



# Influencing Decisions in Higher Education: Considerations when Introducing and Negotiating Implementation of Blue with Academic Administrators

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## Blue Experience – Multiple Perspectives



Academic  
Administrators



Vendors



Faculty/Staff



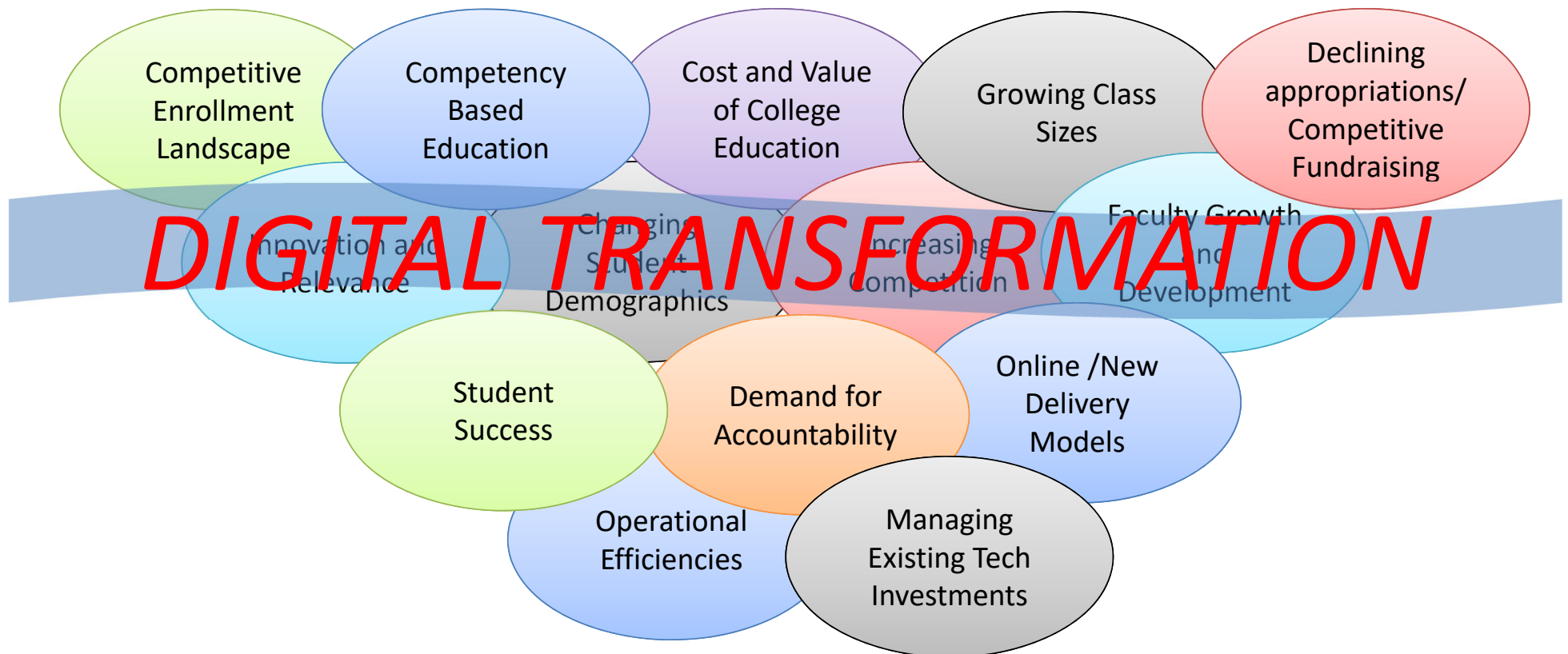
Students



VIEW**POINT**

Academic Administrators

## Changing Higher Education Landscape



## Digital Transformation and the Future

“To understand their world, we must be willing to immerse ourselves in that world. We must embrace the new digital reality. If we cannot relate, if we don’t get it, we won’t be able to make school relevant to the current and future needs of the digital generation”

