

2019 Higher Education Digital Priorities Report

Charting Digital Content Management
Priorities for the Year Ahead



INGENIUX

Executive Summary

Welcome to Ingeniux's second annual Digital Priorities Report. When we conducted the survey that led to this report, our goal was to understand the opportunities and challenges higher education institutions face as they design and deliver content-driven experiences to students, prospective students and other key audiences. Ultimately, we wanted to create a useful set of benchmarks for our readers that would help guide their strategies for the year.

This year, we decided to do a shorter survey, focusing on the most important aspects of digital experience for colleges and universities. Here's what we found:

- 01** For most colleges and universities, marketing owns the digital experience. But cross-functional teams do exist, and we expect to see this number grow as more colleges look to implement student portals.
- 02** Budgets for digital experience initiatives are not increasing for most this year, with almost 48% saying it will stay the same.

- 03** Planned improvements will primarily be around the website and personalization followed by improvements to the student portal.
- 04** Student portals are becoming a key student experience with many already having one in place and equally as many planning to implement one.

Read on to get all the details.

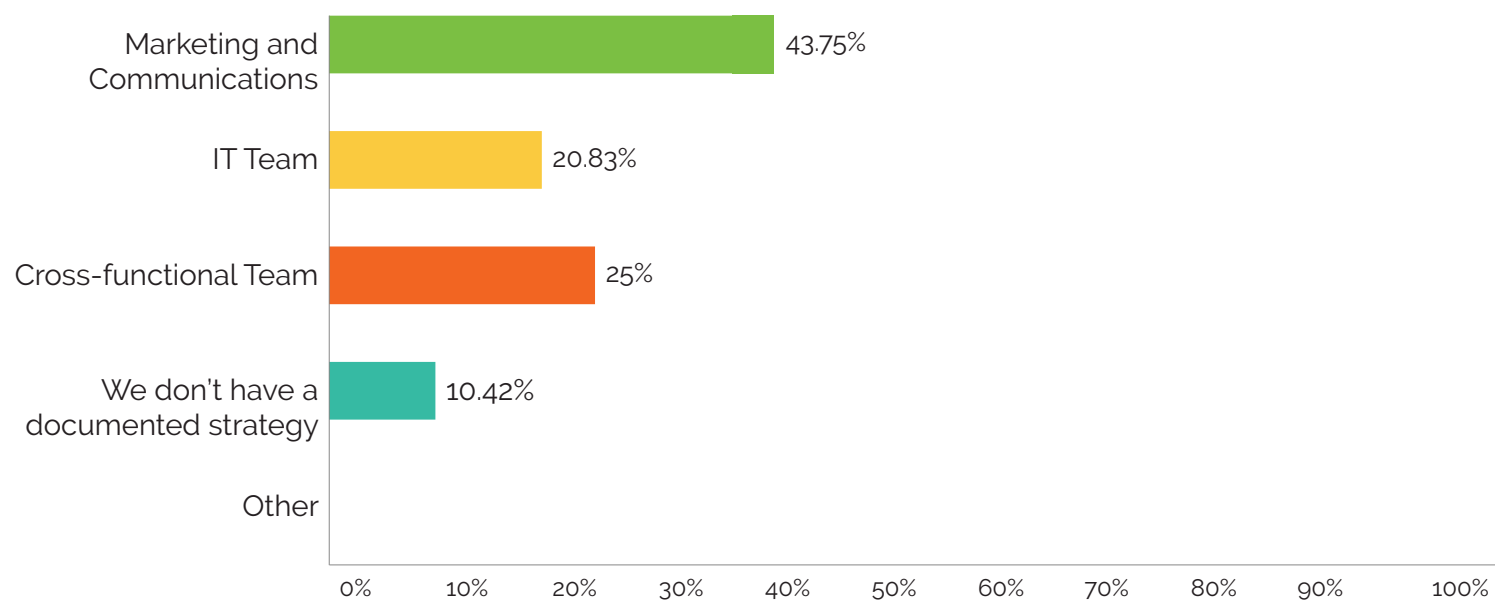
Section 1:

Digital Priorities for 2019

When it comes to creating great digital experiences, many different teams and roles should be involved to ensure the right experiences are created. But who owns overall responsibility?

Who is responsible for digital experience strategy in your organization?

