



DIGITAL TRANSFORMATION IN EDUCATION:

STAYING ABREAST WITH THE CHANGING LANDSCAPE

In today's competitive marketplace, schools and universities that are technologically forward are able to engage with student fraternity better, increase enrolment, save on operations cost, and run their business more efficiently.

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CHANGING CORPORATE SCENE: ADAPT-OR-PERISH!

Fourth industrial revolution is here and companies who haven't embraced digital transformation yet, will have to face an adapt-or-perish scenario. Technological advancements like Big Data, 3D manufacturing, artificial intelligence and so on are propelling demand for additional skills. Given this circumstance, corporate e-learning market is expected to grow exponentially. It is estimated that Learning Management Systems will reach a **market size of \$7.8 billion by 2018.**

E-learning companies are recently seeing growth spurt in the number of professionals enrolling in online courses to upskill and cross-skill themselves to remain employable. Certain sectors like pharmaceutical and healthcare requires to train and update their staff often in adhering to the regulatory and compliance standards, imposed by government regulatory authorities. The firms in this sector go for e-learning to meet their needs.

Massive Open Online Courses (MOOCs) is a business model that is working well in the present corporate scenario, as it is cost-effective and the modules can be easily adapted to the changing needs of the market. Unlike the classroom-based training, learners can train

on topics of their interest at their own pace. A case in point is self-paced courses offered by DataStax, the leading provider of database software for cloud applications. There is a massive skills gap in the database industry to manage and implement Apache Cassandra and DataStax Enterprise (DSE). Such self-learning courses can accelerate the ability of enterprises, government agencies, and system integrators to power the exploding number of cloud applications that require data distribution across datacenters and clouds.

It is an easier and more flexible way of internal training and hiring. **Research says** 80,000 of Google's employees have already enrolled in Udacity's HTML5 course.

This trend is creating a value network, as corporates these days are approaching online providers like Coursera and Udacity to identify students who can be potential hires.



TRENDS IN THE EDUCATIONAL ENVIRONMENT

Gone are the days when specialized courses were available only to a selected few. If you have an aptitude for the subject, a computer, high-speed internet connection and determination, you can earn knowledge in any field today. Even top universities are offering online courses to reach education to students from diverse countries at much affordable cost. By awarding badges or by developing a reward system, e-learning sites impart a form of intrinsic motivation and a sense of achievement to the learner, and qualifies the learner for a reward or promotion via extrinsic motivation.

- A new type of interactive learning style that is seen in the education segment is the one offered by the Code School. Users watch a short video, then stop and practice what they've learned through a series of interactive coding challenges and assessments in the browser. For each challenge they complete and make a progress, learners earn points. To complement online learning, they have a mobile app for users, to watch and review videos on-the-go.

- Blended learning is one of the hottest trends in education right now, which is a more student-centred system. Flipped-learning is a form of blended learning where students watch video lectures online outside class, and then do their homework in class with the guidance of teachers in person. This approach helps to engage students outside and inside the classroom.
- Learning Management Systems, personalized learning platforms and evaluation platforms are attracting lot of investments. The TAMAI method developed by Japanese is gaining popularity in school curriculums. It is a hands-on approach towards education that uses 3D animation to explain complex concepts (like cutting solid figure, calculating area of complex figures etc.). Through the use of innovative technology and visual communication, teachers are able to engage with students better, learners understand the concepts and retains them in memory for a longer time.
- Students are using digital portfolios at high school to exhibit their achievements. This is now used as a tool for their admission procedure to college.



With a vision to give back something to the society, Byju Raveendran, an Indian entrepreneur started BYJU's learning App for school students in 2015. This venture has become the subject of a case study published by Harvard Business School. It is definitely making a difference in the Indian education field with 300,000 annual paid subscribers and 5.5 million downloads, in the same year of its launch.

