool for HEUG members to use made it easier for them to find solutions to their problems. We can also work with Oracle to get more relevant content added to the HEUG website. It would be beneficial to create a file library with all of this information, such as solution – and cloud-based content, and we just continue to update annually.

Core Values: Building Community by Networking & Sharing, Partnership and Communication

ADVOCACY

With Oracle's application product direction continuing to evolve, their need for advocacy has shifted from tactical to strategic. How can the HEUG continue its strong voice for its members to Oracle? The HEUGO Organizational work group will work with the advisory groups to implement a new model for advocacy that will continue to offer input for on premise applications, while creating new opportunities to advocate as new products are developed.

- Value to HEUG Members: The HEUG membership requires a model of advocacy that is flexible and forward thinking to actively support current products as well as guide the development of the new.
- Value to Oracle – Redefining this process will demonstrate to Oracle that the HEUG is willing to listen to their needs, adjust advocacy tools when necessary, and is ready to implement services for new HEUG members (new Oracle customers) who are using products outside the product mix of current HEUG members.

Core Values: Leadership, Building Community by Networking & Sharing and Partnership

Value Statements

EDUCATION

The demand for education and the use of on premise applications will continue for the near future, while, the demand for education for emerging applications (such as cloud based) is increasing rapidly. The HEUG's core objective of education requires us to stay current in our understanding of the ever-changing nature of higher education product demand and development. What can be done to ensure a relevant educational experience for HEUG members? The Alliance Conference work group will develop an event valuable to both HEUG members and Oracle by focusing on the changing needs of the members, researching better means for presentation delivery, and hosting a conference that is fluid and flexible into the future.

- Value to HEUG Members: As new members adopt Oracle product(s) it is important for the community to share best practices and lessons learned about implementations, and set up and maintenance issues. It is also critical that members are kept up to speed on Oracle's future development efforts and how that impacts our institutions' planning efforts. Education done between members and between the members and Oracle will continue to bring core value to the HEUG organization.
- Value to Oracle- Enhancing the opportunities for Oracle to be involved with the event beyond presentations about on premise applications will allow members who are considering emerging products and new members who have already purchased emerging products the opportunity to stay current on technology and learn about products they may wish to move to in the future.

Core Values: Building Community by Networking & Sharing, Partnership and Communication

GLOBALIZATION

With the growth of international Oracle higher education clients and the corresponding HEUG membership, the demand for global services has increased significantly. The HEUG needs to ensure that we are providing all our members with the tools to be successful. What will the HEUG need to do to support our international members? The HEUG has insisted that Advisory Group membership be reflective of a global community and to promote, where appropriate, the development of Oracle application functionality useful to the international communities. Beyond that, the HEUG Global Integration work group is developing a plan to advance HEUG offerings to our international members through improved translation services at our conferences and, online events, promoting intercultural knowledge, and understanding through education, and focus on growing our international communities and advocating for our members.

- Value to HEUG Members: The international initiatives benefit all members. As we expand our vision of how education is offered, and the boundaries of the classroom and the institution, how our global partners operate and organize themselves administratively and systematically becomes critical to our effectiveness. Expanding the conversation ensures that the HEUG members are making forward thinking decisions about their use of software.
- Value to Oracle – By providing additional services to our international members we will draw more people to our conferences in turn helping Oracle communicate with these members.

Core Values - Building Community by Networking & Sharing & Communication

Value Statements

ADMINISTRATION

With the growth of the HEUG globally, the complexity of the organization has increased significantly. Because of this many HEUG procedures are outdated. How can the HEUG increase transparency to members and promote intentional decision-making? The Business Plan & Services Work group will address these items as well as provide increased financial accountability and work to provide plans and procedures to allow for agility in handling changes in strategic focus and organizational needs.

- Value to HEUG Members – Improved transparency and communication of decision making provides increased opportunities for better engagement with the HEUG community.
- Value to Oracle – A well-organized corporation with defined business processes will maximize the life of the organization, thereby allowing Oracle to utilize the HEUG as a tool for education, advocacy and prospective customers into the distant future.

Core Values: Leadership and Partnership

TARGETED ENGAGEMENT

The HEUG membership is composed of university administrators of varying ages who hold a wide array of positions – CEOs, central office administrators, and student services staff. Therefore, an increasing number of strategies must be deployed in order to remain engaged with members and to solicit the textured feedback the HEUG and Oracle requires. How best can the HEUG identify what communication media and organizational structure should be used? By targeting three primary areas, the strategic or executive, directors, referred to as ‘agents of change’ and the Young Professionals, we believe a new level of membership experience will be reached.

- Value to HEUG Members – By targeted engagement with all levels of staff, HEUG is better able to support member institutions in developing consistency of strategy and messaging throughout their organizations in respect of Oracle products and development.
- Value to Oracle – By focusing on three unique target groups establishing communication lines, and providing the tools to obtain input, Oracle will have better access to the type of strategic input they desire, as well as having specific targets they can communicate with for information, education and marketing.

Core Values: Leadership, Building Community by Networking & Sharing, Communication and Partnership

Strategic Plan

The Higher Education User Group (HEUG) is a Non-Profit, global organization consisting of Higher Education institutions that use application software, services and support from the Oracle Corporation. The Higher Education User Group (HEUG) is the largest independent, self-organized industry-specific Oracle User Group in the world. Our members include a wide range of institutions, from community colleges and small liberal arts colleges to huge research universities and entire university systems. It includes public and private institutions and (as Associate Members) for-profit institutions.

The HEUG's business model and its sustainability are contingent upon the organization's financial stability and relevance to its members, vendors and partners by dutifully providing strategic input and feedback on Higher Education industry priorities on Oracle applications and middleware now and in the future. Our long history of value-added support services to members, partners, vendors and to Oracle will only strengthen as we focus our resources, talents and energy toward the simplification of strategies and outcomes that demonstrate our flexibility and agility.

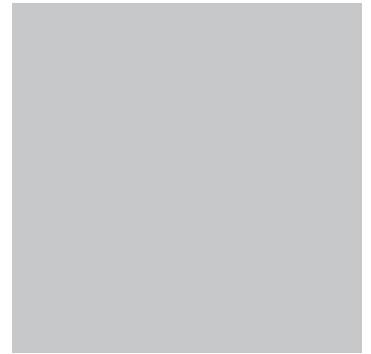


Improving Higher Ed

One of the outcomes of the Summit is for the advisory groups to agree on a set of goals for the upcoming year. Specifically they were asked to set SMART goals – thinking about the subject areas/themes to focus on and setting goals for these. All goals should align with one of the two HEUG objectives: ‘Education’ or ‘Advocacy’; and also with one of the 4 core values: ‘Leadership’, ‘Partnership’, ‘Building Community by Networking and Sharing’, ‘Communication’.

