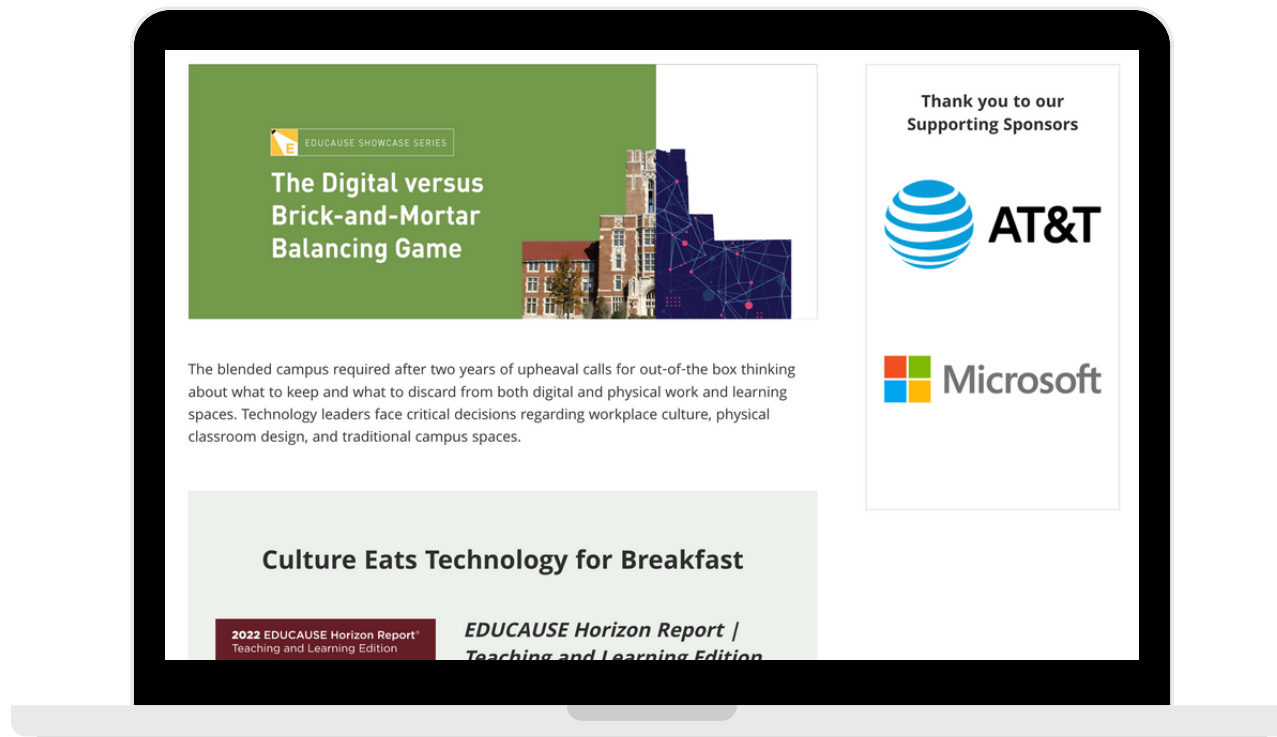**EDUCAUSE**

Help Tackle Urgent Issues in Higher Education Technology

EDUCAUSE Showcase Series
2023 Sponsor Guide | Updated January 2023

Meet EDUCAUSE

EDUCAUSE is a nonprofit association whose mission is to advance higher education through the use of