



Gartner Webinars

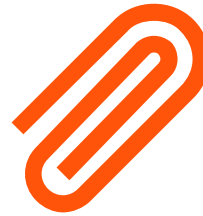
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Top 10 Higher Education Trends: Midway Through an Unusual Year



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Sr Director Analyst





**Change is a constant
of our lives ...
But change is hard**

**“All models are wrong,
but **some** are useful.”**

— George Box, Statistician

**Some top 10s are wrong,
but **all** are useful.**

1



Top 10 Trends and Themes

2



Top 10's Post Covid-19

3



A Few Deep Dives

1



Top 10 Trends and Themes

Top 10 Business Trends

Analytics Everywhere
New Business Models
Online Differentiation
Ethical Use of Data
Corporate Collaboration
Ecosystem
Collegiate Esports
Developing Digital Dexterity
Reinventing Credentials
Creative Financing

Top 10 Strategic Technologies Trends

Artificial Intelligence
Next Generation Security
Smart Campus
Nudge Tech
Digital Credentials
Cross-Life-Cycle-CRM
5G/Ecosystem Infrastructure
New Display and Visualization
Career Software
Faculty Information Systems

The Trends Coalesce Around a Set of Themes



Experience

Smart Campus

Esports

Nudge Tech

New Display Tech

Career Software



Trust

Reinventing Credentials

Ethical Use of Data

Reframing Security

Digital Credentials

Faculty Info Systems



Augment

Analytics Everywhere

5G Infrastructure

Online Differentiation

Cross-Life-Cycle-CRM

Digital Dexterity



Transform

New Business Models

Artificial Intelligence

Creative Financing

Corporate Collaboration

Ecosystem



Strategic Technology



Business Trend

A Core Focus on Experience

Experience management is the practice of designing and reacting to stakeholder interactions to meet or exceed their expectations, leading to improved outcomes, greater satisfaction, loyalty and advocacy.



Smart
Campus



Collegiate
Esports



Display and
Visual. Tech



Career
Software



Nudge Tech

Fostering Trust

Maximizing the security and integrity of the academic enterprise by pushing as much control as possible out to the end user



Next Gen
Security



Ethical
Approaches
to Data



Reinventing
Credentials



Digital
Credentials



Faculty Info.
Systems

Augmenting Education

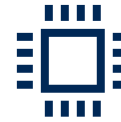
Using technology to enrich campus life and learning and make education more effective



Analytics
Everywhere



5G
Infrastructure/
Ecosystem



Artificial
Intelligence



Cross-Life-
Cycle-CRM



Digital
Dexterity

Transform Higher Education

A dynamic response to internal and external changes resulting in fundamentally different business, operating models and stakeholder experience



New
Business
Models



Online
Differentiation



Creative
Financing



Corporate
Collaboration



Ecosystem

2



Top 10's Post Covid-19

Top 10 Business Trends

	Analytics Everywhere	↓
↑	New Business Models	
↑	Online Differentiation	
	Ethical Use of Data	↓
	Corporate Collaboration	→
↑	Ecosystem	
↑	Collegiate Esports	
↑	Developing Digital Dexterity	
↑	Reinventing Credentials	
	Creative Financing	→

Top 10 Strategic Technologies Trends

↑	Artificial Intelligence	
	Next Generation Security	↓
↑	Smart Campus	
	Nudge Tech	→
↑	Digital Credentials	
	Cross-Life-Cycle-CRM	→
	5G/Ecosystem Infrastructure	↓
↑	New Display and Visualization	
	Career Software	↓
↑	Faculty Information Systems	

Top Post Covid Business Trends

Student Experience
Consolidation & Closure
Blended Learning
Tuition & Fee Changes
Cost Optimization
Search for New Forms of Revenue

Top Post Covid Strategic Technologies

Digital Whiteboarding
Assessment Integrity
VDI
Loanable Technology
Collaboration Technology
Beacons & Mobile

3



A Few Deep Dives

The Student Experience



This refers to the total of the interaction a student has with their educational institution, from interest and recruitment through graduation and engagement as an alumnus.

