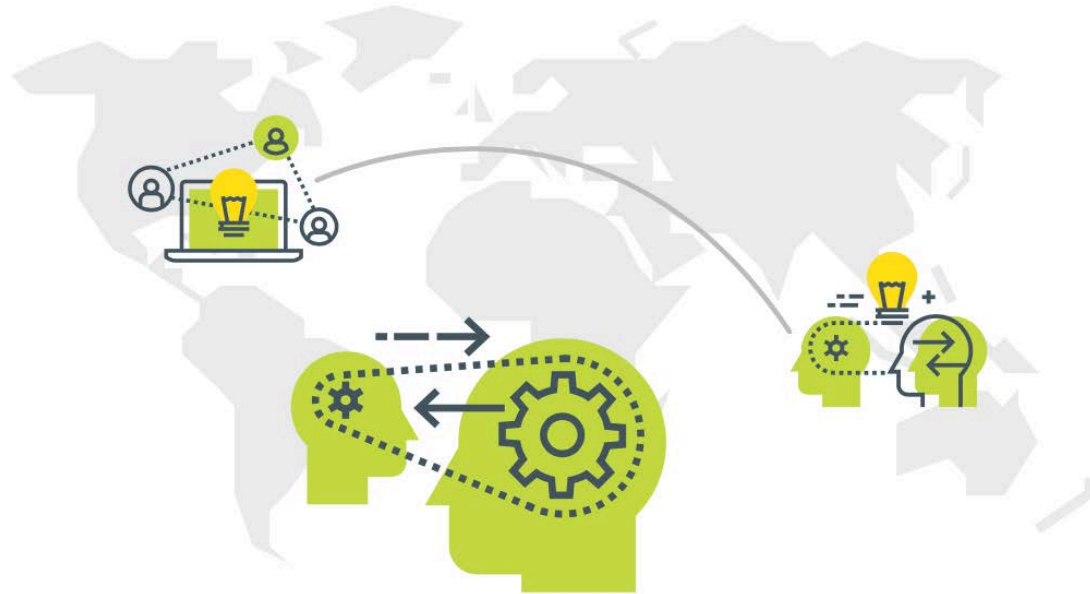EDUCAUSE

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Who We Are

EDUCAUSE is a nonprofit association whose mission is to advance higher education through the use of information technology.

