Lumina Grant Progress Report for January-March 2016

SITAR (Strategic IT Assessment Report)
Work in January, February, and March 2016 focused on launching the EDUCAUSE Benchmarking Service Beta and introducing users to the new tool. Activities included:

- Tool launch: The EDUCAUSE Benchmarking Service Beta launched on January 19, 2016. The online portal allows users to benchmark their maturity and technology deployment for a set of strategic initiatives. The front page for the service is www.educause.edu/benchmarking. As of 3/24, 2,152 individuals had been automatically given access to the EBS portal. Of these users, 113 accepted the AUP, the first step to using the service. Users have been able to intuitively navigate the system with few support requests related to understanding the system. Most support requests relate to activating additional users at an institution.

- Operational plan development: A planning document was created to manage all components of service launch including marketing messaging, speaking engagements, user access lists, our evolving access model, assessment plans, and usage metrics. This document is our source for up-to-date information about where we’re promoting the service and who can use the service at a given time.

- Speaking engagements: As of the end of March, EDUCAUSE staff presented information about the EDUCAUSE Benchmarking Service at five different events: the EDUCAUSE Learning Initiative (ELI) Annual Conference, an ELI special webinar, Connect Denver, an EDUCAUSE Center for Analysis and Research (ECAR) special webinar, and the NERCOMP conference. Sessions ranged from introductions to the benchmarking tool to in-depth discussions about successes and challenges about specific strategic initiatives. These sessions were meant to introduce our audience to this service, but to also test possible engagements EDUCAUSE might provide as part of the supporting service package. A growing body of resources from these sessions can be found at the service website - http://www.educause.edu/research-publications/research/benchmarking-reports-new-service-beta/resources

- Supporting services exploration and service assessment: At all speaking engagements and opportunities for feedback we gauge the importance of providing services to facilitate understanding strategic initiatives and making progress on them. It is still very early to be able to clearly assess an ideal supporting services package. Report users have said that the reports are valuable, but are still considering how they plan to use the reports for planning purposes. Users feel that supporting services will be valuable, but their use is still so new that they are unable to provide more specific direction. We will proceed with developing a service model proposal based on our best guess of what would be valuable to our audience. At this point, we believe our 2017 priority will be to incorporate the benchmarking service into a revised EDUCAUSE business model and to build a market for this service.

Project Status: On track

Risks, Issues, or Concerns: None
Priorities for the future:

- Ongoing assessment of the portal, reports, and need for supporting services
- Ongoing promotion of the service and communication about its benefits through EDUCAUSE conferences, events outside of EDUCAUSE (Internet2 Global Summit and AGB’s National Conference on Trusteeship), as well as EDUCAUSE publications and announcements.
- Development of potential business models for supporting services
- Incorporation of the benchmarking service in EDUCAUSE’s new strategic plan, to be announced at the Annual Conference in Anaheim in October 2016.
- Development of benchmarking as one of two primary themes at the EDUCAUSE Annual Conference, which will include ten featured sessions and focus on benchmarking at the inaugural Diana G Oblinger Innovation Forum, among other planned activities.
- Development of a CAO-CBO-CIO Forum jointly hosted with NACUBO and ACE. The December 2016 invitation-only event will focus on using data to make decisions and feature the new benchmarking service.
- Improvements to the EDUCAUSE Core Data Service infrastructure on which the EDUCAUSE Benchmarking Service is built
- Creation of additional maturity indices as well as refinement of existing indices to be included in the EDUCAUSE Core Data Service survey in July 2016.