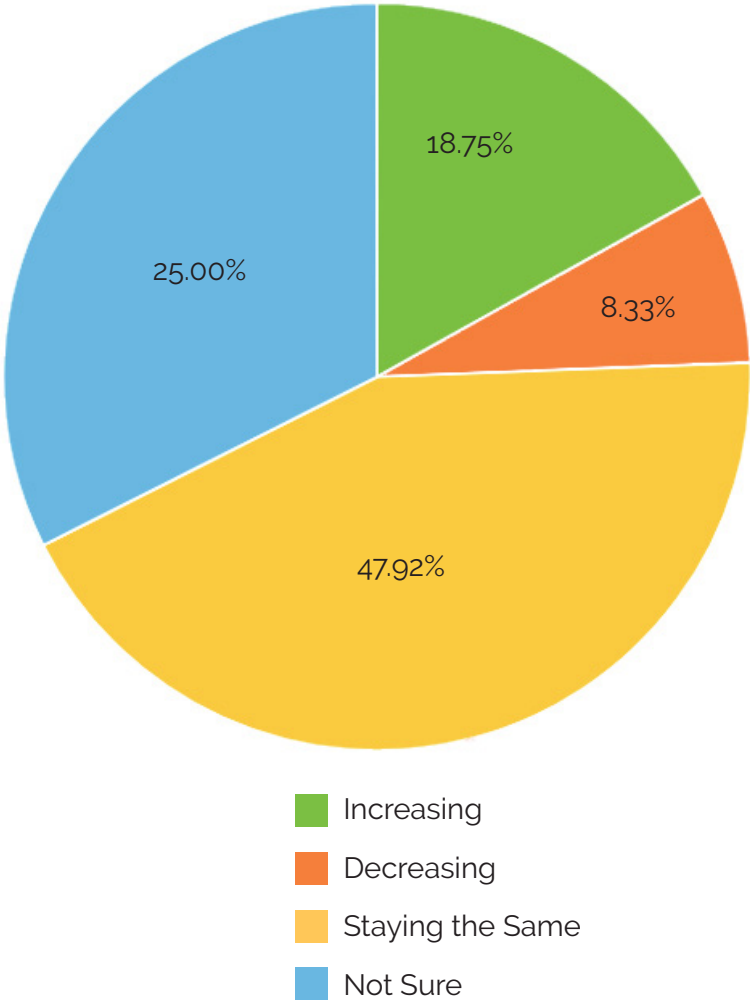
The teams or departments who own overall responsibility for creating the digital experience differs across institutions, but for the majority (43%), marketing and communications own this responsibility, followed by a cross-functional team at 25% and the Web/IT team at 20%.



Budgets for Digital Experience Initiatives in 2019

In terms of budgets, almost half of our respondents said they were staying the same and another 18% said budgets were increasing.

Of those that said budgets were staying the same, 50% had no plans for improvements to their digital experience this year, even though they noted several challenges with their current web content management technology. Of course, if there was no new budget available, there may not be money for improvements even if the institutions wanted to make some.

