



Corporate Strategy

Member Feedback Sessions

DRAFT as of April 27, 2009

Session Objectives

- Provide context and objectives for the “corporate” strategy project
- Review goals for strategy
- Present ideas for improving engagement
- Obtain your input on those ideas

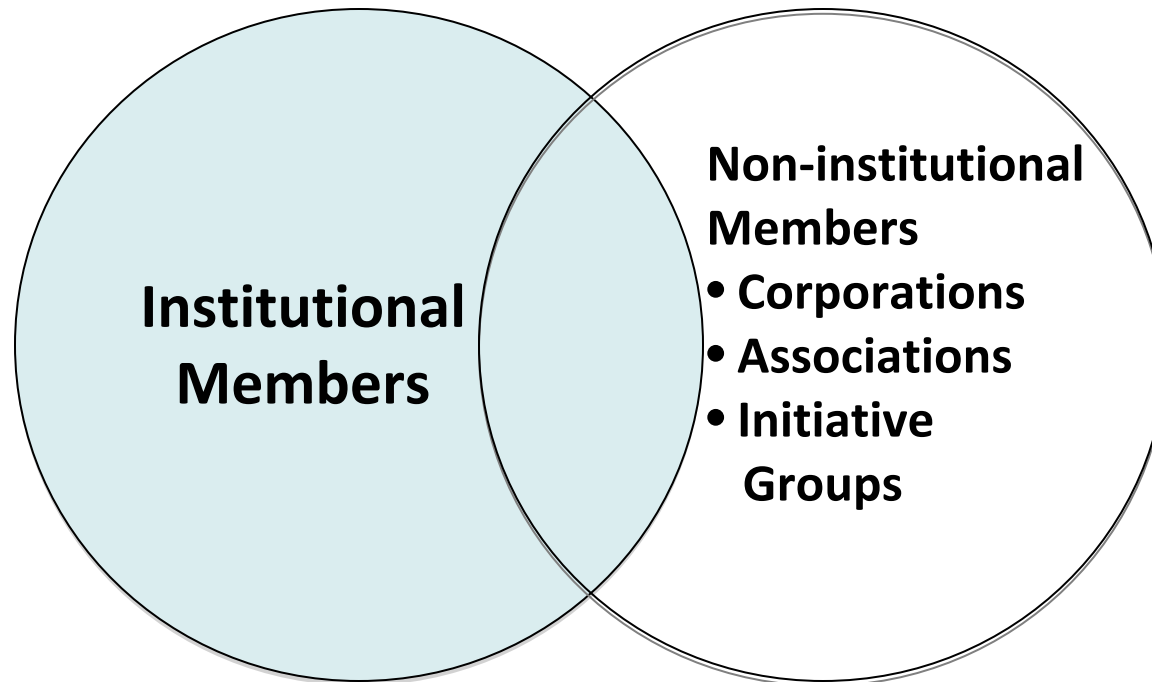
We will poll you on specific ideas; however, at any time, please provide us your comments and feedback in the chat room.

Context

- In May 2008 EDUCAUSE completed strategic directions based on input from institutional members and external research—did not address needs of corporate or non-institutional members
- Conversations with corporate executives revealed corporations are seeking new ways to engage with EDUCAUSE and its members beyond financial transactions
- Other non-institutional members may not be addressed in either category
- In 2008, EDUCAUSE had 269 corporate members contributing 22% (or \$3.6 million) to EDUCAUSE through corporate sales, memberships, and sponsorships

Corporations and other non-institutional members are a vital component of the EDUCAUSE ecosystem.

