



Advancing Campus Efficiencies: A Companion for Campus Leaders in the Digital Era

Sally M. Johnstone, WCET (Western Cooperative for Educational Telecommunication)

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Technology is continually changing the world. In higher education in particular, new technologies can be applied to great advantage by campus communities seeking to offer better services for students in more efficient ways. Written for deans, vice presidents, and presidents of all higher education institutions, *Advancing Campus Efficiencies* provides straightforward advice that is intended to help colleges and universities respond to calls for greater accountability and their students' rising expectations for access to advanced technologies.

The book envisions a dramatically different way of delivering courses; disaggregating and reassigning teaching functions; and increasing differentiation, collaboration, and innovation—all enabled by the appropriate use of information technologies. Drawing on the Western Cooperative for Educational Telecommunication's (WCET) more than 15 years of work on the effective use of technology to increase quality and efficiency in higher education, the book offers valuable insight on

- Whether for-profit institutions enjoy a competitive advantage over public and independent institutions
- The most critical issues facing higher education today, and possible solutions
- Strategies for managing the cost of integrating information technologies into teaching and Learning
- How to lead campus transformation using communication technologies
- Connecting students and faculty through distance learning and telecommunication systems
- The role of openness in the future of higher education

Offering new ideas on how to deploy emerging information and communication technologies, *Advancing Campus Efficiencies* will be a companion—both comfort and guide—for educators undertaking the work of inspired leadership that will be required to achieve the new design of higher education.

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