

Digital maturity evolution of Spanish universities

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evolution of
digital maturity

global
digital
maturity

2023

conclusions

UNIVERSITIC
survey

2022

UNIVERSITIC
survey

2020

md4u
digital maturity
model for
universities

2019





md4u
digital maturity
model for
universities

2019



digital maturity

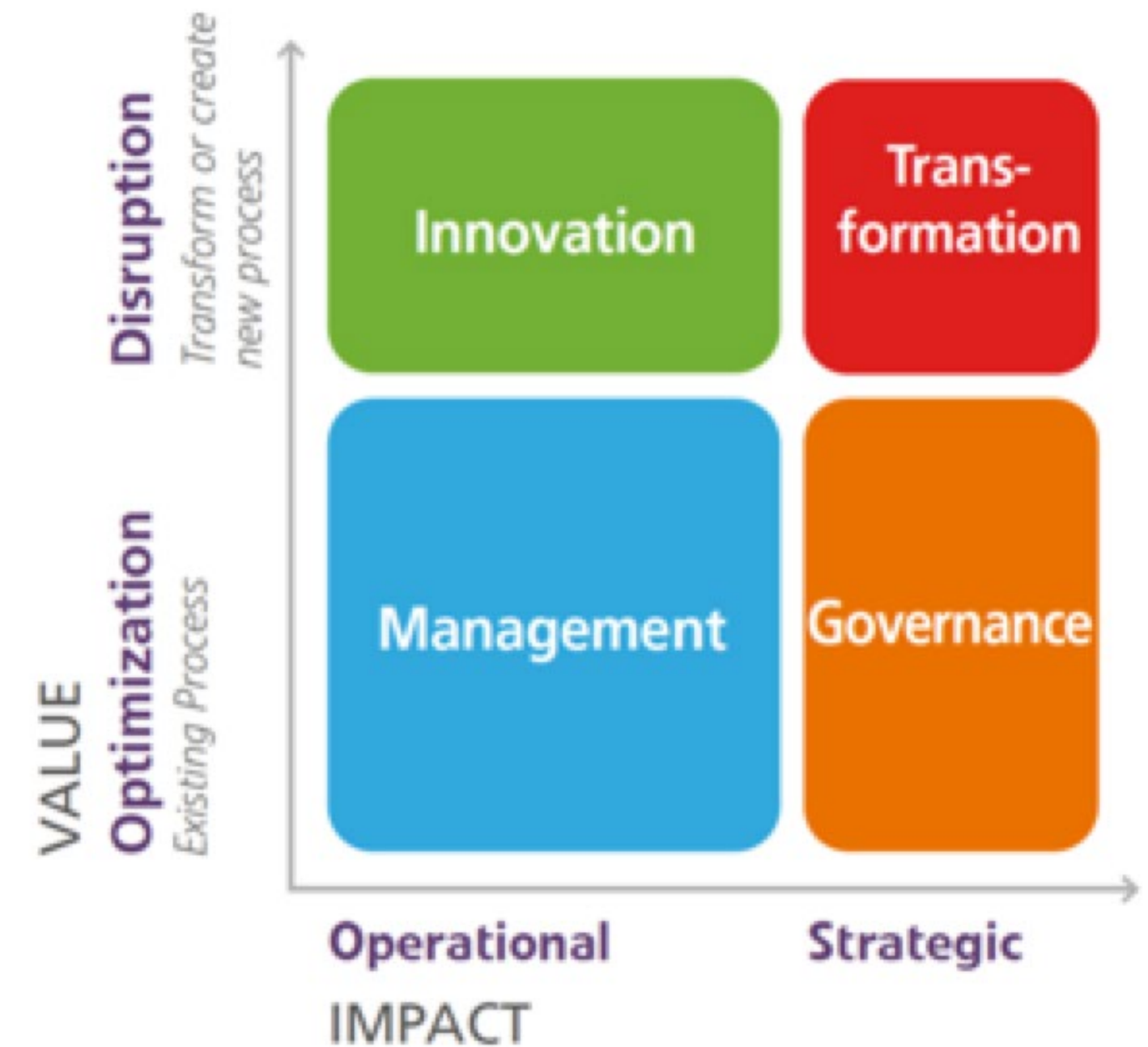


KANE (2017)

ability to respond to the
emerging digital
competitive environment
in an appropriate
manner

