



# **Rethinking IT: A Financially Sustainable Model for Community Colleges**

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April 16, 2026

# Introductions

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- Peter Moran, Vice President of Strategic Partnerships
- Gregg Ward, Senior Director of Strategic Partnerships





# Enabling Impact Across Higher Education

by modernizing **data**, **technology**, and **talent** across the entire student lifecycle

## Data

**When data is accessible and trusted, it becomes a strategic asset, not a barrier**

Every meaningful student experience begins with understanding. We enable actionable and predictive intelligence to anticipate student needs, optimize institutional performance, and identify opportunities for growth.

## Tech

**Technology should enable student success, not complicate it.**

Students expect a seamless digital journey. We integrate systems and applications to deliver intuitive digital experiences that support every step of the student lifecycle and reducing friction along the way.

## Talent

**People bring strategy to life and unlock true value.**

Even the best data and technology require the right expertise to enable outcomes. We know higher-ed operations inside and out. By pairing institutional knowledge with our operational strength, you gain the talent needed to increase capacity, expand capability, and move faster with confidence.

# Data and Tech-Enabled Services Spanning the Entire Student Lifecycle

Awareness

Consider

Inquire

Apply

Enroll

Onboard

Persist

Graduate



Marketing

Recruitment

Retention

Data Engineering and Analytics

IT Managed Services

Tech Help Desk (24/7)

Course Design and Delivery

Market Research and Portfolio Strategy

Strategy and Consulting

Connected Core® Higher Ed Industry Cloud Platform

# Driving Impact Means Prioritization

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## Revenue

- Increased lead volume
- Improved funnel conversion
- Improved retention
- Increased donor revenue

## Cost Control

- Technology to drive labor efficiency
- Maximize resource utilization + return on talent
- Optimize academic portfolio + products
- Fractional/Shared resources to reduce expense

## Modernize

- Integrate AI into operations
- Secure tech systems + prevent cyber threats
- Elevate student experiences
- Streamline + unite reporting capabilities

# We Enable Institutions of All Sizes Reach Their Full Potential

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# State of Higher Ed

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Now is not the time for business as usual

## 'Evolve Or Die' – Michael Crow's Challenge To U.S. Higher Education

By [Bryan Penprase](#), Contributor  
May 1, 2025



**How Arizona State University is rewriting the rules of higher ed**

Michael Crow used to begin speeches to academic leaders with a slide that had a single phrase in bold letters—"Evolve or Die." ASU's Evolution is modeling the future of higher education. Crow's work at ASU since 2002 has reshaped ASU from a conventional state

# Market Headwinds

- Mega-universities continue to take share
- Inability to keep up with big tech AI and digital transformation
- More competition and fewer high school graduates (demographic cliff)
- Net tuition isn't keeping up due to high discount and low enrollment growth
- Declining consumer confidence in the value proposition of College