information technology. We are a community of more than 100,000 individuals at member organizations from around the world, and have programs and services that benefit every level and interest area in higher education technology.
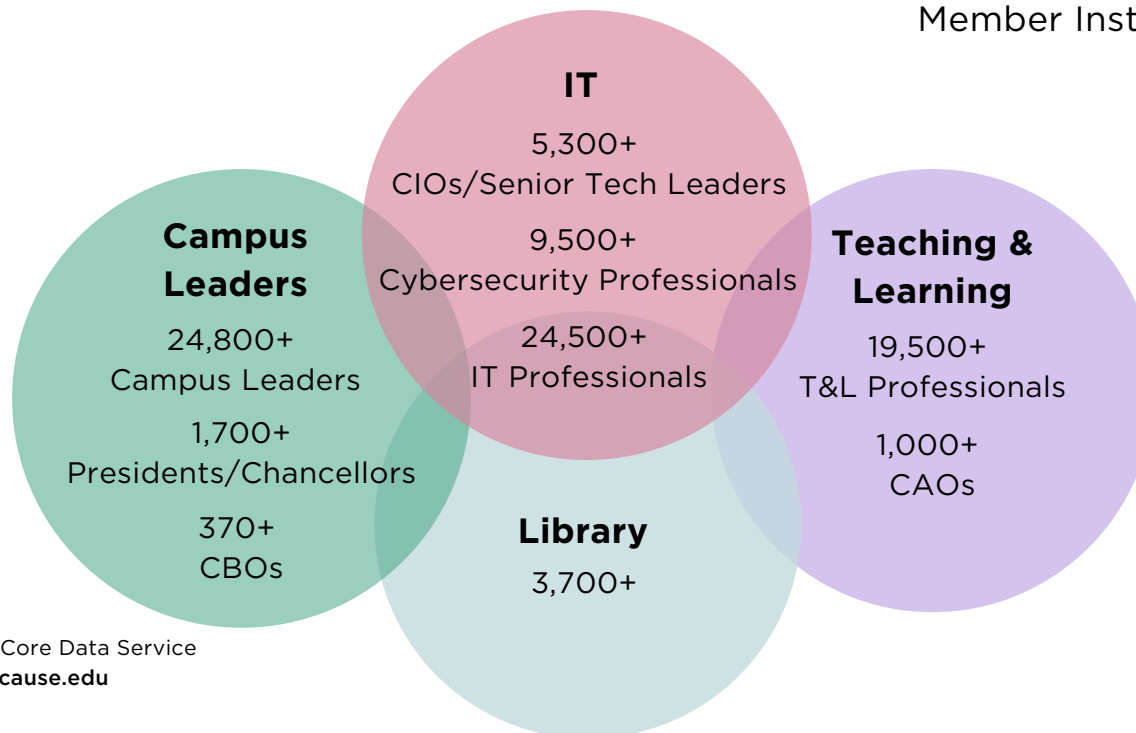
2,100+
Member Organizations

