

CHASING THE DIGITAL PUCK

Kenneth C. Green, Ph.D.
The Campus Computing Project



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THE CAMPUS COMPUTING PROJECT

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11 April 2003



Great Aspirations

Both the processing and the uses of information are undergoing an unprecedented technological revolution. Not only are machines now able to deal with many kinds of information at high speed and in large quantities, but it is also possible to manipulate these quantities so as to benefit from them in new ways. This is perhaps nowhere truer than in the field of education. One can predict that in a few years, millions of schoolchildren will have access to what Philip of Macedon's son Alexander enjoyed as a royal prerogative: the services of a tutor as well-informed and as responsive as Aristotle.

Patrick Suppes
Scientific American
October, 1966



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Deja Vu

For better or worse, television dominates much of American life and manners....Part of [the] lackluster record of the educational uses of television is of course due to the heretofore merciless economies of the medium. But profound pedagogic mistrust of the medium also remains a fact of life. The proof of the pudding lies in the fact that on many campuses, fancy television equipment...now lies idle and often unused.... **Academic indifference to this enormously powerful medium becomes doubly incomprehensible when one remembers that the present college generation is also the first television generation.**

George Bonham
Television: The Unfulfilled Promise
Change, 1972



The End of the University?

universities won't survive... higher education is in deep crisis. Already we are beginning to deliver more lectures and off-campus via satellite or two-way video at a fraction of the cost [of traditional courses]. The college campus won't survive as a residential institution. Today's [college] buildings are hopeless unsuited and totally unneeded .