What We Do

We help members…

Build a Collaborative Network of Peers

Make Informed Decisions

Stay Informed on Topics, Issues and Trends in Higher Education
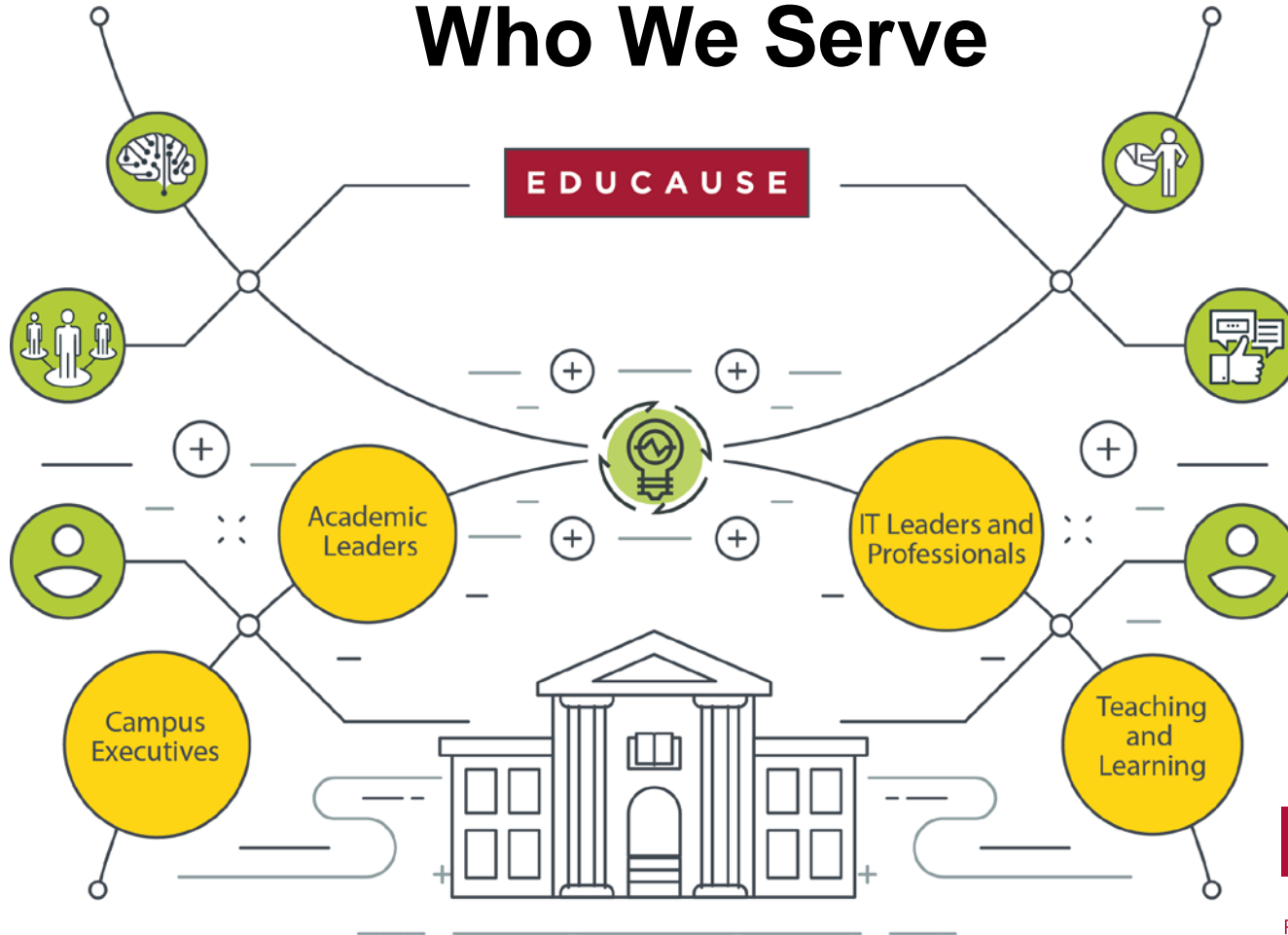
Advance Knowledge and Careers

Who We Serve

IT Leaders and
Professionals

Who We Serve

Membership Breakdown

Membership Type	2016 Count
US Institutions	1658
International	264
Corporate	348
Not-for-Profit (associations)	76
K-12	19
Total	**2365**

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IT On Campus – Then and Now
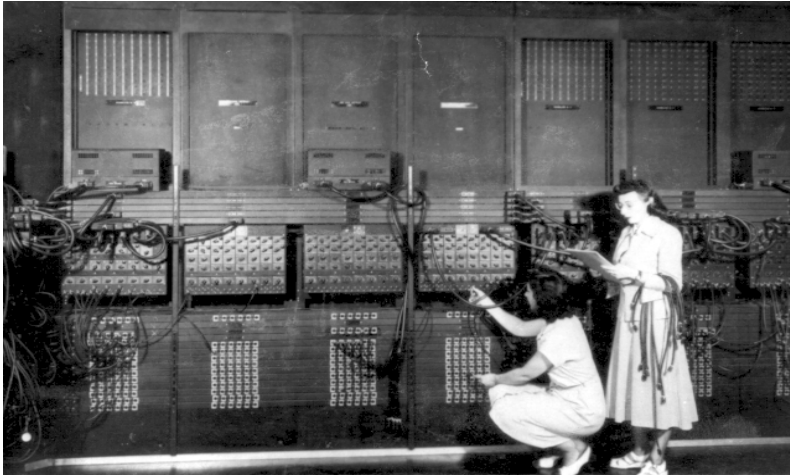
Behind the scenes

Fully Integrated

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LEARNING ABOUT EDUCAUSE

Helping higher education navigate dynamic change and optimize the impact of IT

Build a Collaborative Network of Peers

"We can no longer afford to create unique solutions at each institution for common problems. EDUCAUSE is the community for meaningful collaboration."

-Mark Askren
Chief Information Officer
University of Nebraska

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EDUCAUSE Connects People With…

Ideas   **Resources**   **Each Other**

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By the numbers

60+ Online discussion groups

Over **1,000** volunteers annually

2,365 Institutions sharing ideas

Building Communities Through EDUCAUSE

Build knowledge and understanding among campus leaders and IT professionals about the strategic role technology plays in student success, cost containment, security, institutional effectiveness, and other important issues.