100,000+
Individual Members

$9 Million
Median IT Spending Per Member Institution*

IT
5,300+
CIOs/Senior Tech Leaders

9,500+
Cybersecurity Professionals

24,500+
IT Professionals

Campus Leaders
24,800+
Campus Leaders

1,700+
Presidents/Chancellors

370+
CBOs

Teaching & Learning
19,500+
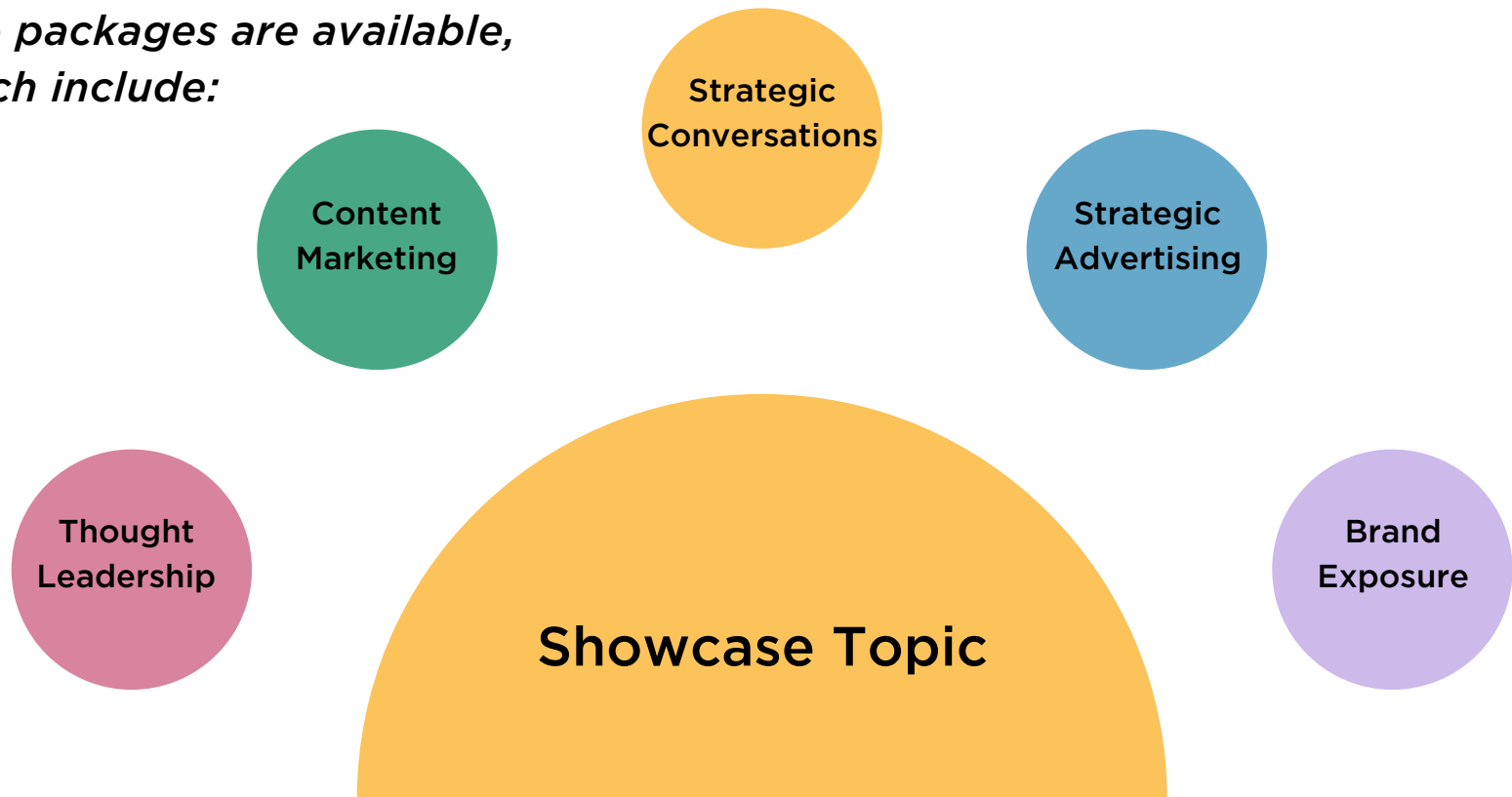T&L Professionals

1,000+
CAOs

Library
3,700+

*Source: 2021 EDUCAUSE Core Data Service
educause.edu | corp@educause.edu

Meet the EDUCAUSE Showcase Series

The EDUCAUSE Showcase Series, based on our popular Top 10 IT Issues, spotlights the most urgent issues the higher ed community identifies each year. For each topic, EDUCAUSE gathers the tools and resources the community needs into one place to help guide campuses forward. Sponsorship of showcase topics is an all-in-one opportunity to be part of strategic conversations and remain top of mind with your prospective customers.

Two packages are available, which include:

Strategic Conversations

Content Marketing

Strategic Advertising

Thought Leadership

Brand Exposure

Showcase Topic

See It in Action

Gain prominent brand recognition

Highlight your thought leadership

Hear from the Community

Gartner, Future of Work Reinvented: Human-Centric Digital Enablement Fuels Workforce Digital Dexterity

SPONSORED CONTENT: RED HAT

Red Hat to nurture local tech talent through collaboration with Wake Tech

EDUCAUSE SHOWCASE SERIES

Workforce: Evolve or Become Extinct

The higher education workforce is being hit by budget cuts, worker attrition, and widespread burnout. These forces provide a key opportunity for senior leaders and especially CIOs to evolve their institutions through innovative action.

The Intersection of Structu...