Peter Drucker,
Forbes, March 1997



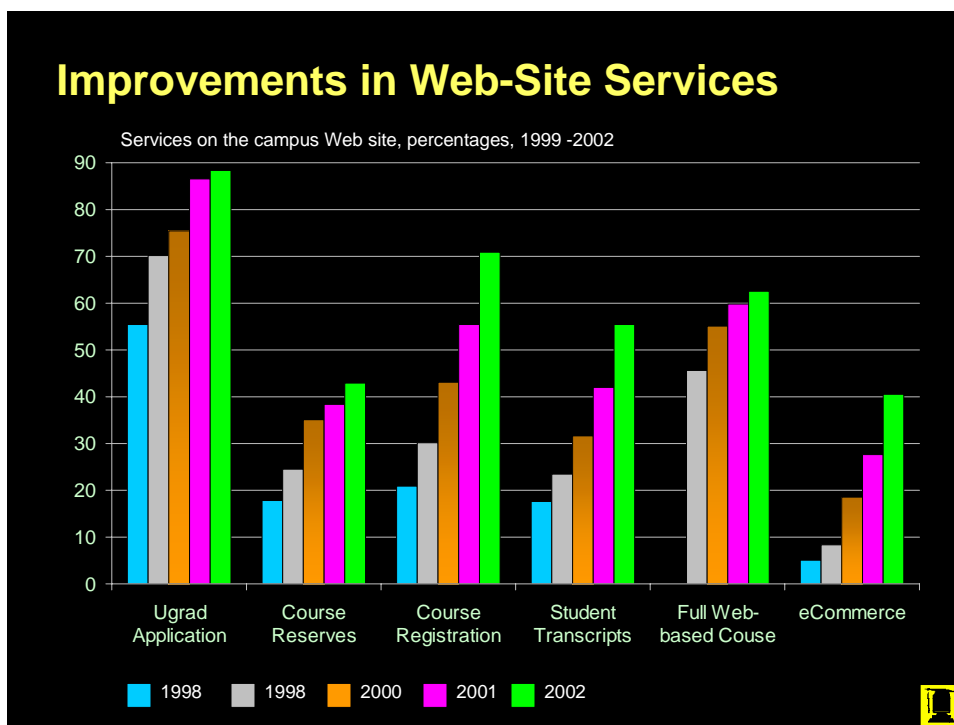
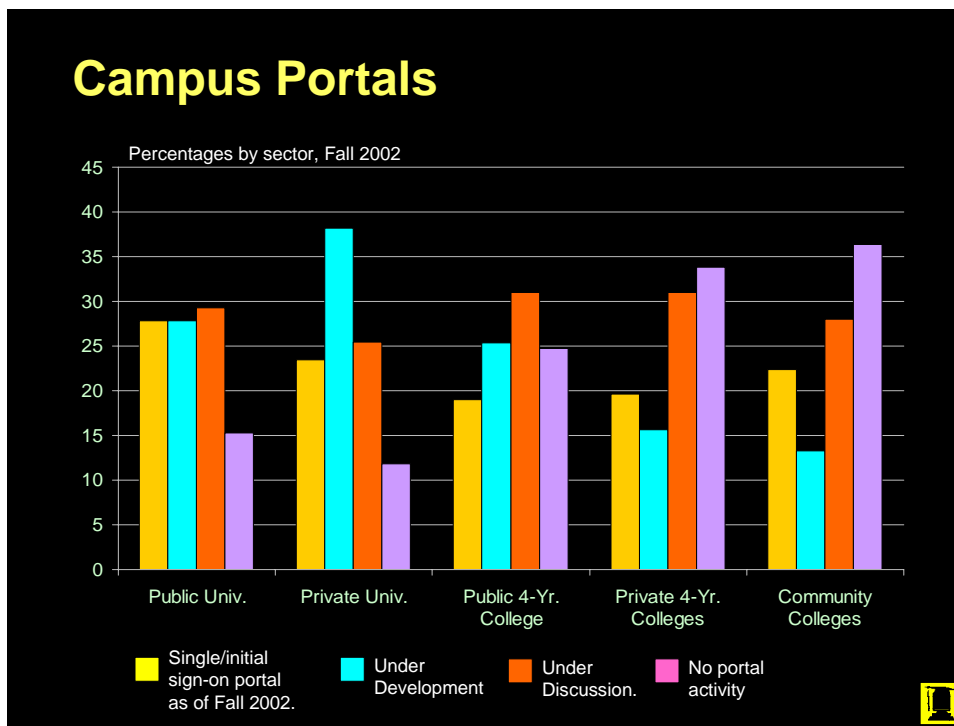
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