Chan Zuckerberg foundation has contributed \$50 million to boost the development of the app, seeing its reach to smaller towns, and their use of technology to personalize learning. In 2015, Venture capital firm Sequoia Capital and Belgian investment firm Sofina invested \$75 million in this app, which was the largest ever fundraising in the education start-up segment in India. In 2015, when Venture capital firm Sequoia Capital and Belgian investment firm Sofina invested \$75 million in this app, which was the largest ever fundraising in the education start-up segment in India.

THE ROLE OF TECHNOLOGY IN EDUCATION SECTOR

Technology is improving every level of our education system. With increased connectivity, agility and cloud-based storage capabilities, schools and colleges have an enhanced communication network that makes way for improved knowledge sharing and any information available at your fingertips. Gamification for example, uses real life situations to provide learners an effective, informal learning environment that can facilitate better knowledge retention.

REVOLUTIONIZE YOUR INSTITUTION'S ONLINE PRESENCE WITH A CMS

Educational sector, especially colleges and universities were the early adopters of web technology. Having a well-designed, customized website to promote the courses on offer, used to be a status symbol.

To build a satisfying website that meets the growing demands of the higher educational sector, institutes should go for a Content Management System (CMS) that have features and tool that is more efficient and precise.

There are CMS's like Sitecore, Drupal, Acquia, Ektron and others that offer versions tailored for higher education. A CMS that is designed specifically for education can definitely bring better designed features that meet the needs of educators and administrators. When new technologies emerge they are relatively slower to adapt to the changes.

- A CMS with built-in themes can deliver responsive design that adjusts to different screen sizes, computer, tablet or a smartphone.
- As universities have to maintain academic content such as articles, pages, books, research papers, statistics and so on, a CMS makes editing easy.
- E-learning and social media interaction with students is an effortless process with a CMS.
- Improves loading speed and provides better experience to the online users
- With the multilingual features which enables in-built translations, institutions can make their content interpretable to foreign students.
- Manages the workflow and access control.

BENEFITS CRM CAN BRING TO EDUCATION

By investing in a customized CRM system, institutes can managing relationships and work more efficiently. Communicating and engaging with students, parents, alumni, teachers, donors and potential students is crucial for an educational institute. A student's lifecycle (starting from enrolment to recruitment), staff and information, daily working processes and cross-department collaboration can all be recorded using this technology.

By implementing a CRM system, you can achieve:

- Employee efficiency
- Keep students engaged in all processes
- Track the admissions and applications processes
- Integrate with other courses offered by the institute
- Cut down costs and step up revenue generation processes
- With Mobile application of CRM system, you can be in contact with students, parents and staff remotely
- By segregating students according to various criteria, an automated target list can be generated for running marketing campaigns

- Helps to recognize top alumni donors and automate better communication processes with key persons to increase contributions.
- Simplifies the substitute teachers management with visual and easy-to-use schedule
- Campus collaboration system breaks down organizational silos and helps to work smarter
- Social media management system allows all registered members to hold discussions among one another
- Lead tracking and sales generation system furnishes the percentage of people interested in admission

CASE STUDY

Suyati had partnered in the digital transformation initiatives of a leading university by helping them to optimize their CMS and CRM using our expertise in these platforms.

With integration of critical applications like SIS and VLE and by developing the student application portal using Salesforce Community Cloud, Suyati has eased the registration process for the applicants. Post-automation, the report generation which took them two or three months when done manually is now made possible in a click. The client is seeing 50 per cent increase in student enrollment and the entire process is functioning smoothly

BIG DATA AND PREDICTIVE ANALYSIS

US Department of Education (DOE) has contributed \$200 million for application of Big Data analytics to “scientific discovery, environmental and biomedical research, education and national security”. Seeing overwhelming dropout in students, Austin Peay State University, Tennessee, decided to use big data to recommend courses to students. This approach was well received as it gave a more meaningful approach towards what is being learned. It is vital for students to choose the subject they have aptitude in.

