# DIGITALIZATION
# A Driver for Change Management

In Higher Education

# Change Management Through Digitalization

- How to go about changing something in your area / institute/course of study

- Challenging traditional role at an institution of higher ed

- changing the culture of the teaching and learning process - "culture trumps strategy"

- leveraging the affordances of digital assets, resources, etc... to create a new learning space informed by a global community

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# 1890's Rural Free Delivery

**Information Super Highway!**

# United States correspondence study late 1890s

World Wide Web (WWW) 1989

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Information Super Highway!

# United States Online Learning 1998

# Digitalization as a Catalyst to Change

# Digitalization Characteristics

- Speed of change
- Affordances of technology
- Complexity of systems
- Globalization/Internationalization
- Integrated educational systems approach

- Cross disciplinary
- Cost of business
- Increased competition (local, regional, national, global)
- Demands of marketplace
- Expectations of the learner

# Impact of Digitalization on HE

1. Pedagogy (Teaching & Learning)
2. Cultural changes (IP, roles and responsibilities, etc...)
3. Policy
4. Organization
5. Operational
6. Political-power structure
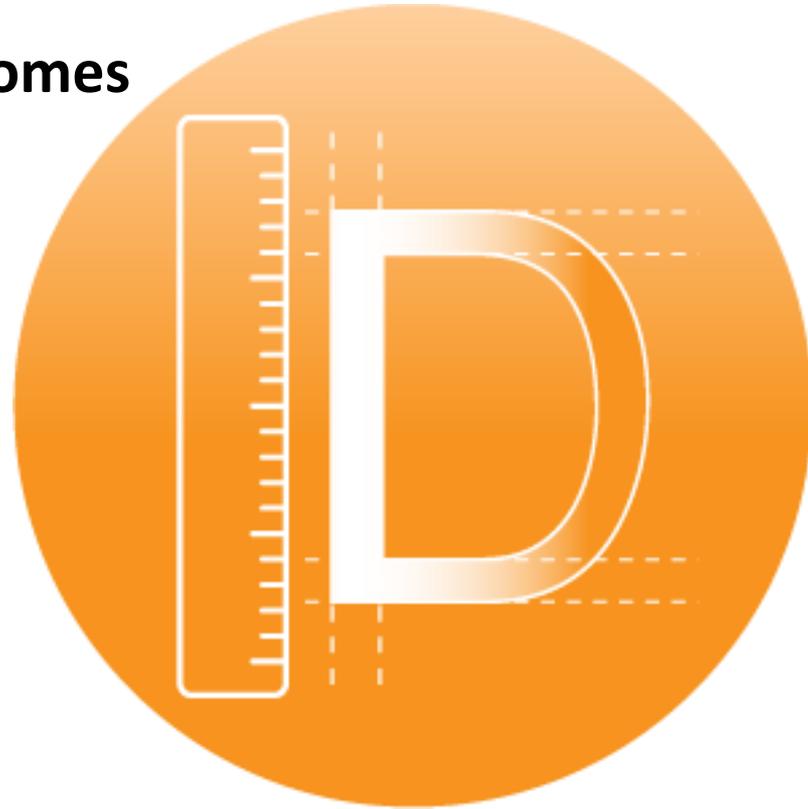7. Leadership