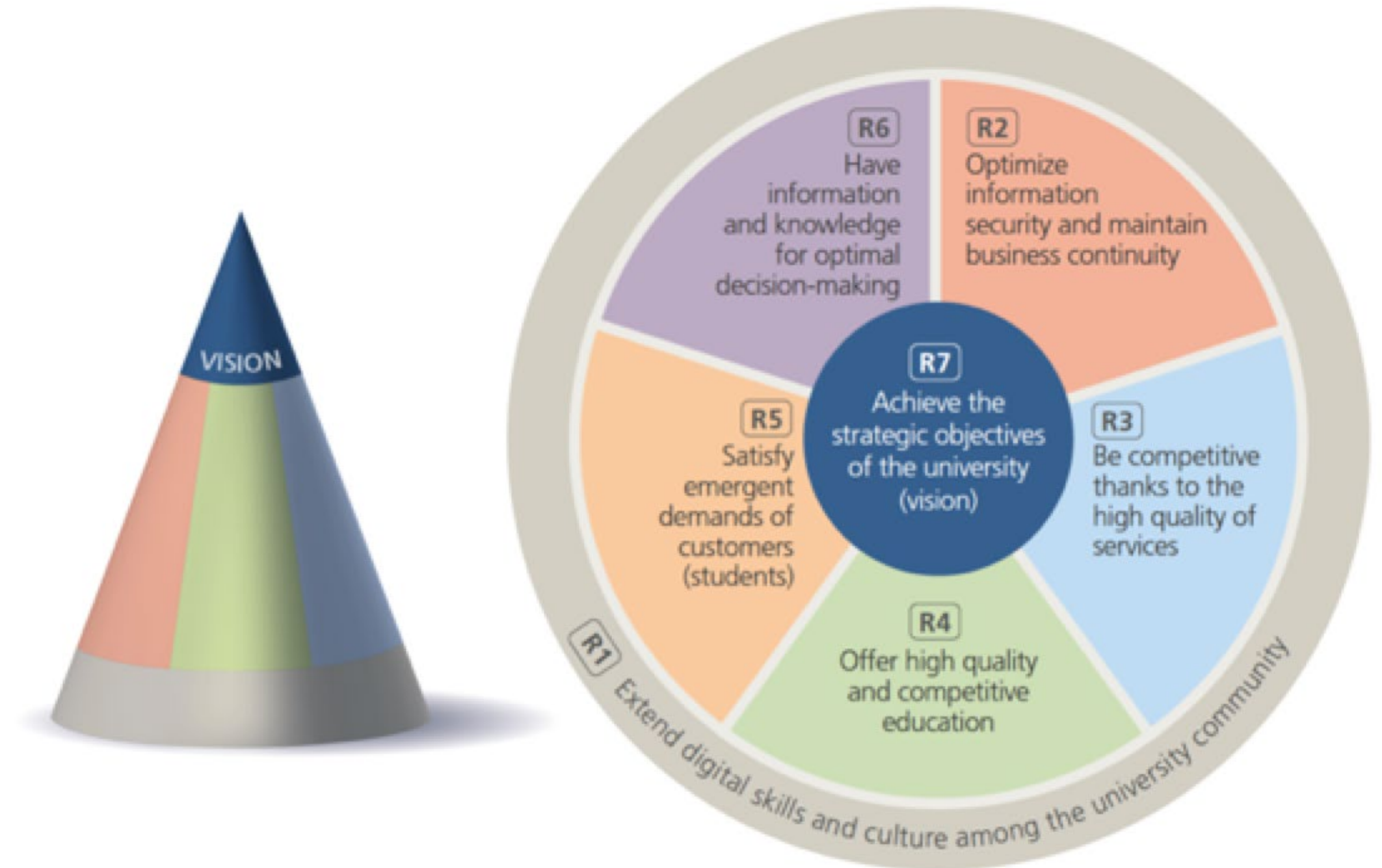
digital maturity model for universities

LLORENS ET AL. (2019)



digital maturity model for universities

LLORENS ET AL. (2019)





UNIVERSITIC
survey

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UNIVERSITIC
survey

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High participation
in both editions

UNIVERSITIC	2020	2022
Universities (population)	71	71
Universities (sample)	63	62
Response rate	88.7%	87.3%
University students (population)	1.10.5578	1.122.971
University students (sample)	1.063.780	1.051.202
Percentage of students (sample)	96.2%	93.6%