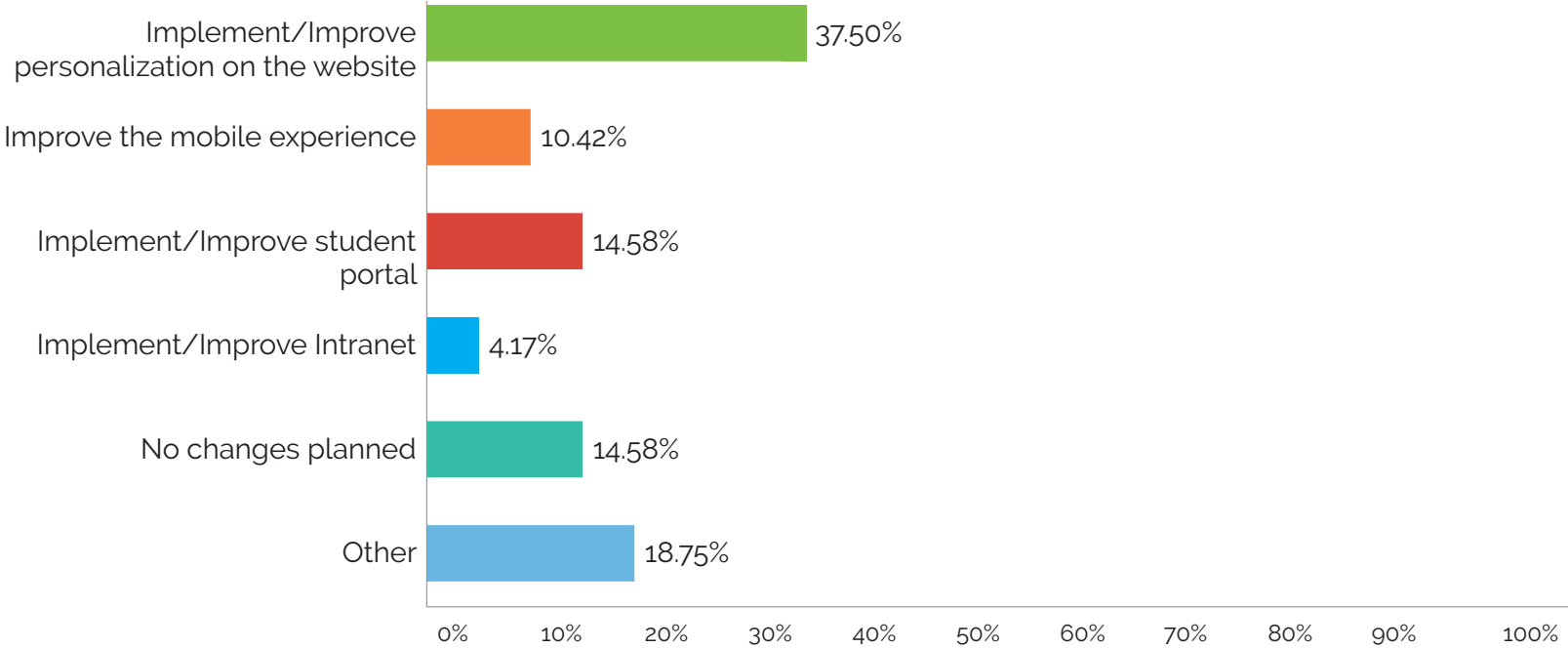


Plans to Improve Web Experiences

Considering how fast student expectations are changing in terms of how they want to be treated online, it's surprising that so many institutions in our survey aren't planning improvements.

For those colleges and universities that are planning improvements to their web experiences for 2019, the number one improvement planned is website personalization. After that, there is a mix of plans including mobile experience and student portal, as well as content and accessibility improvements (these came in the "Other" category).

What is your number one planned improvement to your web experience in 2019?



Section 2:

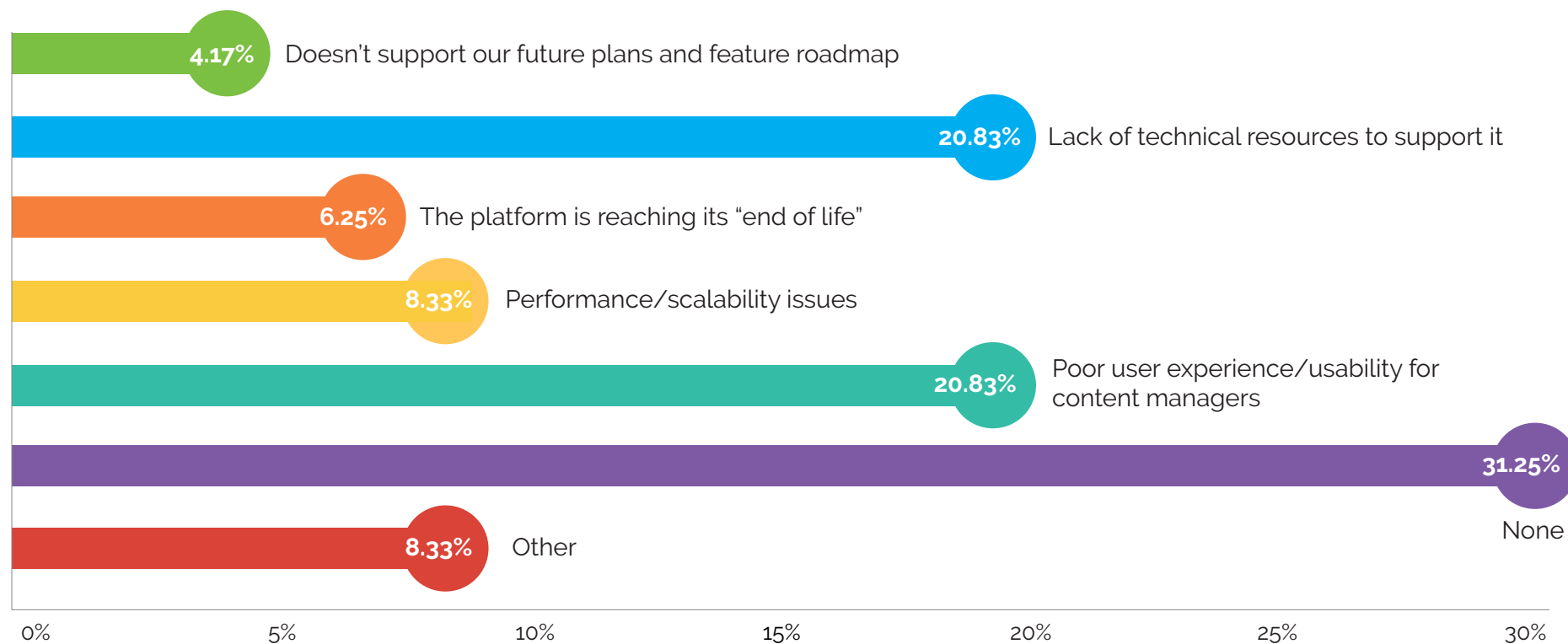
Web Content Management

If web content management is the foundational technology that supports digital experience, then it's critical it provides all the capabilities an institution needs to ensure they can deliver the best experiences to the right audiences. For many though, there are challenges.

What is your biggest challenge with your current Web Content Management Platform?

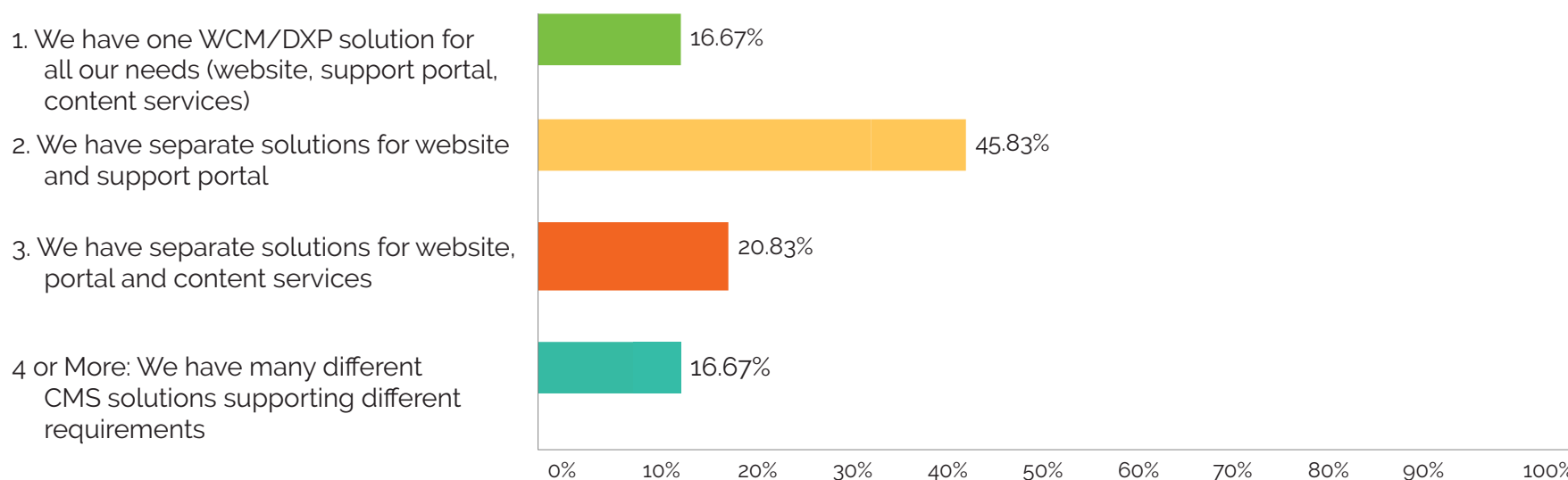
A lack of technical resources and poor user experience for content managers were the top challenges of current web CMS platforms.

One interesting point that we saw made in the “Other” category was that the number of customizations made to the CMS prevented some institutions from using CMS documentation for end-user training.



How many content management systems support your digital experiences?

It's not just one Web CMS a college or university may be dealing with. When asked how many solutions they have, 45% of respondents said they had a minimum of two – one for the website and one for the student portal. Twenty percent used three, and another 16% used four or more.



