

Proposal for a digital maturity model for universities (MD4U)

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UNIVERSIDAD DE ALMERÍA

focusing on transformation

digitization

digitize information

digitalization

digitalize processes and roles that make up the operations of a business

digital transformation

digitally transform the business and its strategy

<https://www.forbes.com/sites/jasonbloomberg/2018/04/29/digitization-digitalization-and-digital-transformation-confuse-them-at-your-peril>

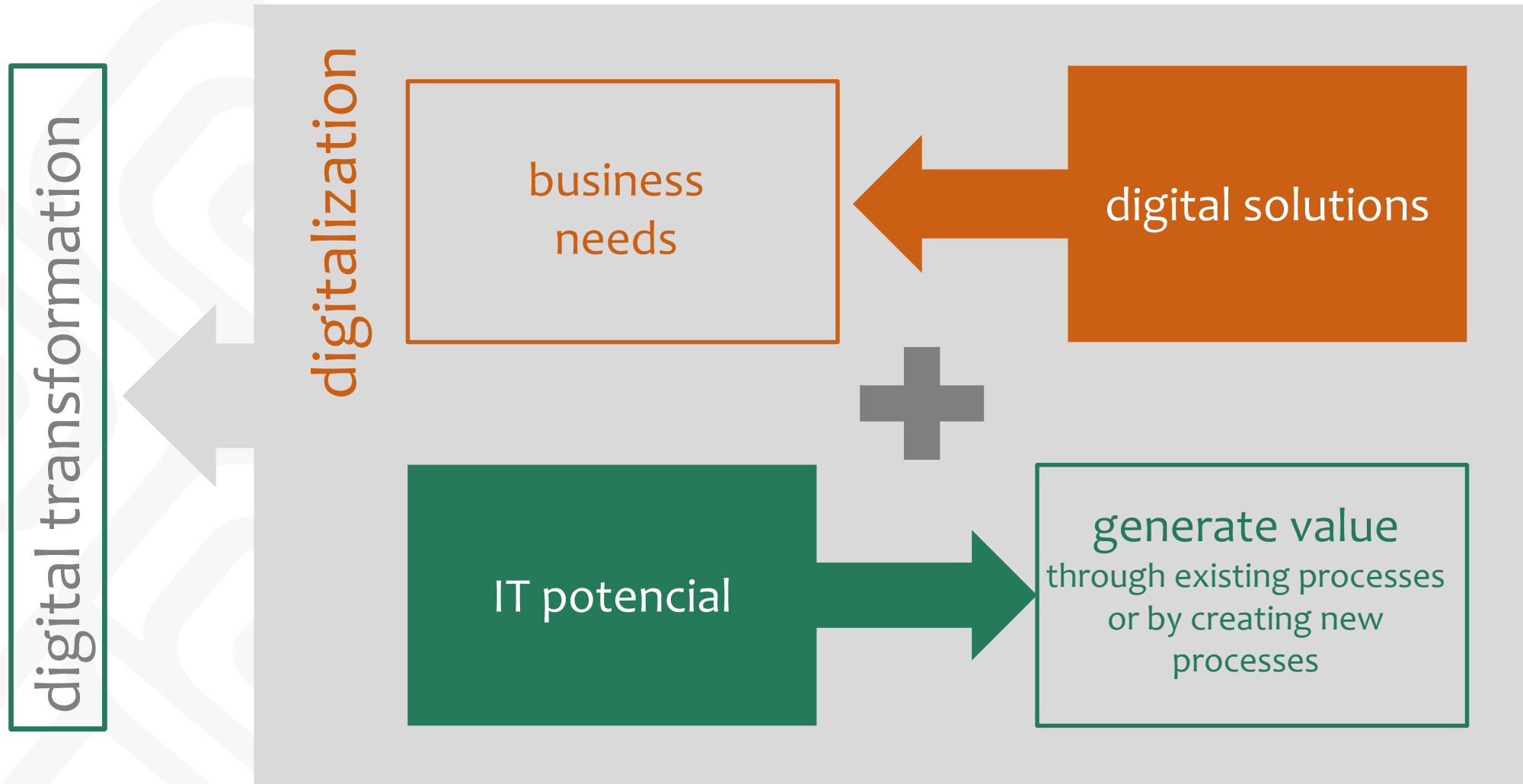
focusing on transformation

“digital transformation **is not just about** technology”

focusing on transformation

“**strategy**, not technology, drives digital transformation”