evolution of digital maturity

UNIVERSITIC
survey

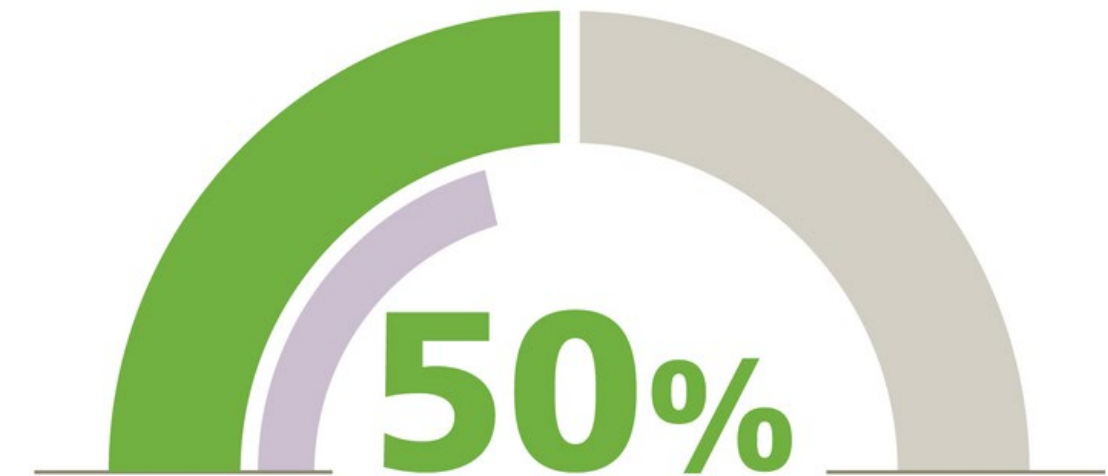
2022

UNIVERSITIC
survey

2020



01 The commitment to good IT governance is essential for increasing digital maturity



▲ **17%** has a committee that designs the IT strategy and governance

02 Digital strategies are being designed with a focus on digital transformation

7%

Digital transformation plan accompanied by a long-term investment plan

26%

Long-term digital transformation plan, but without investment

24%

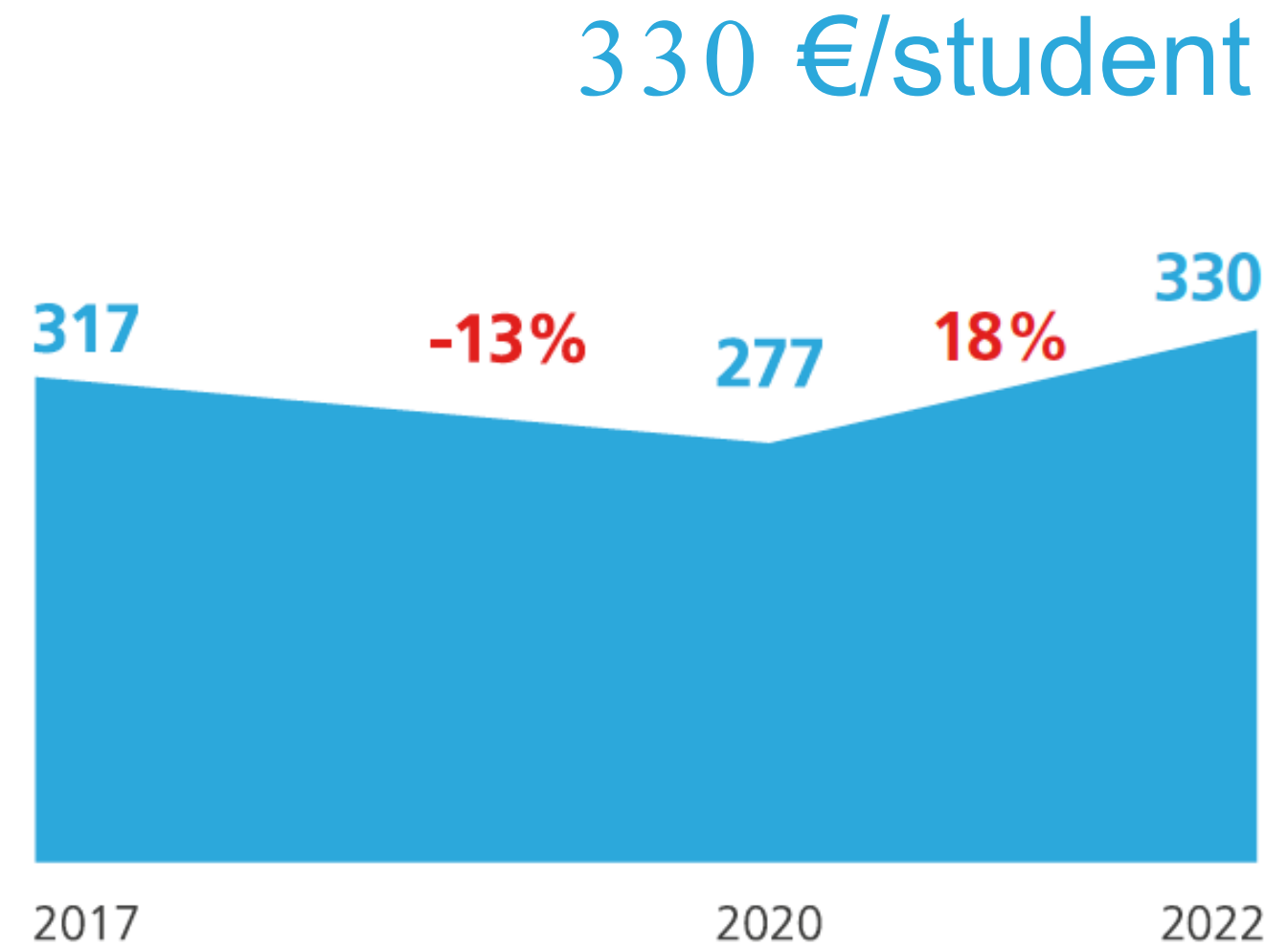
Projects of digital transformation are planned for the next investment plan

