

# TECHNOLOGY OPTIMIZATION & SELECTION



Strategic use of technology is a major competitive advantage in the education marketplace involving all campus functions.

Making the most of your technology—in terms of procurement and management—is often a strain on financial and personnel resources. It also results in missed opportunities such as more time spent on record management issues and less interaction with students.

The **Technology Optimization and Selection** is a process to ensure your technology is being used to its utmost capabilities and, if not, determine what can be done to maximize efficiency. Components may include:

- Identification of an existing technology that has lost its effectiveness over time, and recommendations for a replacement
- Interviews with technology end-users to determine what type of technology is necessary to improve their experience, followed by an unbiased technology vendor recommendation and implementation plan

- Preparation of a vendor RFP and selection recommendations
- Assurance that your school's website navigation and functionality creates a positive experience for potential and existing students, and that it is fully optimized to bring the school to the top of keyword searches

## What are some of the intended outcomes?

- Integrate the systems and services students have come to expect
- Automate and simplify processes, while reducing redundancies
- Optimize your website, student online experience and searchability
- Identify and capture new opportunities in emerging technologies
- Enhance student communication and services
- Differentiate your institution and compete more effectively

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### What are some of the deliverables?

AACRAO consultants can serve as an unbiased resource for your institution, given our experience with many different technology implementations, platforms and applications. We apply that knowledge as part of **Technology Optimization and Selection**. For example, a community college will use a Customer Relationship Management (CRM) tool much differently from a private four-year university. An institution with a small IT support staff may choose different vendor options than one with a larger IT staff that has more diverse support skills. The business processes in a small, highly selective institution's admissions office will be different than a large, public flagship and technology must be optimized and selected, knowing the operational and policy differences between institutional types and sizes.

### Deliverables may include:

- GAP analysis
- Vendor recommendations
- RFP development
- Business plan (includes milestones, budget considerations, personnel considerations and risks)
- Implementation plan
- Search engine optimization
- Website

### Who typically contracts with AACRAO Consulting for Technology Selection and Optimization?

- Institutions considering new technology solutions that span or include enrollment areas
- Institutions who have owned their current technologies for some time but haven't reviewed their utilization of them
- Individuals responsible for the use of student information systems and related technologies at their institutions, including:
  - ▶ Chief Information Technology Officers
  - ▶ Chief Enrollment Management Officers
  - ▶ Chief Marketing Officers
  - ▶ Admissions Directors
  - ▶ Registrars
  - ▶ Financial Aid Directors