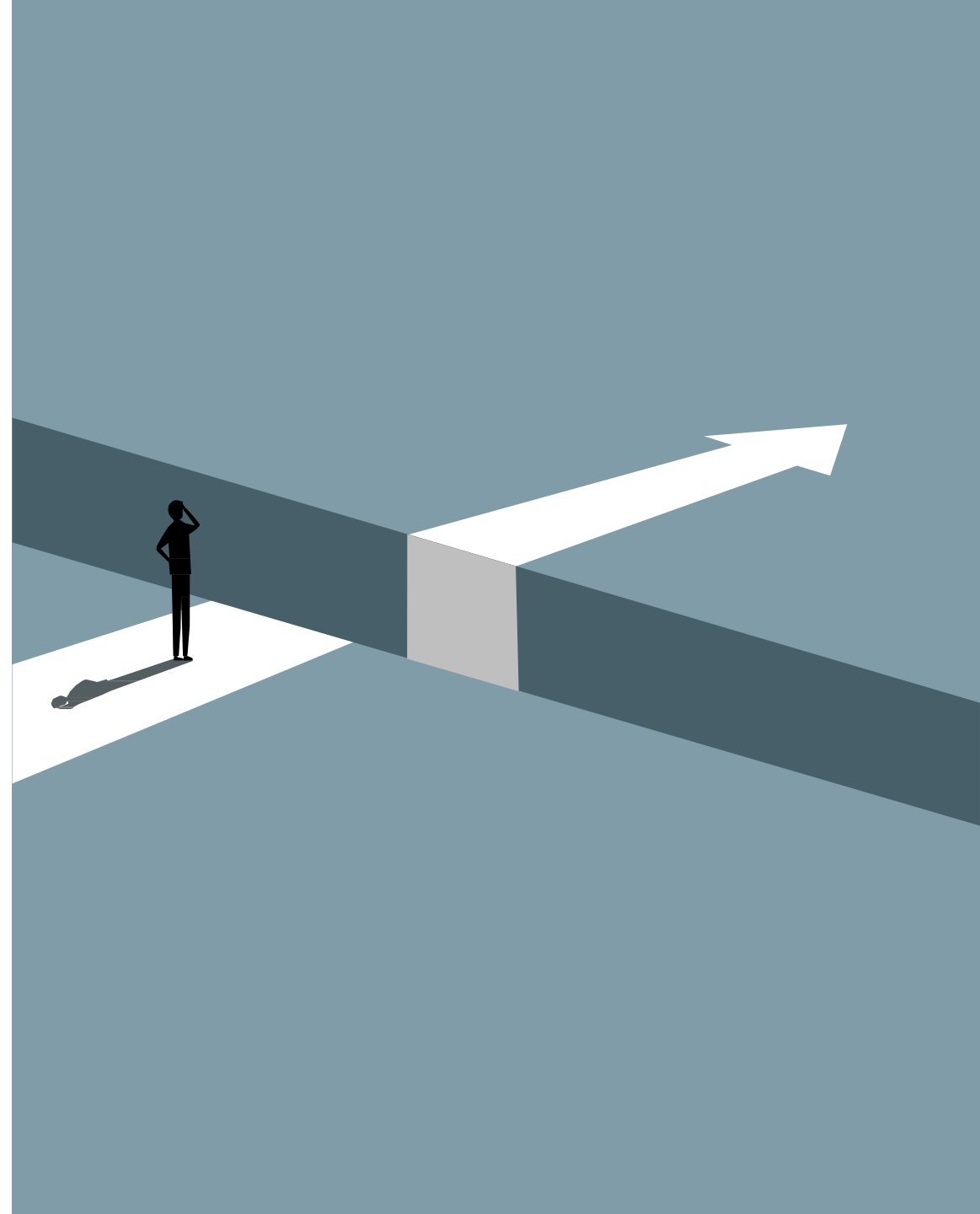
# Data + Analytics

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# Do these apply to your institution? If so, it's impeding your impact

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- Technology silos and isolated systems create friction – forcing teams to work harder, not smarter.
- Fragmented, disconnected data results in misleading insights and flawed decisions.
- Outpaced in the talent market – can't hire or retain the expertise to evolve.



# The Industry Cloud Platform for Higher Ed

SIS/ERP

## Business Intelligence Data Products

Institutional intelligence that strengthen decision-making across enrollment, marketing, academic affairs, and leadership.

**Digital Marketing Foundations**      **Enrollment Intelligence Hub<sup>®</sup>**

## Student Digital Twin<sup>®</sup> AI Products

A dynamic, data-driven model of each student's behaviors, engagement, risk factors, and progression signals that yields AI and automation products.

**Recruit AI**      **Retention AI**      **Transfer AI**      **Workflow AI**

## Enterprise Student Digital Twin<sup>®</sup>

The Enterprise Student Digital Twin is a fully managed data service designed to connect all your campus data systems for a full lifecycle view of each student.

# Google's Higher Ed Partner in AI Innovation

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The level of **data mastery and internal talent at Collegis is some of the best-in-class we've seen in the edtech market.**



**Brad Hoffman**  
Director, Higher Education  
Google

# Marketing

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A Full-Service Digital Agency



**AI-Readiness and  
Optimization**



**Search Engine  
Marketing**



**Digital  
Media**



**Web  
Strategy**



**Content  
Strategy**



**Creative  
Studio**



**Montclair State University**

# AI + Marketing to Drive Performance

**30%**

**YoY Increase**  
in Online Program  
Applications for Fall  
2025

**500**

**New Online  
Students**  
into Online Programs  
for Fall 2025

**42%**

**Total Increase**  
of New Online Students  
for Fall 2025

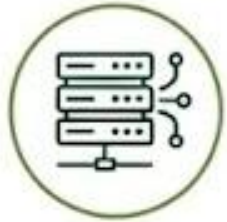
**Student  
sentiment data  
drove the  
creative  
strategy.**

# Recruitment + Retention

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Decades of expertise in enrollment strategy

# Recruitment and Retention Services



**Network and Infrastructure**



**Cloud Migration**



**Database Administration**



**LMS + SIS Support**



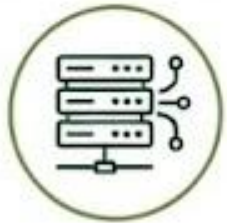
**Melt Management**



**CRM Consulting**



**Process Mapping**



**Communication Plan Development**



**Student Success Coaching**



**Registration Support**



**At-Risk Identification**



**Stop-Out Engagement**



**New Student Onboarding**



**Team Training**



## Student Testimonials

*"Having regular follow ups really helps me stay on track towards accomplishing my goals."*

*"It's been so awesome to have a coach to support me and keep me motivated."*

*"I printed out and taped the schedule we worked on to my door and so far, I think it's really helping!"*

## College of Western Idaho

# Driving Persistence, Delivering Success

### The Challenge

After experiencing several years of consistent enrollment decline, CWI needed a strategic partner to stabilize the negative trend and **transform the learner journey**.