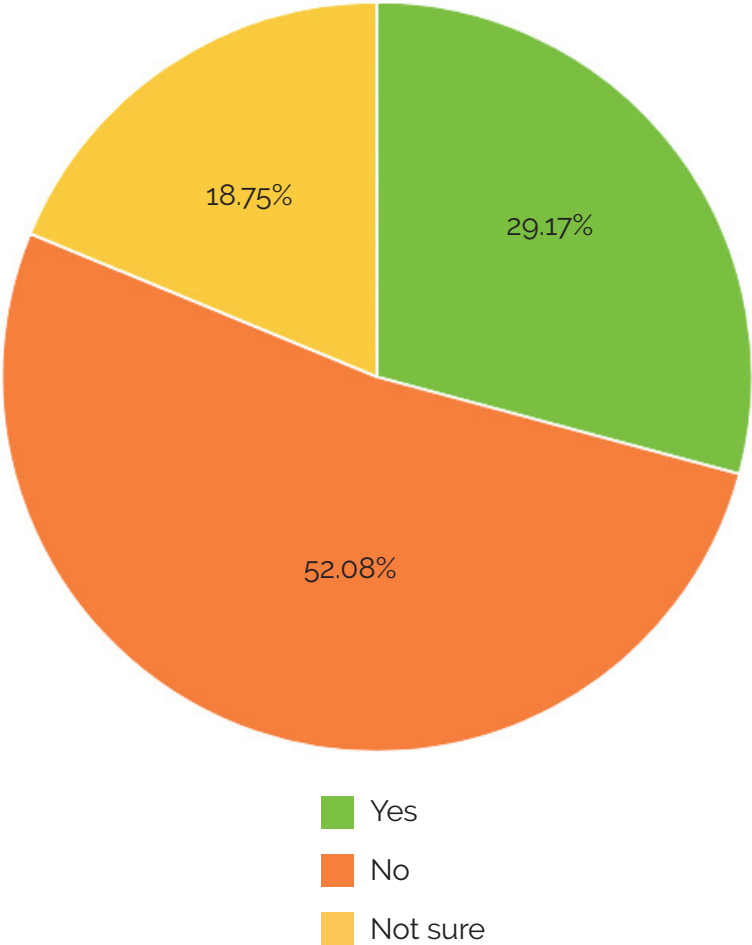
Having more than one content management system can lead to duplicate content across CMSs or even worse, different content on each channel leading to an inconsistent experience for students. While a single CMS is not always necessary, there would need to be a way to share content across content management system or manage content in one CMS and publish it to multiple channels.

Headless CMS Requirements

A headless CMS is a CMS that provides only the backend content management capabilities; it manages content but isn't responsible for publishing that content. Instead, it provides a Content API that external websites and applications use to pull content into their presentation layers. Some CMS platforms provide headless capabilities in addition to publishing to the website.

This year, we've seen a sharp spike in demand for headless CMS capabilities in the business world. We were curious if higher education institutions had similar requirements. To start, we wanted to know how many higher education web professionals knew about headless CMS.

