

QUESTIONS TO

# Spark Innovation in Higher Ed



Market disruptions are an opportunity for institutions to reshape their student experience with a school-wide commitment to innovation. Use these probing questions to assess where you stand today and how to influence meaningful change for the future.

## TECHNOLOGY OPTIMIZATION

- ✗ How does our IT team spend its time, and is that aligned with our strategic objectives?
- ✗ What steps are we taking to harden our IT systems and practices against cyberattacks?
- ✗ What changes would we need to make for our technology enterprise to reliably support our most ambitious enrollment goals for online learning?

## DATA ENABLEMENT

- ✗ How can we make our data accessible enterprise-wide for informed decision-making, forecasting and pacing?
- ✗ How well does our data flow through our infrastructure, and where can we improve those connections?
- ✗ How can we use data to identify untapped segments, personas and targets and understand which markets to serve?

## MARKETING MATURITY

- ✗ How effectively are we using data to personalize outreach to prospective students?
- ✗ How can we use AI-generated content to optimize student communications?
- ✗ How are we combining data from marketing channels, websites, ad platforms and our CRM to get a comprehensive view of enrollment?

## ENROLLMENT GROWTH

- ✗ Where are our best opportunities for online enrollment growth (e.g., target personas, type of programs, or community partnerships)?
- ✗ How can we increase a program's competitive position?
- ✗ What is the distribution of our program portfolio across growth segments, from robust performers to declining programs?

## STUDENT EXPERIENCE

- ✗ How easy is it to navigate our website on a mobile device or as a differently-abled visitor?
- ✗ How well are we communicating with students before and after enrollment to help them register for classes, check grades, submit assignments and get support?
- ✗ What consumer digital experiences could help us attract and retain students (e.g., collaboration technology, video-based learning, mobile apps, virtual reality, high-speed Wi-Fi)?

### ARE ANY OF THESE HARD TO ANSWER?

That's usually a sign of gaps and untapped opportunities. Start design-thinking sessions with your team or partner with Collegis Education, an innovation enabler who can help you influence change and turn possibilities into reality.

START RETHINKING TODAY