focusing on transformation



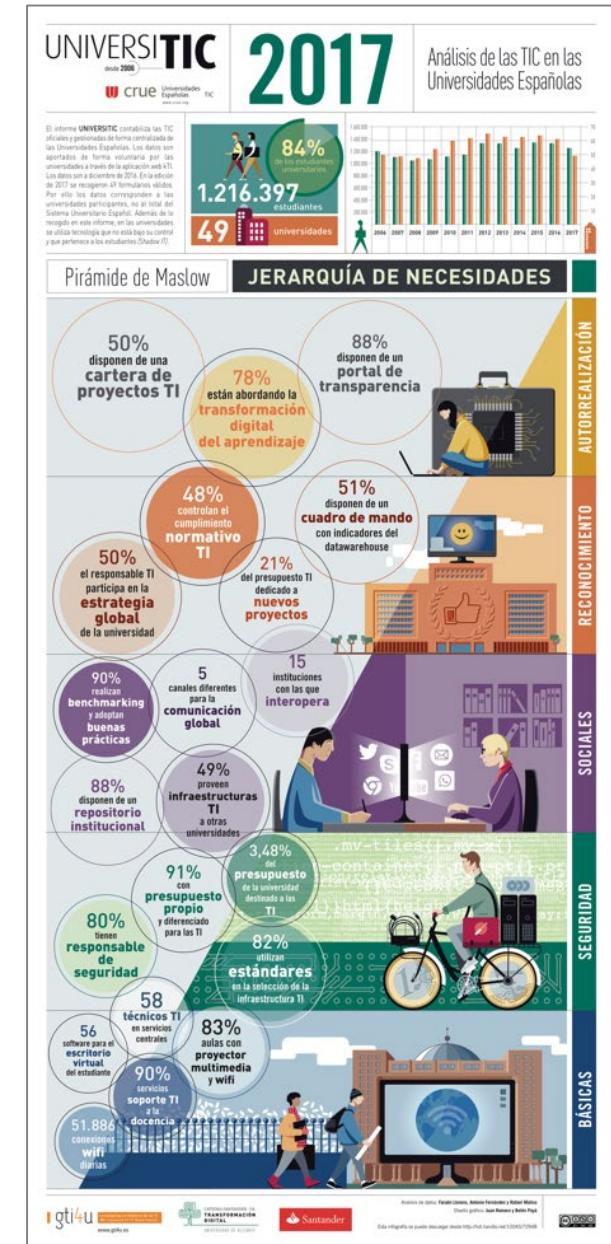
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hierarchy of needs

infographics UNIVERSITIC 2017

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Rafael Molina-Carmona, Juan Romero, Belén Payá

https://rua.ua.es/dspace/bitstream/10045/72948/7/Infografia-UNIVERSITIC-2017_eng.png



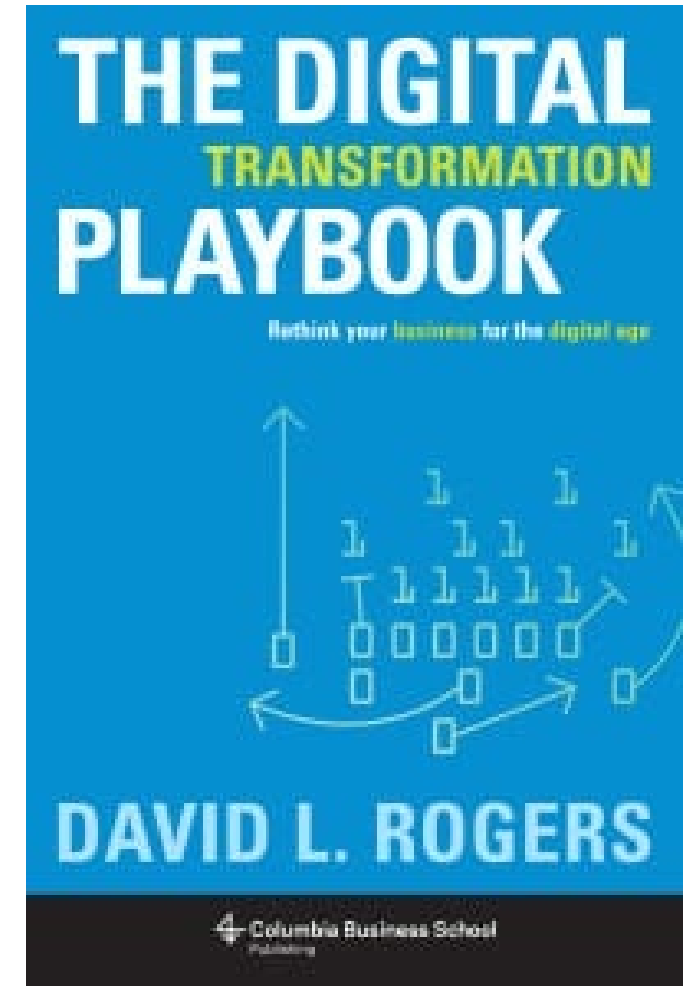
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“digital transformation is fundamentally not about technology but about strategy.