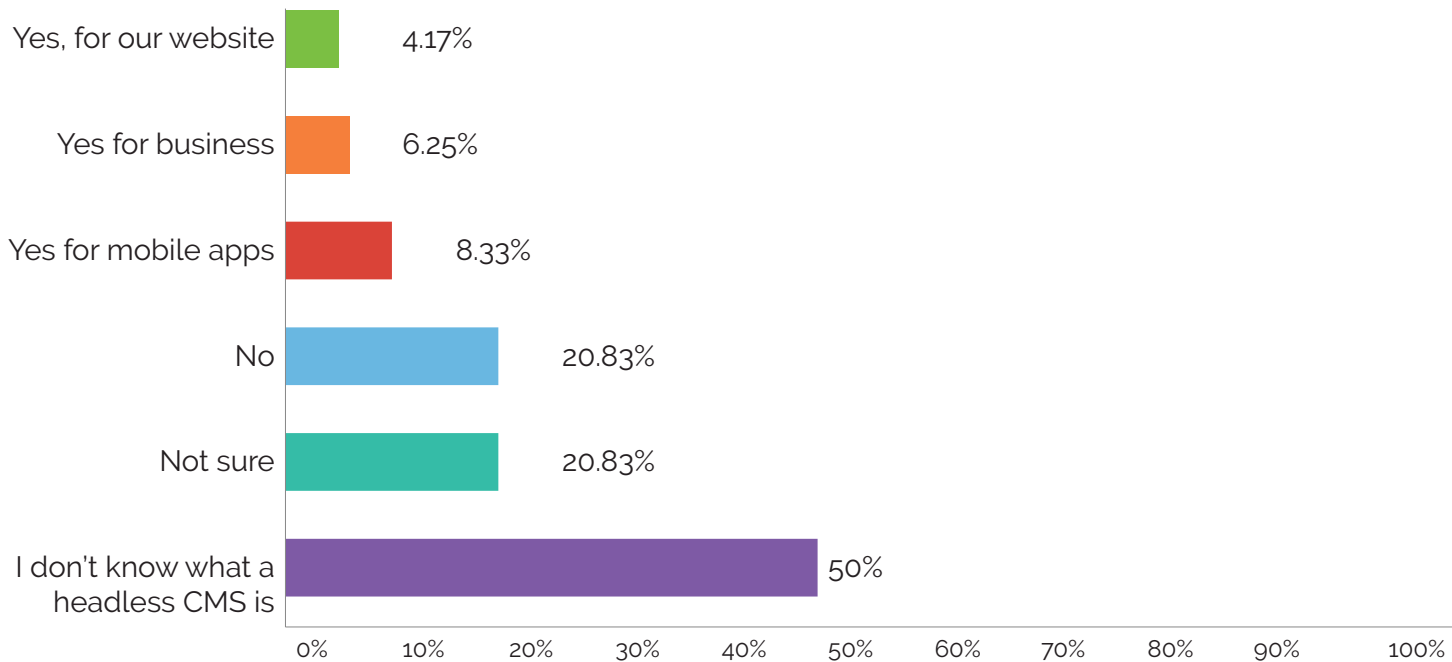
Do you know what a Headless CMS is?



Do you plan to use headless CMS?

Of those planning to use a headless CMS, most want to use it for mobile applications, followed by providing content to business applications and then websites. In our 2018 survey, the majority planned to use a headless CMS for websites, followed by mobile applications.

This change in direction might relate to the need for a better understanding of the benefits of headless and where it can be leveraged best. A website that uses a headless CMS is custom built using modern frameworks like Angular JS and Ember; it's possible this level of customized website is not something most colleges and universities require, instead preferring a website site that is easy to update content and add new web pages without the need of a developer resource.

