CREATING VALUE OF DIGITAL SERVICES: HELPING OTHERS SHARE THEIR STORIES

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INTRODUCTION

- What are some common questions or comments concerning the value of your digital programs?

- What are issues that digital programs face?

IMPORTANCE

- Changes in higher education
  - Budgets
  - Priorities
  - Teaching and learning

- Changes in technology
  - Hardware/Software
  - Access

- Responsiveness to the institutional needs

CHANGING FOCUS
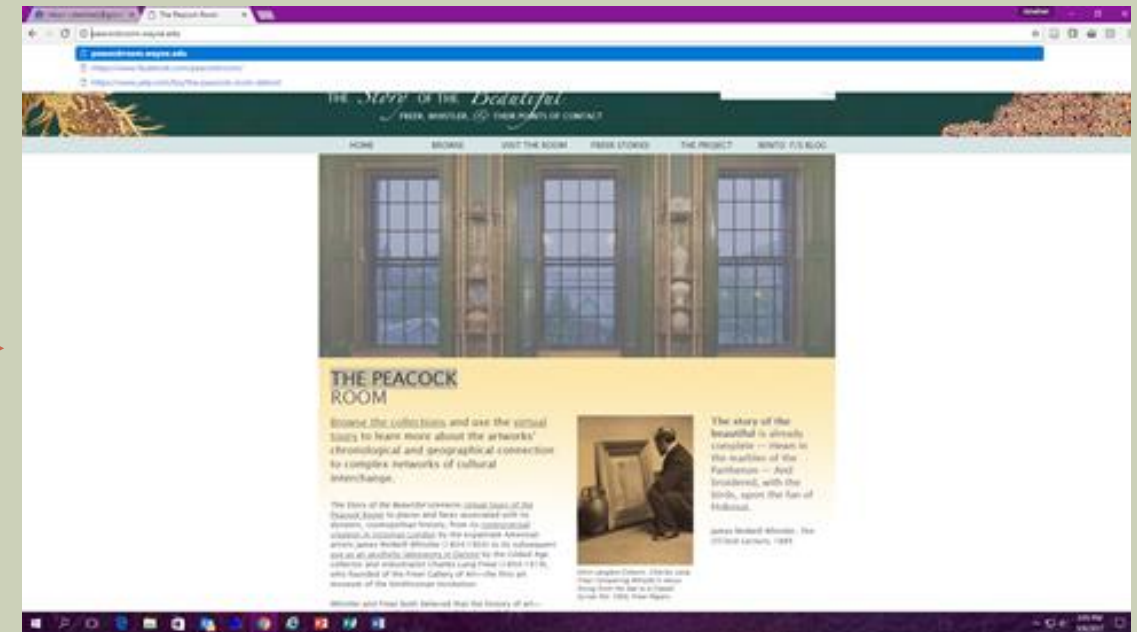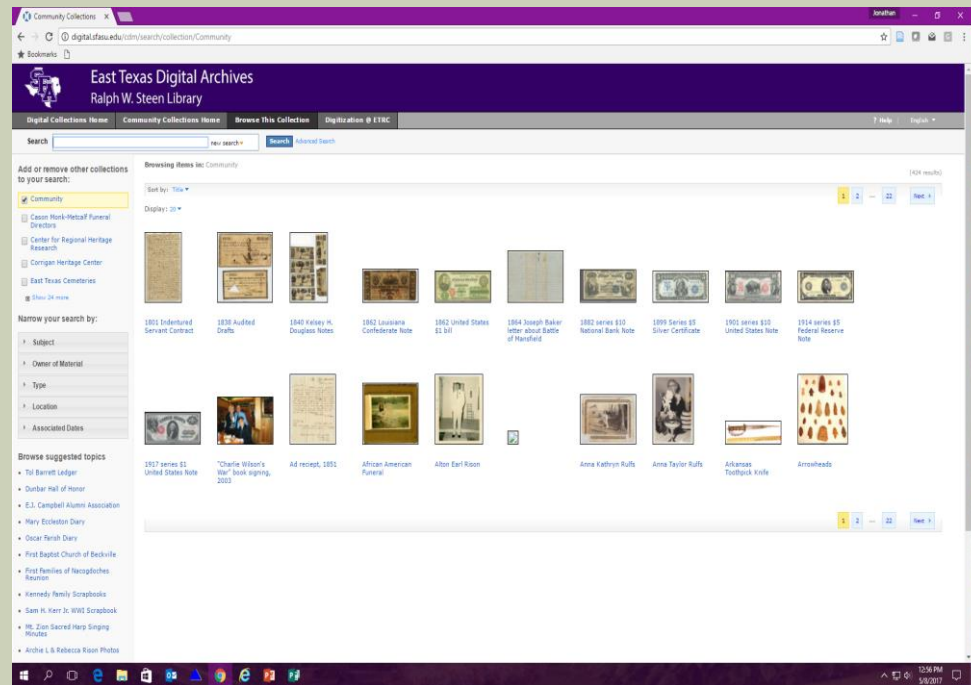
MAKING THE CONNECTIONS

- Institutional priorities
  - Development
  - Recruitment
  - Retention
  - Teaching and learning
  - Completion of degree

- Faculty connections
  - Classroom assignments
  - Classroom success

DEMONSTRATING VALUE: RE-TOOLING OUR DIGITAL PROGRAMS

- Staffing
  - Skills sets
  - Innovation
  - Tying in back to demonstrating value

- Mission of the digital programs
  - Can be connected to institutional or faculty priorities
  - Adding value to a digital program
    - Creating a story

HELPING OTHERS SHARE THEIR STORY

- Oral history programs/digitization projects

- Aligning the programs to the institution's mission

- Next Steps:
  - Creating a story based on these projects
  - Taking ownership
  - Partnerships
  - Have students be part of the process
  - Integration into the curriculum

1ST EXAMPLE

- **Ahead of the Curve**

2ND EXAMPLE

- Texas Runaway Slave Project

BENEFITS

- Creating an advocacy community

- Building relationships

- Demonstrating value for the digital programs

Q&A AND CONTACT INFORMATION

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