

Introduction – JISC perspective

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Supporting Innovation and Change in HE and FE

- Enabling change, improvement and economies of scale through leading edge technology
- Supporting institutions' information systems strategy and planning
- Over 200 projects, spread across programmes in themes of e-Learning, e-Research, information environment, e-content, etc (see next slide)
- Outputs include enhanced capacity and strategic leadership in specialist areas (see slide 5); some transition to JISC Services; some provide advice and guidance

- Access Management
 - UK Federation
- Information Environment
 - Shared Infrastructure Services
 - Repositories
 - Open Access
- e-Content
 - Strategic e-Content Alliance
- e-Research
 - Virtual Research Environments
 - OSI Roadmap
- Business and Community Engagement
 - *‘developing and implementing a programme to support institutions’ engagement with the wider community’*
- e-Framework
 - International initiative developing good practice in seamless business process-responsive IT service management
- E-Learning
 - Personalisation
 - e-Assessment
 - e-Portfolio

- **Enhanced capacity, knowledge and skills** to enable positive and informed change in the sector (through piloting new technologies and approaches)
- **Guidance to the sector on ‘good practice’ models for using technology** that can be used at departmental, institutional, regional or national levels
- **Strategic leadership to the sector and other bodies** in specialist areas and to influence national and international agendas
- **New or enhanced services, infrastructure, standards or applications** that may be used at departmental, institutional, regional or national levels

- **Forum for good practice exchange around Customer Relationship Management (CRM) issues**
- **Help decision-making processes for Knowledge Transfer (KT) and IT strategies in institutions**
- **Encourage institutions to consider the benefits of more integrated/interoperable models**
- **Derive effective approaches to CRM processes**
- **Inform the CRM issues study being undertaken for JISC by consultants, The KSA Partnership (workshops in pm session)**
- **Bring together the traditional JISC community (IT and info managers, library and admin) with the KT/BCE community**
- **Takes forward findings of User Needs Study; build on last yrs event**

- CRM systems (or systems that provide the same functions) used for non-BCE activities? e.g. student records, alumni
- How are institutions managing the two sides of CRM – relationship management and market intelligence to ensure that:
 - *external* interactions are effectively managed
 - relationships with external partners & clients are productive & sustainable
 - *internal* information is effectively managed
 - up to date, easily accessible knowledge of their target markets and profiles of their partners and clients
- **Strategic intent:** CRM systems enabling current and prospective change in HEIs and the advent of ‘the customer’/‘client’/‘contact’?
- Need to understand the *business processes* which CRM system is intended to support and get those process right before implementation

CRM – if effectively utilised - in BCE can facilitate key BCE objectives:

- **BCE is partnerships & engagement – CRM can help ensure this is productive and strategic**
- **Externalisation agenda: partnerships; economic and civic role**
- **Institutions becoming more business-like**
 - **Integrated information, knowledge, resource & record management**
 - **With central marketing, stronger basis for articulation of offers**
- **More accurate reporting of enterprise interactions both for *internal benchmarking* & quality & for *external reporting* (HESA, HE-BCI Survey)**
- **Managed provision of *Knowledge Services* (esp to Public Services) (e.g. consultancy, problem-solving) to targeted client and partners**

