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Thank you for your interest in this study on mobile IT in higher education. Your institution is part of a specially targeted, representative sample of EDUCAUSE member institutions. If everyone in the sample contributes, we will be able to limit the number of survey requests we make of individual member institutions each year.

**Before you begin:**

- This survey should be completed by the senior-most IT leader at your institution.
- This survey asks a combination of 34 factual and opinion-based questions (one-half the length of previous ECAR surveys).
- You will need information about the resources central IT devotes to mobile enablement of online services, your institution's strategies and methods for mobile enablement, and the status of your institution's mobile enablement efforts.
- If you wish to preview questions, the survey is available in PDF at
- <http://net.educause.edu/ir/library/pdf/SI/ESI11C.pdf>
- Responses will be kept confidential; only aggregate results will be reported.

**Please complete this survey by Wednesday, August 3, 2011.**

We truly appreciate your time and contributions. When you respond to the survey, you'll be entered into a drawing for one of five complimentary registrations to EDUCAUSE 2011 (in Philadelphia or online) or a 2012 EDUCAUSE professional development event. If you have questions, please e-mail:

[ecar@educause.edu](mailto:ecar@educause.edu)

Click the Next button to begin.

## Definitions

The following definitions apply throughout this survey. You may access these definitions from 'Help' links in the survey.

**Central IT:** The organization or organizations with primary responsibility for the key institutional IT services, such as central administrative applications, web services, portal, etc.

**Conventional web-based services:** Web-based services that are formatted for desktop or laptop computer screens and rely on only keyboard and mouse for input.

**Cross-institutional collaboration:** Our focus here is on collaborations among institutions to develop applications to fill gaps in what is available commercially or to overcome obstacles to using commercial solutions. Our definition does not include collaborations formed simply for joint purchase of commercial products.

**Institution:** Your college or university considered as a whole.

**Institutional:** Institutional services or applications are those that benefit entire classes of individuals at the institution, as distinguished from *departmental* ones whose benefits are limited to members of a department, school, or circumscribed function.

**Mobile device:** A handheld, Internet-capable, mobile communication device such as a tablet computer (e.g., iPad), a smartphone (iPhone, BlackBerry, etc.), or Internet-capable iPods (e.g., iPod touch). Our definition does not include laptop computers, netbooks, or e-book readers.

**Mobile enablement:** A service, application, or website is mobile-enabled if it offers a view and interface especially designed for the small display screens and other features of mobile devices, such as voice input or geolocation. This may be accomplished by changing the code of existing conventional online services or websites, by developing native applications to run on mobile devices, or other means.

**Native applications:** Applications for mobile devices that are written to be downloaded to and run on a specific mobile device under that device's operating system (e.g., Android, iOS, etc.).

## Section 1: About You and Your Institution

**1.1 Survey ID.** *Required.* \_\_\_\_\_

Obtain your survey ID from the e-mail invitation you received for this survey.

**1.2 Your name.** *Required.* \_\_\_\_\_

**1.3 What is your e-mail address?** *Required.* \_\_\_\_\_

**1.4 Which statement best describes your institution?**

- Research and teaching are the primary missions, but research is what really drives faculty and institutional success.
- Research and teaching are both primary missions, and they are equally important for faculty and institutional success.

- Teaching is the primary mission, but faculty research is rewarded.
- Teaching is the primary mission, and faculty research does not factor heavily in faculty and institutional success.

**1.5 Overall, commercial mobile communication signal coverage in the area of our institution is:**

- Very poor
- Poor
- Fair
- Good
- Very good
- Don't know

**1.6 Which best describes your institution's deployment of its own resources to extend the coverage of commercial mobile communication signals to underserved areas of your campus?**

- We are not doing this, nor are we considering it.
- We are not doing this now, but we are considering it.
- We are not doing this now, but planning for it is under way.
- We are doing this now, but only in areas where current need is greatest.
- We are doing this now in all areas where there is current need.
- We are doing this now in all areas where there is current need as well as areas where we anticipate future need.
- Don't know

**Section 2: Mobile IT Services**

**2.1 At which stage of mobile enablement are these institutional services, applications, and websites?**

	No discussion	Considered; not pursued	Currently under consideration	In planning/ under development	Some are enabled	Most are enabled	Don't know
a. Administrative services for student information (includes grades, registration, financial aid, etc.)							
b. Student recruitment and admissions							
c. Library catalog and other library services							
d. Learning/course management services							
e. Payroll and benefits services							
f. Grants management services							

g. Financial services (includes accounts payable, budget, etc.)							
h. Procurement services							
i. Facilities and space services							
j. Advancement/development/alumni services							
k. Faculty biographies and CVs							
l. Primary web presence (includes institutional home page and other major descriptive pages)							
m. IT services and support (includes help desk, multimedia services, voice/data network, etc.)							
n. Health services (institutional health center)							