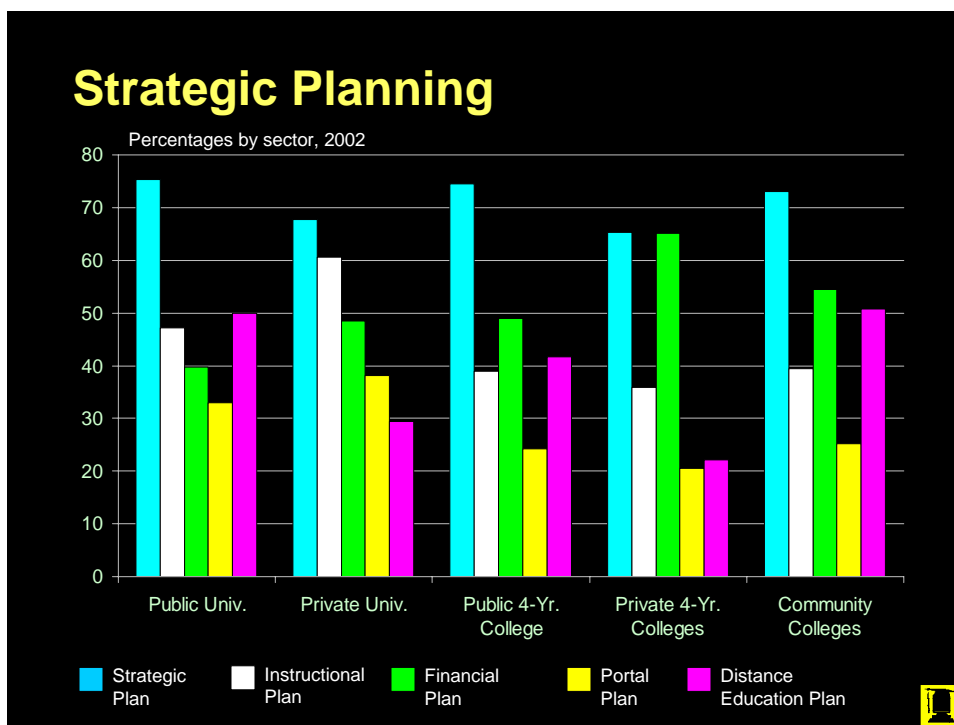
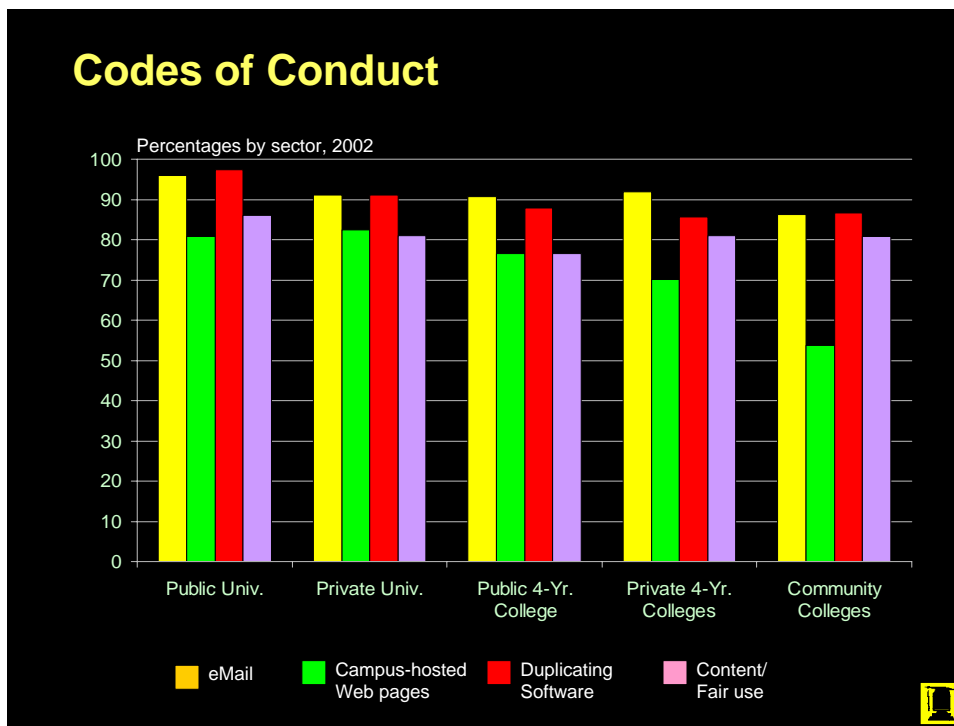
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