

Webcast:

The 2009 Postsecondary Education Market Report

June 17, 2009

Agenda

- **Welcome and Announcements**
 - Karen Billings, VP, Education, SIIA
- **Introduction of Participants**
 - Farimah Schuerman, Managing Partner, Academic Business Advisors, LLC
- **Panel Discussion and Q & A**
 - Glen McCandless, Leader, SellingToSchools.com
 - Mitchell Weisburgh, Managing Partner, Academic Business Advisors, LLC

Welcome & Introductions

Announcements: Karen Billings

This webcast session is being recorded. The audio file, additional information and slide presentation will be available from the

[SIIA Education Division website](#).

Additional information

- SIIA Member Newscast, June 24, 2009
- Ed Tech Business Forum, Nov 30 – Dec 1 in New York
- Introduction of Moderator: Farimah Schuerman, Managing Partner, Academic Business Advisors

Introduction of Panelists: Farimah Schuerman

- Glen McCandless, Leader, SellingToSchools.com
- Mitchell Weisburgh, Managing Partner, Academic Business Advisors

Discussion and Q & A

Participants may submit questions to the moderator using the Genesys Meeting Center chat system. Questions not answered during the live presentation will be addressed via email following the webcast.

If you prefer to ask your questions by email, send to Tasiyiwa Mapondera at tmapondera@siia.net

Using Technology to Decrease Costs

How can technology decrease the costs for postsecondary education,
and what are the opportunities for SIIA members?

Federal Regulation

The Higher Ed Reauthorization Act of 2008 requires that students who enroll in a course are actually the ones attending and completing it. This mandate implies a heightened need for new kinds of reliable authentication systems - both for physical and online classes. And, just because someone is attending a class either in a physical classroom or online, it doesn't ensure that someone else isn't doing the work-- a problem as old as education itself.

Is this a rule that can be enforced?

What kinds of technologies are being considered and which suppliers may benefit?

Federal Regulation continued...

What about state developed Longitudinal Data Systems - student reporting/tracking that has been mandated by the federal government:

What role will higher ed CIOs play in the build-out of the state Longitudinal Data Systems given the need to integrate with K12 school districts, other states, and other institutions, and given that LDS requires an integrated system to provide a student academic record that is transportable --follows a student from preK through college graduation?

What opportunities and challenges are implied for technology suppliers?

Online Learning

As the number of students enrolled in exclusively online higher education continues to grow, what sales channels are best suited to reaching these "only online students" for those tech companies who pursue the student market with a range of products?

Online Learning continued...

There seems to be a disconnect when university administrations say that “technology is not driving value.” There is clearly a shift in learning and teaching that is being driven by online learning (whether fully online or hybrid).

How is this possible?

Are traditional universities simply being ostriches?

Is this a change that is being driven by the for-profit market?

Is it merely a matter of time before technology has to be a driving factor?

Hardware

The report shows that hardware expenditures for academic computing continue to rise and eat up a huge chunk of the higher ed IT budget. It also says that expenditures for personal computers for students is the highest single expense. This seems to fly in the face of data in the report that shows that almost every student has his or her own laptop.

Given almost universal ownership of computers by students and faculty, and plummeting hardware costs, why is the budget going up to purchase more computers for students?

A related question is, when we talk about "hardware" what is included? Does this include things like polling devices, computer projectors, and audio gear or are we talking about computer hardware?

Who's buying all this hardware and what channels are they using to purchase?

Announcements:

Downloading the Report

- Available in print and pdf format
- Members can download for free
- Nonmembers can purchase a print copy at \$189.00.
- Visit the SIIA eStore for details at www.sii.net

Completing the Post-Webcast Survey

- Submit your feedback by responding to the email survey that will be distributed following this discussion.