**2.2 Which groups have PRIMARY responsibility for the mobile enablement of these institutional services, applications, and websites?**

	Vendor	Central IT	Other central office	Local or departmental IT	Cross-institutional collaboration, consortium, etc.	Other	Don't know
a. Administrative services for student information (includes grades, registration, financial aid, etc.)							
b. Student recruitment and admissions							
c. Library catalog and other library services							
d. Learning/course management services							
e. Payroll and benefits services							
f. Grants management services							
g. Financial services (includes accounts payable, budget, etc.)							
h. Procurement services							
i. Facilities and space services							

j. Advancement/ development/ alumni services							
k. Faculty biographies and CVs							
l. Primary web presence (includes institutional home page and other major descriptive pages)							
m. IT services and support (includes help desk, multimedia services, voice/ data network, etc.)							
n. Health services (institutional health center)							

**2.3 What priority does your institution place on mobile enablement for these institutional services, applications, and websites?**

	Lowest priority	Low priority	Moderate priority	High priority	Highest priority	Don't know
a. Administrative services for student information (includes grades, registration, financial aid, etc.)						
b. Student recruitment and admissions						
c. Library catalog and other library services						
d. Learning/course management services						
e. Payroll and benefits services						
f. Grants management services						
g. Financial services (includes accounts payable, budget, etc.)						
h. Procurement services						
i. Facilities and space services						
j. Advancement/development/ alumni services						
k. Faculty biographies and CVs						
l. Primary web presence (includes institutional home page and other major descriptive pages)						
m. IT services and support (includes help desk, multimedia services, voice/ data network, etc.)						
n. Health services (institutional health center)						

### Section 3: Mobile Service Deployment Strategies

#### 3.1 To what extent has your institution adopted the following technologies for deploying online services, applications, and websites to mobile devices?

	No discussion	Considered; not pursued	Currently under consideration	In planning	Deployed sparsely	Deployed broadly	Don't know
a. <b>Generic mobile web:</b> Modify existing conventional web-based services to display better on <u>generic mobile device screens</u> .							
b. <b>Semi-custom mobile web:</b> Modify existing conventional web-based services to recognize <u>specific mobile devices</u> and customize display for them.							
c. <b>Full-custom mobile web 1:</b> Modify <u>existing</u> conventional web-based services to recognize <u>specific mobile devices</u> and use <u>device-specific features such as voice input and geolocation</u> .							
d. <b>Full-custom mobile web 2:</b> Develop <u>new</u> web-based services to recognize specific mobile devices and use device-specific features such as voice input and geolocation.							
e. <b>Standardized mobile web:</b> Adopt a standard framework for deploying online services to mobile devices, such as the UCLA Mobile Web Framework or Mobile Web OSP.							
f. <b>Buy native applications "off the shelf":</b> Contract for the development of native applications for mobile devices.							
g. <b>Build native applications:</b> Develop native applications for mobile devices in house.							

## Section 4: Mobile IT Costs

- 4.1 How many central IT FTEs currently work to mobile-enable institutional services, applications, and websites? (The costs of these personnel should be included in your estimated spending below in question 4.3.)**
- Number of FTEs dedicated to mobile enablement.**  
[Dropdown menu, "Don't know," "0" to "25," and "More than 25"]
  - Number of FTEs who perform mobile enablement as part of other duties.**  
[Dropdown menu, "Don't know," "0" to "25," and "More than 25"]
- 4.2 How much do you estimate central IT has spent on infrastructure and tools to mobile-enable institutional services, applications, and websites in the past 12 months? (These costs should be included in your estimated spending below in question 4.3) (In U.S. \$) \_\_\_\_\_**
- 4.3 In the past 12 months, how much in TOTAL do you estimate central IT has spent in-house on mobile enablement of institutional services, applications, and websites and on their maintenance? (In U.S. \$) \_\_\_\_\_**
- 4.4 With the resources totaled in your response to question 4.3, how many institutional services, applications, and websites did central IT mobile-enable in the past 12 months?**  
[Dropdown menu, "Don't know," "0" to "150," and "More than 150"]
- 4.5. With the resources totaled in your response to question 4.3, how many institutional mobile services, applications, and websites did central IT maintain in the past 12 months?**  
[Dropdown menu, "Don't know," "0" to "150," and "More than 150"]
- 4.6 For the past 12 months, please provide your best estimate of the percentage of your total institutional spending on in-house mobile enablement and maintenance of institutional services, applications, and websites and their maintenance that was spent by central IT.**  
[Dropdown menu, "Don't know," "0%" to "100%"]
- 4.7. How will central IT's spending for in-house mobile enablement and maintenance of institutional services, applications, and websites change over the next three years? Required.**
- Overall decrease Go to 4.8, then Section 5
  - No change Go to Section 5
  - Overall increase Go to 4.9, then Section 5
- 4.8. On average, by what estimated percentage will central IT's spending for in-house mobile enablement and maintenance of institutional services, applications, and websites decrease per year over the next three years? \_\_\_\_\_**
- 4.9. On average, by what estimated percentage will central IT's spending for in-house mobile enablement and maintenance of institutional services, applications, and websites increase per year over the next three years? \_\_\_\_\_**