*(IAN JUKES 2010, The Digital Generations)*

# Influx of Technology in Higher Education



Endless influx of  
new products

Enhancements and  
Add-ins to existing  
products

Underperformance  
of some existing  
technologies

Constant  
reminders, calls  
and emails



Yearly or mid-  
cycle budget  
reduction

Complaints from  
end-users

Unexpected Increase  
in subscription costs

Complicated  
contracts and  
service offerings



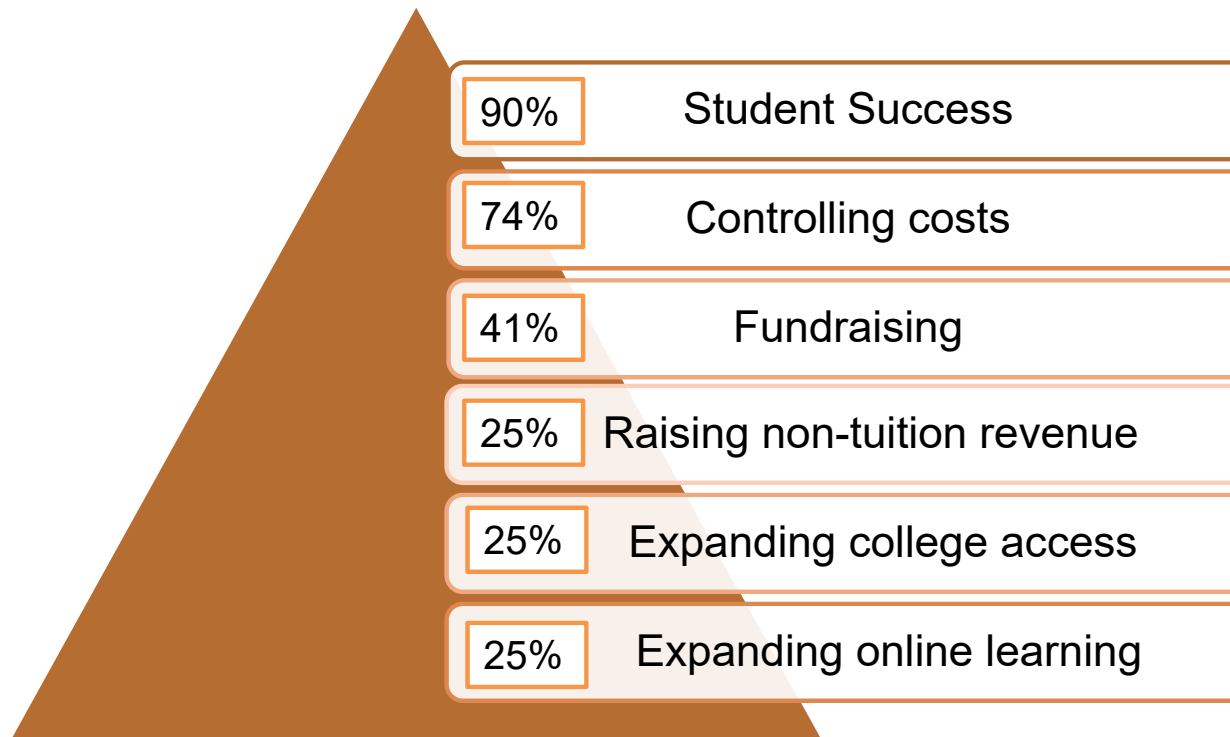


## Key to Sanity and Satisfaction



***...Focus on Mission and Strategic Priorities...***

## Academic Administrators - Top Priorities



Source: *University Business*, 2017



VIEW**POINT**

Vendors

## Vendors' Perspectives

Identifying  
potential clients

Marketing of  
products and  
services

Building  
relationships with  
clients

Meeting target  
marketing quota

**Signing new  
contracts and  
maintaining old  
ones**



VIEW**POINT**

Faculty and Staff

## Faculty/Staff Perspectives

- Excitement, always open to possibilities
- ...Here we go again...another technology, another headache...
- What is in it for me?
- How much time commitment do I need to learn the new tool?
- Would this be around for a while or just another leadership spin?
- Let's wait and see



VIEW**POINT**

Students

## Students' Perspectives





## Academic Administrators - Vendors



...Better relationship

...Improved efficiency

...Optimal results

...Better experience

## Familiarity with Client's Priorities and Strategic Initiatives

- Pay attention to the strategic plan, institutional priorities, faculty and student concerns
- Know your power players
  - ...He who pays the piper dictates the tune...*

## Making Technology Investment Decisions

- Institutional priorities
- Institutional Characteristics
  - Size
  - Ownership
  - Intentions
  - Focus
- Information Technology Governance model
- Scope of implementation – unit based vs campus wide
- Broader benefits of investment (ROI)

**REALITY  
CHECK**

***Responding to Information Technology  
investment opportunities in higher ed?***

***.....not so fast !***

## Commonly Asked Questions

- How much do you think your institution is ready or willing to commit to the software/technology?
- How early do you think your institution can commit to the software/technology ?
- What can I do to influence or fasten the decision making process?
- Can I assume your institution is not interested?
- When can I call you back for updates?

## Academic Administrator's Perspectives



- Pitching more than one product at a time  
*...killing two birds with one stone...*
- Frequent unsolicited emails ...not appealing at all!
- Never assume the experiences are going to be the same  
*“All lizards crawl on their belly but you don’t know which one is aching” (African Proverb)*
- Avoid surprises in contract renewals

## Emerging Best Practices

### **Building relationships - developing identity, creating simple impacts**

- Internship opportunities for students
- Involvement in faculty development activities
- Pilot studies with minimal or no cost incurred by clients
- Collaborative presentations at conferences and workshops
- Sponsorship of academic events (when and where feasible)

### **Be strategic ...asking the right questions**

- You must always come from the position of strength

### **Recognizing and showcasing student experience**

- What are our students saying about our tools? Get them to Bluenotes meetings

### **Flexibility**

- Negotiating with a purpose

## Closing Remarks





*Thank  
you!*

**Questions**

**Comments**

**Feedback**