Channel	Examples
Community resources	What Leaders Need to Know, Key Questions, Almanacs
Workshops	IT "Boot Camps" for Leaders (AASCU, ACE, AGB)
Co-conferences	EDUCAUSE-NACUBO Enterprise IT Conference
Policy	ACE, APLU, NFB
Communities of Practice	Research Computing, Leading Academic Transformation, IT Service Management, Cloud
Peer Mentoring	ID2ID – instructional designers

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Advance Your Knowledge and Career

EDUCAUSE is committed to "uncommon thinking for the common good" and being a part of EDUCAUSE means being a part of a community of institutions that work to accomplish more together than we ever could do on our own.

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EDUCAUSE Builds…

People **Teams** **Skills**

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Building The Profession

Channel	Description
Annual Conference	Over 8,000 attendees from 1,700 institutions and 46 countries
Online webinars and courses	Digital Courseware in Higher Ed; Accelerating Student Success through Collaboration & Scale
Face-to-Face Conferences	Teaching and Learning; Security Professionals; NACUBO-EDUCAUSE Enterprise IT Summit
Cohort-Based Experiences	Leading Change Institute; Oblinger Innovation Forum; Learning Technologies Leadership Institute
Discussion Forums	Over 60 communities of practice with 45,000+ subscribers

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By the numbers

50 Professional development opportunities annually

15 In-person events

38 Online events

Over **10,000** attendees annually

Make Informed Decisions

"Without data, you're just another person with an opinion."
                                                    -W. Edwards Deming

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Research and Benchmarking

Research

Emergent trends
- Trends Watch report
- Top 10 Strategic Technologies
- Top 10 IT Issues

People and professions
- IT Workforce research
- Student study
- Faculty study

Technology implementations
- Enterprise Application Marketspace series
- Digital Capabilities series

Benchmarking

Core Data Service
- Almanacs
- Benchmarking Report
- Benchmarking Tool

EDUCAUSE Benchmarking Service

By the numbers

784 Institutions in Core Data Service benchmarking

1.4M Top 10 IT Issues Audience Distribution

13,276 faculty
71,641 students
participate in annual technology needs surveys

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Stay Informed on Topics, Issues and Trends in Higher Education

"It's about building an infrastructure, both human and technical, to have the right tools, providing the right data, at the right time."

-Sharon Blanton
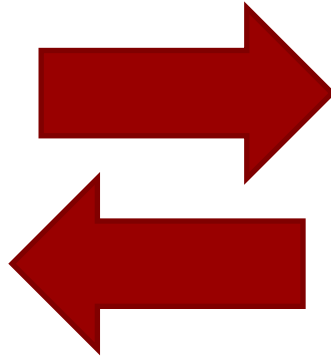**Vice President and CIO**
The College of New Jersey

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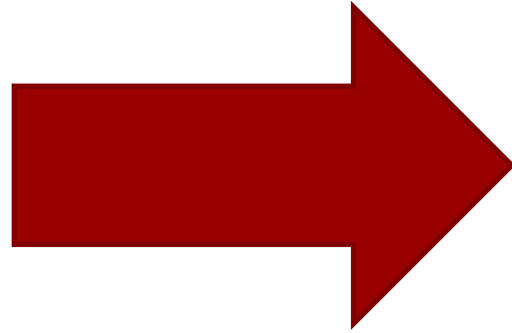FOR THE COMMON GOOD

Going Forward

EDUCAUSE Five Year Plan

Personalized Member Experience

Members will experience a rich, interactive network connecting them to each other and to resources, support, and tools tailored to their individual and institutional needs. Their experience will increasingly reflect their roles, preferences, and the challenges they are trying to address at any given time.

Goals:

1.1 Members will have comprehensive access to services previously requiring separate subscription (ELI and ECAR), enhancing the value of membership and enabling a new focus on personalization for all members.

1.2 Members will easily be able to personalize their EDUCAUSE experience, allowing them to discover, share, and build on resources individually and in communities.

1.3 Members will have access to cost-effective, trusted, on-demand support services to help them plan, deploy, and manage initiatives and services.

1.4 Members will see IT's broad contribution to the institutional mission reflected in EDUCAUSE domain-area content, programs, and services.