## Section 5: Cross-institutional Collaboration

**5.1 Please indicate your agreement with each of the following statements about cross-institutional collaborations on IT solutions and services in higher education.**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	No opinion
a. I am personally in favor of cross-institutional IT collaborations.						
b. Cross-institutional IT collaborations would be a successful model for developing and maintaining higher education applications.						
c. Cross-institutional IT collaborations have the potential to save higher education significant sums of money.						
d. My institution might be willing to consider functional compromises required by cross-institutional IT collaborations if a strong case for savings could be made.						
e. Cross-institutional IT collaborations could never work for my institution because we have unique needs.						
f. Cross-institutional IT collaborations could never work for my institution because our institutional culture or leadership would oppose it.						

**5.2 The Kuali Foundation has just announced a community sourcing consortium for mobile applications. Other entities, including the Massachusetts Institute of Technology and the University of California system, have similar initiatives in place. In what time frame is your institution likely to become a member of such a consortium?**

- Probably never
- We would be among the last to join.
- We would join at the same time as most of our peers.
- We would be among the first to join.
- We are already a member.
- Don't know

**5.3 Many consortia do not require you to be a member in order to deploy their solutions. In what time frame is your institution likely to deploy solutions sourced from a consortium such as those mentioned in question 5.2?**

- Probably never
- We would be among the last to deploy them.
- We would deploy them at the same time as most of our peers.
- We would be among the first to deploy them.
- We are already deploying them.
- Don't know



**5.4 What would enable or cause your institution to participate in a cross-institutional collaboration for building and maintaining higher education mobile applications?**

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**Section 6: Mobile IT Outcomes**

**6.1 Each of the constituencies below places certain demands upon the institution for mobile services, applications, and websites. At present, how much of that demand is your institution meeting?**

	None or almost none	A little	A moderate amount	A lot	All or almost all	Don't know
a. Students						
b. Faculty						
c. Administrative staff						
d. Other staff						

**6.2 For the 2011-2012 academic year, in each of the following areas, how heavy do you expect the demands mobile devices will place on your institution will be?**

	Very light	Light	Moderate	Heavy	Very heavy	Don't know
a. Instruction						
b. Research						
c. Administration						
d. General communications						

**6.3 For the 2011–2012 academic year, our institution is prepared to meet the demands mobile devices will place on it in the following areas:**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Don't know
a. Instruction						
b. Research						
c. Administration						
d. General communications						

**Section 7: Conclusion**

**7.1 Which mobile device(s) does your president use? Select all that apply.**

( ) iPhone

- BlackBerry smartphone
- Android smartphone
- iPad
- Other tablet
- Don't know
- If your president uses other mobile devices, please specify \_\_\_\_\_

**7.2 In your personal opinion, what is the “killer” mobile application for higher education? (It may or may not already exist.) \_\_\_\_\_**

**7.3 At our institution, the mobile applications that are in the greatest demand are:**

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**7.4 EDUCAUSE plans to conduct follow-up interviews with some institutions to look further into mobile IT practices. Would you be willing to participate in a follow-up interview?**

- No
- Yes

**7.5 If you have any other comments or insights about mobile IT practices, please share them with us.**

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**7.6 Please indicate if you are willing for EDUCAUSE to integrate your responses from this survey with the Core Data Service to begin to provide you with a single repository of your responses to EDUCAUSE surveys.**

- Yes, I am willing.
- No, I am not willing.
- I am uncertain. Please contact me to give me more information.

**7.7 Compared to other ECAR surveys I've taken, this one was:**

- Much easier
- Easier
- No different
- More difficult
- Much more difficult
- This is my first ECAR survey.

**7.8 No matter how you answered question 7.7, we'd love your help in improving our surveys. All comments are welcome and will be considered.**

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**Thank you. Just one more step!**

**Click “Finish” to submit your survey.**

Once you click “Finish,” you will see confirmation that your survey has been submitted.

Full ECAR studies are available either through subscription or purchase at the ECAR website,

<http://www.educause.edu/ecar/>

If you have questions or concerns, please e-mail us: [ecar@educause.edu](mailto:ecar@educause.edu)

**– END SURVEY –**