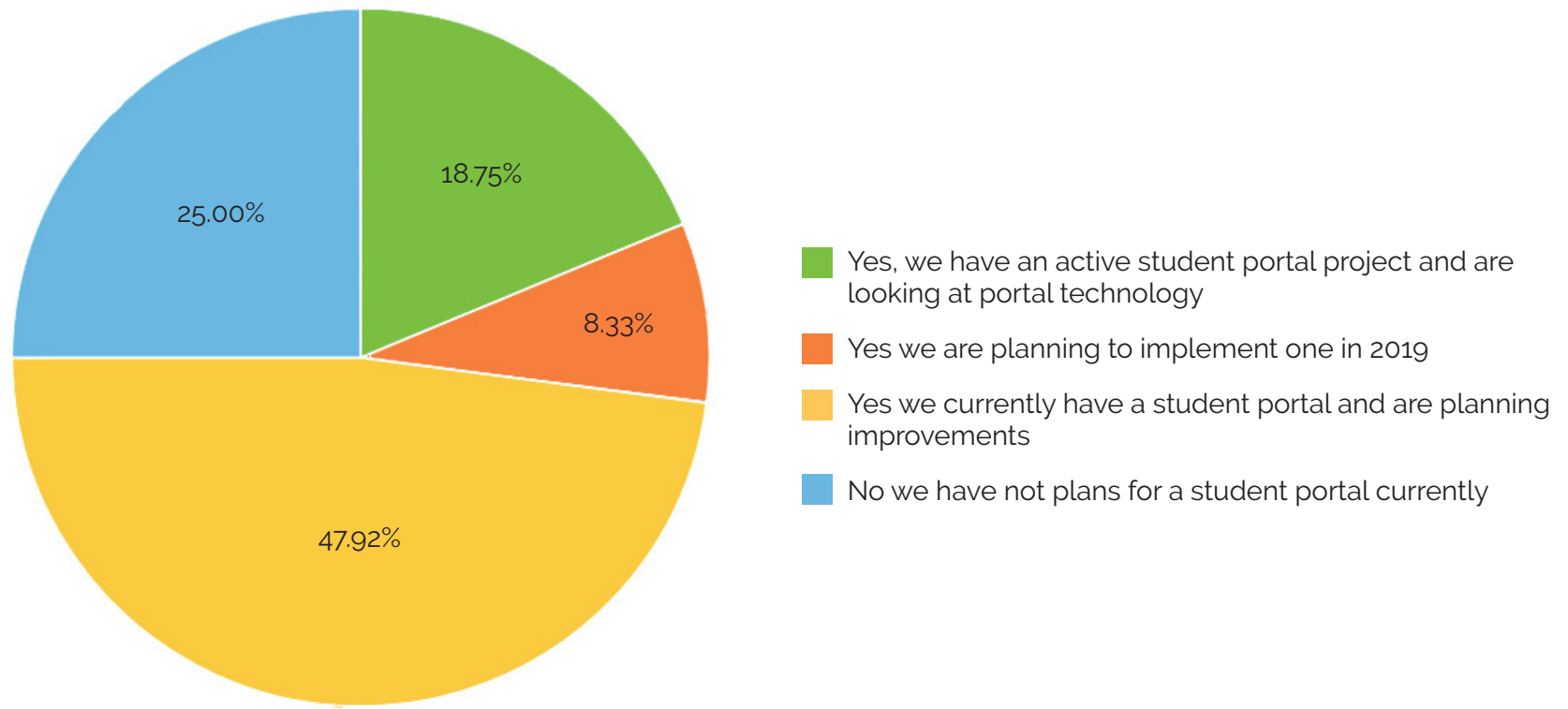


Student Portals

Along with a website, most colleges and universities are thinking about or implementing a student portal. In our survey, 47% have a portal in place already, and another 27% have an active portal project or are planning to implement a portal this year.

This is in line with results from last year, where 47% listed the student portal as a priority and 37% were actively planning to implement one.

Do you plan to use or implement a Student Portal in 2019?

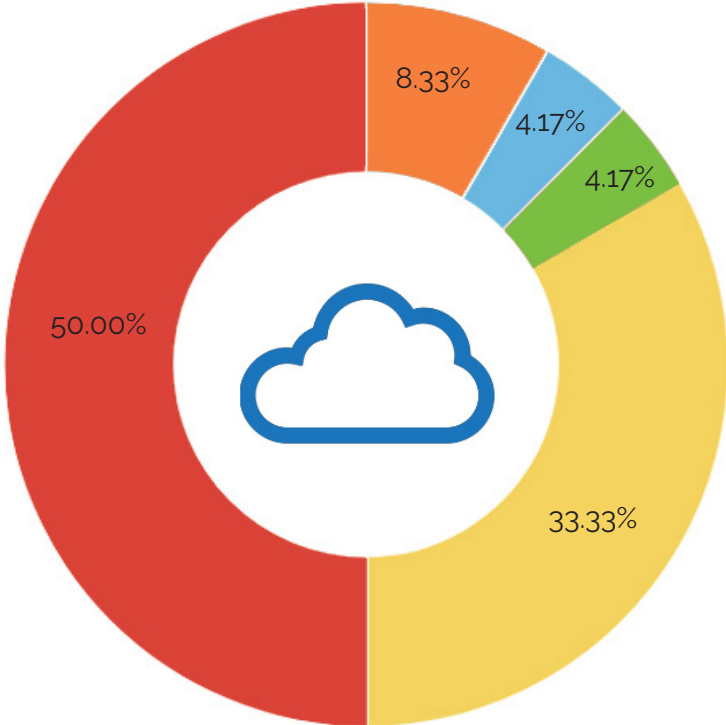


Section 3:

Planning for the Cloud

Cloud-based CMS platforms are quickly becoming the CMS solution of choice for many organizations, and higher education is no exception. Not every institution is planning to move to a cloud solution as our survey shows, but at least 50% are already using a cloud-based solution (33%), are planning to (8%) or would like to but face challenges with their current CMS (8%) because not all CMS platforms provide a cloud offering.

