



From Cost Center to Value Driver: ERP and SIS Modernization

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Account Executive





2026 is Higher Education's Blockbuster moment

BLOCKBUSTER



The Blockbuster Moment for Higher Education

Blockbuster didn't fail
because they were bad
at what they did

They failed because
what they did stopped
mattering to
consumers

Higher education is
having its Blockbuster
moment **RIGHT NOW**

Higher Ed's Perfect Storm

Our customers aren't facing one problem—they're facing a relevance crisis at every level

37M

Americans started college,
didn't finish

25%

Decline in humanities
degrees over 15 years

42%

Public Confidence
down from 57% in 2015

50%

Of job skills will change
by 2027

Five Battles for Relevance

Where Relevance Breaks Down



Program Relevance

Curriculum can't keep pace with market changes



Skills Relevance

Teaching for yesterday's economy while AI transforms tomorrow's



Degree Relevance

Competing with bootcamps, certificates, micro-credentials



Institutional Relevance

Students want outcomes; institutions tout tradition



Public Relevance

Society questions higher ed's value proposition

What Worked in 2015 Fails in 2026

The Old Playbook is Dead

The Old Assumptions

✘	A degree is automatically valuable
✘	Students will wait years to see ROI
✘	Brand and tradition are enough
✘	Slow curriculum change is acceptable
✘	Generic reporting proves program value

The New Reality

★	Value must be proven continuously
★	Students expect immediate, visible progress
★	Outcomes trump reputation
★	Institutions need market ready agility
★	Granular, real-time data drives decisions



The Enrollment Equation Has Changed

Old Equation

Brand + Campus + Programs = Students

New Equation

Proven ROI + Flexible Pathways + Speed-to-Credential + Affordability = Students

The 37 Million

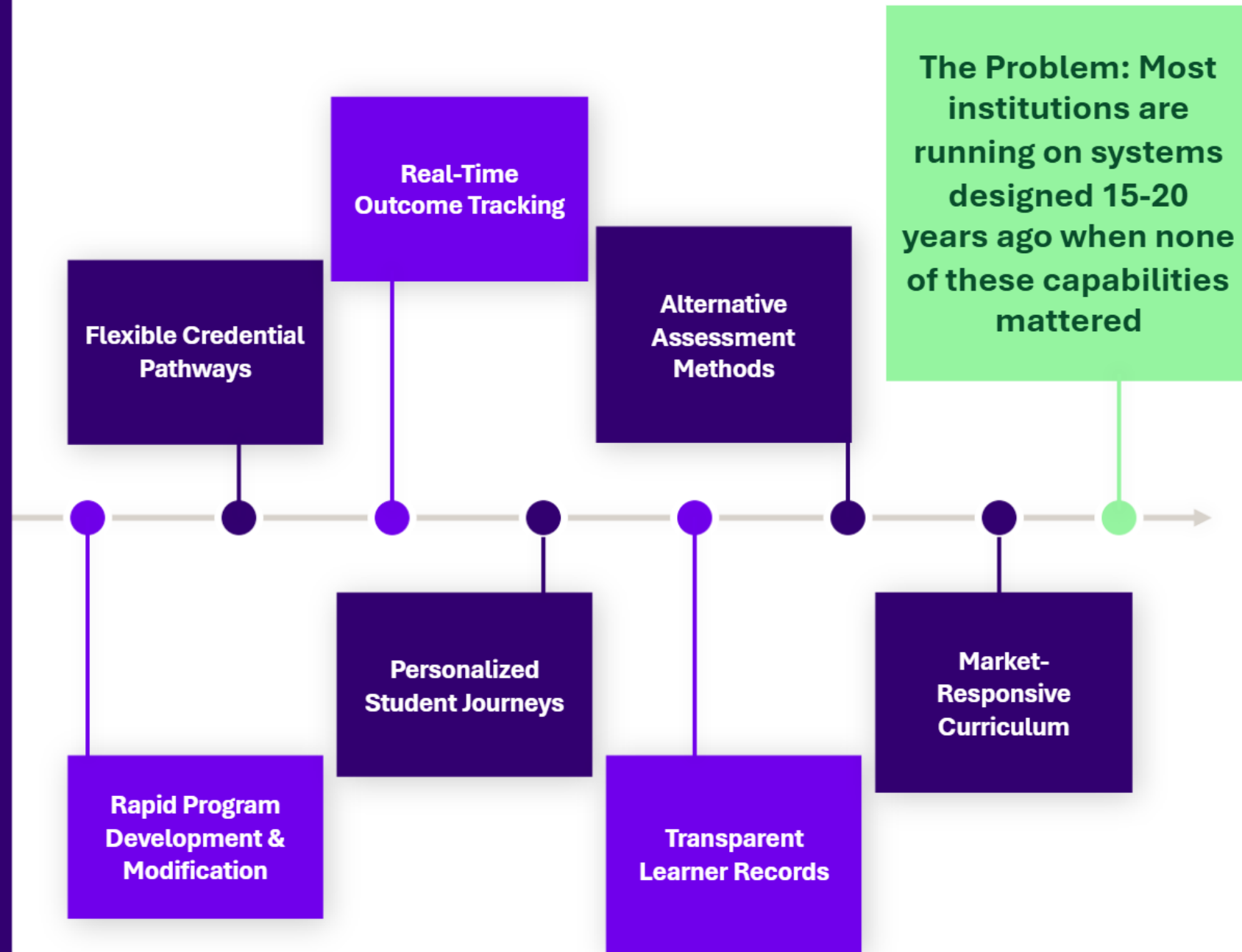
Largest Untapped Market: Adult Learners with Some College, No Credential