### Projecting 9th straight term of enrollment growth in Fall 2025.

Support 3,000 first-year, online, hybrid, and distance students.

**+9%**

**Increase in graduation rate two years; beats the national average.**

**+20k**

**Outreach attempts to students per year**

**5%**

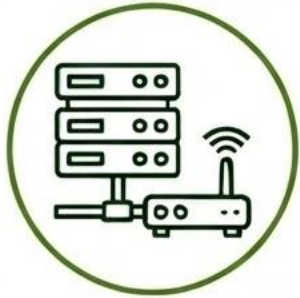
**Average YOY term growth over 3 years.**

# IT Managed Services

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# IT Expertise Across the Student Lifecycle

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**Network and Infrastructure**



**Cloud Migration**



**Database Administration**



**LMS + SIS Support**



**24/7 Help Desk**



**CRM Administration**

# IT Challenges in Higher Ed

**Higher education faces several shared challenges: evolving technology expectations from mobile-savvy students, technology siloes, and staffing challenges that hinder performance**

## Increasing Expectations

- Students expect a mobile-first, digital-focused consumer experience
- Complete flexibility in how they learn (online, on-campus, hybrid)
- Access to support services when they want it and how they want it

## Inefficient Implementation

- Disconnected technology ecosystems, unable to support business workflows
- Data inaccuracy, driving uninformed decisions and inability to leverage new advancements like AI
- Increased cost and decreased ROI

## Staffing Challenges

- Problems attracting and retaining qualified, certified, experienced IT professionals
- Understaffed IT departments with several single points of failure
- Staff and faculty morale issues due to technology frustrations

# A Fractional Resource Model That Enables IT Transformation

**It's a major challenge to hire and retain the talent needed to run a modern IT shop**

## 8–12 years experience

- CIO
- Information Security
- Network/Voice
- Project Manager
- Server/Data Center
- SIS Administration

## 5–7 years experience

- CRM Administrator
- Database Administrator
- Service Delivery Manager
- LMS Administration
- Data Integration Dev

## 1–4 years experience

- Business Analyst
- Identity Management
- Office Productivity
- Report Writing
- Campus Tech Support
- 24/7 Help Desk

*Before Collegis, our internal IT team might successfully complete two or three projects a year at most. With Collegis, it's now 20+.*

*Their fractional resource model **puts the power in my hands to target my IT investment to the specialized expertise I need, when I need it, and based on the outcomes I want to achieve**, be they financial, academic, or student-success driven.*

*That flexibility affords me a level of comfort in predicting IT costs, even as our strategy and the IT solutions required to achieve it evolve.*



**Dan Gregory**  
VP Finance and Administration  
Concordia University Texas

# From Triaging Tickets to Transformation

## The Challenge

- IT teams spend **>85% of their time** on low value tasks unrelated to their strategic growth.