- Less friction in student interactions with institutional offices
- Pain points
- Increased personalization & relevance



Chatbot



CRM



**Student
Data
Hub**



**Online
Orientation**



Mobile

Action

- Designate someone to be responsible
- Adapt methods from customer experience

Blended Learning



Blended or hybrid learning is a course design where between 30% and 80% of the course activity occurred online or outside of the classroom. There are multiple ways of structuring blended learning.

- Build the spine of the course online and add in person elements
- Combine synchronous & asynchronous elements
- Avoid too much reliance on lecture capture.



Video



**Desktop
Capture
In A Box**



**Web
Conferencing**



**Tele
Presence
System**



**Lecture
Capture**

Action

Work with instructors to build consistency & engagement into courses

Digital Whiteboarding



These tools allow instructors to work in real time with remote participants to show steps in a process or calculations.

BLUESCAPE

iObeya

klaxoon

miro

MURAL

Sketch
Together

Stormboard

- Use these tools to bring a more engaging and interactive experience to students.
- Social and teaching presence

Action

Stay flexible with product choice's as companies enter & exit the market often

Assessment Integrity



This refers to methods used to ensure that the person taking an assessment is who they say they are and that they do not receive any unauthorized assistance nor use disallowed resources in completing the assessment



**Identity
Verification**



Biometrics



**Live
Proctoring**




**Automated
Proctoring**

Limit the use of technological solutions as much as possible & instead work with instructors to redesign assessments.

Action

Select the right mix of remote proctoring solutions by developing a set of use cases against which to measure various solutions.

A photograph of a white sailboat with large white sails on a blue sea. Several people are on the deck, including a man in a white shirt and light shorts steering. Other sailboats are visible in the distance under a clear sky. The quote is overlaid on the top right.

“I can’t change the direction of the wind, but I can adjust my sails to always reach my destination.”

Jimmy Dean

Recommendations

✓ **Be proactive!**

Identify the business trends that will be having an impact on your institution now, in the near future and in the medium term. Take on a business enabler role by preparing for the it Implications of these trends.

✓ **As far as possible work with the technology you have.**

Resist the temptation to solve every problem by adding technology. Work with your current set of technologies as far as possible, only adding new tools in a strategic way.

Ask your questions



The image shows a web form titled "Ask a question". At the top, there is a horizontal navigation bar with four buttons: "Ask a question", "Attachments", "Rate this", and "Details". The "Ask a question" button is highlighted with an orange border, and an orange arrow points to it from the left. Below the navigation bar, the text "Ask a question" is displayed. Underneath is a large text input area with the placeholder text "Type your question here...". At the bottom right of the form, there is a "Send Question" button, which is also highlighted with an orange border, and an orange arrow points to it from the left.



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Innovate the digital transformation journey in education institutions

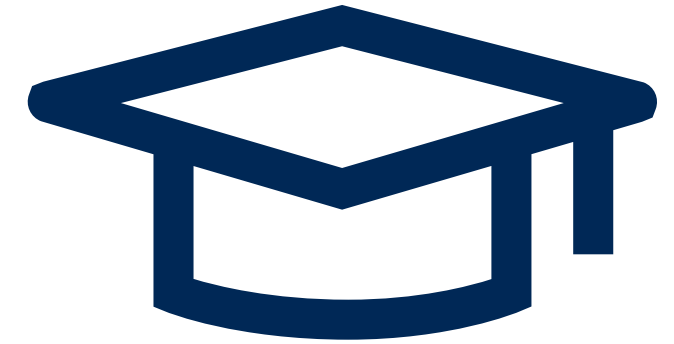
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Gartner can help you support student outcomes and achieve your organization's goals.

Education's evolution requires a shift in administrative and educational technologies to support new and evolving ways of doing business.



**Education Digital Transformation and
Innovation Primer for 2020**

**Education Technology Optimization and
Modernization Primer for 2020**

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