Thank you to our Supporting Sponsors

FISCHER IDENTITY
DEFINING IDENTITY GOVERNANCE IN HIGHER EDUCATION

Red Hat

The Technology Workforce in Higher Education, 2022

Monday, May 23, 2022 | Briefs, Case Studies, Papers, Reports

Author(s): Mark McCormack, Jenay Robert

Sources(s): EDUCAUSE Research
Collection(s): Research Hub, Research Report

Budgets, Centralized and Decentralized Support, Change Management, CIO, Collaborations and Partnerships, COVID-19, Institutional Management, IT Funding and Spending, IT Organization, IT Strategic Planning, IT Workforce Development, Leadership and Management, Mental Health and Wellness, New Models, Organizational Structure, Strategic Planning, Working Remotely

The Technology Workforce in Higher Education, 2022

SHARE

Red Hat

Workforce Development Program

Red Hat Certified System...

Advertise on popular showcase resources

New for 2023

Panel participation at the 2023 EDUCAUSE Annual Conference*

Participation in showcase webinars*

Sponsor-branded social media video (EDUCAUSE-produced)
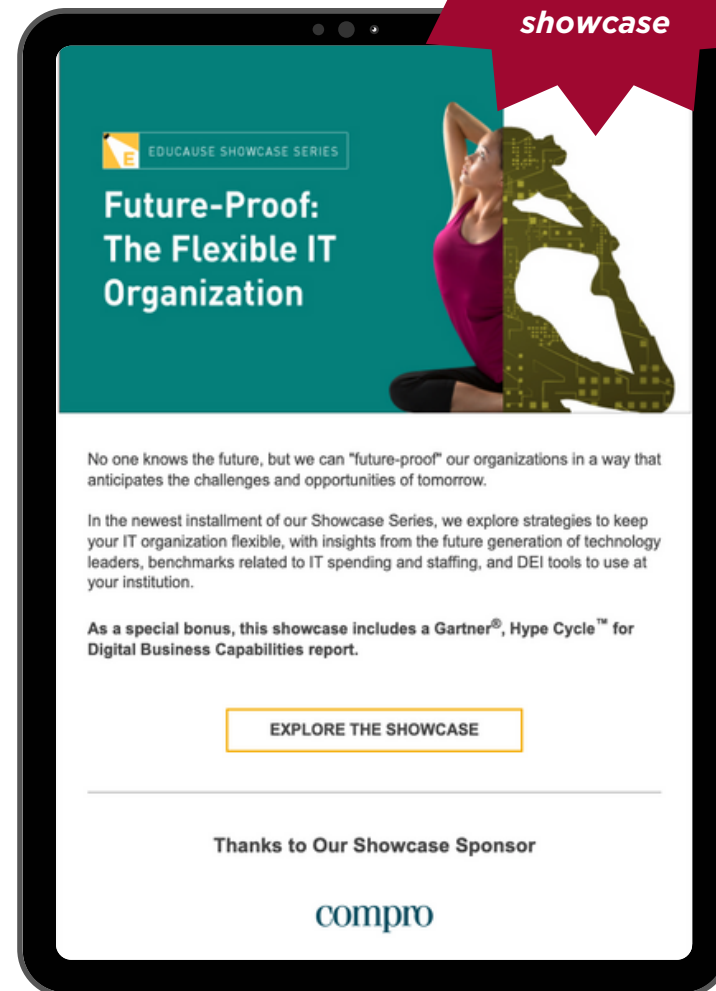
Benefit of premier sponsorship only.

Extensive Marketing Support

Over several weeks, EDUCAUSE drives traffic to each showcase topic via:

- A dedicated email sent to 63,000+

- EDUCAUSE targeted newsletters sent to 80,000

- Social media posts across the EDUCAUSE LinkedIn, Twitter, Instagram, and Facebook channels

- Inclusion in an *EDUCAUSE Review* Content Alert email sent to 76,000

- Announcements to EDUCAUSE Community Groups of up to 21,000 unique users

- A prominent feature on the EDUCAUSE home page and in the main navigation menu

- Toolkits provided to EDUCAUSE Ambassadors (influencers at member institutions) and sponsors to easily help share the news

- Online webinars dedicated to each showcase topic

Target numbers are subject to change. Contact us for the latest details.

8,300
Average pageviews per showcase

EDUCAUSE SHOWCASE SERIES

Future-Proof: The Flexible IT Organization

No one knows the future, but we can "future-proof" our organizations in a way that anticipates the challenges and opportunities of tomorrow.