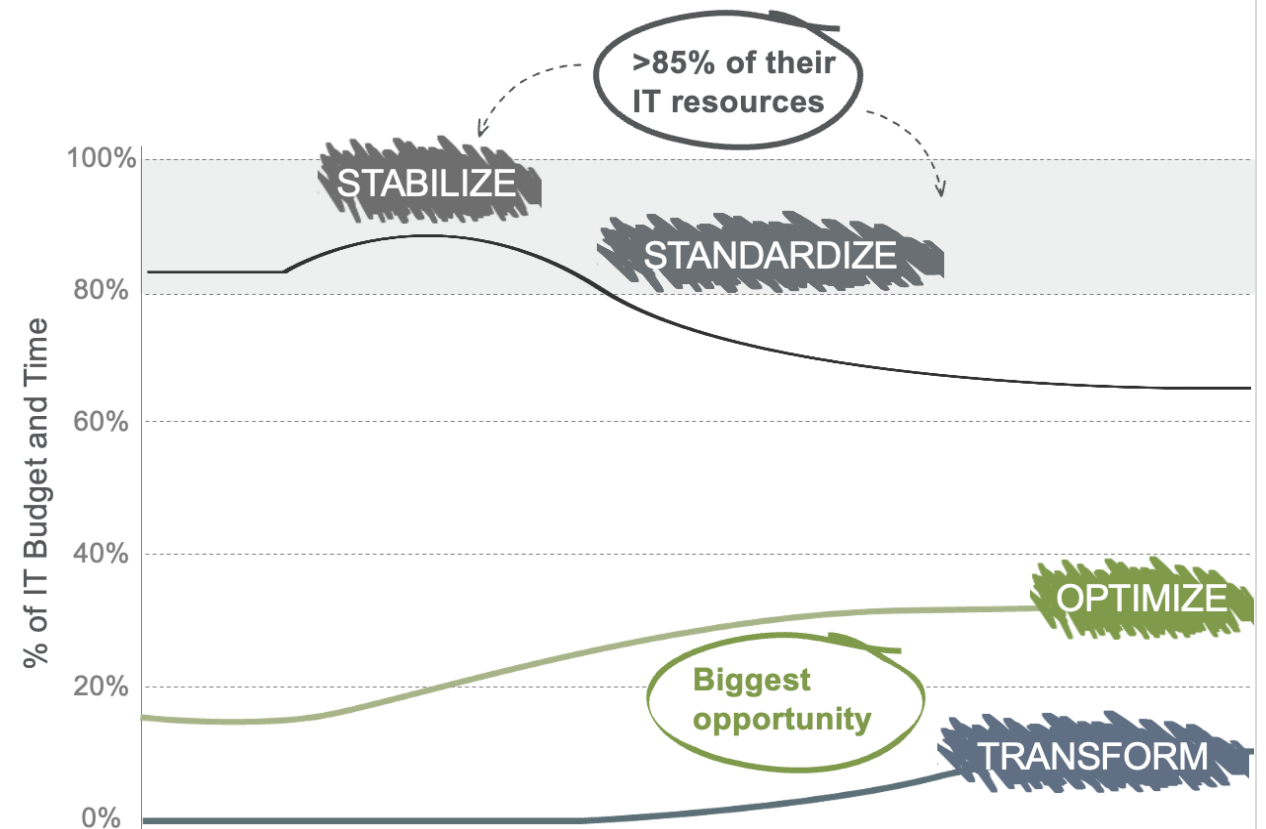
## The Opportunity

- Stabilize and secure the infrastructure
- Standardize core technologies to decrease support costs and enable reinvestment in optimization and transformation.

## Why It Matters

- Technology spend aligned to institutional objectives.
- IT is mission-critical to future success.

Modernize Your IT Focus and  
Future-Proof Your Institution



# Driving Impact. Generating Results.

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**81.7%**

average net promoter score  
of Collegis IT partners,  
above industry averages

**14%**

cost savings in overall  
IT budget

## What Makes IT Management with Collegis, Different

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- On demand fractional talent model
- Predictable IT costs + cost savings
- Technology agnostic
- Student centered and mission driven service model
- Faster delivery of completed projects
- Quality of output

# Building a Technology Roadmap That Stabilizes, Standardizes & Transforms

## The Challenge

Saint Francis was prone to power outages and Wi-Fi issues given its remote location. They lacked the infrastructure to deliver a quality, technology-enabled student experience, and struggled attracting and retaining the right talent.

## Our Strategy

- Deploy full IT Managed Services
- Designed a multi-year roadmap for digital transformation, prioritizing infrastructure modernization
- Installed a virtual CIO to oversee strategy, operations, and governance for the IT department.
- 24/7 Tech Support & Help Desk
- Application Administration & Support

## The Impact

Cost savings and improved UX

**14%**

**Total costs savings across university's IT budget**

**96.3**

**Net promoter score**



# Restoring IT Operations and Reclaiming \$200K

## The Challenge

Regis University struggled to manage all its IT initiatives. They needed a wide range of expertise that surpassed internal capability. IT governance was also problematic due to its decentralization.

## Our Strategy

- Developed strategy for stabilization and implemented emergency repairs in first 90 days
- Implemented service improvements with a core team onsite supported by extended remote support
- Improved efficiency with a centralized governance of IT 24/7 Tech Support & Help Desk
- Reduced reliance on contracts by \$200K.