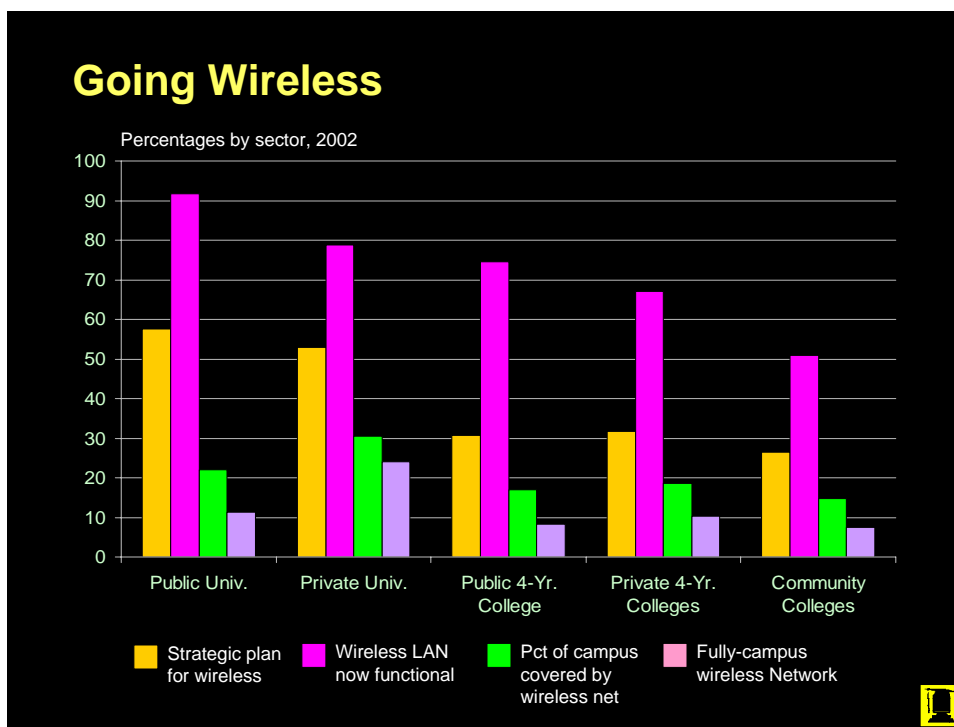
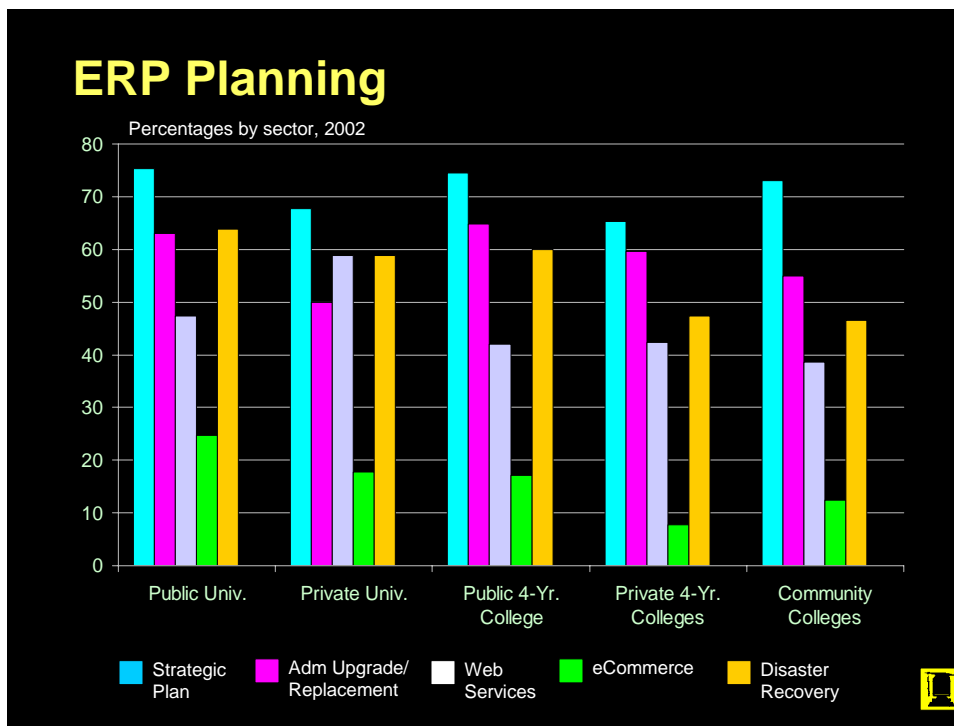
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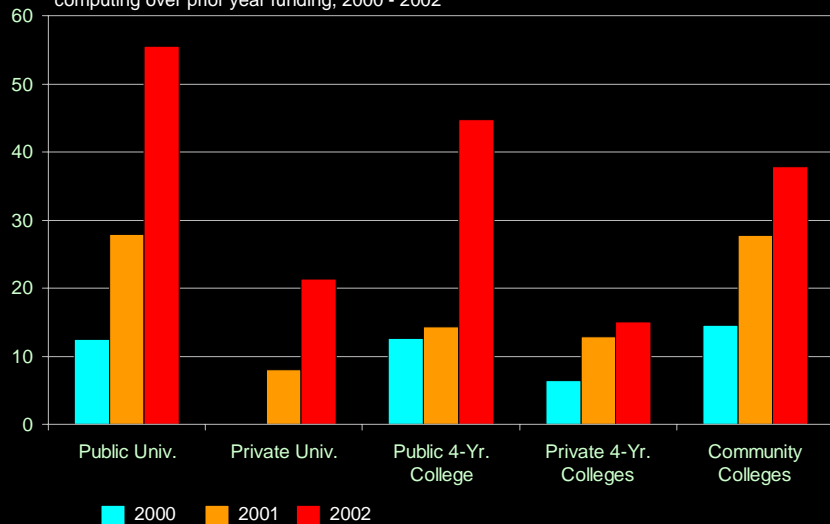