The EDUCAUSE Ecosystem

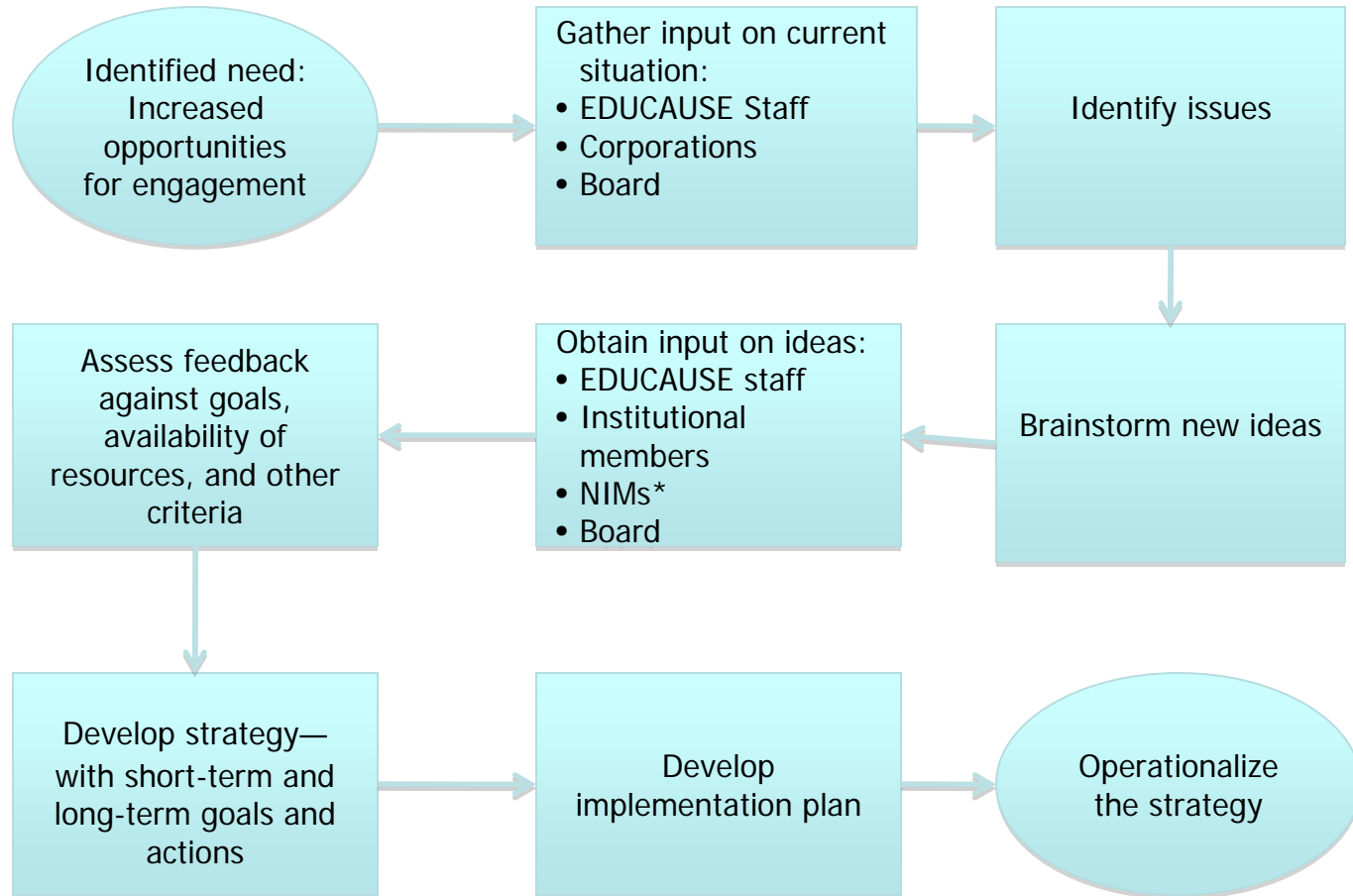


Overall Project Objectives

- Understand how EDUCAUSE is organized to support all corporate and non-institutional member activities and programs
- Understand perspective of the corporate members on EDUCAUSE corporate programs, activities, etc.
- Identify new and/or expanded methods of engagement
 - Obtain input on new ideas from sample of institutional members
 - Survey corporate membership
- Understand how peer associations organize and support their corporate membership

End product is a strategy that will guide program development, engagement, relationship management, and support—with non-institutional members.

The process



NOTE: * “NIMs” stands for non-institutional members.

uncommon thinking for the common good

EDUCAUSE

Goals for Strategy

- Increase engagement and outreach with non-institutional members (NIMs)
 - Provide increased opportunities for NIMs to demonstrate thought leadership
 - Facilitate and help sustain productive interactions between institutional members and NIM representatives—during EDUCAUSE events and beyond
- Inform future directions, policies, and product directions of NIMs

.... for the benefit of EDUCAUSE membership.

GOAL: Provide increased opportunities for NIMs to demonstrate thought leadership

Phases of thought leadership

Identify emerging trends and issues

Translate global trends to global solutions

Develop specific solutions

Share results: best practices and practical applications

In partnership with NIMs create opportunities to:

Explore current and future trends in technology and their impact on higher education, emerging campus issues, etc.

Convene key R&D and product strategists to discuss their perspective on the technology horizon, to showcase recent developments or releases and/or solutions.

Discuss specific campus issues with a focus on creating a solution or array of options.

Showcase how a particular technology or suite of technologies has been implemented to solve a campus issue.

