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
# Membership Breakdown

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>2016 Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>US Institutions</td>
<td>1658</td>
</tr>
<tr>
<td>International</td>
<td>264</td>
</tr>
<tr>
<td>Corporate</td>
<td>348</td>
</tr>
<tr>
<td>Not-for-Profit (associations)</td>
<td>76</td>
</tr>
<tr>
<td>K-12</td>
<td>19</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2365</strong></td>
</tr>
</tbody>
</table>
IT On Campus – Then and Now

Behind the scenes

Fully Integrated
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
EDUCAUSE Connects People With…

Idea  
Resources  
Each Other
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.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Community resources</strong></td>
<td>What Leaders Need to Know, Key Questions, Almanacs</td>
</tr>
<tr>
<td><strong>Workshops</strong></td>
<td>IT “Boot Camps” for Leaders (AASCU, ACE, AGB)</td>
</tr>
<tr>
<td><strong>Co-conferences</strong></td>
<td>EDUCAUSE-NACUBO Enterprise IT Conference</td>
</tr>
<tr>
<td><strong>Policy</strong></td>
<td>ACE, APLU, NFB</td>
</tr>
<tr>
<td><strong>Communities of Practice</strong></td>
<td>Research Computing, Leading Academic Transformation, IT Service Management, Cloud</td>
</tr>
<tr>
<td><strong>Peer Mentoring</strong></td>
<td>ID2ID – instructional designers</td>
</tr>
</tbody>
</table>
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.
EDUCAUSE Builds…

People
Teams
Skills
# Building The Profession

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

71,641 students
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
EDUCAUSE...

Tracks Trends  Engages Members  Provides Resources
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.
## Explore EDUCAUSE

<table>
<thead>
<tr>
<th>Channel</th>
<th>Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events</td>
<td>15,000 participate annually in online and face to face events</td>
</tr>
<tr>
<td><strong>EDUCAUSE Review</strong></td>
<td>22,000 copies circulated 6x/year “Student Success” “Personalized Learning”</td>
</tr>
<tr>
<td><strong>EDUCAUSE Review Online</strong></td>
<td>1,400,000 page views/year</td>
</tr>
<tr>
<td><strong>EDUCAUSE Library</strong></td>
<td>800,000+ page views/year</td>
</tr>
<tr>
<td>Web site</td>
<td>6,600,000 page views/year</td>
</tr>
<tr>
<td>Newsletters</td>
<td>74,000+ subscribers, quarterly to 40x/year</td>
</tr>
</tbody>
</table>
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
Where does an EDUCAUSE dollar go?

50% Salaries & Benefits

21% Conferences & Events

7% Facilities

22% Services