

# Four pillars to help you shape the future of higher education

Planning for an uncertain future is easier when you follow these core principles



How is that five-year playbook you drew up in 2019 looking today? Chances are that your projections for facilities, IT, staffing, and classroom operations all turned to mincemeat.

The reality is that you need a whole new kind of plan today—not one that attempts to dictate a fixed future but rather one that prepares your institution to thrive in this era of uncertainty.

We see four pillars that will help you be ready for whatever the world throws your way:

## 01 Stay secure

### MAINTAIN PEACE OF MIND

Whatever your security plan is, ensure it acknowledges the very real threats that are already occurring and are likely to become more intense. That means having endpoints with built-in protection against the biggest threats, such as ransomware, and ensuring you have a mechanism to keep those endpoints up to date wherever they may be.

“Stop worrying so much about what’s going to happen once they get in: Do everything you can to prevent them from getting in.”<sup>1</sup>

DR. ROIS NI THUAMA  
Head of Cyber Governance for Red Sift



## 03 Stay productive

### GIVE THE RIGHT EQUIPMENT TO THE RIGHT PEOPLE

If the old style of planning was dogmatic, with a top-down structure offering little room to maneuver, the new style of plan must embrace change and put people at the center. Give your people the tools they need or let them use the tools they’re already comfortable with, whether that’s a laptop, a tablet, or a workstation.

“It’s a complicated world. Integration is tough, and I’m not sure people know exactly what they’re buying all the time.”<sup>1</sup>

KEN LAMAR  
Former Vice President of Data and Statistics at the Federal Reserve Bank of New York

## 02 Stay connected

### TAKE LOCATION OUT OF THE EQUATION

The whole purpose of gathering people on campuses is so they can connect and interact; replicating that became Job One for many institutions in early 2020. Connectedness is about more than ongoing operations, learning, research, or equity; it’s also about attracting and keeping the best people.

“The jury is out on which leaders... are going to take the silver lining out of the pandemic. Once and for all, recognize the fact that people don’t have to be in a specific ZIP code to get their job done.”<sup>1</sup>

LYNNE LABRADOR  
VP Global Product Manager at Equifax

## 04 Stay flexible

### AVOID OPERATIONAL INTERRUPTION

Nothing is more important than making sure that you can stay open, whatever challenges arise. Over the past two years, your IT department has become more than just a vendor of services to internal clients. With advanced tools like predictive analytics, IT is now a full strategic partner in keeping your institution running no matter where people may be.

# 55%

of IT leaders consider the adoption of predictive analytics a top priority to be able to assess device performance, health, and security.<sup>2</sup>

According to Forrester Research

## See the bigger picture

Get additional insights from these sources in the ebook “A Technology Plan for an Uncertain World.”

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<sup>1</sup>Dr. Rois Ni Thuama, Lynne Labrador, and Ken Lamar, in discussion with the authors, 2021.  
<sup>2</sup>Forrester Consulting, a commissioned study on behalf of HP, September 2020.