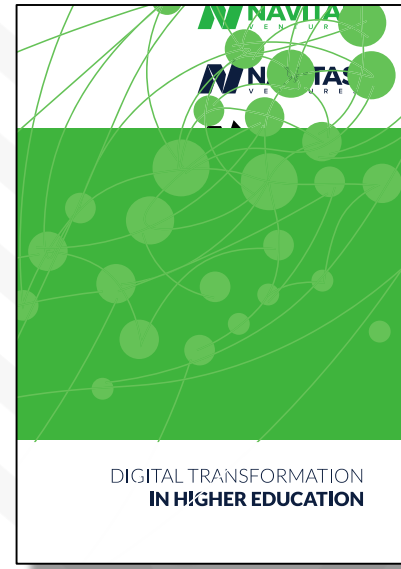
Although it may require upgrading your **IT architecture**, the more important upgrade is to your **strategic thinking**.

Traditionally, digital leaders, such as CIOs, were tasked with focusing on automating and improving the processes of an existing business.

Today, digital leadership requires the ability to reimagine and reinvent that business itself”



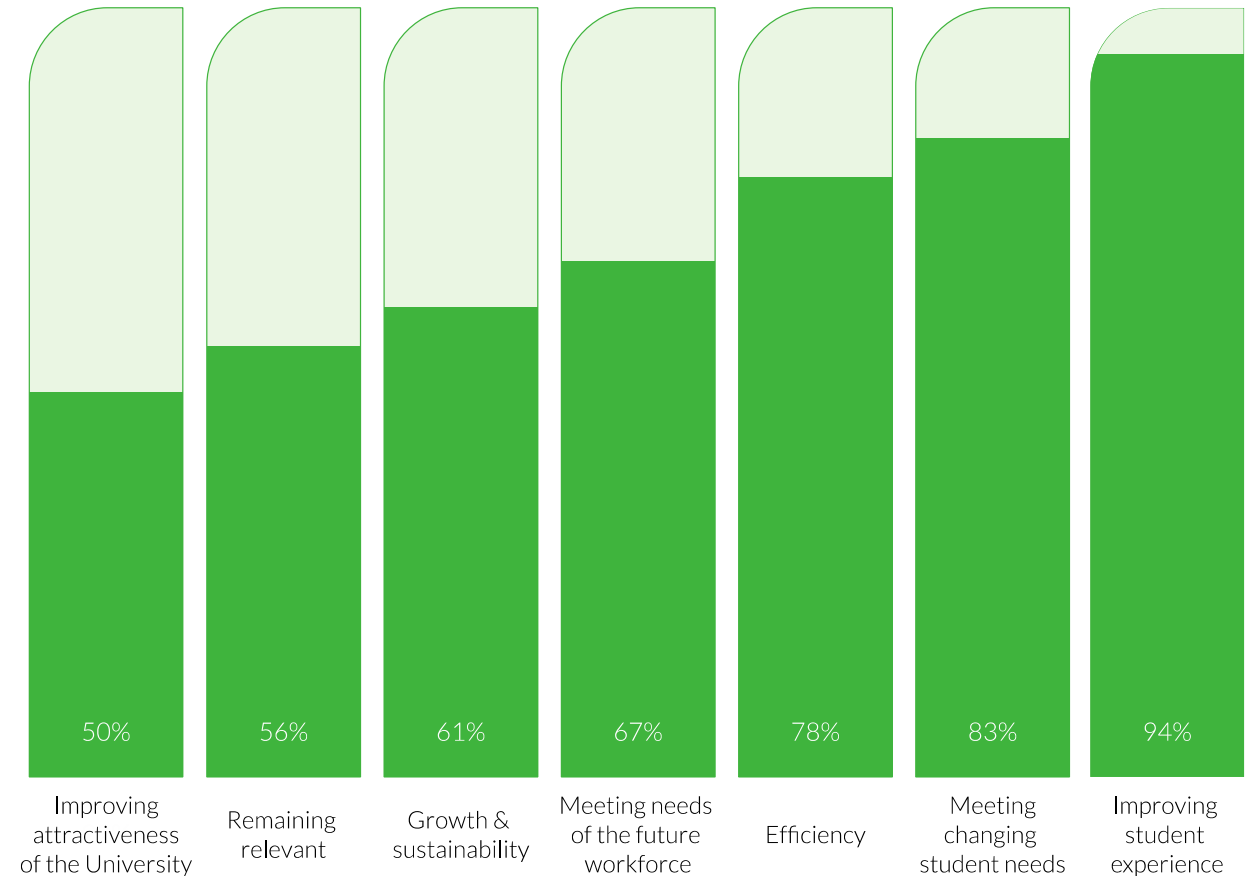
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“I think probably the biggest challenge is meeting student expectations and ensuring that we deliver an education in the broadest sense of the word that really meets the expectations and needs of the students, but also meets the needs of employers”

Vice Chancellor – UK University

What key outcomes is your digital transformation focused on delivering?