They left because the **value proposition** broke down

They need **flexible pathways, credit recognition, competency-based options, clear ROI**

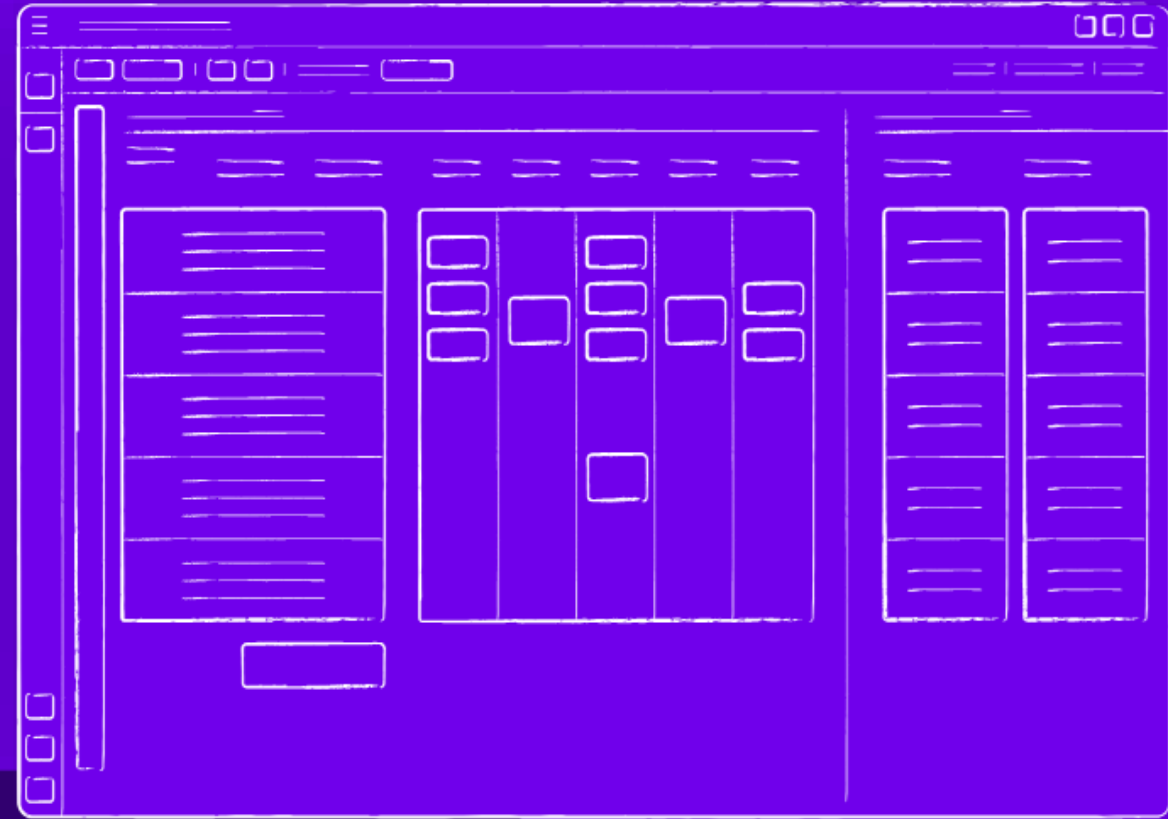
The Infrastructure Gap

What Institutions Need To Prove Relevance



Ellucian Student Operational Agility

The Solution to the Relevance Problem



Continuous Innovation

New capabilities every quarter, not every decade

Agile Configuration

Adapt to market changes without customization

Open Integration

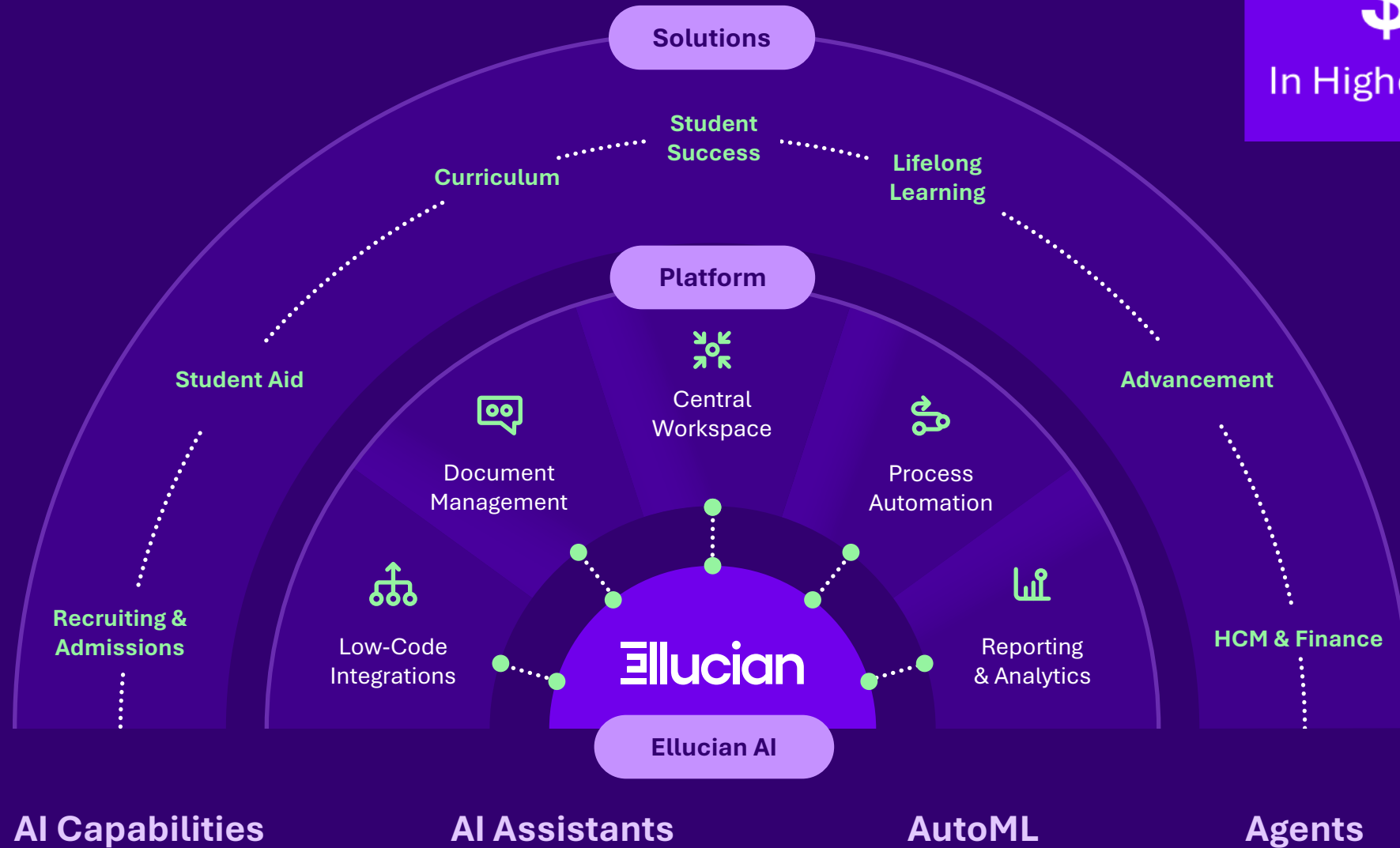
Connect with best-of-breed tools (workforce data, assessment platforms, LMS providers)

Future-Proof

Automatic updates mean you're always current

Ellucian Platform

Invested
\$1B+
In Higher Ed SaaS R&D





Moving from Forms & Clicks to Conversation & Intelligence

How many award offers have not been accepted?

This Financial Aid dashboard has the latest details:

[Insights Financial Aid Admin Dashboard](#)
Monitor financial aid operations and award progress.

Ask Ellucian Student Anything

Ask

I need to add a new campus that we are planning to open.

Ok, I found a few options:

[Add New Campus - STVCAMP](#)
Adding a new campus requires approval

[Update Campus Information- SAVCAMP](#)
Update contact or detail information of a Campus

[Campus Merge Request - SMRCAMP](#)
Use this form when 2 or more campus are merging

Ask Ellucian Student Anything

Assist

I want to change a phone number

To update a person's phone number, please send the:

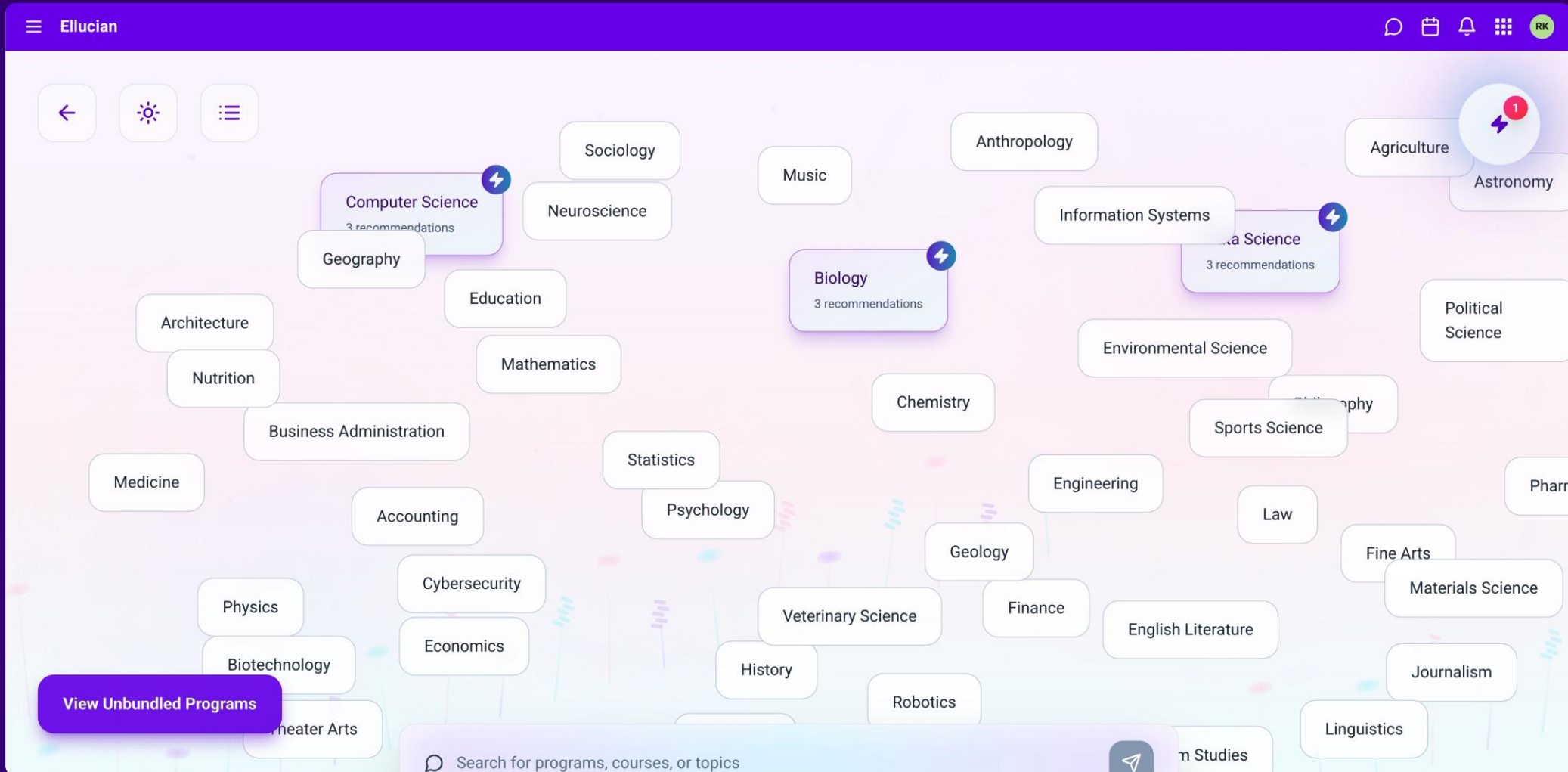
- **Person ID** (Example: A00000000)
- **Their new phone number** (Example: 555-000-0000)