Further the advisory groups were encouraged to work with their Board Liaison in this exercise, and also their Oracle strategists when determining themes (these could relate to new functionality, cloud or 9.2 design, topics of particular importance to the community). Advisory Groups are encouraged to feedback on progress against these goals during their Community Session at the annual Alliance Conference.

- The advisory groups participated in hosting 13 education series webinars in 2016, further aligning themselves with the HEUG’s educational mission.
- The advisory groups continued to support the advocacy mission of the HEUG by regular engagement with Oracle strategists, use of the HEUG’s Product Enhancement Tracker, discussion forums, and the use of surveys.
- The elections process in 2016 started the re-sizing exercise that will reshape the HEUG organizational landscape over the next few years Advisory Group Charter. A successful election was held in October 2016 with 38 new members elected to advisory groups with 5 being International (non-US) members.



Conferences & Events

OVERVIEW

HEUG provides an extraordinary opportunity for higher education communities across the world to connect through regional conferences. Conferences in 2016 included the South Africa HEUG conference in Johannesburg; the Mid-Atlantic HEUG in Baltimore; the EMEA conference in Glasgow; the South Central region (SCHRUG) in Houston, and the Asia HEUG in Singapore. The number of conferences will continue to grow, as one new US regional conferences will start up this next year.



ALLIANCE CONFERENCES 2016



Michele Thibodeau
Alliance Chair 2016

Seattle is a city of firsts, from the first gas station, built in 1907 to the first Starbucks, opened in 1971. In March, 2016 Seattle saw its first influx of 4,084 higher education and public sector attendees at Alliance 2016.

Marking the 19th time we have gathered for our annual conference; the Board of Directors and Conference Team used the backdrop of Seattle to adapt to the ever changing landscape in Higher Education, in technology and in the world as a whole. We had our own firsts with the formal creation of the new Program and Change Management (PCM) Advisory Group and Track, as well as the birth of the Innovations and New Products and Technology Tracks. Ten Oracle Roadmaps introduced us to what the future has in store with advancements in cloud technology, in Fluid, PeopleTools, PeopleSoft, EBS, etc.

With a keynote address by Charlene Li, author of “The Engaged Leader: A Strategy for Your Digital Transformation,” we learned that we’re all leaders at our home institutions. We saw rewards given for true leadership in action as the first HEUG Lifetime Achievement Award was presented to Stan Jakubik, along with HEUG Hall of Fame inductions for:



Iqui omnisint que
none molendia
ipsam volupta
tionsequi cone
maionet lita
volupta nature
dis quam ex eos
acestrum velisci
delectatem
iscimi, sit aut perro

- Ola Faucher
- Gail White
- Tina Thorstenson
- Jason McIntyre

Of course, the core of Alliance is the exciting and innovative content. Over four days, there were 364 regular sessions, four workshops, 24 deep dives and 98 mini sessions, delivered by speakers from 432 institutions. All designed to educate and inform attendees from 24 countries. New this year was a panel of students providing a deep dive “Perspective on What Students Expect from Today’s Technology.”

ALLIANCE CONFERENCES 2016



Michele Thibodeau
Alliance Chair 2016

Attendees at Alliance work very hard to network, to ask questions, to learn from each other. But we don't just work; this year we networked with our vendor partners at the Opening Reception as Ivan and Alyosha entertained with original and cover songs. The Closing Night Event saw the conversion of the Washington State Convention Center into "neighborhoods" to provide attendees with a salute to the best of Seattle with Starbucks coffee, Craft Beer (sponsored by GreyHeller) and the Wines of Washington (sponsored by SmartERP) tastings. Fish throwers from Pike Market Place and a local glass blower demonstrated their crafts. Pub and video games were in abundance as were numerous and varied seating areas to allow people to sit back and relax after long days of sessions. For those with lots of energy, live music was provided by local band, Duke Evers, 90s salute band, Empire Records, and DJ Karaoke Kurt. Those seeking quieter music could listen to pianist Cara Hill in the Coffee Lounge. Seattle is known for its fine cuisine, appropriately demonstrated with locally sourced treats such as salmon and sushi, a mac and cheese bar, sliders, and chowders.

All in all, Alliance 2016 was regarded a stellar success. As always, the sessions were informative and well attended and the networking opportunities were unparalleled. Proving once again why Alliance is considered a must attend conference by so many.

Michele Thibodeau
Chair, Alliance 2016

NORTH AMERICA CONFERENCES 2016

The HEUG's US Regional Conference initiative started in 2011. In 2016 there were six conferences, with a total of 1,603 (1,344 HEUG members) attendees. Several of the conferences were held in new venues within the region to encourage attendance from a varied set of institutions. One very popular feature at a number of conferences was a question and answer session with a panel of students.

One of the primary goals of the regional conferences is to enhance the Alliance experience, not to compete with it. They continue to support that goal by attracting attendees who might not typically attend the larger Alliance conferences. These attendees include central office staff, mid-level managers, and even some higher-level administrators. Regional conferences also capitalize on their unique environment that facilitates peer conversation and interaction. They also give younger or inexperienced staff the opportunity to present in a professional setting. The smaller venue and smaller number of attendees make this a natural fit and provide a very 'personal' feeling for the regional conferences.



Each of the conferences has a planning committee. The chairs of each committee participate in a monthly call and regularly share thoughts and ideas. These conversations and experiences have been consolidated into a "Guidelines and Best Practices" document to be updated over time. This document includes a description of possible session types including Birds of a Feather sessions, guided discussions groups that concentrate on a specific topic of interest, participant led training/workshops and sessions presented jointly by two or more schools with differing approaches to a problem.

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NORTH AMERICA CONFERENCES 2016

Regional Conferences continue to receive high ratings by attendees and the planning committees constantly look for ways to improve the attendee experience. These efforts include coordination with Alliance in terms of seeking sessions and presenters, conversations with the PAGs about program content, and new types of session formats that both increase the depth of some sessions and increase opportunities for the community to network and connect.

The inaugural Southwest regional conference was held in July 2016. The first Northwest regional conference will take place in 2017.

The 2016 US Regional Conferences:

- Mid-Atlantic Regional Higher Education User Group (Mid-Atlantic) – Serving the greater Washington DC metropolitan area including District of Columbia, Delaware, Maryland, Pennsylvania, and Virginia. More than 178 (145 HEUG members) attended the June 1st event at Martin's West in Windsor Mill, Maryland.
- Midwest Regional Higher Education User Group (MIDHEUG) - Serving Kansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin. The event was held on October 17-18th at the Country Springs Hotel in Waukesha, Wisconsin and 380 (325 HEUG members) attended.
- New England Regional Higher Education User Group (NEWHEUG) – Serving the New England states: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, and Vermont. The event took place on August 8-9th at Resort and Conference Center in Hyannis, Massachusetts and attracted 159 (120 HEUG members) attendees.
- South Central HEUG Regional User Group (SCHRUG) – Serving Arkansas, Louisiana, Mississippi, Oklahoma and Texas. The July 28-29th event was held at the University of Houston in Texas and was attended by over 372 (331 HEUG members) people.
- Southeast Atlantic Regional User Group (SEARUG) – Serving Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia. Held at the Durham Convention Center in Durham, North Carolina on October 3-4th, over 267 (225 HEUG members) attended.
- Southwest Regional User Group (SWHEUG) – Serving Arizona, California, Colorado, Nevada, New Mexico, and Utah. The first event took place on July 26-27th at the Hilton in Costa Mesa, CA and attracted 247 (198 HEUG members) attendees.