<https://www.navitasventures.com/insights/digital-transformation-higher-education>

reviewing existing models

DIGITAL TRANSFORMATION REQUIRES MULTIDISCIPLINARY INVOLVEMENT

GOVERNANCE AND LEADERSHIP

An infrastructure that is driven by leadership philosophies that determine the fate of business evolution

DATA AND ANALYTICS

How a company tracks data, measures initiatives, extracts insights, and introduces them into the organization

PEOPLE AND OPERATIONS

Who is involved in Digital Transformation, the roles they play, the responsibilities and accountabilities they carry, and how a company enacts change and manages transformation, including its roles, processes, systems, and supporting models

TECHNOLOGY INTEGRATION

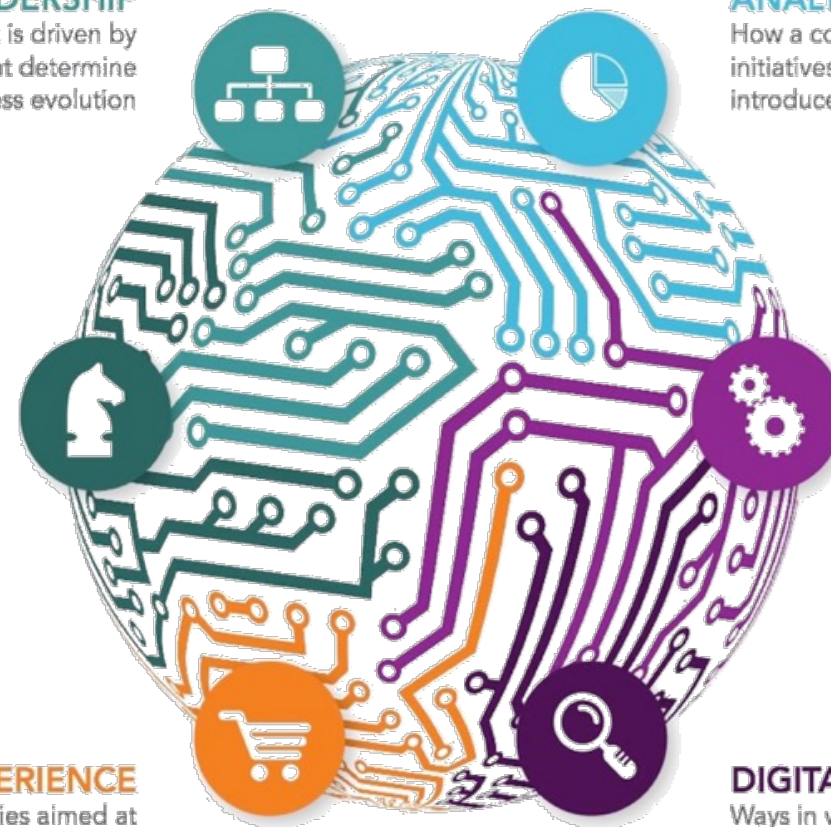
Implementing technology that unites groups, functions, and processes to support a holistic CX

CUSTOMER EXPERIENCE

The processes and strategies aimed at improving touchpoints along the entire customer journey

DIGITAL LITERACY

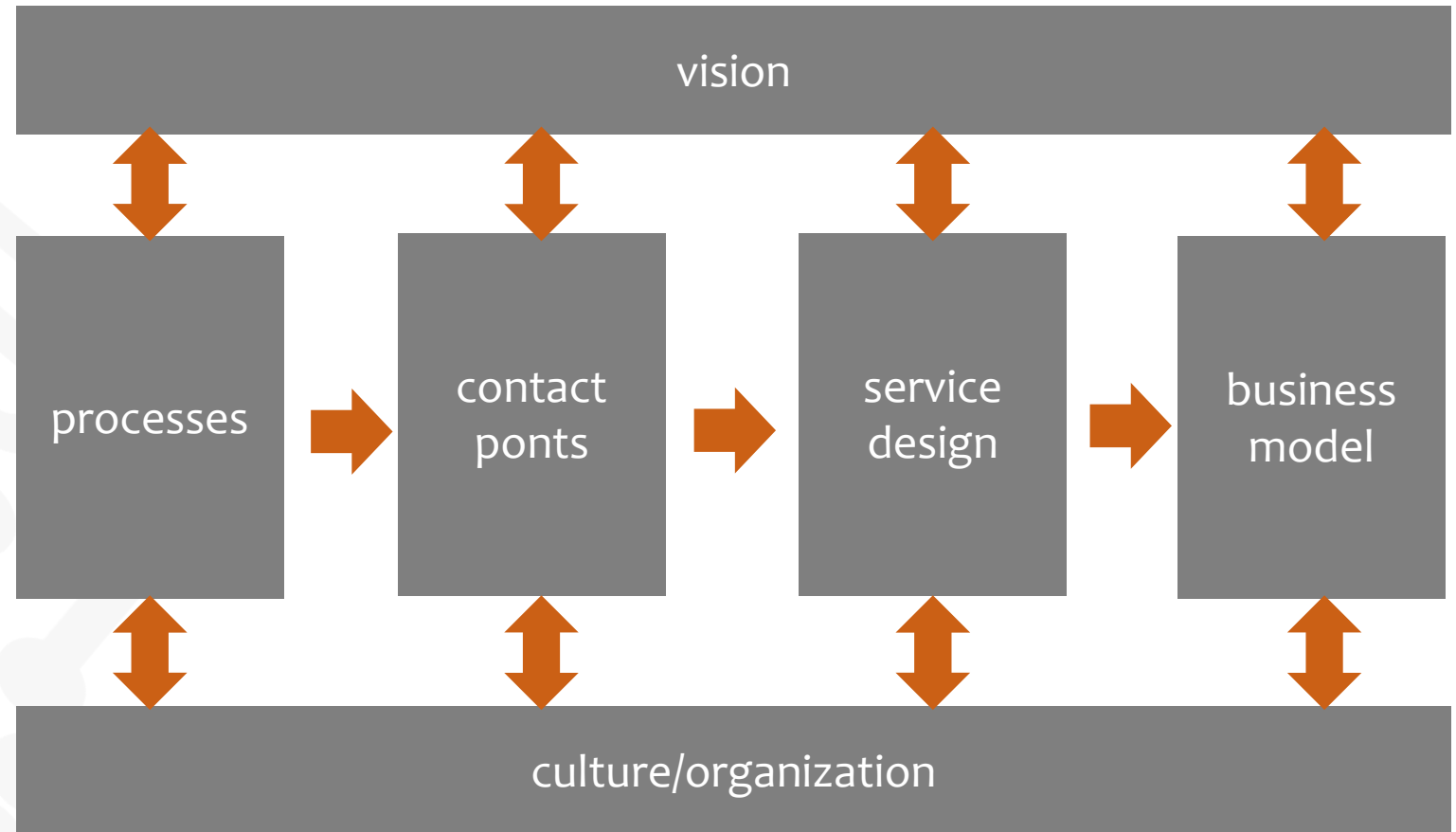
Ways in which new expertise is introduced into the organizations



