


# Signals of Digital Transformation Success

If you're pursuing digital transformation, then you're looking to apply data and technology to address a core operational or strategic challenge. These challenges differ from institution to institution. But how do you know what to strive for—and whether your investments have paid off—in our resource-constrained sector?

EAB research has identified six signals of digital transformation success. Which of the following signals are strong on your campus—and which need to be amplified?



### LEARNING AND TEACHING

#### Multimodal Instruction for Career Exploration and Lifelong Learning

Flexible, multimodal course formats—blended or hybrid, self-paced, and increasingly competency-based—enable student-centred experiential education across career and personal milestones, serving as an onramp to lifelong-learner models.



### ADVANCEMENT

#### Curated, Value-Driven Donor Engagement


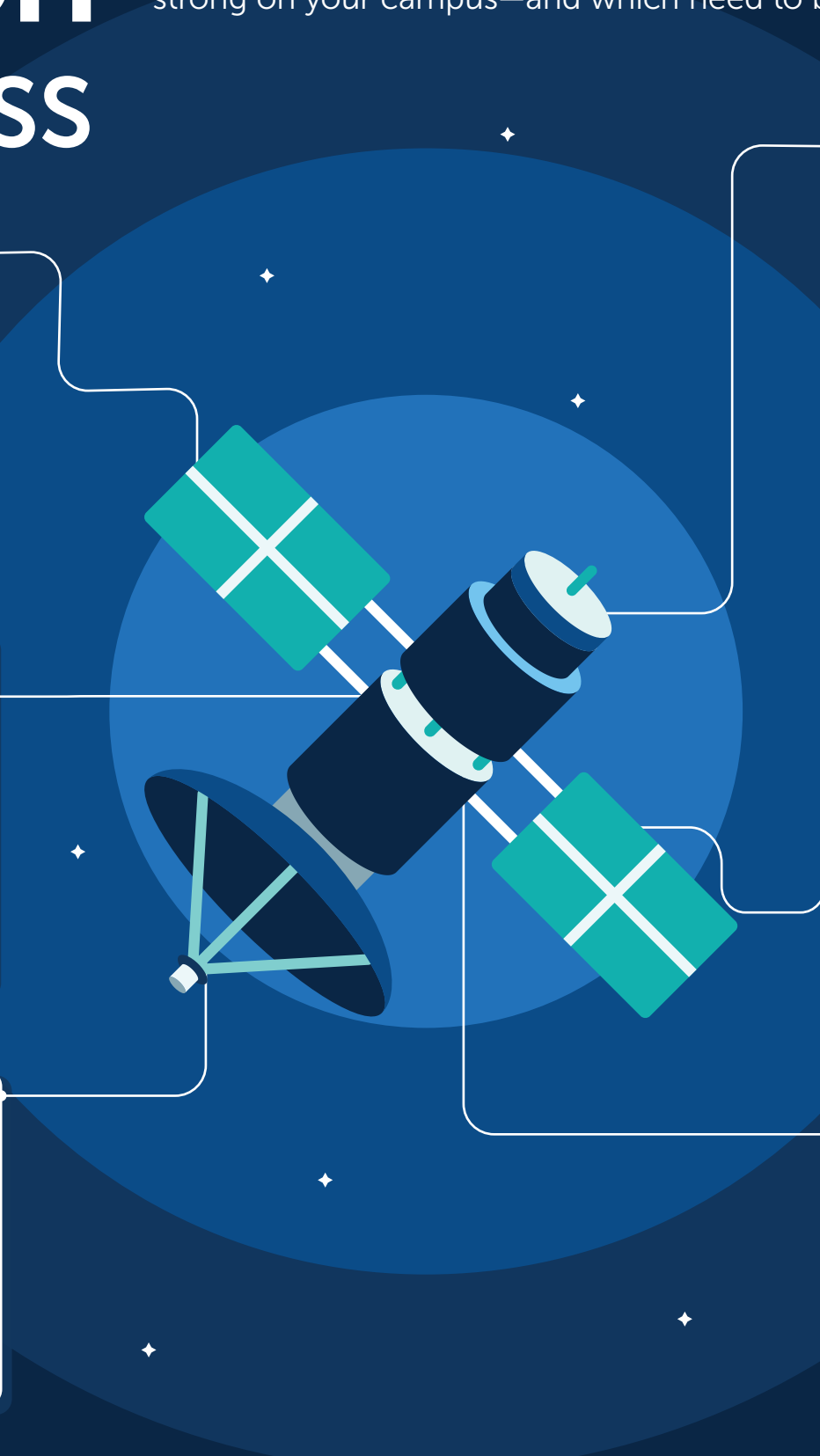
In a noisy world, digital tools maximise fundraiser efficiency and prospect intelligence through automated workflows, while also enabling requests of potential donors come at the right time, with a meaningful and personalised appeal that delivers value.



### ESTATES

#### Predictive Estates Operations and Space Management

Opportunities to embed technology across the physical estate expand apace, but radical drops in the cost of networked sensors are unlocking efficiency and service gains by enabling proactive deployment of resources through real-time monitoring and analysis.



### STUDENT EXPERIENCE

#### Frictionless Student Services and Success-Oriented Interventions

Digital investments in student support should not only enable hyper-convenient access to routine services but also proactively nudge students towards behaviours associated with academic success and personal wellbeing.



### ENROLMENT

#### Personalised, Multichannel Prospect Communications

Responding to sophisticated applicant behaviours, institutions must reposition messaging from 'what's great about us' to 'what we can do for you', all at unprecedented levels of convenience, relevance, and speed.



### PROFESSIONAL SERVICES

#### Business Processes Aligned with Customer Needs

Two concurrent and mutually reinforcing trends are transforming professional services: the standardisation and automation of administrative tasks to free staff time, and the democratisation of business intelligence analytics to support better frontline decision-making.