ALLIANCE DOWN UNDER 2016

RACV Royal Pines Resort, Benowa | Gold Coast, Queensland, Australia
9 – 11 November 2016

PURPOSE

To report to the HEUG Board on the Alliance Down Under 2016 conference, held 9-11 November 2016 at the RACV Royal Pines Resort, Benowa, Gold Coast, Queensland, Australia.

REPORT FROM PRESIDENT, ANZ HEUG

This is my first annual report as President of the ANZ HEUG, Alliance Down Under Conference Chair, and member of the HEUG Board, having taken over from Gail White, University of Newcastle. I would like to thank Gail for all of her efforts over the last 5 years, and for handing over the Presidency and the ADU Conference in such fine shape. Gail continues to provide guidance as Past President to me and the new Executive team.



EXECUTIVE COMMITTEE COMPOSITION

As Gail White stepped down from the Presidency half way through her third term my initial election to position was to see out the remainder of that term. As a result an election for the Presidency was held in conjunction with ADU2016. I am honoured to have been re-elected as ANZ HEUG President until November 2018 and wish to thank my colleagues for their support in my first year.

President and Chair	Mark Erickson	The University of Queensland
Deputy Chair	John Reed	University of New South Wales
Secretary	Cathy McGrath	Griffith University
Elected Member	Russell Barron	University of Auckland
Immediate Past Chair	Gail White	University of Newcastle
Trusted Advisor	Alan Tabor	University of South Australia

ALLIANCE DOWN UNDER 2016

ALLIANCE DOWN UNDER 2016

With many first-timers involved in ADU conference organisation, including myself, I was incredibly impressed with the work of the Planning Committee who put together a highly relevant, content-rich program; and delivered a great, overall conference experience. This was our third year at the Royal Pines Report venue and logistically everything was seamless. Highlights of the conference included:

- Great attendance at, and feedback on, the pre-conference training workshops on Oracle policy automation and PeopleTools 8.55 Fluid UI. I would like to acknowledge Magia Consulting and Presence of IT for their contributions to this training.
 - Critical updates from Higher Education Services and Digitary on the roll-out of the E=QUALS initiative across the Australian and New Zealand higher education sectors. A big thank you to Andy Dowling and Jay Segeth for attending the conference.
 - Keynote speaker Steve Sammartino, a highly-respected business person and thought leader on the subject of technology and business, provided a thought-provoking and often hilarious glimpse into how technology is and will transform business, and what this means for higher education. Steve was a fantastic, engaging keynote, embedding himself into our conference by also running a deep-dive session on the 'art of the pitch' and 'minimum viable product', attending our opening night reception, and giving away 5 signed copies of his book 'The Great Fragmentation'. Thanks Steve Sammartino!
 - Virtual presentations from a key Oracle staff member were used by the Financials Track to ensure their constituents got great content coverage. The conference continues to be innovative and agile in delivery value to its delegates.
 - One of this year's presentations was selected by the Planning Committee to be put forward for consideration as part of the Alliance conference program in Las Vegas 2017. And it was accepted! This is the first time this has been done by any regional HEUG conference and it speaks volumes about the great work happening at universities in our region. Congratulations Marcia King and Federation University!
 - More universities were represented at ADU16 from across Australia and New Zealand than ever before – a big welcome to those delegates that attended an ADU conference for the first time this year.
 - An increase in the number of vendors participating, adding great value to conference attendance.
- Thanks to all of our sponsors, in particular our Premium Sponsor Oracle, and our Platinum Sponsor UXC Red Rock.

This year saw a continuation in the program schedule to commence on Wednesday afternoon and finish Friday afternoon lunchtime, in response to delegate feedback to facilitate travel. This still appears to be the preferred format though some feedback from this year's conference may see a tweak in 2017 in terms of how we kick off the conference.

Oracle's continues to show strong support for the local event through Chanaka Kanagara, Industry Leader Higher Education & Research, Gary Allen, Jeff Robbins, Joe Burkhart and several other local and international representatives.

This year's Executive and Academic Registrar & Heads of Student Administration (ARHOSA) Forums continued to see key sector issues presented and discussed, with Oracle providing insights into the evolution of their solutions. Senior staff had the opportunity to discuss initiatives and challenges at their institutions with their colleagues. The Executive Forum also voted unanimously to amend the ANZ HEUG Charter to keep it current and to welcome a broader range of institutions that are using Oracle applications.

ALLIANCE DOWN UNDER 2016

The Alliance Down Under Conference will be at a new venue for 8 - 10 November 2017. An announcement will be made soon! There is likely to be new aspects to the 2017 program as well including a new track to continue to deliver the content sought by our delegates.

ORGANIZING COMMITTEE		
Name	Institution	Position
Gail White	University of Newcastle	Conference Chair, HEUG
David Donnelly	University of Newcastle	Program Chair
Richard Olde	University Newcastle	Assistant Program Chair
Tony Neatons	Griffith University	Vendor Chair
Rim El Kadi	The Australian National University	Assistant Vendor Chair
Nikki Gaertner	Eaton University of South Australia	Technical Track Chair
Stephanie-Anne	Maritz University of South Australia	Assistant Technical Track Chair
Gregory Kasch	University of New South Wales	Finance Track Chair
Linda Ngu	University of Queensland	Assistant Chair, Finance Track
Marty Mag Uidhir	University of Newcastle	CRM Track Chair
Allie Morgan	University of the Sunshine Coast	HR Track Chair
Shayne Simpson	University of the Sunshine Coast	Student Track Chair
Leah Vaz	University of Southern Queensland	Assistant Chair, Student Track
Linda Tracey	University of Newcastle	Conference Assistant

TRUSTED ADVISORS	
Name	Institution
Maureen Bowen	University of Queensland
Allan Tabor	University of South Australia

HEUG REPRESENTATIVES	
Name	Position
Mario Berry	President
Lew Conner	Executive Director
Dan Youngblood	Vice President Finance
Buddy Combs	Director of Vendor Relations
Cathy Clifton CMP, CMM	Sr. Director Global Meetings and Events
Brittany Sarvis	Director of Member Services
Jodi Coble	Vendor Sales

ALLIANCE DOWN UNDER 2016

This year 13 Vendors participated in the Conference:

PLATINUM

Vendor	Type
Oracle	

GOLD

Vendor	Type
Presence of IT	

SILVER

Vendor	Type
Ellucian	
Flywire	(formerly PeerTransfer)
M-Power	Solutions
Maverick	Solutions
Touchnet	
UniLink	Data Systems
Neodata Australia	

BRONZE

Vendor	Type
BlueLeap	LLC
College	Scheduler
Cyon	
JDR Software	

ALLIANCE DOWN UNDER 2016

CONFERENCE ATTENDANCE:

Organization	Count
Griffith University	33
University of Queensland	23
The University of Adelaide	20
University of New South Wales	16
University of The Sunshine Coast	16
University of Southern Queensland	15
University of Newcastle	14
RMIT University	11
The Australian National University	11
Federation University Australia	10
University of Auckland	9
University of South Australia	9
UNITEC Institute of Technology (New Zealand)	7
Queensland University of Technology	5
Organizations with under 5 attendees	64

Registration Type	Percentage
HEUG Institutional Member	47%
Vendor	13%
Speaker	18%
HEUG Subscriber Members	7%
Planning Committee Member	5%
Oracle Employee	3%
Pre-Conference Training Workshop Only	2%
Pass Only	2%
HEUG BOD	1%
Executive Forum Only	1%
Keynote Speaker	1%
HEUG Guest	1%

Country	Percentage
Australia	87%
New Zealand	7%
United States	5%
Vietnam	1%
UK	0%

ARAB HEUG ALLIANCE 2016

Abu Dhabi University | Abu Dhabi, UAE
15th – 16th November, 2016

Abu Dhabi University was proud to host the 3rd Arab HEUG Alliance Conference on the 15th and 16th of November 2016, in corporation with many regional and international universities and institutions: Qatar University, College of the North Atlantic – Qatar, Community College Qatar, Ellucian, Oracle, Hexaware Technologies, Doha Institute, Oracular, Implenion, Gartner, Azdan Business Analytics, Masdar Institute, New York University and Tawazun. The conference was a great opportunity for sharing and exchanging valuable experiences and knowledge. The first day started by the welcome statements of Dr. Terry Motiuk (Vice Chancellor for Financial & Administrative affairs of Abu Dhabi University), Mr. Fareed Al Amiri from UAE Capability Development, HEUG Ex- President Steve Hahn & Dr. Hend Almuftah from Doha Institute.

Mr. Fareed talked about Middle East universities & educational innovation. He highlighted the importance of innovation & what are the challenges for it. After his presentation Ms. Nadia Bendjedou (Senior Director Product Strategy for EBS) talked about the oracle E-business suite, updates, strategy & roadmap. Ms. Bendjedou added that she is delighted to attend the Arab HEUG 2016 & network with many attendees after her valuable presentation. Gartner presented by Mr. Simon Field who explained about the trends that CIO's are moving towards in education sector for 2017. The Arab HEUG board met in the presence of HEUG leaders & conducted a lot of business & plans.

The 1st day of the conference was divided into many concurrent sessions, including (Higher education planning, budgeting, forecasting & reporting by Abu Dhabi University. Also, (Go live on Enrollment: A story of success in PSCS from University of Dammam. (Zayed University Aligns Students, Advisors & the institution to help students be successful) this presentation was done by Zayed University. Oracle as well participated on these sessions by (Oracle Strategy-Supporting Choice, modernization & innovation) presented by Mr. Joe Seryani (Director of Education & research).Also, other presentations from different institutes such as College of North Atlantic, Azdan Business Analytics & Alfaras computer consultants. Dr. Terry Motiuk (Vice Chancellor for Financial & Administrative affairs of Abu Dhabi University) mentioned that "The Arab HEUG was a great platform for Abu Dhabi University to prosper as a leading educational establishment, and everyone who attended the conference was most undoubtedly greatly benefitted. It created a network between the different companies involved and was a great success. We are looking forward to the upcoming conferences in later years."

The 2nd day of the conference started with welcome statements by Abu Dhabi University Group Chief Financial Officer Mr. Rachid Benchekroun, Mr. Paul Hopkins who talked about Innovation along the student journey. Mr. Lucas Heymans from Oracle illustrated more about Oracle Student application-Strategy update. The second day included various sessions such as, (Enabling a digital campus framework for Middle Eastern universities) by Hexaware technologies, (Running your E business suite) by Oracle, (Challenges of implementing & supporting people soft financials for NYU Global Campuses) by New York University in Abu Dhabi. Also, many other sessions who were well attended by the audience continued until the closing ceremony which showed a brief video capturing the main highlights for both days & appreciating the presenters, sponsors, keynote speakers & organizing committee members. Mr. Steve Hahn concluded that (Arab HEUG 2016 was a great success with valuable presentation & the number of attendees from different regions & backgrounds. It was a great opportunity to visit Abu Dhabi & know more about Abu Dhabi University & meet with different universities representatives from the region.)

ARAB HEUG ALLIANCE 2016

The 2nd day of the conference started with welcome statements by Abu Dhabi University Group Chief Financial Officer Mr. Rachid Bencheckroun, Mr. Paul Hopkins who talked about Innovation along the student journey. Mr. Lucas Heymans from Oracle illustrated more about Oracle Student application-Strategy update. The second day included various sessions such as, (Enabling a digital campus framework for Middle Eastern universities) by Hexaware technologies, (Running your E business suite) by Oracle, (Challenges of implementing & supporting people soft financials for NYU Global Campuses) by New York University in Abu Dhabi. Also, many other sessions who were well attended by the audience continued until the closing ceremony which showed a brief video capturing the main highlights for both days & appreciating the presenters, sponsors, keynote speakers & organizing committee members. Mr. Steve Hahn concluded that (Arab HEUG 2016 was a great success with valuable presentation & the number of attendees from different regions & backgrounds. It was a great opportunity to visit Abu Dhabi & know more about Abu Dhabi University & meet with different universities representatives from the region.)

ASIA ALLIANCE 2016

Suntec Singapore International Convention & Exhibition Centre
Singapore, 14-15, November 2016

On November 14-15, 2016, the Asia Higher Education User Group (Asia HEUG) organized the Asia Alliance 2016 at the Suntec Singapore International Convention & Exhibition Centre. A total of 150 participants representing institutions and vendor sponsors from 11 different countries and 30 Universities attended this successful event.



There were 23 presentations led by members from the Asian region. At the first day of the conference, the participants listened to a keynote presentation entitled “The Digital Tsunami” by Ong Whee Teck, Consultant on Technology and Services at PricewaterhouseCoopers (PwC). He discussed the tsunami of digital disruptions covering technologies and business models and how various mega trends have shifted the way the world works.

On the second day, Stuart Smith, Chief of Digital Innovation & Design Practice at National University of Singapore made a keynote presentation entitled “Digital Disruption: Reflecting on the Impact in Higher Education.” He discussed how digital disruption has impacted the delivery of learning, student management, and educational operations on higher education in Singapore and beyond.

