HEUG Vision 2016 Executive Summary

As the HEUG membership continues to grow, and more global communities are added, the challenges we face require processes and practices that are standardized and simple. The product offerings from vendors and partners will continue to evolve and expand in response to ongoing changes in higher education and the technologies that support our mission. Thus, the HEUG's annual goals, strategies and measured outcomes must be agile and flexible *and will be mindfully adjusted to meet the challenges of implementing and adopting cloud solutions in a global environment.*

HEUG Annual Goals:

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

In order to achieve these goals, each year the Board of Directors, product advisory groups (PAGs/TAG), and various committees will support and facilitate the HEUG's two core objectives of Advocacy and Education.

High Level Examples of Targeted Activities to Achieve These Goals:

Advocacy
'The Product Advisory groups, or PAGs, continue to be a fundamental part of our advocacy with Oracle. As new Oracle applications emerge, the PAG Reorganization work group is building advocacy models to support new cloud-based solutions while at the same time keeping in place a channel to support members continuing to use on-premise applications.'

Education
'New options for delivering educational content emerge regularly. The Alliance Work Group will use many of these fresh content delivery methods to provide all members with a better educational experience worldwide.'

Globalization
'The HEUG Global Integration work group is developing a plan to advance HEUG offerings to our international members through improved translation services at our international and Alliance conferences, as well as improved translations during our online events.'

Administration
'The Business Plan & Services work group is developing ways to provide increased financial accountability, and will work to provide plans and procedures to allow for agility in handling changes in strategic focus and organizational needs.'

Targeted Engagement
'By initiating a communication campaign that focuses on several critical tiers of school administrators (CIOs, Senior Administration, and Functional and Technical Specialists) HEUG members and Oracle will have better access to the type of strategic input needed for our collaborative model of engagement.'