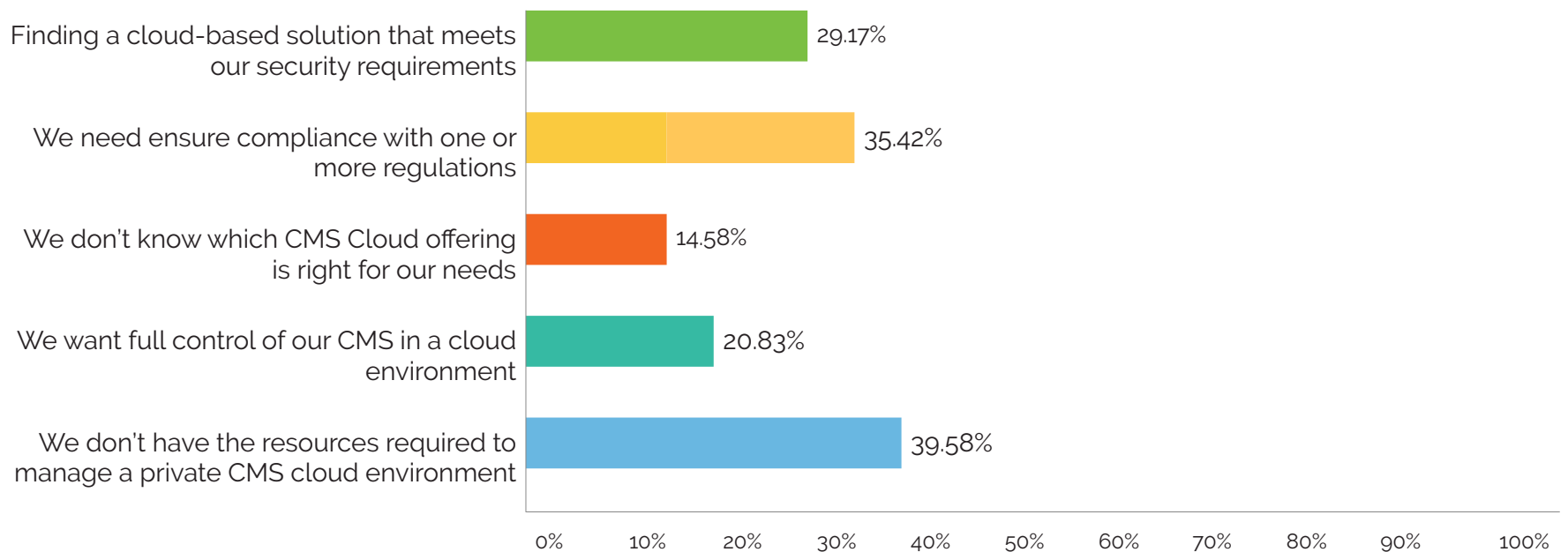
Do you have plans to move your Digital Experience applications to the cloud?



- We would like to, but our Web CMS doesn't offer a cloud-based version
- Yes, we plan to move our Web CMS or portal platform to a cloud offering
- Yes, we have a plan to move our solutions to cloud-based offering and are executing the plan over 2019
- We already have most of our solutions in the cloud (CRM, MA, WCM)
- No, we have no plans to move to the cloud.

If yes, what are your biggest concerns/challenges with moving your CMS to the Cloud?

For those considering the move to a cloud solution for their CMS or portal, there are a number of concerns and challenges ranging from security and compliance concerns to having the resources that can manage a private cloud environment.



Conclusion

We hope you found the information in the 2019 Digital Priorities report useful. Our research has confirmed that higher education institutions are slowly moving forward with their digital experience initiatives around website and student portals, even though budgets are mostly staying the same.

While challenges will always exist, it is possible to create great digital experiences that engage, inform and support your key audiences including not only students and prospective student, but parents, alumni, faculty and administration. The right technology will help support your strategies for this year and beyond.

About Ingeniux

Ingeniux is the leading provider of web content management and digital experience software. We enable organizations to orchestrate the entire customer experience from acquisition through to sales to support and service, across any device, application, or website.

We build content management software with an unparalleled focus on the content itself. The Ingeniux CMS is designed to manage and deliver modern websites, customer support portals, online communities, and other customer touchpoints.

We believe in intelligent “structured” content. We design our software to enable content reuse, enable true mobile and multi-channel content delivery, and insightful content discovery. Our unique content-as-a-service capabilities deliver content into web and mobile applications, and other key channels.

Ingeniux software is available as a fully managed software service or an on-premise application. Ingeniux delivers unparalleled service and support to customers worldwide.

To learn more, visit us at <http://www.ingeniux.com>.

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