Participants of the conference were also able to explore products and services by regional and international vendors and network with other participants. In addition to the main conference program, an Executive Forum was held at the Singapore Institute of Management, bringing together key executives in the region to meet with Oracle executives for which the current and future direction of the Oracle products were presented. There was also discussion on Strategic IT Directions for Higher Education.

ASIA ALLIANCE 2016

HEUG Board representatives in attendance were the HEUG President Mario Berry, Executive Director Lew Conner, and HEUG Board Member Lisa Skinner (HEUG).

The Planning Committee consisted of the following HEUG members:

- Jaime Caro (Conference Chair), University of the Philippines
- Phyllis Yew (Program Chair), Singapore Institute of Management Pte Ltd
- Yen Teck Kong, National University of Singapore
- Derry Fong, The Hong Kong University of Science and Technology
- Annette Lagman, University of the Philippines
- Arokianathan Antonisamy, Singapore Institute of Management Pte Ltd
- Amelia Pang, National University of Singapore

The Asia Alliance Planning Team also benefitted from discussions with Jason Wenrick (Vice President of Community Development), Dan Youngblood (Vice President of Finance), and Buddy Combs (Director of Vendor Relations), as well as help from Socious Staff Brittany Moon (Sr. Director of Administration), Erica Allen (Meetings Manager), Carol Valora (Meetings Manager), and Tom Chambers (Vendor Sales).

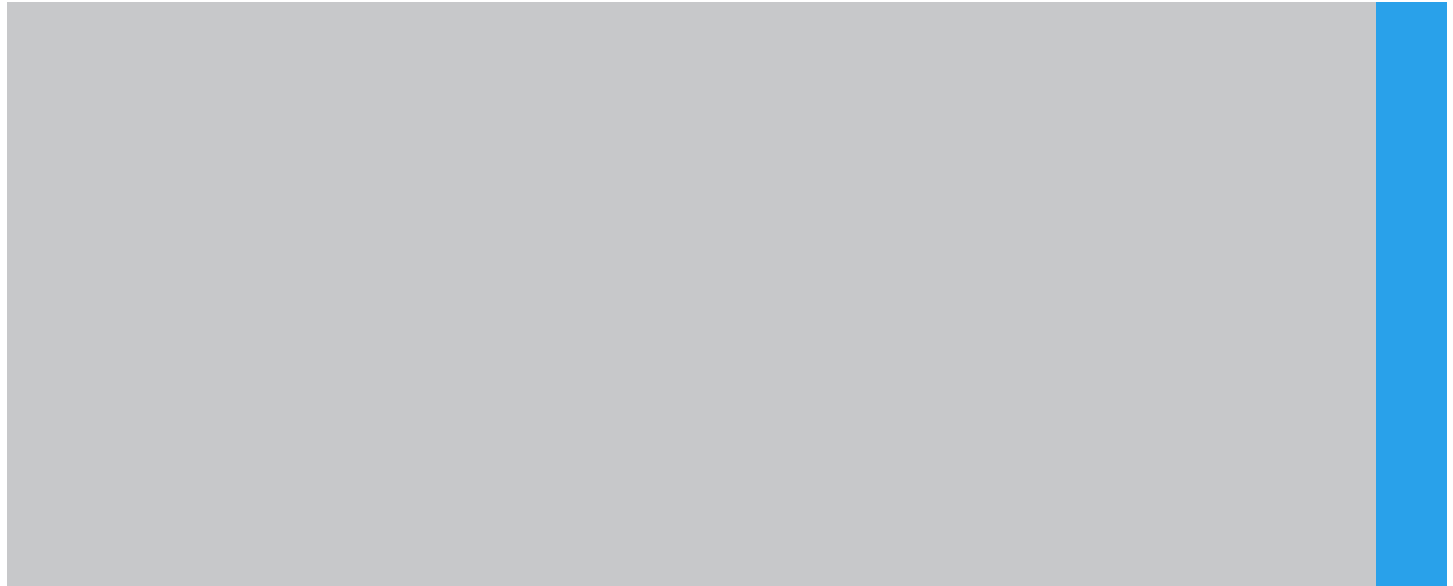
It has been proposed to move the Asia Alliance conference to May of each year, instead of November. The next Asia Alliance will be held in May 2018. The Asia HEUG Executive Committee 2017-2018, consisting of Jaime Caro (Chair), Derry Fong (Vice-Chair) and Yen Teck Kong, welcomes comments and suggestions for future activities.

EMEA ALLIANCE 2016

200SVS | Glasgow, Scotland

Report from EMEA Conference Chair and representative on HEUG Board of Directors

After 6 years in this role this is my final report as the EMEA Conference Chair. It has been an enormous pleasure and privilege to serve in this role and I am looking forward to continuing my involvement with HEUG as President and to supporting my successor in the EMEA Region.



This year the EMEA Alliance Conference was held in the fabulous city of Glasgow. The conference planning committee are now an experienced team with a core group of dedication volunteers who have supported all five conferences. – Phil Sugden, Carolien Ten Oever and Paul Matthews. This year they were ably assisted by James Brown and by Tracey Robey.

The team know the EMEA community well and are able to select and solicit presentations of relevance and calibre to create an informative and interesting and inspiring agenda.

The attendees were challenged through the agenda to think about a 'fluid' future how to be more adaptive in an environment of rapid development and increasing availability of new tools, technology and functionality; and developing a skills set and approach to manage systems/environments that are on-premise, cloud and hybrid also required.

The 2016 conference saw the introduction of a CRM/CX track for the first time which looked at both the customer experience through a 'customer journey mapping' deep dive session but also encouraged exploration of and debate about solutions to our institutions' CRM needs.

The student Track focused strongly on extracting best value from delivered functionality with sessions on Common Attribute Framework, Programme Enrollment, Activity Management, Research Tracking, Notifications Framework and Activity Guides.

EMEA ALLIANCE 2016

This was complimented by a General Track with an emphasis on the planning, preparation and people elements of projects along with multiple sessions on interfaces, integrations and data (reporting, governance and security).

These themes of governance and security continued into our technical track but with additional content on UI, Cloud (PaaS and SaaS), upgrading to 9.2 and how to leverage some 'cool stuff' in People's Tools.

This year's Executive Forum saw a new format with discussions on the changes the sector is encountering as seen from 3 perspectives – the university, the vendor, the supplier. The University of Birmingham gave an inspiring presentation on their 'journey to the cloud' – the drivers leading to this decision and the challenges and opportunities encountered so far – including their organisational change.

This big strategic change approach was then beautifully contrasted by a dynamic presentation from Grey Heller (including development of a cloud app demonstrated live!) – showing that a 'journey to the cloud' or cloud adoption is not a 'one size fits all' scenario.

Ted Simpson from Huron then provided some additional perspectives on institutional readiness for this kind of technological and organisational change and had some practical advice for institutions and leaders to help them prepare.

