

› SHRINK IT ‹

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A man with a beard and short brown hair is wearing a white VR headset. He is looking forward with his hands raised in front of him, palms facing outwards. The background is a blurred city street at night with warm lights and a blue light source. A network of white dots and lines is overlaid on the top half of the image. A dark blue banner with an orange vertical bar on the left is at the bottom.

Becoming A Digital Campus

Introduction



Ultimately, customers don't judge you based on how well you gather business requirements, chose development technologies, manage projects, or march through the development process – **they judge you based on how they feel before, during, and after they use your applications.**

This is the digital experience

If you get the customer experience wrong, then nothing else matters

by Forrester

Effective digital enterprises

From a business perspective, there are three common characteristics of high-performing digital organisations:

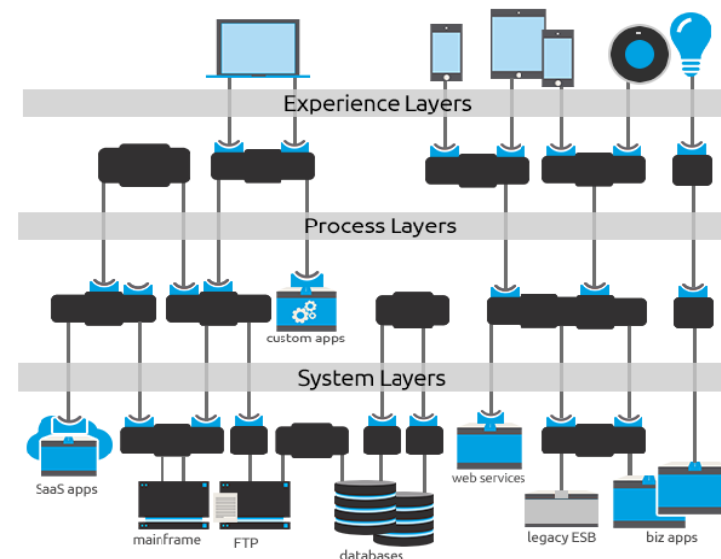
- They are obsessively customer focused
- They are data driven
- They are fast-moving, agile, flexible

For the digital campus, this means a strong focus on the experience of these key constituents: students (including prospects and alumni), academics and administrative employees and using data from feedback to respond quickly to continue improving that experience.

The technology enablers

To become a truly Digital Campus, universities should focus on the following technology enablers:

- Infrastructure and support operations
- Integration of “best of breed” applications and enabling platforms
- User experience



A composite image with a blue and green color scheme. In the background, a hand in a white shirt sleeve holds a pen over a document. A semi-transparent line graph is overlaid on the image, showing three data series: a solid line, a dashed line, and a dotted line. The graph's y-axis ranges from -2000 to 10000, and the x-axis lists the months from Jan to Dec. A map of Europe is also visible in the background. In the foreground, a document with a fingerprint and a yellow sticky note is shown. The text 'SHRINK IT' is centered in a white box with blue arrowheads.

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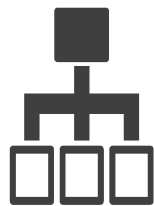
Infrastructure – a stable foundation

“Agility – it rhymes with stability”

by McKinsey

The paradox: a stable (resilient, reliable and efficient) foundation is key to an agile, dynamic digital organisation.

From an organisational IT perspective:



Structure



Governance



Processes

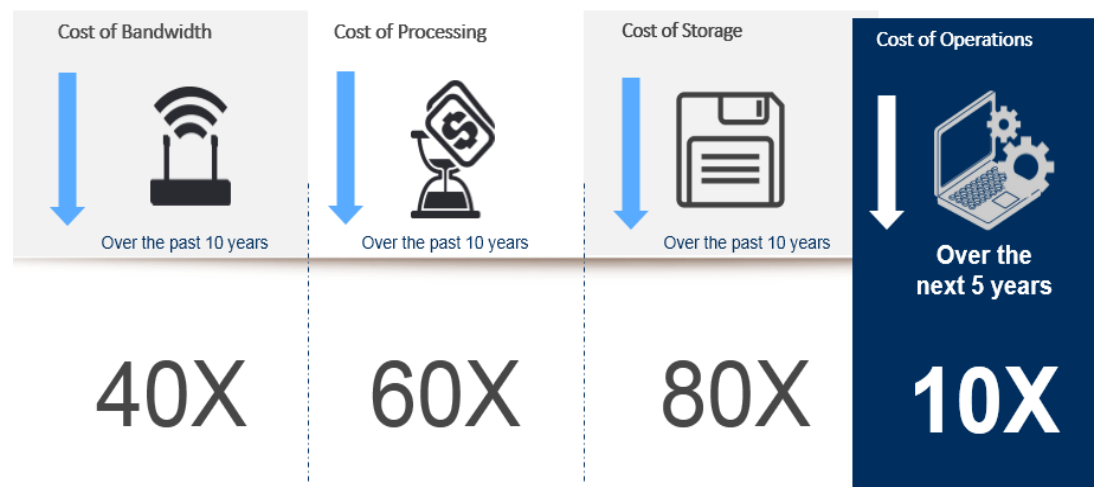
From a technology IT perspective – underlying infrastructure

Infrastructure – Shrink IT

There are significant savings related to infrastructure management and operations:

- Universities are spending up to 30% more than necessary on Commodity IT
- Enables organisations to release and redirect resources to implement digital

initiatives



by Goldman Sachs

Levers to reduce Commodity IT



First Set of Levers



Eliminate 30-40% of Incidents



Eliminate 30-50% of Labour



Second Set of Levers



Infrastructure Management Services

Transform Underlying Infrastructure:

Migrate to public, private, hybrid Cloud &
Hyperconverged systems



Business Process Services

Industry/ Process specific STP through
Platforms

A composable enterprise

Understand the building blocks of your university:

- Enables development of various heat maps:

	Composable Enterprise	Higher Education Pillars				
		Learning and Assessment	Student Management	Research	External Relations	Back-office Operations
- Strategic value	Subject Areas	<ul style="list-style-type: none"> Curriculum Learning resources Instructional delivery Evaluation 	<ul style="list-style-type: none"> Marketing Student services Student Enrolment Student information 	<ul style="list-style-type: none"> Grants Regulations Intellectual property 	<ul style="list-style-type: none"> Alumni Affiliations Corporate Relations Laws and Regulations 	<ul style="list-style-type: none"> Finance Operations HR Management Facilities Asset management Technology
- Effectiveness		<ul style="list-style-type: none"> Curriculum Delivery Assessment 	<ul style="list-style-type: none"> Marketing 	<ul style="list-style-type: none"> Research 	<ul style="list-style-type: none"> Corporate Relations 	<ul style="list-style-type: none"> Information Technology
- Infrastructure		<ul style="list-style-type: none"> Curriculum Learning Resources Assessment 	<ul style="list-style-type: none"> Enrolment Management 	<ul style="list-style-type: none"> Research Grants Management 	<ul style="list-style-type: none"> Alumni Affiliations 	<ul style="list-style-type: none"> Technology
- Support resources		<ul style="list-style-type: none"> Curriculum Learning Resources Assessment Delivery Assessment Learning Delivery Curriculum 	<ul style="list-style-type: none"> Marketing Student Services Student Enrolment Student Information Marketing Student Services Student Enrolment Student Information 	<ul style="list-style-type: none"> Research Grant Administration Regulations IP Creation Research Grants Research Regulations Intellectual Property 	<ul style="list-style-type: none"> Alumni Management Affiliations Corporate Relations Laws and Regulations Alumni Management Affiliations Corporate Relations Laws and Regulations 	<ul style="list-style-type: none"> Finance Operations HR Management Facilities Asset management Technology IT Operations Finance Operations HR Management Facilities Asset management Technology