The 2016 State of Digital
Transformation
ALTIMETER
Prophet

reviewing existing models

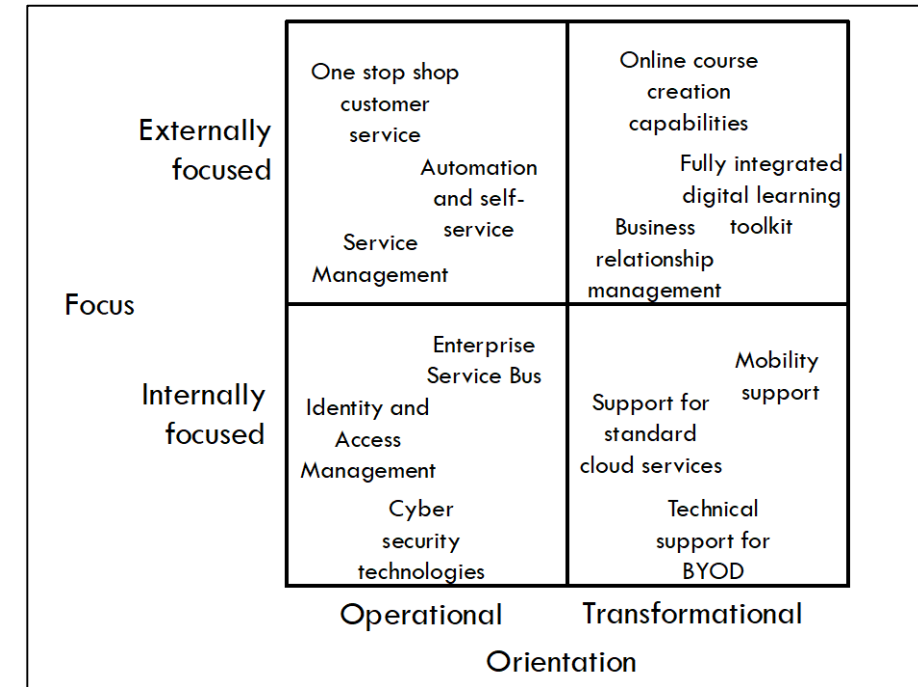
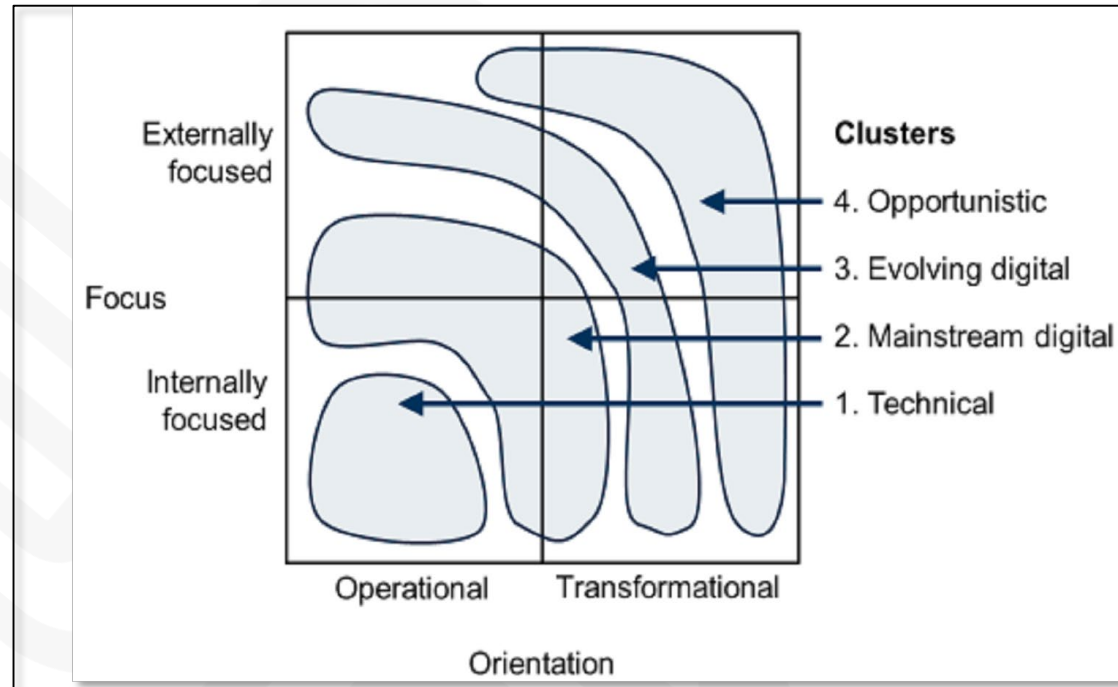
 RocaSalvatella