The Executive Forum was rounded off by a presentation from Oracle's Customer Success Program – illustrating the investment Oracle make in ensuring their customers are successful in this transition. This was a great insight into how Oracle leverages its expertise and resource to support customers be effective through their adoption of cloud solutions.

Thanks are also very much due to our vendor partners who sponsor the conference:

- Oracle
- Ciber
- CY2
- Grey Heller
- Epicenter
- MCX
- Intrasee
- OnBase by Hyland
- Touchnet
- Visions

Our vendors are very much an integral part of the EMEA community and play a significant role in providing content for the conference but also in engaging in discussion and debate (and provision of advice) with our members and conference delegates. They keep us informed of, and encourage us to join them at, the leading edge of adoption of new technology, functionality and innovative ways to support our institutions.

EMEA ALLIANCE 2016

The conference experience was completed this year by an evening reception – a ceilidh on the spectacular Tall Ship moored on Glasgow's River Clyde. Fabulous food, drinks and live music from the John Carmichael made for a fun evening of networking and dancing!

The success of this year's event means that EMEA Alliance has an assured future in the HEUG calendar for years to come.

Conference Team:

Phil Sugden, University of Derby - Programme Chair and General Track Chair

James Brown, University of Glasgow- Assistant Programme Chair and CRM Track Chair

Paul Matthews, University of Derby - Technical Track Chair

Carolien ten Oever, Universiteit van Amsterdam - Student Track Chair

*Brittany Moon, Socious - Sr. Director of Administration

*Tom Chambers, Socious - Vendor Sales

*Sarah Bryan, Socious - Registration and Housing Coordinator

Vendor List:

[Oracle](#)

[Ciber](#)

[CY2](#)

[Grey Heller](#)

[Epicenter](#)

[MCX](#)

[Intrasee](#)

[OnBase by Hyland](#)

[Touchnet](#)

[Visions](#)

SUMMARY OF ATTENDANCE – REGISTRATION REPORT – TYPE AND NUMBER

207 total attendees

46 Vendor attendees

97 Institutional attendees

12 Subscriber attendees

36 Presenters

LATIN AMERICA ALLIANCE 2016

Latin America Alliance 2016

Universidad Panamericana | Guadalajara, México 23-24 August

On August 23rd and 24th, around 65 top IT professionals from more than 24 different Higher Education Institutions and international companies attended to Latin America Alliance 2016 in Guadalajara Mexico, to share their insights and experiences on how Oracle Peoplesoft has transformed their institutions streamlining the operation processes and enabling new ways to enhance the quality of services.



This event was an opportunity to gather the Latin America Community and to keep strengthening ties of collaboration between Higher Education Institution in order to learn practices and functionalities that allow to improve user's experience, system performance, user's support and to know other solutions that can be integrated to extend user's services that Higher Education Institutions provide. There were different sessions about Campus Solutions, HR, Financials, Business Intelligence and Mobile. Also, there was an excellent networking environment where attendees exchange ideas, problem solutions, and successful innovations that can be replicated in their Institutions. All previous was accompanied with a delightful Mexican dinner where all the Higher Education User Group members participated.

The attendees were able to know more about the Higher Education User Group (HEUG) and to talk with board members as well as to experience the benefits of the Latin America HEUG.

LATIN AMERICA ALLIANCE 2016

Organization	Count
Universidades Aliat	2
Universidad Panamericana	13
Higher Education User Group	3
Instituto Superior Autónomo de Occidente A.C (UNIVA)	1
ITESO - Instituto Tecnológico y de Estudios Superiores de Occidente	2
Maricopa Community College District	1
Pontificia Universidad Católica de Paraná	1
Pontificia Universidad Javeriana	4
Santa Clara University	1
Sonoma State University	1
Universidad Autónoma de Guadalajara	2
Universidad de la Sabana	3
Universidad de Santiago Chile	2
Universidad La Salle Noroeste	1
University of Houston System	1
University of Wisconsin - Madison	1
LA-HEUG Prospective Members	1

Company	Count
Astute Business Solutions	3
Ataway	3
K&F Consulting S.C.	2
OnBase by Hyland	3
Oracle	4
Scientia	3
Touchnet	2

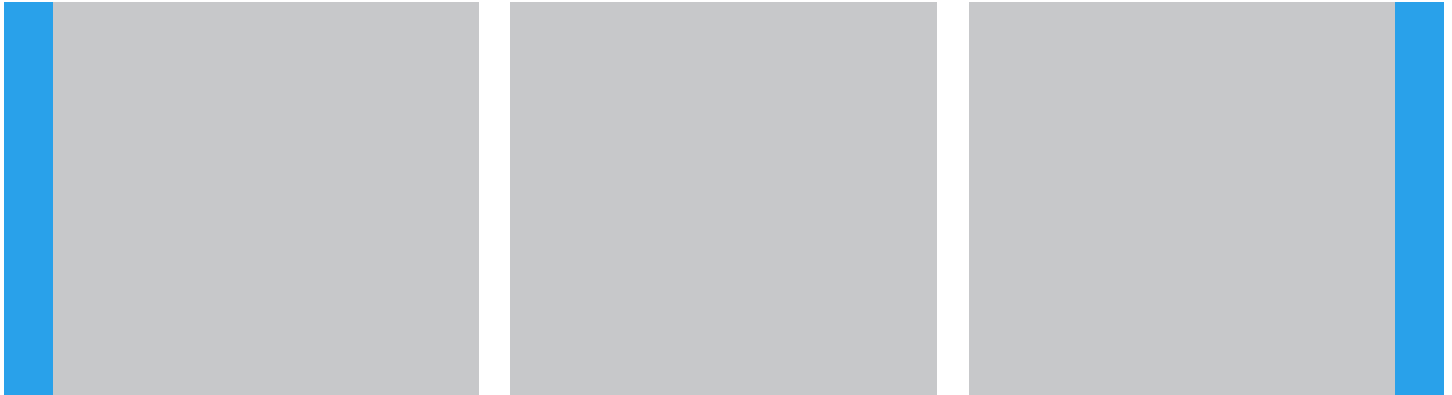
LATIN AMERICA ALLIANCE 2016

Registration Type	Percentage
HEUG Board Members	10%
HEUG Institutional and System Member	20%
HEUG Prospective Member	5%
HEUG Subscriber Members	10%
Planning Committee Member	10%
Speaker	11.5%
Vendor	33.5%

Country	Percentage
Brazil	5%
Chile	3.5%
Colombia	11.5%
Gran Bretaña	5%
México	45%
United States	30%

SOUTHERN AFRICAN HEUG CONFERENCE 2016

University of the Witwatersrand |
Johannesburg, South Africa
28-29 June 2016



The Southern African Higher Education User Group conference for 2016 was hosted by the University of the Witwatersrand in Johannesburg. It was held from 28 June 2016 to 29 June 2016. Attendees heard presentations from various universities about PeopleSoft Campus Solutions, user experiences and shared the opportunity to discuss common Oracle application issues experienced in the Southern African region.