Sure:
- Person ID: A00056428
- New number: 555-123-4567

Ask Ellucian Student Anything

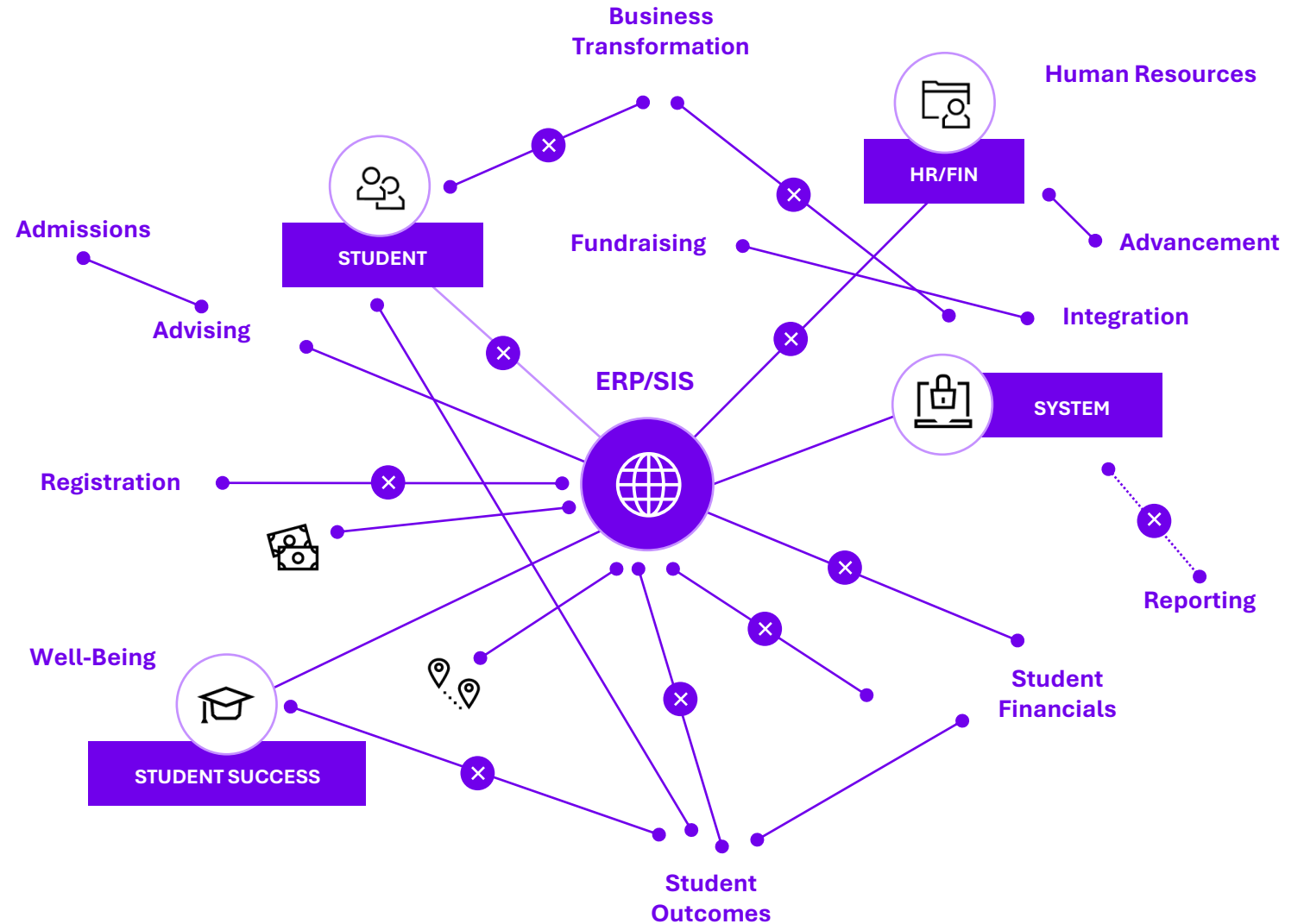
Delegate

... to Autonomous Action (Own)



On-Prem Cannot Support AI at Scale

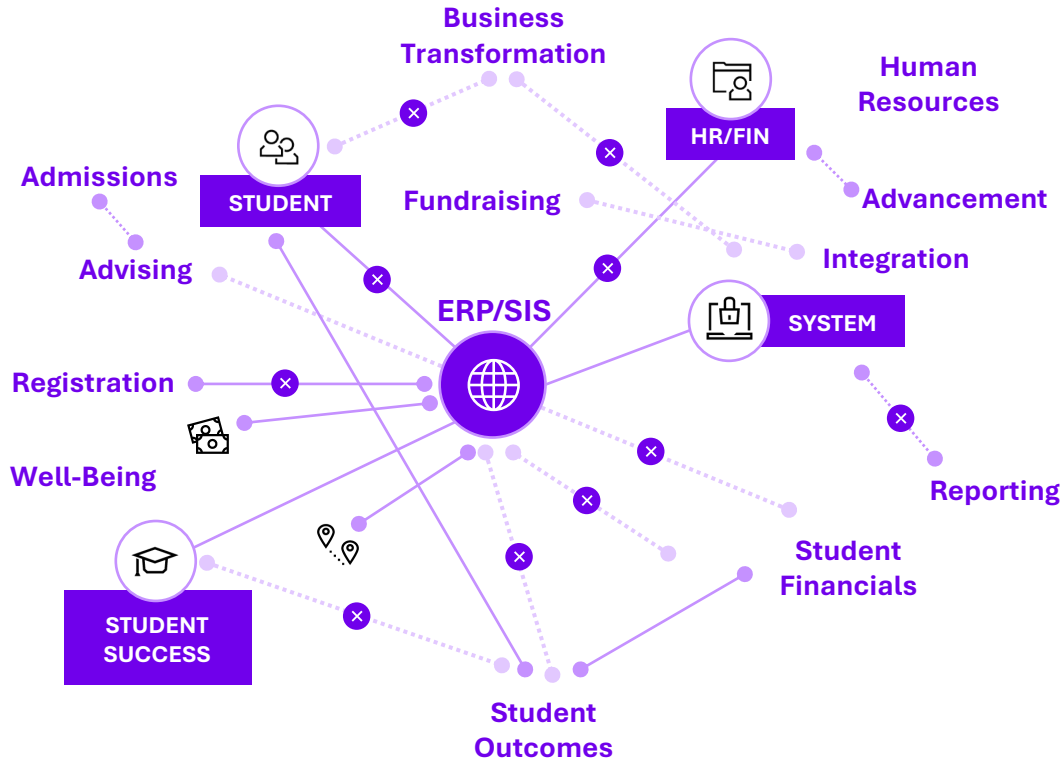
- Fragmented Data
- Siloed Knowledge
- Inconsistent Governance
- Not Designed to Scale