Reimagined Professional Learning

Members will have access to an expanded, reimagined portfolio of professional development options, including personal assistance in exploring options for institutions and individuals.

Goals:

2.1 Members will be able to plan for and strategically address the leadership development needs of their teams through EDUCAUSE support and services.

2.2 Members will rely on EDUCAUSE learning resources to acquire the skills they need to meet the demands of their roles today and into the future.

2.3 Members will be able to design and manage their professional development over time through learning pathways customized to their experiences and career aspirations.

2.4 Professional development programming will strengthen the leadership pipeline, including a deliberate focus on diversity and inclusion.

Expanded Partnerships & Collaboration

Members will be better able to strengthen higher education outcomes through IT with deeper connections across campus and among institutions and solution providers. EDUCAUSE, in turn, will expand purposeful, bidirectional partnerships with other associations and organizations.

Goals:

3.1 EDUCAUSE will vigorously and comprehensively promote stronger, more collaborative relationships between IT leaders and their institutions' senior academic leaders and other C-suite executives.

3.2 Senior institutional leaders will have access to customized resources to help them realize efficiencies through technology, discover better practices, make strategic sourcing decisions, and demonstrate IT's institutional value.

3.3 EDUCAUSE institutional members and solution providers will collaborate to ensure a broad array of relevant higher education technologies.

3.4 Together with our community, EDUCAUSE will promote collective action among domestic and international members, partner associations, and other organizations to address the challenges and opportunities that span institutions and higher education, including diversity and inclusiveness.

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Explore EDUCAUSE

Channel	Scale
Events	15,000 participate annually in online and face to face events
EDUCAUSE Review	22,000 copies circulated 6x/year "Student Success" "Personalized Learning"
***EDUCAUSE Review* Online**	1,400,000 page views/year
EDUCAUSE Library	800,000+ page views/year
Web site	6,600,000 page views/year
Newsletters	74,000+ subscribers, quarterly to 40x/year
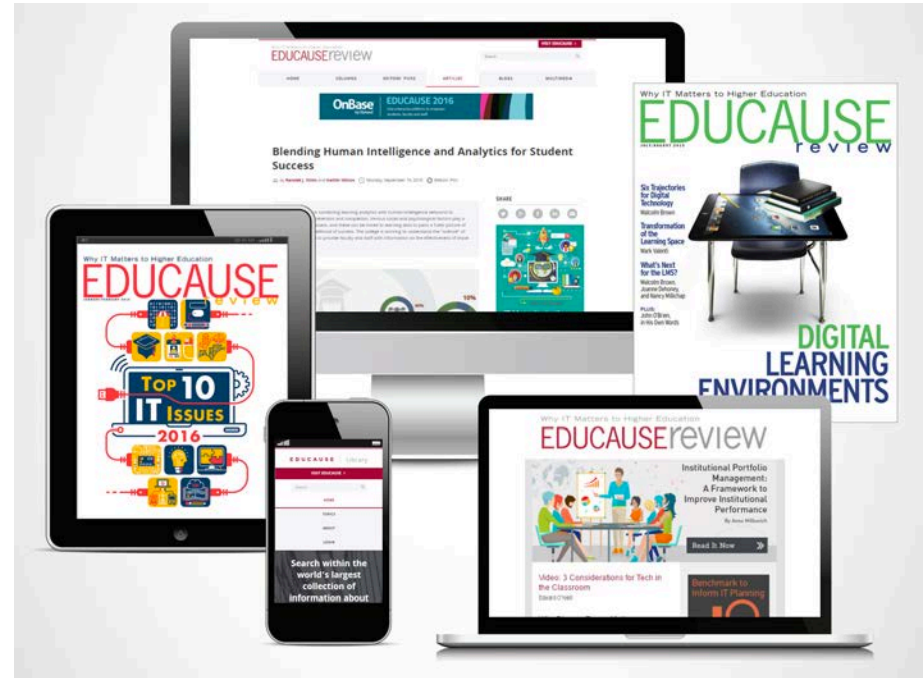
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Thank you

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Where does an EDUCAUSE dollar come from?

38% Membership Dues

26% Registrations

25% Corporate Sales

6% Investment Income

5% Other Income

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Where does an EDUCAUSE dollar go?

50%
Salaries & Benefits

21%
Conferences &
Events

7% Facilities

22%
Services

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