43%

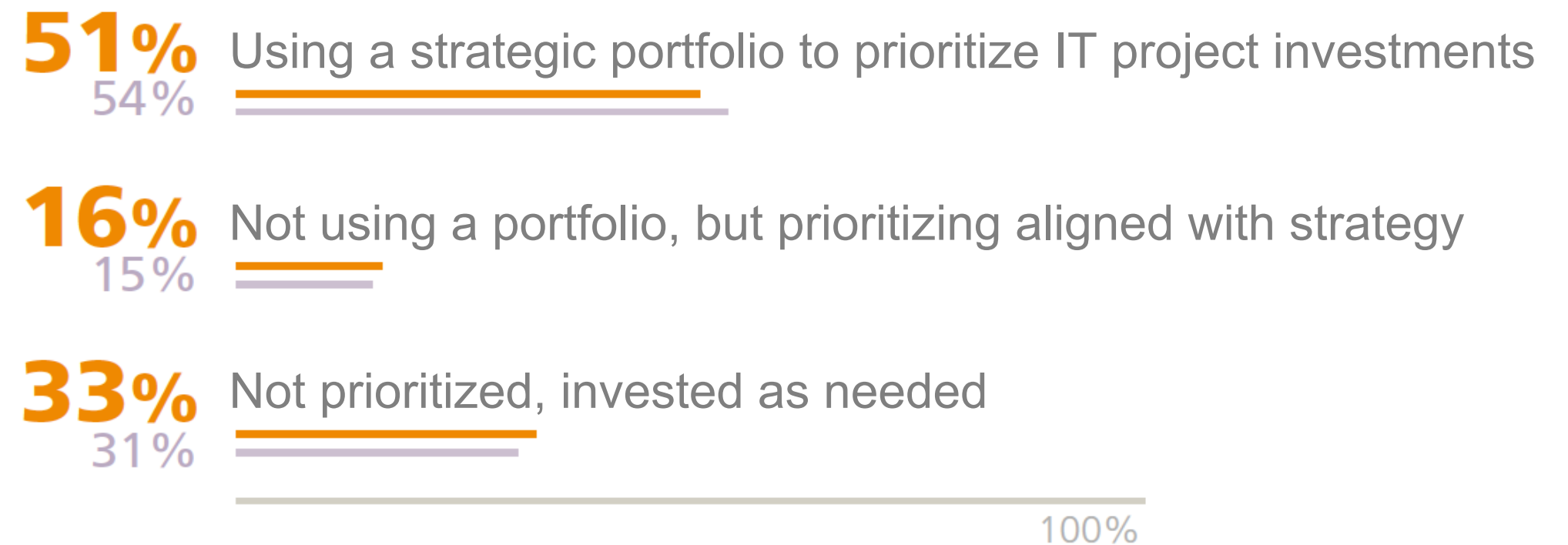
There are no plan and the digital transformation initiatives are isolated