## The Impact

- Life-safety network and voice systems restored to operational

# \$200k

**IT dollars freed up and  
reallocated to strategic  
university initiatives**

# Download Our Latest Content

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# What's Next

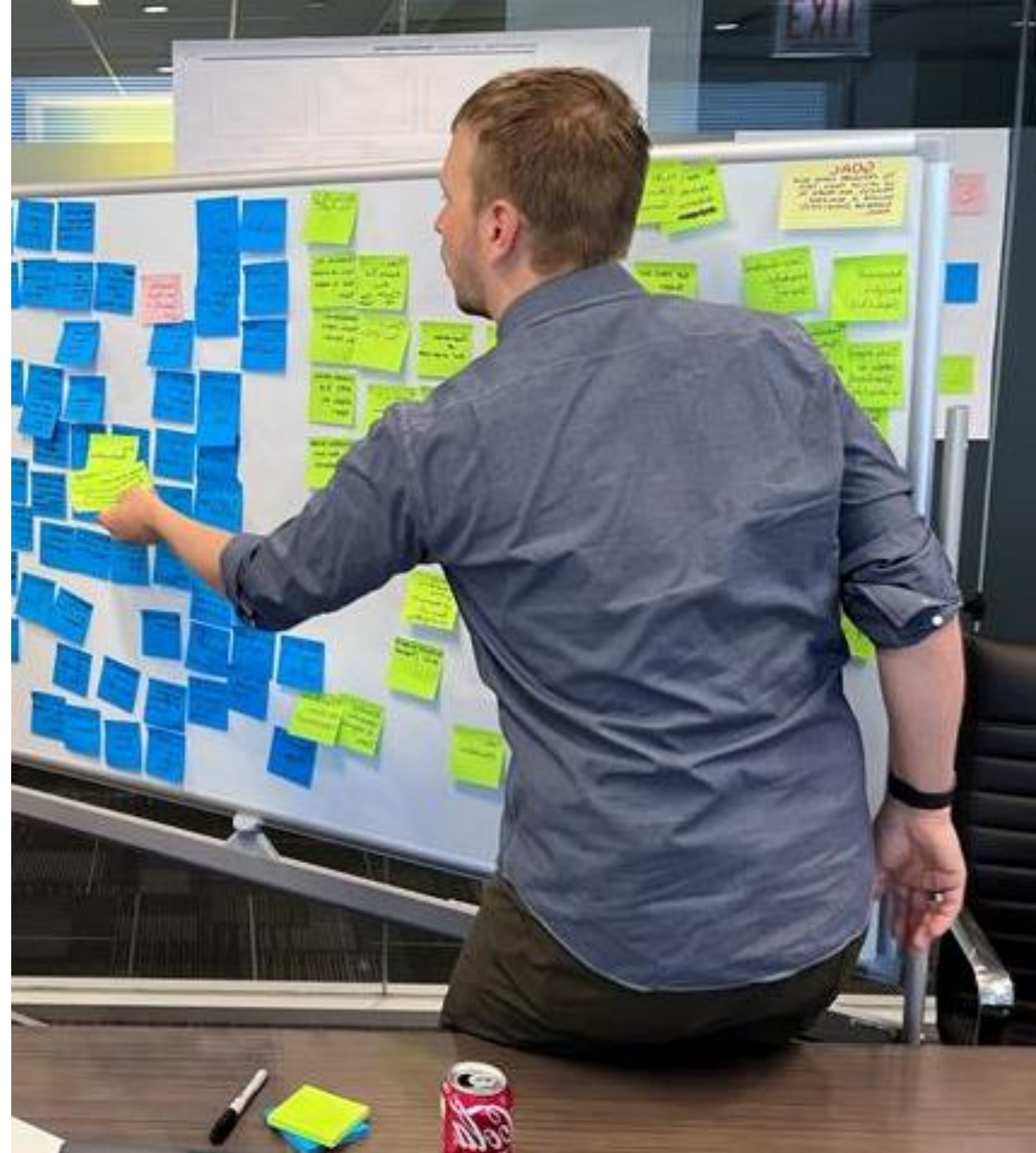
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Let's keep the conversation going

# Consultative Onsite Assessment

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- Collegis solutions architects will visit campus to conduct an in person institutional assessment
- Complete a series of meetings with president's cabinet and core functional teams: marketing, enrollment, retention, IT, etc. to gain alignment on targeted impact areas
- Deliver findings report within two weeks to cabinet consisting of SWOT and prioritized recommendations designed to drive impact



# We're Made for This

- **Deep Higher-ed Expertise that Comes from Living in the Operations**
- **Proven Ability to Scale Without Bringing in 3<sup>rd</sup> Parties**
- **A Connected Core that Goes Beyond Dashboards and Basic Web Experiences**
- **Commitment to 100% Transparency**
- **Hard-Won Playbook on Change Management**
- **Unbundled, Flexible Contract Structure Allows for Agility**
- **Unparalleled Results Across Higher Ed**



**Thank You!**