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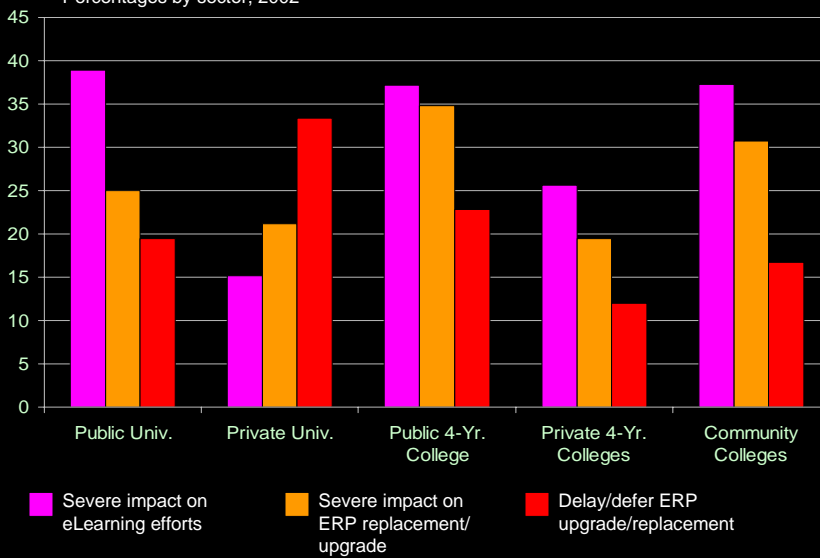
Budget Cuts in Academic Computing