100%

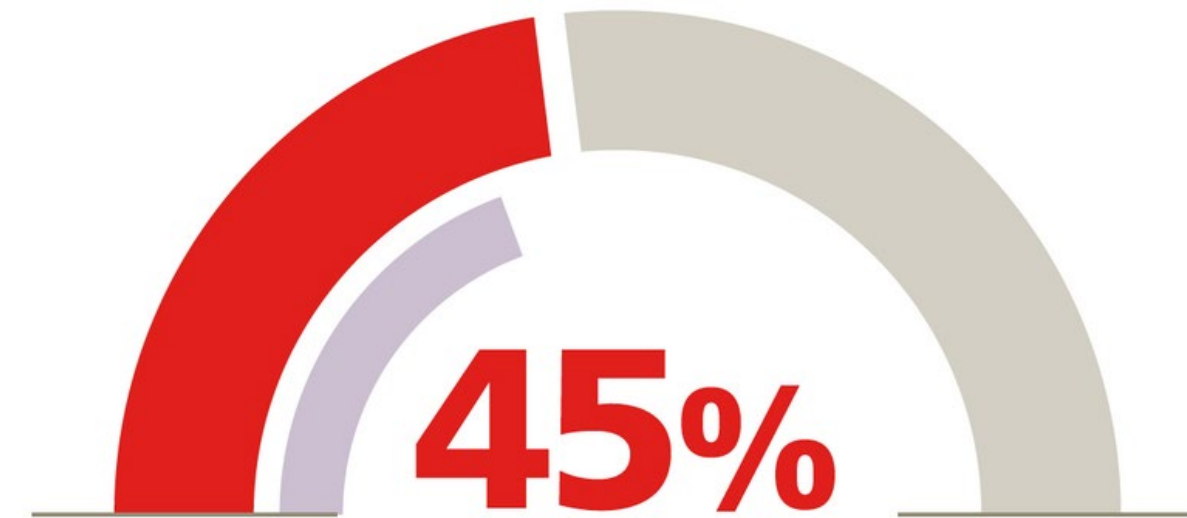
03 IT investment has grown slightly thanks to external aid