<http://www.rocasalvatella.com/es/las-fases-de-la-transformacion-digital-de-los-negocios-modelo-rocasalvatella>

<http://www.universidadsi.es/como-abordar-la-transformacion-digital-de-las-universidades>

reviewing existing models



Governance framework for digital transformation in higher education

Pekka Kähköpuro

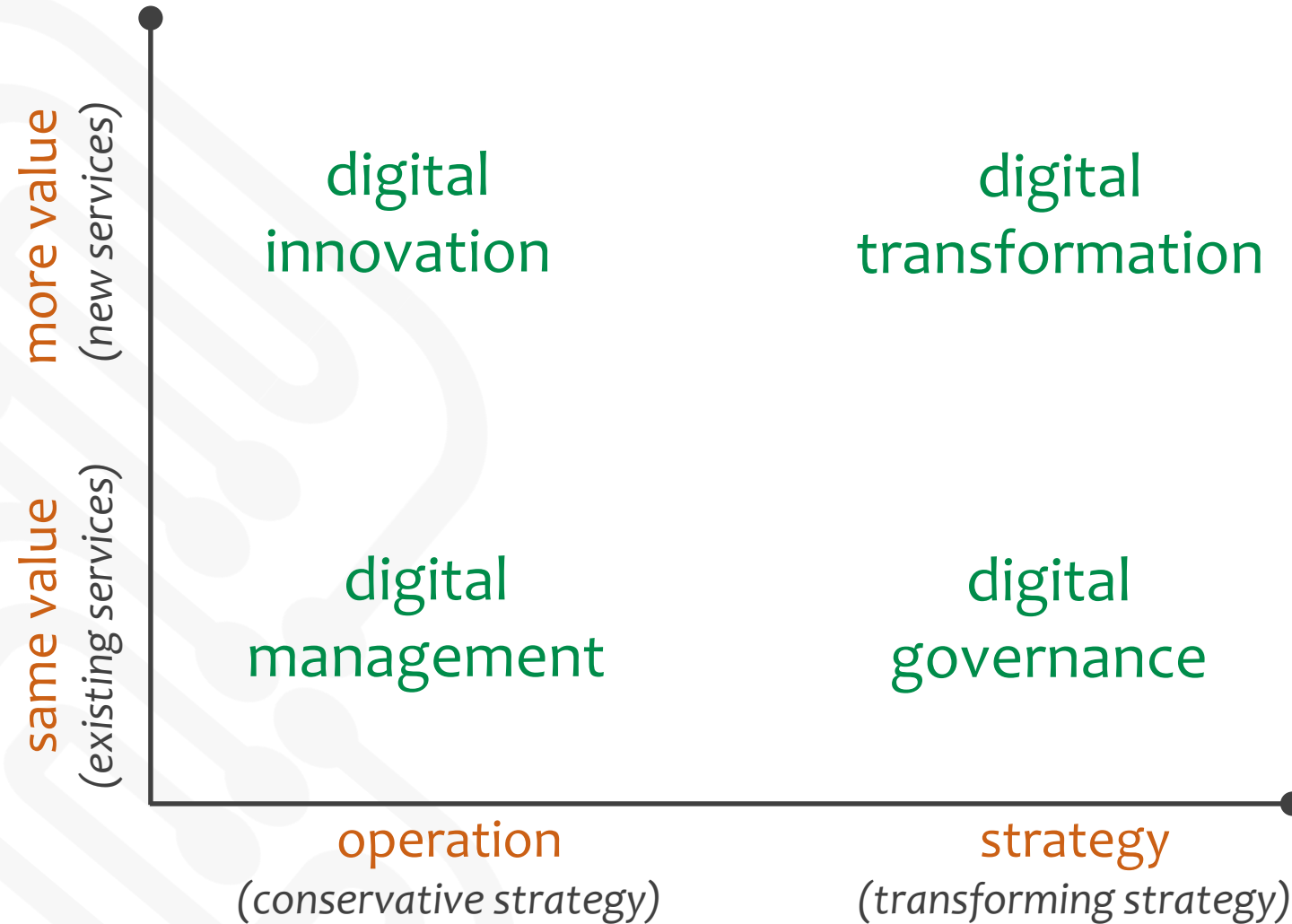
Brunel University London, Kingston Lane, Uxbridge, UB8 3PH, United Kingdom, pekka.kahkipuro@brunel.ac.uk