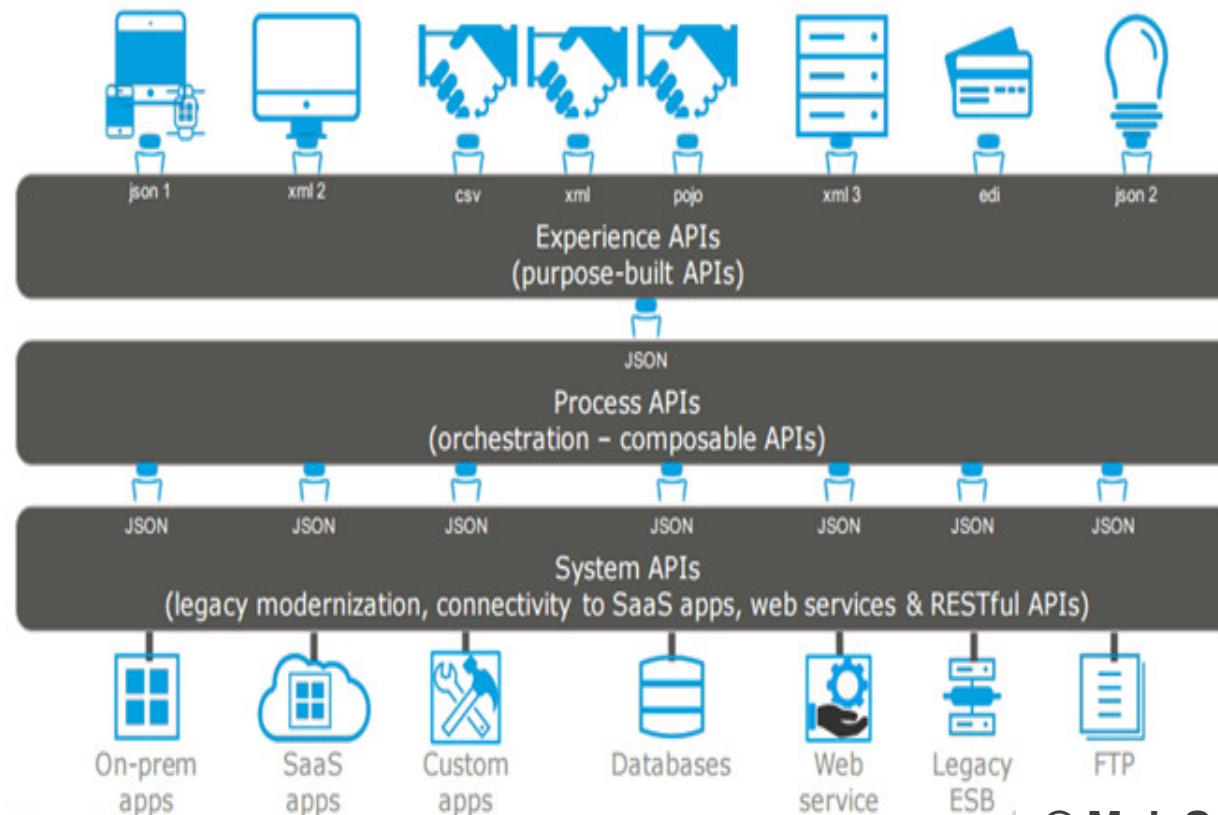
Integrate 'Best of Breed' applications

- How to integrate applications seamlessly across different platforms?



Integrate 'Best of Breed' applications

- Implement API-led connectivity platforms to integrate applications
- Enable rapid deployment of user functions across channels



© MuleSoft

A close-up of a hand reaching out, with glowing digital icons floating around it. The icons include a magnifying glass, a smartphone, a musical note, a play button, a speech bubble, and a question mark. The background is a soft, out-of-focus blue with bokeh light effects.

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User Experience

"User experience" encompasses all aspects of the end-user's interaction with the university, its services, and its core products.