04 IT investment is dedicated to the most strategic IT projects

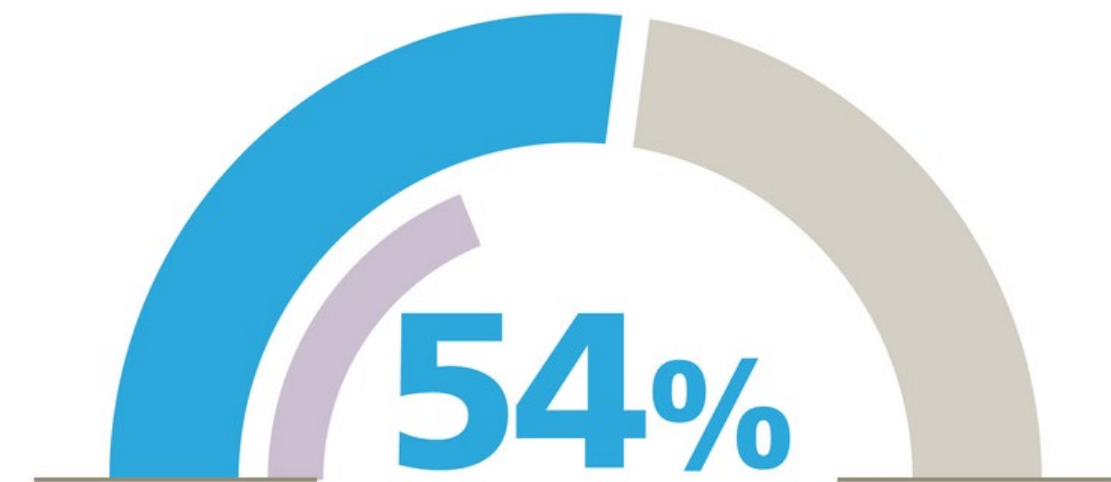


05 Digital skills training has been increased to drive digital transformation



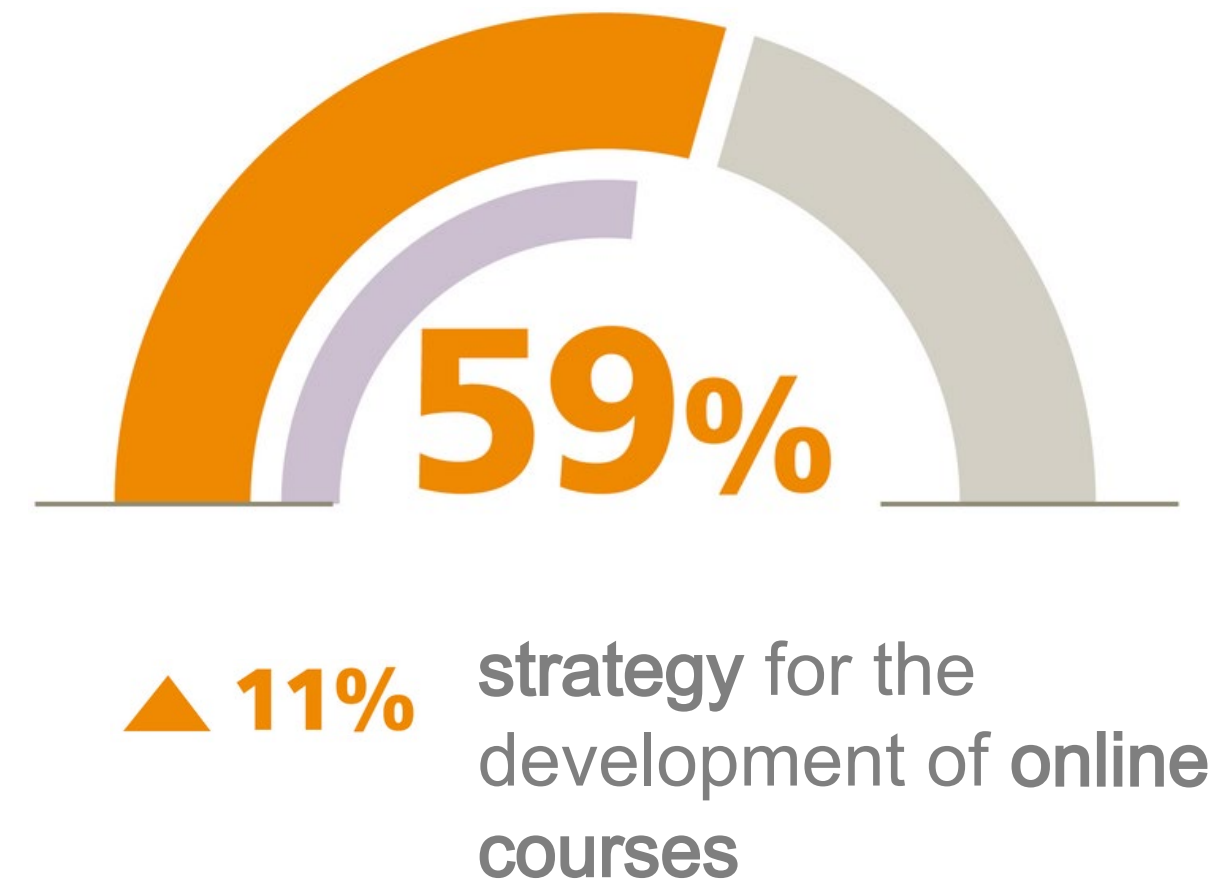
▲ **15%** Universities have a
training plan in digital
competences

06 Growing technological support for face-to-face teaching



▲ **46%** classrooms with advanced technological equipment

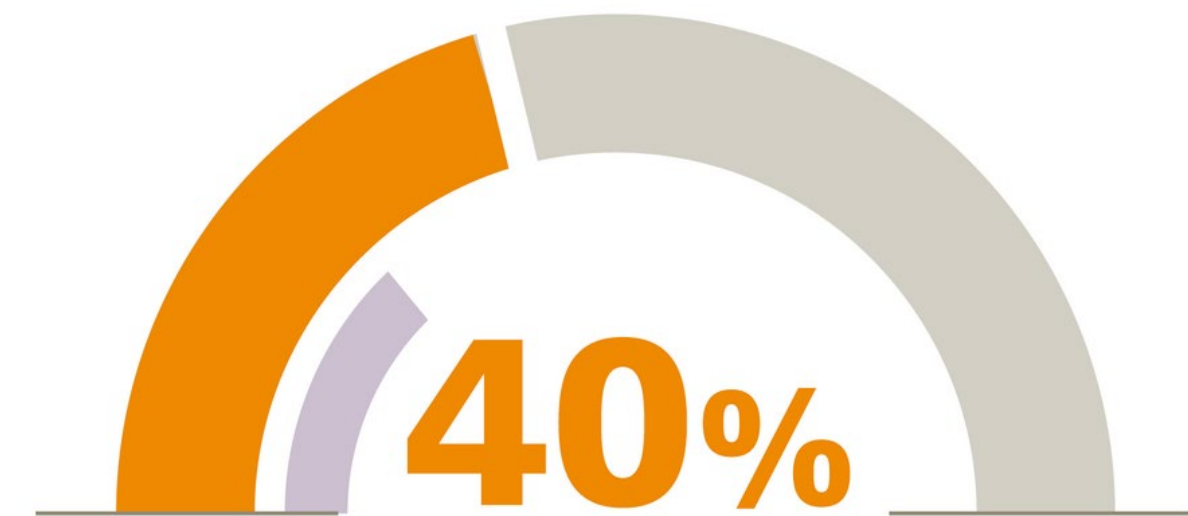
07 The deployment of the hybrid university continues