There were five vendors who offered to sponsor the conference:

- Oracle - Premier Sponsor,
- Visions Consulting – Platinum Sponsor
- APPSolve and Datafinity – Gold Sponsors
- OnBase – Silver Sponsor.

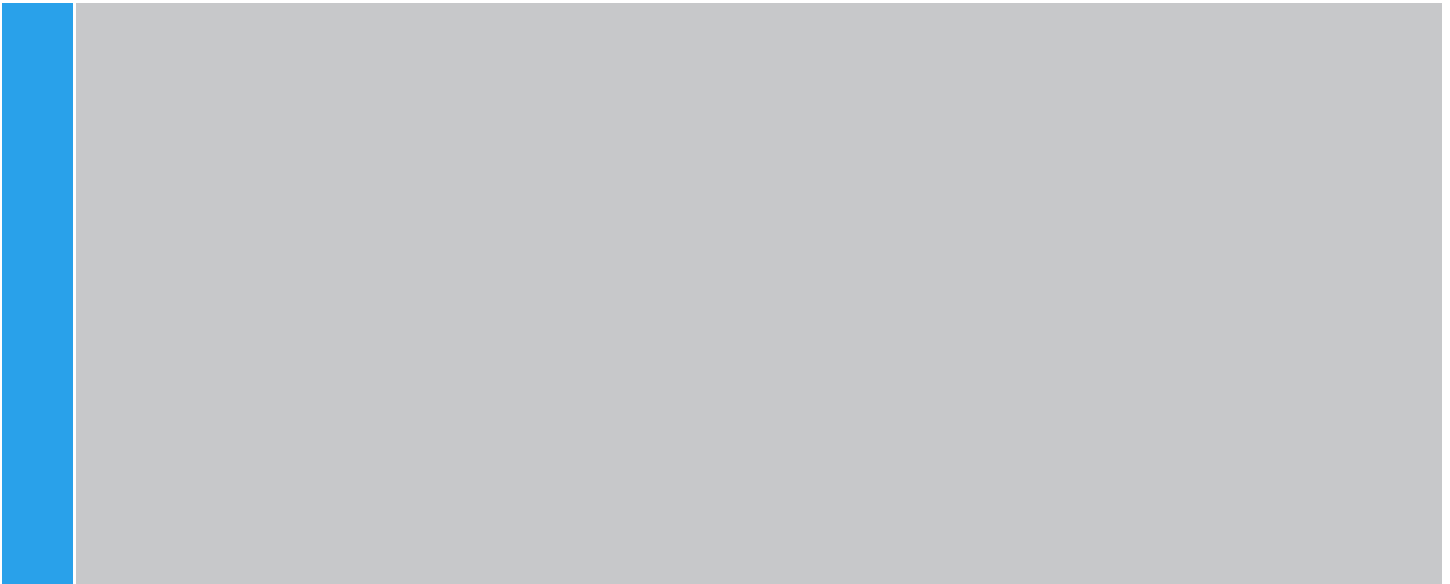
Prior to the commencement of the workshop, there was a set of pre-conference workshops which was offered by Visions Consulting on 27 June 2016. These two sessions were attended by 30 delegates.

We welcomed Jane Broad, President Elect and EMEA representative - HEUG Board of Directors to South Africa once again whose commitment to the SA HEUG Initiative is always appreciated, as well as Maureen Knight-Burrell, Brittany Moon and Dan Youngblood Buddy who were visiting for the first time. There were about 260 delegates who attended the conference from the following universities: University of Botswana, University of Johannesburg, University of Cape Town, University of the Free State, University of Pretoria and University of the Witwatersrand.

SOUTHERN AFRICAN HEUG CONFERENCE 2016

There were presenters from the Department of Higher Education and Training (DHET), National Student Financial Aid Scheme (NSFAS), vendors as well as the universities who attended the workshop at which a total of 36 selected topics covering a broad spectrum were presented. Delegates appreciated the quality of sessions they attended: and many commented on how the conference broadened their understanding of how things work but at the same time allowed for extensive networking opportunities. Delegates also got to see what's new out there with the 'Paperlight (perceptive content) session' garnering particular interest.

Our on-site photographer had lots of fun taking photos which were uploaded on social media pages and the African themed dinner event where delegates mingled and socialized was a highlight for many amongst the successes. Good quality presentations counted as one of the successes, along with the growing numbers in attendants. Late confirmation of attendance by delegates still affect the overall planning. The introduction of a minimal delegate attendance payment to encourage commitment, early registration and avoid last minute cancellations was suggested.



HEUG Membership Information

A renewal rate of 96% and a member institution increase of over 5% is a testament to both the benefits of the program and the diligence of the membership committee. The Higher Education User Group is made up of 69% North American Memberships and 31% International Memberships. With the total membership from 2014 to 2015 being:

- March 2015 – 31,342 users
- March 2016 - 31,799 users

The HEUG membership program consists of two types of membership: Institutional/Institutional System membership and Subscriber membership. Subscriber members enjoy basic access to the HEUG. Online. These members have access to all forums, blogs, and many files on the HEUG website. Upgrading to Institutional or Institutional System membership gives user access to additional services and files on the website. Institutional members enjoy access to all Education Series webinars and recordings free of charge, a discount on Alliance conference registration and access to Alliance file presentations. Institutional members are also eligible to serve as Advisory Group members and on the Board of Directors and are the only membership classification with voting privileges.

Membership dues are based on the Student Full-Time Equivalent (FTE) count for your institution or institutional system. Both institutional and system membership benefits all users at your college or university.

2016 Membership Stats

Blog Posted	422
Files Downloaded	160,423
New Forum Post	23,630
Forum Topic Daily Feed	30,544
New HEUG.Online Users	3,067
New HEUG.Online Organizations	12
Total HEUG Users	2015: 31,342 2016: 31,799

HEUG Membership Information

NEEDS INFO



312 Institutions renewed their membership



Allied Group Membership Revenue – \$10,400



Institutional/System Membership Revenue – \$465,600

01

HEUG Education Series

We are the only award winning company in this country. So we gets special facilities from anywhere in this world. So our experts are ready to serve you at anytime. They are highly skilled and great passionate to do so.

02

Sponsored Webinars

We are the only award winning company in this country. So we gets special facilities from anywhere in this world. So our experts are ready to serve you at anytime. They are highly skilled and great passionate to do so.

03

HEUG Webinars

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So our experts are ready to serve you at anytime. They are highly skilled and great passionate to do so. We are the only award winning company in this country. So we gets special facilities from anywhere in this world.

HEUG 2016 Financial Position

The financial health of the organization continues to be very good. During the 2015-16 fiscal year, net assets increased by \$508,323, largely due to a significant increase in conference revenue, coupled with decreases in several categories of program expenses over the course of the year. We also give public recognition to the tremendous participation of our members, sponsors and guests and the outstanding job of the conference planning team in making the Alliance 2016 conference in Seattle, Washington, one of our more successful events.