Fractured Infrastructure



Command of Data



On-Prem



Ellucian Student

Ellucian

Student First





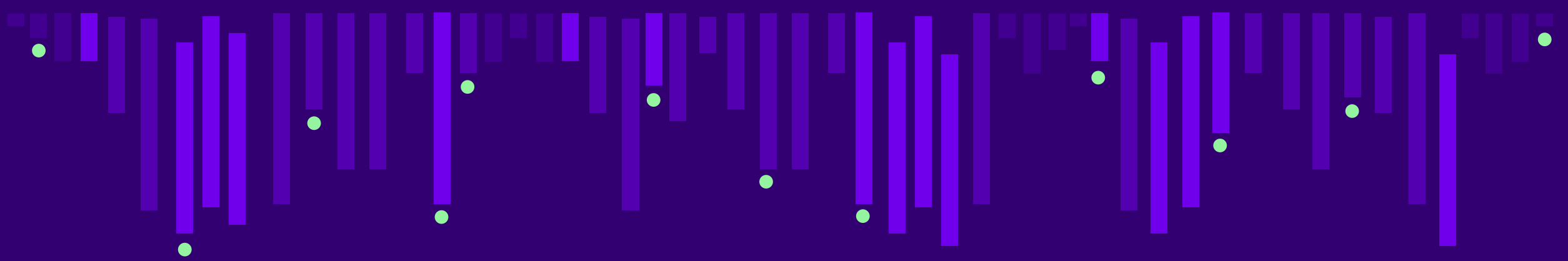
**Banner,
Colleague**



**HCM &
Finance**



**Integrated
Solutions**



8,400+ Processes
Catalogued by Capability

Mapping Legacy Processes to New

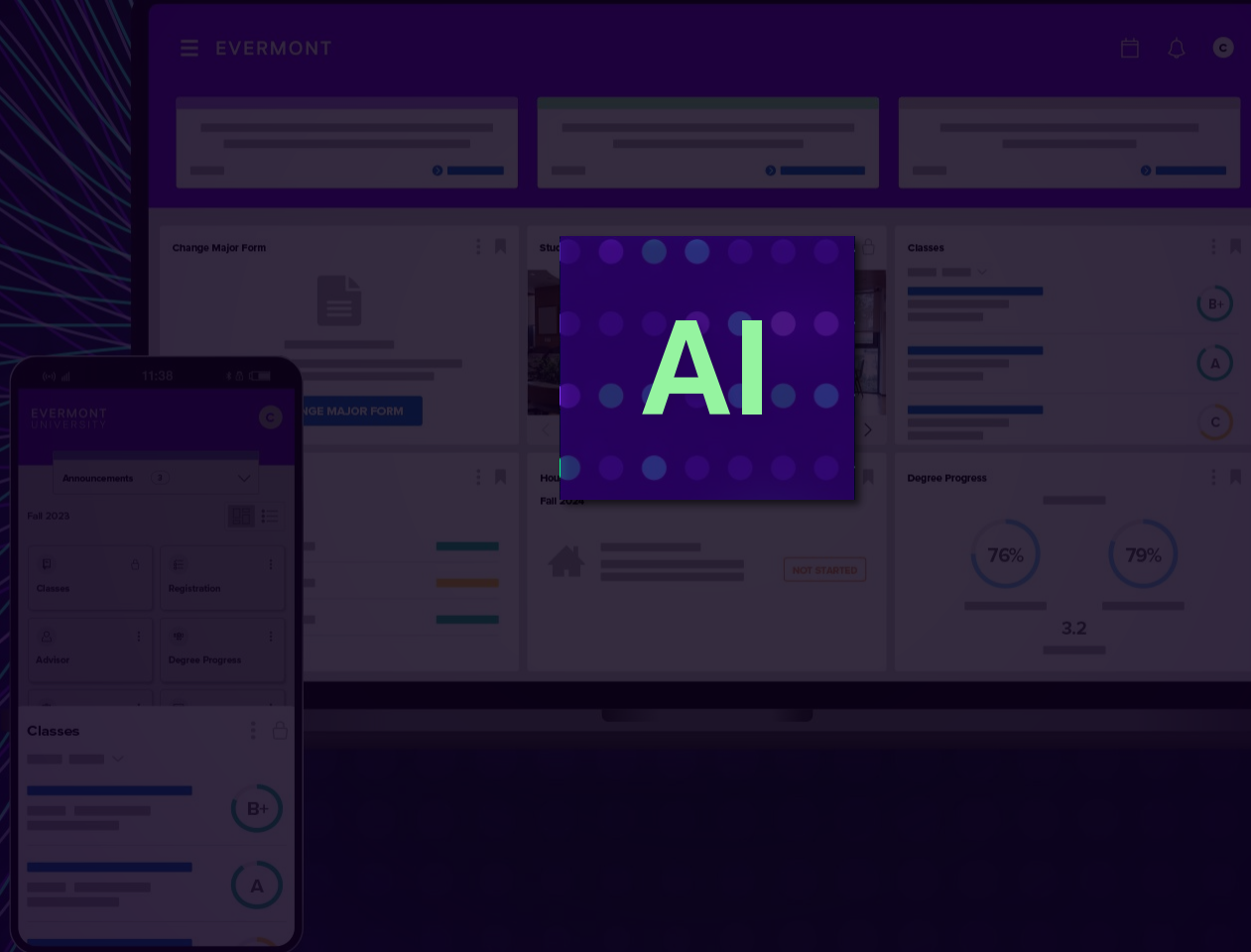
Legacy Process	Legacy Forms	Legacy Effort	Agentic Effort
● Update Biographic Data	SPAIDEN, GORNAME	10-15 min	→ 1-2 min
● Corrections & Re-import	RCRSxx jobs, RORCORR	3 hours/batch	→ <5 min
● EFC/SAI Calculation	RNANAx Jobs	3 hours/batch	→ <5 min
● Cost of Attendance	RTVACxx, Budget Forms	3 hours/aid year	→ 1-2 min
● Eligibility Checks	Eligibility Forms	2 hours	→ 1-2 min
● Build Packaging Rules	RPRPKG, RTVPGRP, R...	3 hours/aid year	→ 1-2 min
● Initial Packaging	RPAAWRD, RPRPACK	3 hours/batch	→ <5 min
● Repackaging & Adjust	RPAAWRD, RPRRPAK	2 hours	→ <5 min
● Manual Overrides	RPAAWRD	10–20/record	→ 2–3 min
● Disbursement Schedule	RPEDISB, Disbursement	2 hours	→ 1-2 min
● Return to Title IV	RCRTPxx, RORR2T4	30–60 min	→ 5–10 min
● Refund Processing	TGRFEED, Refund Forms	2 hours	→ <5 min
● SAP Calculation	RORSAPR, RSPSAPR	2 hours	→ <5 min

