THE-ICE IPoE Forum

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Unit4

In business for people.
### An industry undergoing rapid change

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<th>Market Dynamics</th>
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| INCREASED COMPETITION FOR STUDENTS | • Increase enrollment and fundraising  
• Address the needs of non-traditional learners  
• Upgrade the student experience | Accelerate Growth |
| A FOCUS ON ACCOUNTABILITY | • Identify and intervene with at-risk students  
• Lift graduation rates  
• Support data-driven decision-making | Boost Student Success |
| NEW ECONOMICS | • Do more with less  
• Automate business processes  
• Optimize financial and human resource assets | Improve Institutional Effectiveness |
Research findings

73% of students recommend their university review and change its digital strategy.

A third of students feel there is too much paperwork and get frustrated with the amount and complexity of admin. Students are currently least satisfied with:

1. Managing financial aid
2. Course transfers
3. Communicating with faculty advisors
4. Managing academic progress & coursework
5. Paying tuition
6. Admissions

36% believe they spend less time studying because admin is so complex.

47% expect student administration to be easier to manage given the fees they pay.

41% would be more likely to recommend their university if digital interaction was better.

Results reveal a ranking of how easy it is for students to manage different areas of their lives digitally:

1. Online Shopping
2. Entertainment/music
3. Social life/social media
4. Finances/banking
5. Travel
6. University life

8 out of 10 would be more satisfied if their university implemented a single digital system to manage all of their administration.

87% want a single app/web application accessible from any device.
A movement towards student-centric business models
Next generation workers demand simplicity and ubiquity
We’re living with Work-life blend, not Work-life balance
BYOD is a given, BYOS is following
The rise of the "silent conversation"