In the newest installment of our Showcase Series, we explore strategies to keep your IT organization flexible, with insights from the future generation of technology leaders, benchmarks related to IT spending and staffing, and DEI tools to use at your institution.

As a special bonus, this showcase includes a Gartner®, Hype Cycle™ for Digital Business Capabilities report.

EXPLORE THE SHOWCASE

Thanks to Our Showcase Sponsor

compro

2023 Showcase Topic #1

Privacy and Cybersecurity 101 | January 23

Align with the January showcase and be involved in conversations around embedding privacy and cybersecurity education and awareness in the curriculum and in the workplace.

Key content in this showcase will include:

- 2022 Student Data Privacy and Security: A Call for Transparent Practices
- NIST SP 800-171 Toolkit

Hear from Our Members...

"Whoever owns the data owns the future. So we need to get a handle on our data—the data that we produce, the data that we use—and have good governance of the data, ensure good cybersecurity to protect the data we have, and use the data smartly in our operations."

—Joanne Berger-Sweeney, President, Trinity College

2023 Showcase Topic #2

Moving from Data Insight to Data Action | April 3

Align with the April showcase and be involved in conversations around converting data analytics into action plans to power institutional performance, enhance operational efficiency, and improve student success.

Key content in this showcase will include:

- *2023 EDUCAUSE Horizon Action Plan: Data Governance*

Hear from Our Members...

"We have to better utilize technology and information systems to gain insights and drive strategy more comprehensively. If we don't make this a strategic focus, then we won't be successful in our other strategies. We've got to have better technology, better information systems, better insight, and better visualization to drive everything from how we create research and classroom experiences to how we utilize our facilities and optimize our space."

—Brett Dalton, Chief Business Officer, Baylor University

2023 Showcase Topic #3

Online, In-Person, or Hybrid? Yes | May 22

Align with the May showcase and be involved in conversations around developing a learning-first, technology-enabled learning strategy.

Key content in this showcase will include:

- *2023 EDUCAUSE Horizon Report | Teaching and Learning Edition* (Horizon Reports are consistently among our most popular content.)

Hear from Our Members...

"One way I see higher education transforming in the coming years is a smarter use of remote learning. What's the right balance between in-person experiences and remote? We'll have more targeted use of remote learning. It's going to look really different across institutions. But all of us will be trying to find the best application for our given populations of students and faculty."

—Dukes Love, Professor of Economics and former Provost, Williams College

2023 Showcase Topic #4

SaaS, ERP, and CRM: An Alphabet Soup of Opportunity | July 31

Align with the July showcase and be involved in conversations around managing cost, risk, and value of investments in new ERP solutions.

Key content in this showcase will include:

- CampusWorks Report

Hear from Our Members...

"Technology is one of the critical things, maybe even the critical thing, that keeps us sustainable as an enterprise. It allows us to do so many more things than we used to do within a financial model that is strained. The technology enables the administration operations to be at a level of complexity that we couldn't otherwise maintain."
—Andy Shennan, Provost, and Lia Gelin Poorvu '56, Dean of the College, Wellesley College

2023 Showcase Topic #5

Smooth Sailing for the Student Experience (+ Student Success) | September 11

Align with the September showcase and be involved in conversations around using technology data insights and agility to create a frictionless student experience.

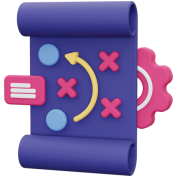**Key content in this showcase will include:**

- EDUCAUSE Student Technology Study

Hear from Our Members...

"We're focused on that service element to the students and the essential one-on-one contact and quick response that students are wanting. How can we deploy our personnel more productively and, at the same time, create more efficiencies and speed of response for both our prospective students and our current students? We're already in that space, but we're thinking about how to do that even better."

—Katherine Frank, Chancellor, University of Wisconsin–Stout

2023 Showcase Topic #6

Plan Your Work and Work Your Plan: 2024 | December 4

Align with the December showcase and be involved in conversations around resources for planning your 2024 strategy.