● Build Packaging Rules	RPRPCKG, RTVPGRP, R...	3 hours/aid year	→	1-2 min
● Initial Packaging	RPAAWRD, RPRPACK	3 hours/batch	→	<5 min
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● Refund Processing	TGRFEED, Refund Forms	2 hours	→	<5 min
● SAP Calculation	RORSAPR, RSPSAPR	2 hours	→	<5 min
● SAP Notifications	Communication Forms	2 hours	→	1-2 min
● Entrance Counseling	RRAAREQ	10–15 min	→	1–2 min
● Exit Counseling	RRAAREQ	10–15 min	→	1–2 min
● Award Letter Comms	RPRLAPP	2 hours	→	1-2 min
● Work Study Eligibility	Work study forms (RPxxx)	1 hour	→	1-2 min
● Work Study Timesheet	Payroll Reconciliation	1 hour	→	1-2 min
● Reporting (COD, NSLDS)	REREXxx, RORCOD, RO...	1 hour	→	1-2 min
● State Reporting	State-Specific Jobs	1 hour	→	1-2 min
● Gainful Employment	Compliance Jobs	2 hours	→	1-2 min
● Cash Management	Reconciliation Jobs	1 hour	→	1-2 min

Complexity Across the Institution



Higher Ed Intelligence





**Other AI delivers
little to no value.**



Ellucian lights up an entire campus.

Operational Rules

Policy Logic

Regulatory Compliance

Strategic Intent

Ellucian

Smart Planning & Registration

AI VALUE ACHIEVED

500K

automatic plan
updates done
by the AI

60%

reduction in
advising time

Save



Status: Valid

Validate Plan

Download

Requirements

Progress: [Progress bar]

What is next?

Close

Fall 2025 15/15 CR

Spring 2026 15/15 CR

Spring 2027 15/15 CR

Fall 2027 15/15 CR

+ Add a course...

+ Add a course...

+ Add a course...

+ Add a course...

BUSI 3312 3 CR
Business Communication
Business Communication, Adv...

BUSI 4344 3 CR
Intl Business
Introduction to International Bu...

BCIS 4350 3 CR
Management Information Syst...
Management Information Syst...

BUSI 4359 3 CR
Business Strategy
Business Strategy, Advanced W...

FINC 3301 3 CR
Prin Of Fin Mgmt
Principles of Financial Manage...

ECON 2302 3 CR
Principles of Microeconomics
Principles of Microeconomics

BUSI 2305 3 CR
Business Statistics
Business Statistics

MKTG 4315 3 CR
Marketing Research
Marketing Research

MKTG 3312 3 CR
Marketing
Marketing

MGMT 3300 3 CR
Principles of Management
Principles of Management

MKTG 3315 3 CR
Personal Selling
Personal Selling

MKTG 4316 3 CR
Marketing Management
Marketing Management

Electives- 3 Credits 3 CR
Click "Choose" to pick a cour...

Business Information Systems 3 CR
Click "Choose" to pick a cour...