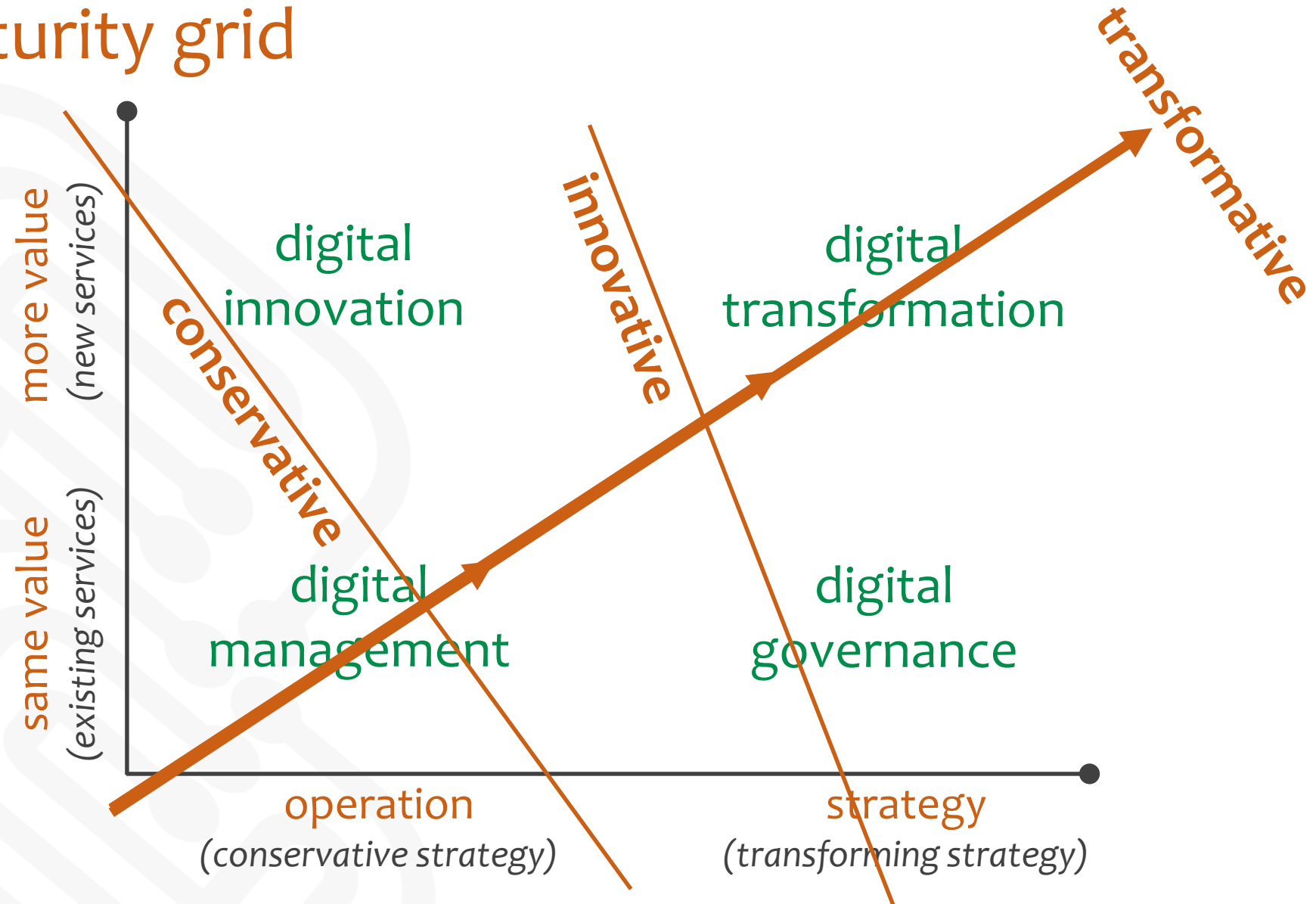
digital maturity grid



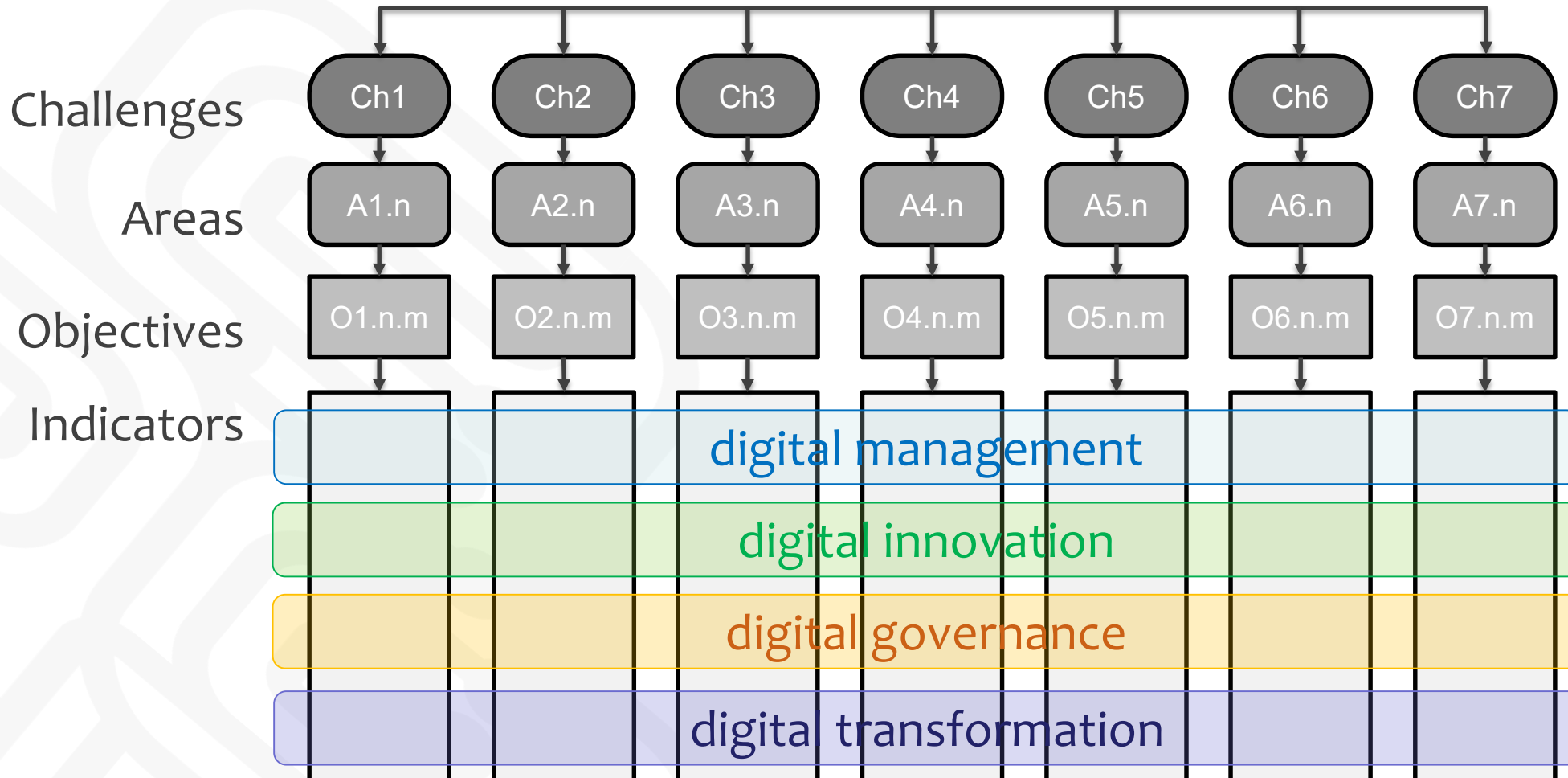
digital maturity grid



digital maturity grid



digital maturity for universities (MD4U) framework



digital maturity for universities (MD4U) framework

challenges

- **Ch1.** Extend digital culture among the university community
- **Ch2.** Maintain business and optimize information security
- **Ch3.** Obtain competitive advantage thanks to quality services
- **Ch4.** Offer quality and competitive instruction
- **Ch5.** Satisfy emergent demands of clients (students)
- **Ch6.** Have the knowledge and information for decision making
- **Ch7.** Fulfil the strategic objectives of the university (vision)

conclusions

- MD4U model helps to
 - assess the current situation for university IT
 - identify the good practices to increase IT maturity in the desired areas
- moving IT resources from management or innovation to governance and digital transformation will make the universities
 - lead the digital transformation
 - gain competitive advantage over other universities

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