- User experience is not simply the usability or the user interface
- The Honeycomb test can equally be applied to:
 - Prospect communications
 - Online lectures
 - Employee self-service

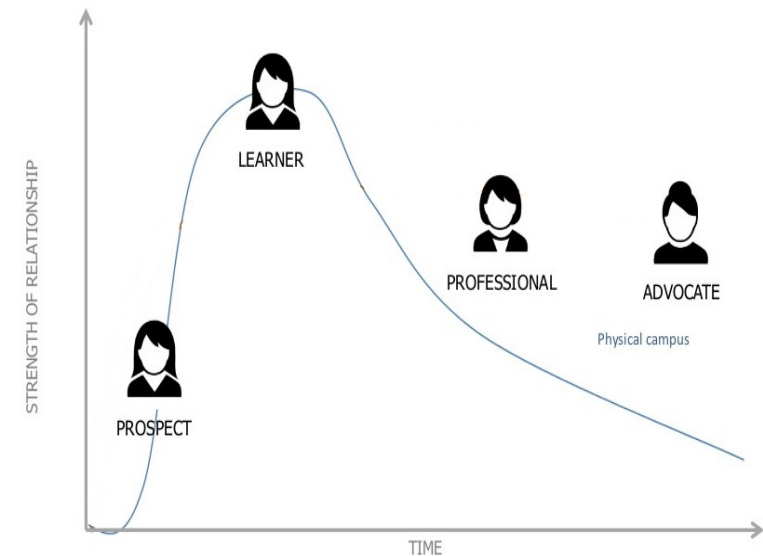


The User Experience Honeycomb
By Peter Morville

The Student life-cycle

The student engagement with a university follows a traditional cycle:

- Application experience
- Learning / Campus experience
- Graduate experience



© Precedent

The Digital Campus will transform and enhance the student engagement experience throughout the lifecycle.

The Student experience

The application experience

- Transform from a marketing web presence to focus on the prospect

The learning experience

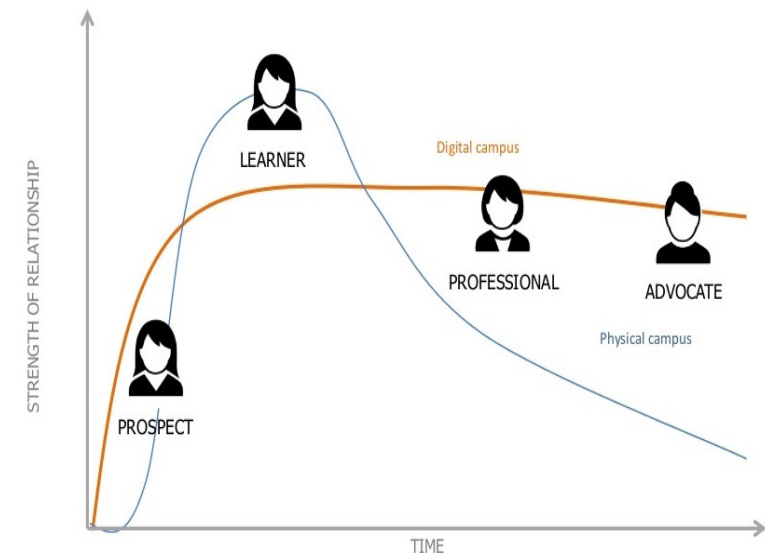
- Access to innovative learning materials, and assessment applications that help improve student learning outcomes

The campus experience

- Personalised content to enhance student life outside the classroom

The graduate experience

- Maintain the relationship with graduates to convert alumni to ambassadors



© Precedent

The Academic experience

Digital technologies have certainly impacted the role of a teacher:



Learning – not just digital for convenience or to support traditional teaching modes



Assessment – analytics that provides real insight to student progress

“The most important principle for designing e-learning is to see e-learning design as not information design, but as designing an experience”

by Cathy Moore

The Employee experience

- Singapore Management University's iNet – best practice example
- Winner of the Gold Medal at 2015 Intranet Innovation awards
- Developed by small SMU project team
- A collaborative and connected workplace



Conclusion



- **Ensure a robust technology and data foundation that has the capability to release resources to focus on the digital campus**
- **The “Integration Glue” is API-lead connectivity. Supports multi-channel interactions and agile responses**
- **Focus on the user experience**

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Thank you