MKTG 3316 3 CR
Consumer Behavior
Consumer Behavior

MKTG 4354 3 CR
International Marketing
International Marketing

MATH 1325 3 CR
Math For Business & Soc Sci II
Additional Math Requirement - ...
Click "Change" to pick anoth...

MKTG 3317 3 CR
Retailing
Additional Major Requirement
Click "Change" to pick anoth...

MKTG 3318 3 CR
Promotional Strategy
Additional Major Requirement
Click "Change" to pick anoth...

MKTG 4302 3 CR
Services Marketing
Additional Major Requirement
Click "Change" to pick anoth...

Goal(s)

DECLARED PLAN 2023 - 2024

Primary major:
Marketing

Change

Reset to default

Estimated \$ and 6 terms

Career

Advertising and Promotions Managers Marketing	\$112,870.00
Marketing Managers Marketing	\$133,700.00
Sales Managers Marketing	\$123,150.00
Market Research Analysts and Marketing Specialists Marketing	\$67,780.00
Online Merchants Marketing	\$71,590.00
Search Marketing Strategists Marketing	\$83,240.00
Public Relations Specialists Marketing	\$63,020.00
Retail Salespersons Marketing	\$25,370.00

Completed Terms

Schedulable Terms

AI Optimized Registration

Save



Status: ✔ Valid

Validate Plan

Download

Requirements

Progress:

What is next?

Close

Fall 2025 15/15 CR

Spring 2026 15/15 CR

Spring 2027 15/15 CR

Fall 2027 15/15 CR

+ Add a course...

BUSI 3312 3 CR
Business Communication
Business Communication, Adv...

FINC 3301 3 CR
Prin Of Fin Mgmt
Principles of Financial Manage...

MKTG 3312 3 CR
Marketing
Marketing

Electives- 3 Credits 3 CR

Click "Choose" to pick a cour...

MATH 1325 3 CR
Math For Business & Soc Sci II
Additional Math Requirement - ...

Click "Change" to pick anothe...

+ Add a course...

BUSI 4344
Intl Business
Introduction

ECON 230
Principles of
Principles of

MGMT 33
Principles of
Principles of

Business I
Systems

Click "C

MKTG 331
Retailing
Additional M

Click "C

Smart Plan is ready to update your plan.

We'll preserve your preferences while making sure your plan is keeping up with changes at your campus.

Details

Section 97994 (ENGL 1302) was replaced with section 81504 (ENGL 1302) in Fall 2024

Section 94537 (GEOL 1403) was replaced with section 94542

Keep my current plan

Update schedule

Goal(s)

Career

2023 - 2024

Advertising and Promotions Managers Marketing \$112,870.00

Marketing Managers Marketing \$133,700.00

Sales Managers Marketing \$123,150.00

Market Research Analysts and Marketing Specialists Marketing \$67,780.00

Online Merchants Marketing \$71,590.00

Search Marketing Strategists Marketing \$83,240.00

Public Relations Specialists Marketing \$63,020.00

Retail Salespersons Marketing \$25,370.00

The SaaS Difference

Ellucian AI	Capability	On-Prem	SaaS
Content Creation	Document Management	⊗	⊙
Expertly Applied AI	Predictive Retention Models	⊗	⊙
Expertly Applied AI	Historic Retention Models	⊗	⊙
Expertly Applied AI	Credit Recognition Automation	⊗	⊙
Expertly Applied AI	Curriculum Designer*	⊗	⊙
Intelligent Automation	Chat-Based Agent	⊗	⊙
Intelligent Automation	Cross-System AI Intelligence	⊗	⊙

*Available 2027

Ellucian named a Leader in the 2025 Gartner® Magic Quadrant™

for Higher Education Student Information
System Software as a Service



Ellucian is the **leader**
in higher education
technology

21M+

Students

3,000

Higher Ed
customers

80%

Customers on
SaaS solutions

4,200

Employees



APRIL 19–22, 2026 | DENVER, COLORADO

Advancing Infinite Possibilities

Turn innovation into action with AI-powered solutions, student-first strategies, and a global network of fellow leaders at Ellucian Live 2026, higher education's premier global technology conference.



REGISTER TODAY · REGISTER TODAY · REGISTER TODAY · REGISTER TODAY · REGISTER TODAY · REGISTER TODAY · REGISTER TODAY · REGISTER TODAY · REGISTER TODAY · REGISTER TODAY



FEATURED SPEAKER

Peyton Manning

Two-Time Super Bowl Champion,
Five-Time NFL MVP & Member of
the Pro Football HOF.

[View Bio](#)

Higher Education Without Limits

Don't just keep up with change — lead it.

Higher education leaders from around the world are coming together at Ellucian Live 2026! Across four unforgettable days, discover new ways to meet students where they are and make the most of your technology through inspiring sessions and hands-on demos.

Together, we're leveraging AI to create deeper human connections, support every student's journey, and open doors to lifelong learning.

[See you in Denver!](#)

[Register](#)



**Thank you
Ellucian
Student.
It's not just
different,
it's better.**