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Objectives/Outcomes

Content Presentation

Interactions

Student Assignments

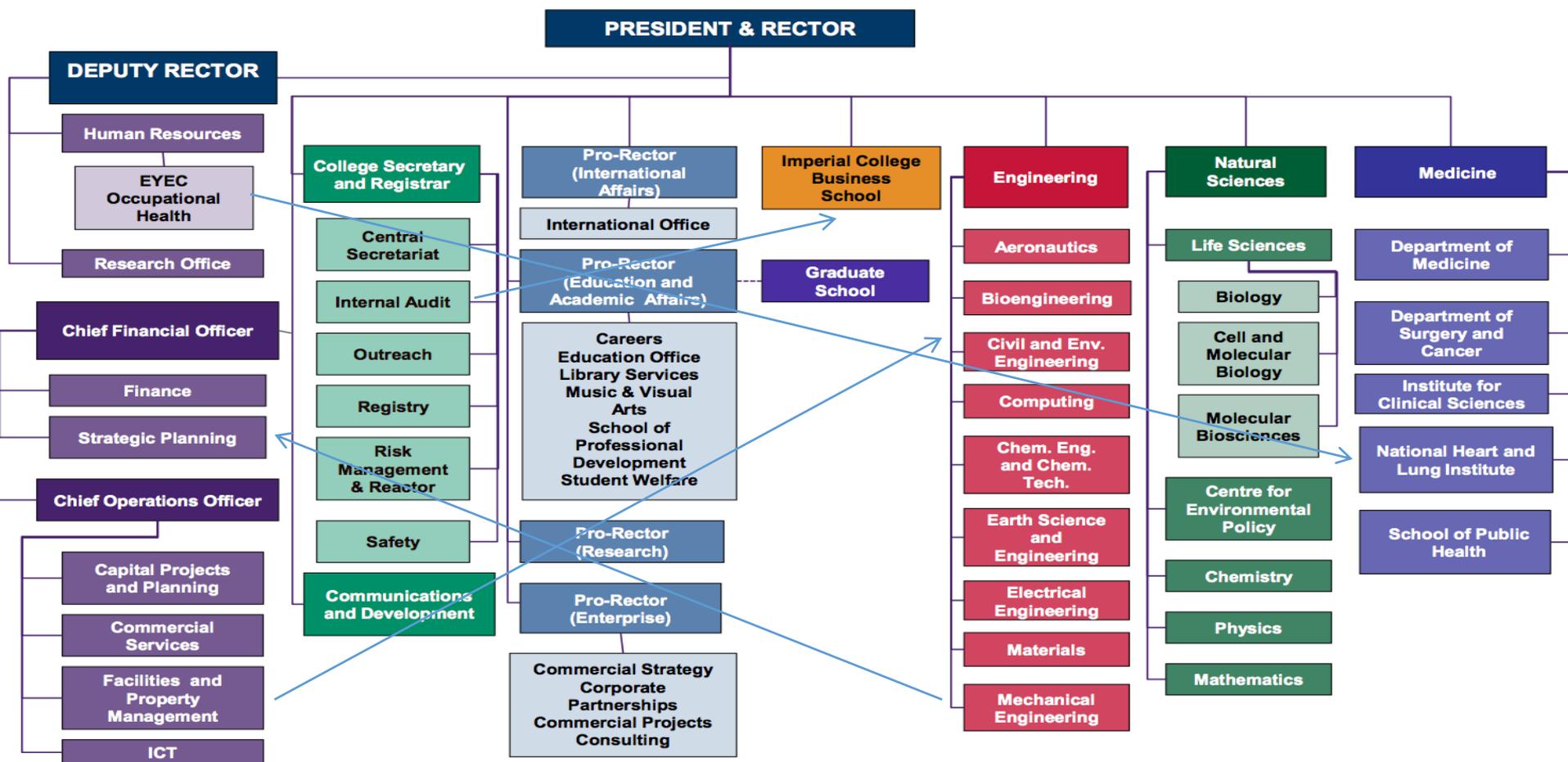Co-curricular

Assessment & Evaluation

# Cultural

- Culture trumps strategy
- Time to assess
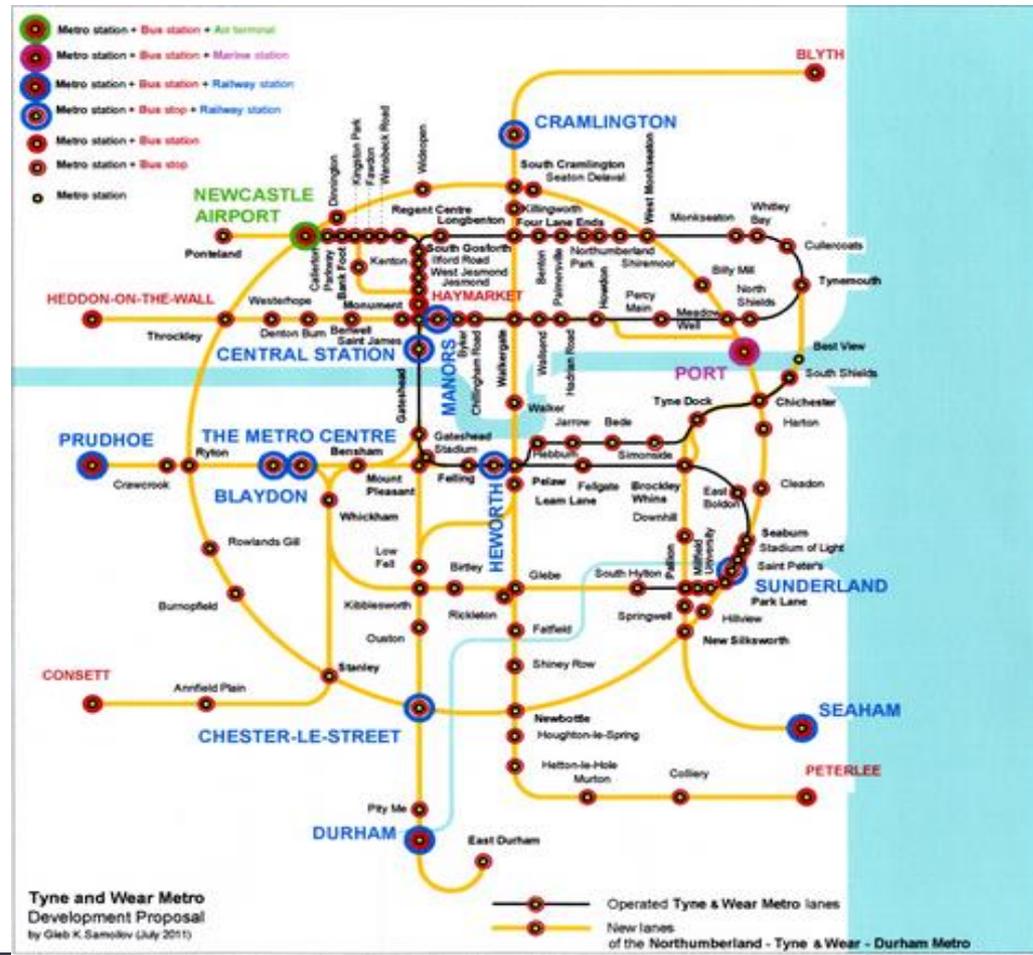- Relationship based
- Generational

# Policy

- Exam existing policies, process and procedures

- Determine policies as inhibitors that need to change

- Determine how to change and manage the process

Organizational Structure

Process

Speed

Efficiencies

Redundancy

Effectiveness

Operational

Political-Power Structure

# Leadership

- Embracing culture and tradition
- Internalizing new HE realities
- Defining VISION and OUTCOMES
- New business models including industry partnerships, product commercialization
- Managing/reduction of operational higher education costs

Digitalization provides the catalyst for systemic change and will impact every aspect of the HE enterprise