

Sponsor Guide

EDUCAUSE SHOWCASE SERIES 2022

Help tackle some of the most urgent issues in higher education IT.

Updated August 2022

EDUCAUSE



Join the Conversation

In 2021, EDUCAUSE launched the Showcase Series, which spotlights some of the most urgent issues in higher education. For each showcase, EDUCAUSE gathers the tools and resources the higher education IT community needs to help guide campuses forward.

The Showcase Series continues in 2022 with new hot topics important to the community. As a sponsor, you'll be part of the strategic conversations taking place and remain top of mind with your prospective customers.

Features and Benefits

Content Marketing

Demonstrate your industry expertise and drive traffic to your site by incorporating your most valuable content into the showcase (e.g., an article, research report, or other practical tool or resource relevant to the showcase topic).

Strategic Advertisements

Keep your brand top of mind with strategically placed advertisements on some of our most popular resources included in the showcase.

Brand Exposure

Gain high visibility of your brand with prominent logo recognition on the topic web page and on signature EDUCAUSE reports and content included in the showcase. And new in 2022, you'll also be recognized in an online event dedicated to the showcase topic.

New—EDUCAUSE Showcase Series Online Events

New in 2022, EDUCAUSE will host an online event dedicated to each showcase after the showcase topic goes live.

To recognize your company as a showcase sponsor through this new offering, EDUCAUSE will:

- Provide verbal recognition of your sponsorship during the event
- Repost your thought leadership piece from the showcase in the event chat
- Add your logo to the event web page and within the event slides

Plus, sponsors will be invited to attend and participate in the online event to hear from our community and learn more about your target market's current needs.

This new opportunity to recognize your participation in the EDUCAUSE Showcase Series is a great way to advance your brand awareness and position your company as a higher education thought leader.






50+
OUR FIRST
SHOWCASE COFFEE
SHOP WAS WILDLY
POPULAR,
GARNERING OVER 50
ATTENDEES

Thursday, March 03 | 12:00PM-1:00PM ET | Online

Member QuickTalk | Showcase Coffee Shop: Steering Analytics Toward an Equitable Future

Grab your coffee and join us for an informal discussion on the latest EDUCAUSE QuickPoll on DEI and Analytics, and what DEI and analytics looks like across campuses. We'll also share related findings from our February Showcase. You'll get a chance to network with colleagues and hear from EDUCAUSE subject matter experts.

QuickTalk Moderators

 Mits Colver Vice President for Community Development @ Civitas Learning, Utah State University	 Linda Feng Principal Software Architect, Unicon, Inc.
 Szymon Machajewski Assistant Director Learning Technologies & Instruc, University of Illinois at Chicago	 Kathe Pelletier Director, Teaching and Learning Program, EDUCAUSE
 Sophie White Showcase Program Manager, EDUCAUSE	

There is a blank period in this recording. Please scroll from 34:00 to 42:45 to access the discussion.

Resources & Downloads

Recording - Passcode:
jF&M4Qjw

Add to Calendar
Save the date and join us for the Member QuickTalk.

[OUTLOOK/APPLE CALENDAR](#)

[GOOGLE CALENDAR](#)

Participation in Member QuickTalks is reserved for EDUCAUSE members.
Learn more about **EDUCAUSE membership**.

Thank you to our Supporting Sponsors

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See It in Action

50,000+
TOTAL PAGEVIEWS*



7,200+
AVERAGE PAGEVIEWS
PER SHOWCASE*

How Dx Powers the Post-Pandemic Institution




Many colleges and universities embarked on transformative journeys during the pandemic, whether they were ready or not, as a means of survival. Along with moving everything online, institutions reexamined their business models and considered new ways to provide value. Now is the time to take advantage of that momentum and build on it. Now is the time to work together across the institution to move forward on the Dx journey.


Thank you to our Supporting Sponsors


Community and Partners




Defining Hyflex, What Does It Mean for Higher Education?




Digital Upgrade vs. Digital Transformation: What's the Difference?



Transformation-Ready in Higher Ed with IAM



The Hybrid Learning Playbook




Outcomes and Enrollment: Answering Higher Ed's Biggest Questions

The Adjacent Possible for Higher Education: The Digital Transformation of Faculty

Mark McClellan and Heather McCullough Friday, September 17, 2021 Digital Transformation (Dx)

Following a year or more of emergency remote teaching and other disruptions in higher education, now is the time for campus and technology leaders to support the digital transformation of faculty.



