

EDUCAUSE 2017–2021 Strategic Priorities

Over the next five years, EDUCAUSE will focus on the strategies and goals depicted in this plan to better serve members. The priorities below reflect guidance as well as feedback from hundreds of members through focus groups and interviews, thousands of survey responses, a comprehensive assessment of the EDUCAUSE membership model and member value, and consideration of trends in associations, higher education, and consumer expectations.

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.