Key content in this showcase will include:

- 2024 Top 10 IT Issues
 (a signature EDUCAUSE product)

Quick Tip

Higher education leaders and decision makers use the annual issues, trends, and technologies resources to know what's important and where to focus in their planning and management activities. Aligning with this showcase allows you to help guide them as they plan for 2024.

4 Tips for Contributing Showcase Content

One benefit of sponsoring an EDUCAUSE Showcase includes contributing a thought leadership piece to the topic. To get the most out of this benefit, please take note of these four tips:

1 **Provide content that aligns with the specific theme or challenge being presented in the showcase.**
This will help further your position as a thought leader beyond your product and service specifications. You can also consider developing a custom piece of content to release in tandem with the showcase.

2 **Include customer stories and college/university voices in your content where possible.**
According to EDUCAUSE research, institutions are interested in case studies and examples they can replicate from other institutions.

3 **Leverate ungated content.**
Consider providing visitors full access to your content for higher quality interactions and the opportunity to build trust with your organization.

4 **Craft a creative and engaging title for your content.**
For example, include numbers, an institution name, or words suggesting how the reader can use your resource (e.g. toolkit, guide, template).
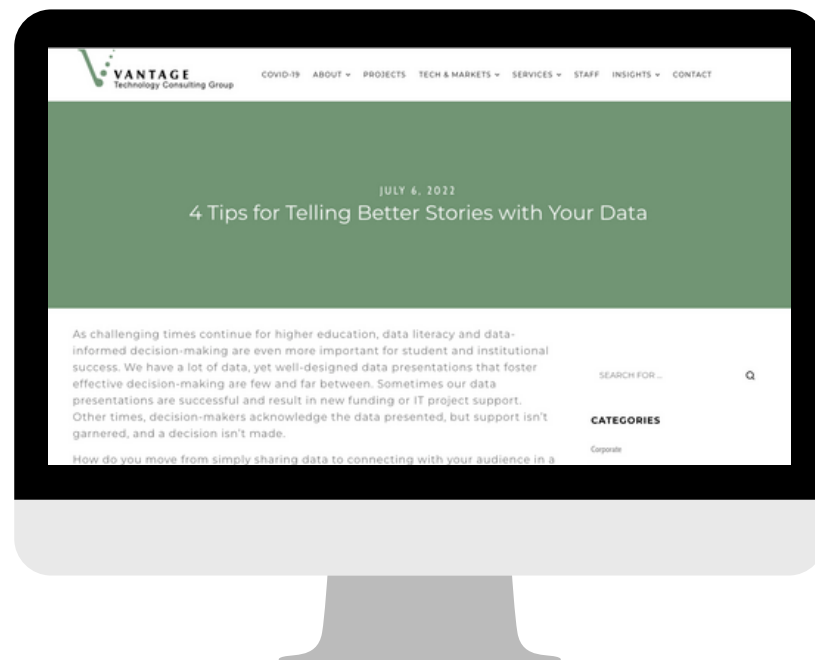
3 Tips for a Successful Webinar and Panel Presentation

Premier sponsorship of the EDUCAUSE Showcase Series includes an invitation for your company to participate in a post-showcase webinar and panel presentation at the 2023 EDUCAUSE Annual Conference. To get the most out of these new benefits:

1 **Choose a subject matter expert as your presenter.**
Our institutional community is interested in your thought leadership. Choose a senior leader within your company (C-Suite, VP, Director) or other subject matter expert as your presenter to advance your organization's reputation as a trusted advisor.

2 **Prioritize diversity, equity, and inclusion when selecting your presenter.**
DEI is a priority for EDUCAUSE and is very important to the community we serve. Presenters who uphold this practice commonly find better engagement with our community.

3 **Avoid using this time as a product demonstration.**
Use this time to address the showcase topic and demonstrate your knowledge and expertise. Leave your product demos for those who are seeking this type of engagement from you.

EDUCAUSE

Ready to Showcase Your Insights?

The EDUCAUSE Showcase Series is a popular way to demonstrate how your company can help higher education technology professionals solve the challenges they face.

Contact us for more information and next steps.

corp@educause.edu | educause.edu/showcase-series