SHARE




Get a free gift card when you meet with Jenzabar to map out your journey to a digital campus.

educators try to find their equilibrium following a year or more of emergency remote teaching and other disruptions to their personal and professional lives since the start of COVID-19 pandemic, many desire to return to a more familiar "normal." Yet this is

EDUCAUSE QuickPoll Results: Institutional Engagement in Digital Transformation

Mark McClellan Friday, August 6, 2021 EDUCAUSE Research Notes

Digital transformation in higher education has accelerated throughout (and partly because of) the COVID-19 pandemic. Improved cross-institution collaboration can help institutions maintain their digital transformation momentum into the future.



Credit: Eds © 2021

EDUCAUSE is helping institutional leaders, IT professionals, and other staff address their pressing challenges by gathering and sharing data. This report is based on an EDUCAUSE QuickPoll. QuickPolls enable us to rapidly gather, analyze, and share input from our community about specific emerging topics.

The Challenge

Campus Transformation with Identity and Access Management

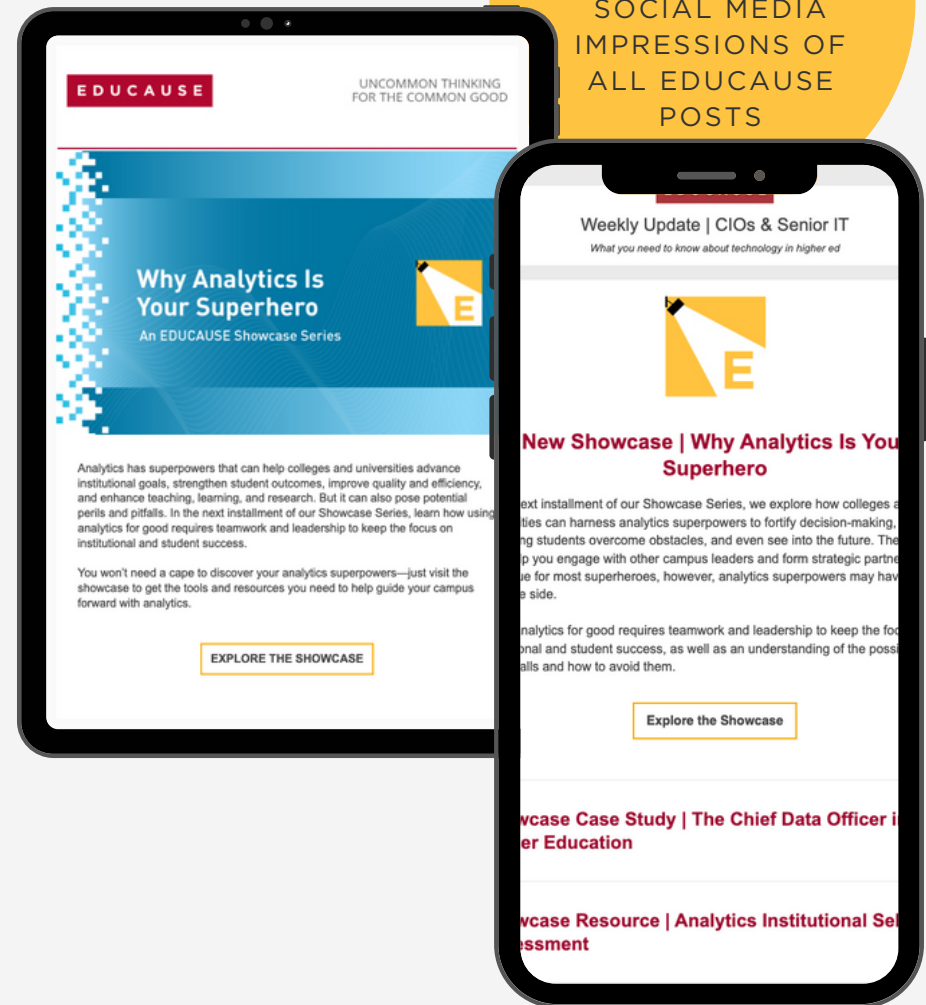
*Findings from the 2021 EDUCAUSE Showcase Series

Extensive Reach

The Showcase Series is supported by a robust marketing plan to tens of thousands of higher ed professionals across multiple channels. Over several weeks, EDUCAUSE drives traffic to showcase topics via:

- A dedicated email sent to 63,000+
- EDUCAUSE targeted newsletters sent to 68,000
- Multiple social media posts across the EDUCAUSE LinkedIn, Twitter, Instagram, and Facebook channels
- Inclusion in an EDUCAUSE Review email Content Alert, sent to 76,000
- Announcements to EDUCAUSE Community Groups of up to 18,000 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
- New this year—an online event dedicated to the showcase topic

270,000+
AVERAGE
MONTHLY
SOCIAL MEDIA
IMPRESSIONS OF
ALL EDUCAUSE
POSTS



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

Maximize Your Showcase Sponsorship

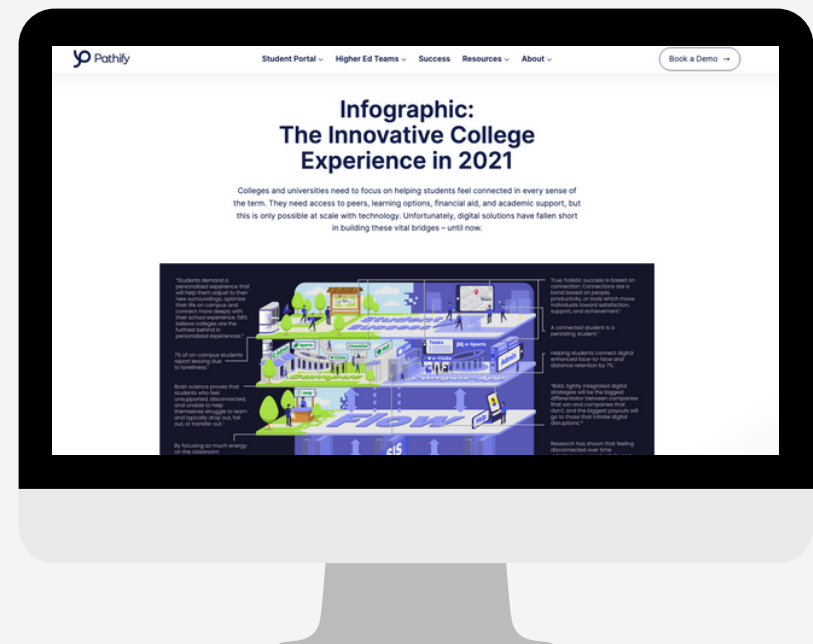
We're here to help you get the most out of your involvement with us and broaden your brand's reach. To maximize your investment in the Showcase Series, consider the following tips:

EXTRA TIPS:

CRAFT A CREATIVE AND ENGAGING TITLE

MAKE SURE YOUR CONTENT IS RELEVANT AND MEMORABLE

- 1 Provide content that aligns with the specific theme or challenge being presented in the showcase to 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.
- 3 Leverage gated content. If doing so, be sure to describe what your potential prospect will gain from filling out your form in order to unlock your content. Also, consider providing visitors a preview of your content and only requiring their contact information to access the entire resource.





2022 Showcase Topic #1

Steering Analytics Toward an Equitable Future | February 22

Align with the February showcase and be involved in conversations around:

- Using analytics to advance equity
- Digital ethics in higher education, including ensuring privacy
- Data management strategies for IT leaders
- Leveraging data governance to encourage transparency and enable equitable action
- Implications for digital transformation

Key EDUCAUSE content in this showcase will include:

- Diversity, equity, and inclusion (DEI) case studies
- A Community Conversations podcast episode hosted by EDUCAUSE President and CEO John O'Brien and other subject-matter experts from higher ed institutions



TIP:

ANALYTICS IS EVERYWHERE, BUT DOES HIGHER ED KNOW HOW TO ETHICALLY MANAGE IT? THIS IS YOUR CHANCE TO SHARE YOUR EXPERTISE ON EVERYTHING FROM PRIVACY TO DATA MANAGEMENT TO CREATE MORE EQUITY IN HIGHER ED.

2022 Showcase Topic #2

The Digital versus Brick-and-Mortar Balancing Game | April 18

Align with the April showcase and be involved in conversations around:

- Learning "spaces" that are now both in buildings and virtual
- Investments in technology infrastructure to support and facilitate a hybrid experience
- Privacy implications related to proctoring and other new digital technologies
- Digital transformation implications for faculty roles, new support positions, increased use of IT liaison roles, and digital learning alignment with institutional missions
- DEI implications related to accessibility and navigating the digital divide

Key EDUCAUSE content in this showcase will include:

- 2022 EDUCAUSE Horizon Report | Teaching and Learning Edition (Horizon Reports are consistently among our most popular content)

TIP:

HIGHER ED IT LEADERS ARE INVESTING IN VARIOUS TECHNOLOGIES THAT SUPPORT "DUAL MODE" INSTRUCTION OR MEETINGS. GET YOUR BRAND IN FRONT OF THESE ESSENTIAL DECISION MAKERS IN 2022.