GOAL: Increase engagement and outreach

Idea	Description	Benefits
Joint Projects	<ul style="list-style-type: none"> • Convene working groups involving a partnership of institutions and NIMs to explore topics of importance to the community. Topics might include current and emerging trends, current issues with a focus on solutions, future needs, how a campus used a particular technology or set of principles (e.g., learning space design) to solve issues common across higher education. • Product could be a white paper, article, non-marketing case study, etc. 	<ul style="list-style-type: none"> • Provide opportunities for NIMs to engage in collaborative, thought leadership activities. • Broaden institutional member perspective on technology trends and emerging, current, and future issues. • Broaden NIM perspective on institutional needs and issues.
Summits	<ul style="list-style-type: none"> • Host invitation-only one-to-two day events in which participants would meet to explore a major trend or issue. Such events would emphasize collaborative efforts to address shared needs and interests. • Summits could be between a combination of executive-level ecosystem members (institutional members, corporate members, associations, etc.) at the director/manager level. 	<ul style="list-style-type: none"> • Produce a richer, more in-depth perspective on issues.
Joint Speaking Opportunities	<ul style="list-style-type: none"> • Joint presentations on solutions, best practices, etc. 	
Focused Speaking Opportunities	<ul style="list-style-type: none"> • Showcase opportunities from product strategists. • Showcase opportunities from research and development team. • Could be speaking opportunities involving one or two individuals or panel discussions with only corporations and/or other NIMs. 	

Poll/Feedback

- Of these four ideas which is the most important?
- Which two ideas would you be most interested in EDUCAUSE implementing in the next six months?
- Which one idea would you be most interested in EDUCAUSE implementing in the next 1-2 years?
- Do you have other suggestions that EDUCAUSE should consider?

GOAL: Facilitate productive interactions

Idea	Description	Benefits
Higher Education/ Corporate Academy	<ul style="list-style-type: none"> • Develop a “Higher Education 101 course” that would educate corporate members about higher education. • Develop a “Corporate 101 course” that would allow higher education personnel to better understand corporations and how to work effectively with them. 	<ul style="list-style-type: none"> • Increase understanding of higher education needs/ perspective and vice versa. • Shorten the learning curve for individuals whom are new to higher education and are working in either an institution or a corporation. • Strengthen working relationships between the segments.
Provide volunteer and service opportunities	<ul style="list-style-type: none"> • Integrate corporate member participation into advisory groups, conference program committees, working groups, and other volunteer/service opportunities within EDUCAUSE. 	<ul style="list-style-type: none"> • Assemble a more diverse and representative group of community representatives and IT experts.
Leverage (Web 2.0) social networking (and emerging) technologies	<ul style="list-style-type: none"> • Include corporate member <u>partnership</u> in the design and implementation of the association’s SN/emerging technologies/communications/ community-building strategy. • Areas of pursuit <u>might</u> include partnerships with specific firms (e.g., Google, Cisco) or up-and-coming SN businesses, etc. 	<ul style="list-style-type: none"> • Connect EDUCAUSE community on timely topics, resources, affinity interests. • Expose members to active practice of using technologies for collaborative exchange.

GOAL: Facilitate productive interactions

Idea	Description	Benefits
Virtual Trade Show	An online version of an event at which goods and services for a specific segment are exhibited and demonstrated. The format can be as simple as a basic online directory or as complex as a virtual 3D world.	<ul style="list-style-type: none">• Provide opportunity for 365 engagement and marketing.• Expand participation in the conference.
Provide a pre-conference scheduler	Employ technology to facilitate “matching” institutional members with NIMs who will be in attendance at an event—e.g., regional conference, annual conference, etc.	<ul style="list-style-type: none">• Enable NIMs to identify correct people within their organization to be at the “meeting” and/or to conduct follow-up.• Give institutional members the opportunity to connect with the correct people to answer their questions.
Allocate “office-space” on the conference floor	In addition to booth space, NIMs could “rent” space in the exhibit hall for one-on-one or small meetings with customers.	Maximize time to interact and have institution-specific conversations on the exhibit floor and at the conference.
Expand hours of exhibit hall	<ul style="list-style-type: none">• Open conference exhibit halls during preconference seminar periods; OR• Extend hours during conference (earlier start, later close).	Maximize time on the exhibit floor and at-the-conference exposure



Poll/Question

- Of these seven ideas which is the most important?
- Which two ideas would you be most interested in EDUCAUSE implementing in the next six months?
- Which one idea would you be most interested in EDUCAUSE implementing in the next 1-2 years?
- Do you have suggestions for other ideas that EDUCAUSE should consider?

GOAL: Inform future directions, policies, product strategies, etc.

	Idea	Description	Benefits
11	Edupinion	Provide an online, searchable, and structured environment for product information and review. EDUCAUSE would host and manage the forum, but evaluative content on it would be entirely member-generated.	<ul style="list-style-type: none">• Provide candid and constructive feedback on technology services and products.• Augment product research.• Provide an easy-to-use, centralized source of information.



Question

- How would this idea benefit you and your campus?
- Do you have other suggestions that EDUCAUSE should consider?



Immediate Next Steps

- Host additional feedback sessions
- Obtain direction from the EDUCAUSE board
- Draft survey for distribution to non-institutional members