08 Personalized communication is increased to improve student experience



09 A smart heart
is being developed
to drive strategic
decision-making



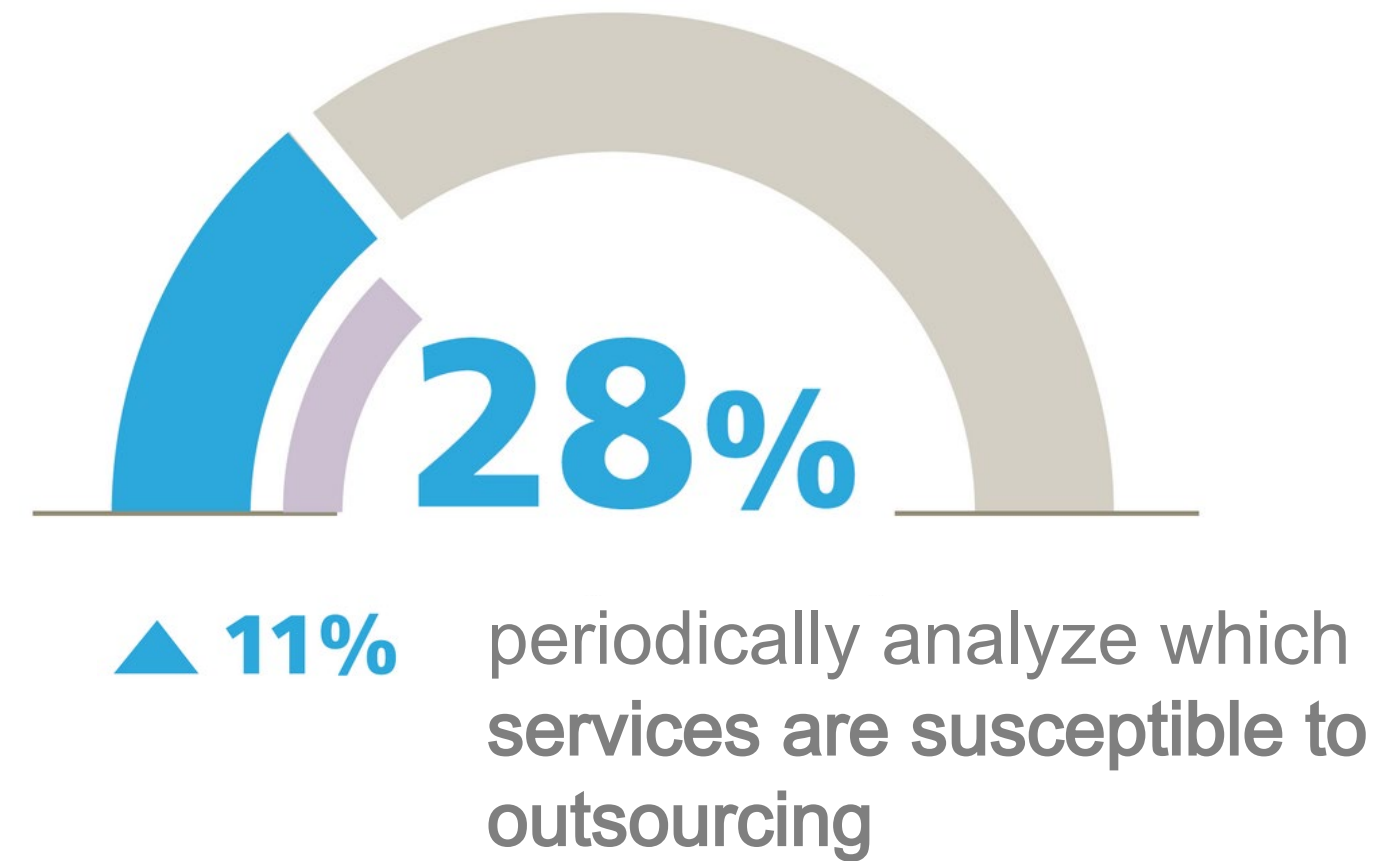
▲ 33% strategic scorecard fed by
a datawarehouse