2022 Showcase Topic #3

AI: Where Are We Now? | June 6

Align with the June showcase and be involved in conversations around:

- What AI is, actually, and how it is being implemented across higher education
- Moving campus AI strategies from talk to action
- Digital ethics of AI
- Cybersecurity automation within higher ed
- Digital transformation implications for AI
- How diversity, equity, and inclusion (DEI) relate to AI

Key EDUCAUSE content in this showcase will include:

- An EDUCAUSE Review Special Report on Artificial Intelligence

TIP:

IF YOU HAVE AI SOLUTIONS FOR HIGHER EDUCATION, THIS IS THE SHOWCASE FOR YOU. HIGHER ED CONTINUES TO STRUGGLE WITH AI IMPLICATIONS, BUT YOU CAN BE AN IMPORTANT VOICE IN THE CONVERSATION.



2022 Showcase Topic #4

Read It Right: Data Literacy's Impact on Institutional Mission | July 25

Align with the July showcase and be involved in conversations around:

- The importance of data literacy in data-informed decision-making
- Different types of data literacy based on an individual's role at the institution
- Democratization of institutional data
- Data privacy and its relationship to data literacy
- Digital transformation implications and a culture of data on demand

Key EDUCAUSE content in this showcase will include:

- A new EDUCAUSE Horizon Report on data and analytics
- A new Advising Success Network Data Guidebook



TIP:

DATA LITERACY IS AN ESSENTIAL PROFICIENCY. YOUR EXPERTISE CAN ALIGN YOUR BRAND WITH STRATEGIC CONVERSATIONS ABOUT THE FUTURE OF DATA LITERACY AND MORE.

2022 Showcase Topic #5

Workforce: Evolve or Become Extinct | August 22

Align with the August showcase and be involved in conversations around:

- Changing expectations of the workforce in terms of flexibility in location and hours
- Emerging roles in higher ed IT and the higher ed workforce overall
- Increasingly strategic positioning of IT and the CIO
- Impact of digital transformation on workforce policies and workforce development strategies
- Competition with industry for remote talent
- How cybersecurity and privacy are responding to these workforce changes

Key EDUCAUSE content in this showcase will include:

- The new EDUCAUSE Professional Pathways site

TIP:

IT TEAMS ARE INCREASINGLY STRATEGIC TO INSTITUTIONAL MISSIONS. HOW CAN YOUR PARTNERSHIP SUPPORT THESE ESSENTIAL PLAYERS?



2022 Showcase Topic #6

Future-Proof: The Flexible IT Organization | September 19

Align with the September showcase and be involved in conversations around:

- Diversity, equity, and inclusion (DEI) considerations for IT organizations
- Benchmarks related to IT spending and staffing
- Discussions on the future generation of technology leaders

Key EDUCAUSE content in this showcase will include:

- EDUCAUSE Guide to DEI
- Core Data Service (CDS) findings
- A new EDUCAUSE Review Integrative CIO podcast episode



TIP:
CORPORATE PARTNERSHIPS ARE INCREASINGLY IMPORTANT TO THE FUTURE OF IT ORGANIZATIONS. THIS SHOWCASE WILL LET YOU ADD YOUR PERSPECTIVE ON HOW PARTNERSHIP DECISIONS AND RELATIONSHIPS OPERATE.

2022 Showcase Topic #7

Forward: Your 2023 Planning Guide | December 5

Align with the December showcase and be involved in conversations around:

- The most important IT issues higher education leaders are focusing on as they plan institutional priorities for 2023

Key EDUCAUSE content in this showcase will include:

- The 2023 Top 10 IT Issues (a signature EDUCAUSE product)
- An EDUCAUSE Review Special Report on the 2023 Top 10 IT Issues

TIP:

WHAT MAY BE ONE OF THE BIGGEST SHOWCASES OF THE YEAR, THIS SHOWCASE IS A KEY WAY TO GUIDE INSTITUTIONAL PLANNING AND PRIORITIES IN 2023.

Contact Us

The EDUCAUSE Showcase Series is a new and popular way to demonstrate how your company can help the higher ed IT community solve the challenges they face.

For more information including next steps, please contact our Corporate Team.

303-544-5664 | corp@edUCAUSE.edu | edUCAUSE.edu/showcase-series