At the beginning of the 2015-16 fiscal year, we engaged a new accounting services provider, Tate & Tryon CPAs and Consultants, located in Washington, D.C. During the implementation of this new agreement, we experienced significant (and very positive) changes to our accounting structure and technology platform. Working with our new accounting partners, an updated chart of accounts was developed using Intacct enterprise accounting software and all historical financial information was migrated into the new structure. In addition, our technology platform was upgraded to utilize Bill.com payables software and Tallie expense report software. Utilizing the integration of these three new software programs, the organization was able to leverage workflow processing to lessen the administrative burden on our conference chairs, planning teams and key financial approvers within the organization. We have also been able to reduce the turnaround time required for payment of financial obligations from one to two weeks to an average of two to three days per transaction.

You will notice that the presentation of the financial activities information is slightly different than in previous years, to bring the organization more in line with reporting standards for similar non-profit organizations, which is reflected in our updated chart of accounts. We continue to work with our accounting partners to develop financial dashboards for the conference planning committees and Board of Directors to enable them to have instant access to current financial information and trends.

Looking forward, we will use the non-profit industry expertise of Tate & Tryon to develop a cash management and investment strategy to protect the organization's resources and maximize our potential to sensibly earn investment income. We will also leverage their partnership in the Leading Edge Alliance ('LEA') to develop global financial strategies to protect the organization as we carry out our mission of education and advocacy in conferences around the world.

Statements of financial position and activities are included in the following pages. Questions regarding the audited financial statements and requests for additional information may be referred to the Board of Directors at support@heug.org.

HEUG 2016 Financial Position

ASSETS	2016	2015
CURRENT ASSETS		
Cash and cash equivalents	\$3,163,511	\$2,302,808
Certificates of Deposit	\$280,823	\$447,525
Accounts Receivable	\$68,684	\$2,515
Prepaid Expense	\$244,247	\$175,981
TOTAL CURRENT ASSETS	\$3,757,265	\$2,928,829
CERTIFICATES OF DEPOSIT, Long-Term	\$173,891	\$173,891
TOTAL ASSETS	\$3,931,156	\$3,102,720

LIABILITIES AND NET ASSETS	2016	2015
CURRENT LIABILITIES		
Accounts Payable	\$49,908	\$40,120
Deferred Revenue	\$686,779	\$376,454
TOTAL CURRENT LIABILITIES	\$736,687	\$416,574
NET ASSETS - Unrestricted	\$3,194,469	\$2,686,146
TOTAL LIABILITIES	\$3,931,156	\$3,102,720

REVENUE	2016	2015
Conference Revenue	\$4,634,529	\$4,301,321
Membership Dues	\$472,073	\$472,478
Revenue Sharing Income	\$53,337	\$68,692
Interest Incomes	\$8,956	\$14,543
TOTAL REVENUE	\$5,168,895	\$4,858,034

HEUG 2016 Financial Position

OPERATING EXPENSES	2016	2015
PROGRAM EXPENSES		
Consultants - Program	\$911,870	\$877,890
Consultants - Operations	\$64,666	\$41,893
Supplies and Materials	\$163,746	\$184,457
Mailing and Production	\$14,615	\$36,721
Telecommunications	\$82,588	\$64,681
Travel	\$422,681	\$442,760
Events	\$2,449,640	\$2,837,155
Business Expenses	\$137,573	\$107,522
TOTAL PROGRAM EXPENSES	\$4,267,381	\$4,903,188
ADMINISTRATION EXPENSES		
Legal and Professional Fees	\$93,470	\$76,641
Executive Services	\$283,884	\$281,150
Miscellaneous Expenses	\$14,978	\$27,861
TOTAL ADMINISTRATIVE EXPENSES	\$392,332	\$385,652
TOTAL OPERATING EXPENSES	\$4,659,713	\$4,978,731
CHANGE IN NET ASSETS		
FROM OPERATING ACTIVITIES	509,182	(45,154)
NON-OPERATING EXPENSE		
FOREIGN CURRENCY TRANSLATION	(859)	(12,687)
CHANGE IN NET ASSETS	508,323	(57,841)
NET ASSETS, BEGINNING OF YEAR	2,686,146	2,743,987
NET ASSETS, END OF YEAR	\$3,194,469	\$2,686,146

HEUG 2016 Financial Position

CASH FLOWS FROM OPERATING ACTIVITIES	2016	2015
Change in net assets from operating activities	\$509,182	\$(45,154)
Adjustments to reconcile change in net assets from operating activities to net cash provided (used) by operating activities:		
Foreign Currency Translation	(859)	(12,687)
Increase in Certificates of Deposit from Interest Earned	(3,205)	(5,345)
(Increase) Decrease in Accounts Receivable	(66,169)	46,835
(Increase) Decrease in Prepaid Expenses	(68,266)	(64,386)
Increase (Decrease) in Accounts Payable	9,788	(20,680)
Increase (Decrease) in Deferred Revenue	310,325	(210,171)

CASH EQUIVALENTS	2016	2015
NET CASH PROVIDED (USED) BY OPERATING DEPARTMENTS	690,796	(311,888)
CASH FLOWS FROM INVESTING ACTIVITIES		
Redemption of Certificate of Deposit	169,907	
NET CASH PROVIDED BY INVESTING ACTIVITIES	169,907	
NET INCREASE (DECREASE) IN CASH AND EQUIVALENTS	860,703	(311,888)
CASH AND EQUIVALENTS, BEGINNING OF YEAR	2,302,808	2,614,696
CASH AND CASH EQUIVALENTS, END OF YEAR	\$3,163,511	\$2,302,808

HEUG Vendors

PLATINUM

Sierra Cedar
www.sierra-cedar.com

Fischer International Identity
www.fischerinternational.com

Grey Heller
www.greyheller.com

Ciber
www.ciber.com

SkyBridge

Oracle
www.oracle.com

HighPoint Consulting
www.mhighpoint.com

SmartERP
www.smarterp.com

OnBase (Hyland)

GOLD

Nelnet
www.nelnet.com

Huron Consulting Group
www.huronconsultinggroup.com

College Scheduler
www.collegescheduler.com

Burgundy Group
www.tbginco.com

Mountain Pass
www.gomountainpass.com

TouchNet
IBM (Formerly ATT)
www.att.com/peoplesoft

Cognizant
www.cognizant.com/education

Phytorion
www.phytorion.com

Deloitte
www.deloitte.com

HighStreet IT
www.highstreetit.com

Addvantium
<http://addvantium.com/higher-education>

Mentis
www.mentissoftware.com

Ferilli
www.ferrilli.com



2017 MULTIPURPOSE BROCHURE

We are the only award winning company in this country. So we gets special facilities from anywhere in this world. So our experts are ready to serve you at anytime.