

The Edge and How to Get It

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Overview

There has been some debate about whether IT matters in Higher Education, prompted by Carr's *Harvard Business Review* article. To take a step back: What does it mean to "matter" and to whom? Some technology solutions or problems create a buzz in the news. Others are below the radar but rated by Educause institutions as mattering to our strategic success.

IT Doesn't Matter

What does it mean for IT to matter?

Three meanings:

1. Making a difference (helps achieve the institution's strategic goals)
2. Competitive advantage (gives the institution an advantage, e.g. in efficiency, over competitors)
3. Marketing differentiator (creates perceived value in the eyes of an audience, unique selling proposition)

References

Nicholas Carr, "IT Doesn't Matter," *Harvard Business Review* (May 2003), 5-12; reprinted *Educause Review* (November/December 2003): 24-38.

Jack McCredie, "Does IT Matter to Higher Education?" *Educause Review* (November/December 2003): 15-22.

Edward L. Ayers and Charles M. Grisham, "Why IT Has Not Paid Off As We Hoped (Yet)," *Educause Review* (November/December 2003): 40-51.

Matter to/for Whom?

- Potential/current students
- Potential/current parents
- Potential/current faculty and staff
- Peer faculty
- External funding sources
- Alumnae (and other donors)
- The press
- CIOs

Creating a Buzz Technology in the News

A selection of Technology in Higher Education that has excited media attention.

Student Life Enrichment

iPods	Duke
Napster Cdigix	Penn State Rochester I.T.
LaundryView	Olin College of Engineering
Portals	Various
WebRoomz	Emory University of Washington

Early Adoption of Infrastructure

Ubiquitous wireless	Carnegie Mellon
Internet 2	Various
Bilingual website	University of Michigan
Forbes "Most Connected"	Various

Hall of Shame

A selection of Technology in Higher Education that has excited media attention ... *but*

Malware: viruses, adware, spyware, ...	Extended outages
Online and offline security breaches	Identity theft
Intellectual property violations	Lawsuits
Major projects "gone bad"	\$\$\$... \$\$\$

High Tech Tools for Students

Blackberry	University of Maryland, College Park
Laptop	Bentley Bridgewater State
Tablet PC	Winona State Mayville State
USB key drive	Samford University

Student Academic

ePortfolios	Alverno Connecticut College
Course management	University of British Columbia
Trading room	Bentley
Open Courseware	MIT

Below the Radar

- Funding
- Security & identity management
- Admin/ERP systems
- Strategic planning
- Infrastructure management

Critical for Strategic Success, 2000-2005, Educause Quarterly: 7

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