Percentage of institutions reporting budget reductions for academic computing over prior year funding, 2000 - 2002



Impact of Budget Cuts

Percentages by sector, 2002



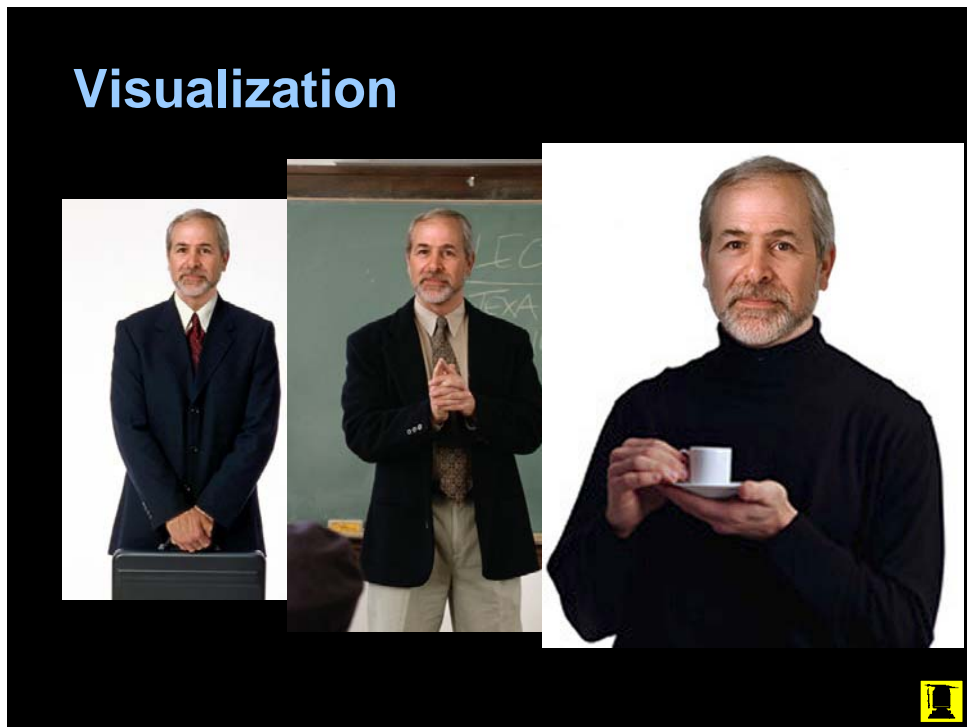
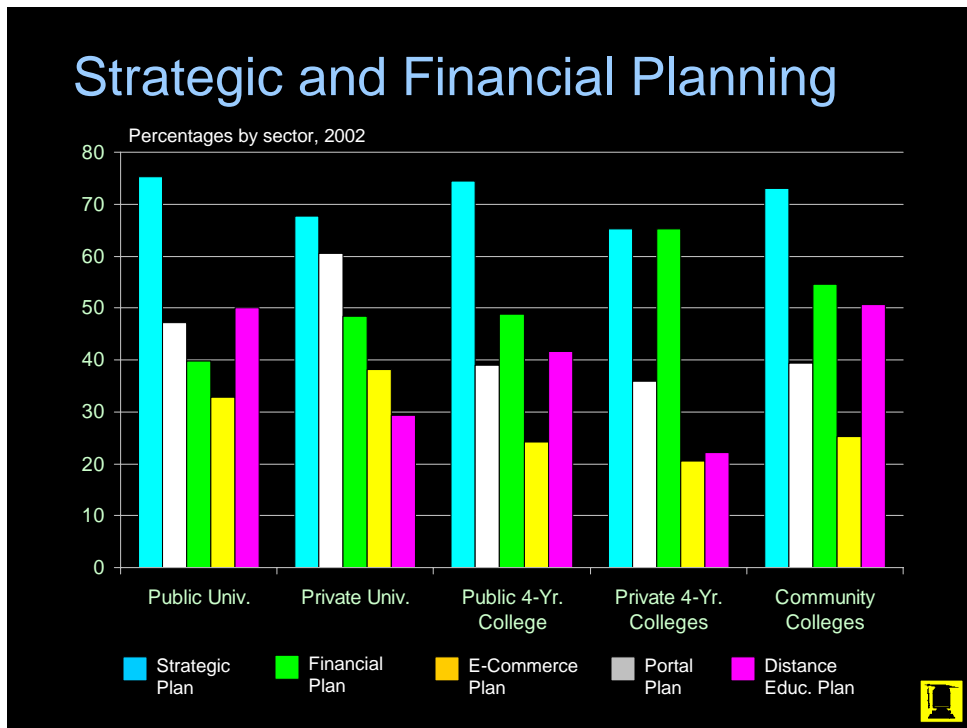
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Infrastructure Foster Innovation

- ◆ Hardware, software & networks
- ◆ User support & services
- ◆ Content and instructional resources
- ◆ Integrating ERP, SIS, Web Services
- ◆ eCommerce, eLearning, eServices

Support, Service & Satisfaction



The Productivity Conundrum

- ◆ Same product/service at less cost
- ◆ Better product/service at same cost
- ◆ Better product/service at less cost

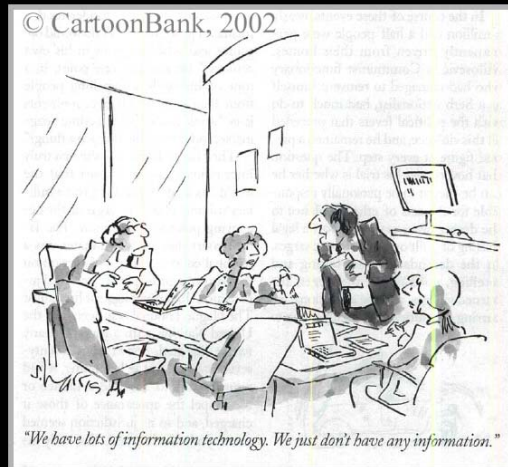
*Who Decides Which Definition
Applies to Higher Education?*



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The ERP Problem



Web Services vs. Services on the Web

- ◆ Code
- ◆ Consumer
- ◆ Conversion



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Leadership

- ◆ Transition from product-based problems
- ◆ New emphasis on people and policy
- ◆ New concern for service
- ◆ Technology is a resource



Six Looming Shadows

- ◆ Budget cuts
- ◆ Student outcomes
- ◆ Web services
- ◆ Data integration and insight
- ◆ Performance, productivity & value
- ◆ Disruptive technologies



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