If the colossal amount of data about students and staff is analysed, institutes can make improvements in areas like:

- Student dropout rates, retention and enrolment
- By analysing initial reports, schools can come up with the best scenarios to improve student results
- Helps in building a learning path based on the trends, and encourages students to take up additional courses
- Identify potential donors and the amount of finance the institute may receive

ADAPTIVE LEARNING

The goal of adaptive learning is to make a learner-centered vision of education a reality. To generate a personalized course, academicians encourage students to share their feedback on knowledge sharing systems and social media. Drawing upon domains like artificial intelligence, machine learning, cognitive science, and predictive analytics, the learner's strengths, weaknesses, goals, and engagement patterns, can be analysed and a course can be devised in real-time. This will help each learner learn as efficiently and effectively as possible.

ROLE OF SOCIAL MEDIA IN EDUCATION

By capturing and interpreting social activities using social listening, sentiment analysis, there is potential for new tools to develop based on IoT technology, which will play a significant role across the entire student journey.

Many educational institutions are now utilizing social media to help elevate awareness about their research innovations. For example, Canada's University of British Columbia **uses social media to highlight** the pioneering achievements of its faculty and students. Also, the university showcases leadership in hard and soft-sciences via Twitter.

Columbia University uses social media as a fundraising tool and to connect with its alumni. During an attack

on their campus, Ohio State University uses social media as a primary safety communication tool. During a shootout on their campus last year, they had reported the incident in real time on social.

INTEGRATE TOOLS AND SERVICES IN THE EDUCATION ECOSYSTEM WITH EXOSTRUCTURE

An ERP application can ease the entire administration process of the educational institution. You can choose to have web-based ERP solution or cloud-based solution with online installation or offline installation service.

Just as corporates feel proud to declare they are a cloud-first organization, so does many e-learning providers. To counter web services, which has a siloed approach and limited flexibility, many institutes are moving their administrative systems and helpdesk to the cloud, speeding up the ability to adopt new innovations.

A good exostructure strategy can easily enhance agility across capabilities, market reach, efficiency and innovation. With low up-front investment, existing capabilities can be rapidly scaled up, and technologies, platforms and services can be customized and integrated well.

A cloud-based application helps to store more information, and allows data to be retrieved from any smart device anywhere in the world. This saves

institutions the trouble of maintaining their own servers or worry about upgrades.

Be sure that your ERP solution has the following features:

- Secure architecture to keep all the data safe
- Flexibility to scale up in future when students increase
- Automated process for managing institute's finances
- User permission to securely access data
- Real-time school bus tracking
- Live chat for seamless communication between staff and students

There are plenty of school management systems available in the market that is meant to focus on productive administration and improve students' engagement. Institutes can go for one depending on their budget, and the number of students' data one has to manage.

Regardless of whichever software your institute chooses, it's important for everyone to get adequately trained to get adapted and empowered to use the platform as soon as possible.

CONCLUSION

According to Gartner, globally the technology spend in the higher education sector is to **exceed US\$38.2 billion** this year. Lot of money is being pumped into the development of this platform by venture capitalists, especially in the US, China and India, to create a more inclusive and personalized global education system. Within the area of online courses; video tutorials has received the highest investment, followed by MOOCs and in the third place we have educational resources for teachers.

A Learning Management System (LMS) is an invaluable tool for eLearning professionals and choosing the right one for your learners' needs is important to increase customer loyalty and a winning product. Cloud-based LMSs such as SaaS (Software-as-a Service) is expected to grow much more.

As the education sector continues to embrace the power of digital learning, corporate e-learning promises to deliver new teaching models and a future of exciting innovations.

RELATED BLOGS:

[The impact of digital transformation on education](#)
[The Role of Predictive Analysis in Education Industry](#)
[Role of Big Data in Education](#)

ABOUT SUYATI

Suyati is a fast-growing, digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We are digital-first and we focus on delivering digital transformation solutions that support your various engagement strategies. With our niche and rich expertise in a wide range of technologies and services- CMS, CRM, e-commerce, Cloud, IoT, Data Analytics, and Product Engineering- we help companies leverage their best on web/cloud/mobile platforms.

We enable you to create insights driven customer engagement across all touch points to build a unified marketing approach. Our custom technology solutions have been deployed successfully in companies across the globe, especially in the US, UK, Europe and Australia.

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