

Survey explores 2020 trends and priorities in higher education

Jenzabar partnered with *University Business* to develop and deploy a survey of higher education leaders in the UB audience in February 2020. Some 175 respondents participated from a variety of sizes and types of institutions, who described how data analytics, enrollment and student success factor into their strategic priorities.

Trends and top priorities

Respondents were asked if, over the past five years, their department had been required to 'do more with less,' or accomplish more tasks with fewer people and resources. **87% said they agree strongly or somewhat that they have had to do more with less.**

When asked if the population of nontraditional students at their institution had increased in the past five years, 11% said it had "significantly" and 38% said it had "somewhat." Another 40% said this population had remained the same size, and just 12% said it had decreased.

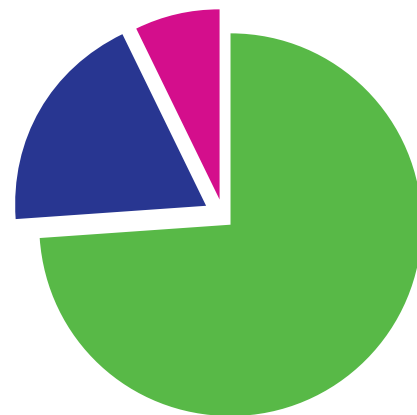
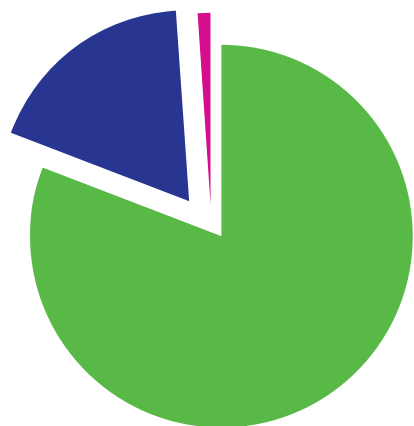
The 49% who said this population had increased were asked if their institution has struggled to meet the needs of nontraditional students. **The majority (58%) said "Yes, somewhat" while 8% said "Yes, definitely."** 34% said no, their institution had not struggled to meet these students' needs.

Has your institution made improving student success and completion rates a strategic priority for the near future?

81% Yes, this is a top priority for the near future

18% Yes, this is important, but not a top priority

1% No, this is not a priority for our institution



Has your institution made increasing enrollment a strategic priority for the near future?

74% Yes, this is a top priority for the near future

19% Yes, this is important, but not a top priority

7% No, this is not a priority for our institution

When asked about their institution's top strategic priorities, some 81% said improving student success and completion rates was a top priority, and 74% said that increasing enrollment was a top priority.

Access to critical data and tools

All respondents were asked if they or their department had access to enough of the data necessary to make the most informed strategic decisions. While 37% said they had "high levels of access to all the data" they needed, **56% said they only had access to "some of the data" they needed.** Another 7% said they had access to "very little" of the data they needed.

When asked if their department utilized an analytics tool or platform to help them identify insights and make decisions, 57% said yes, but 43% said no, they are not using such a platform. Those who said they were not using an analytics tool or platform were then asked if they thought such a tool would help them or their department make more informed decisions. **32% said "Yes, definitely" and 56% said "Yes, probably" this would help them or their department.** Just 11% said "No, probably not."



Would a data analytics tool or platform help you or your department to make more informed strategic decisions?

56% Yes, probably

32% Yes, definitely

11% No, probably not

"This survey's results align with our own recent findings: Institutions are prioritizing enrollment growth and their ability to ensure success for those students now and over time. The challenge is that many institutions don't have the tools to quantify these objectives effectively," said David Kaupp, Vice President of Marketing at Jenzabar. "Institutions need to abandon data silos and adopt data analysis solutions that provide real-time insight into what they are doing right and what areas need improvement. This will be increasingly important as student demographics shift, and institutions are required to make on-the-fly changes."

Jenzabar provides market-leading technology solutions that help higher education institutions achieve their mission. With cloud-based ERP solutions, student information systems, and advanced data analytics tools that provide detailed insight to enable more informed decision-making, Jenzabar can support institutions of any size achieve their strategic initiatives.

To learn more, go to jenzabar.com

*Data taken from the survey of UB subscribers, "2020 Strategic Priorities in Higher Ed," conducted in February 2020, with 175 respondents participating.