10 Services are more efficient thanks to greater digitalization

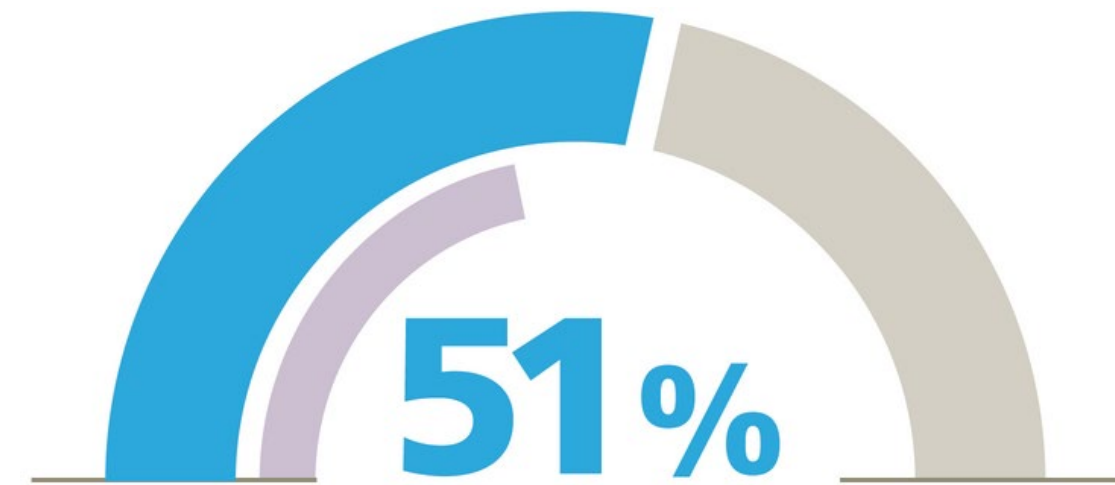


▲ 7% digitalized management services

11 Outsourcing of essential IT services is on the rise



12 The growth of digital government is key to digital maturity

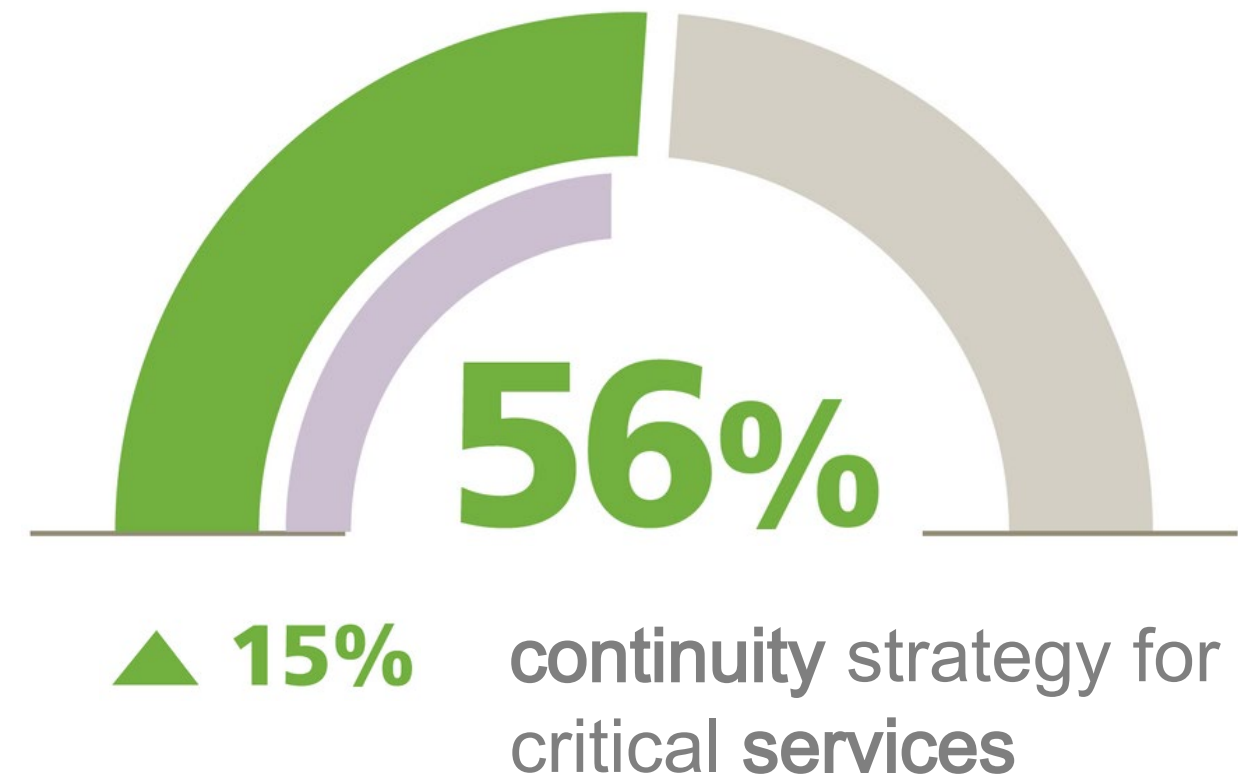


▲ **15%** E-government services in operation on average per university

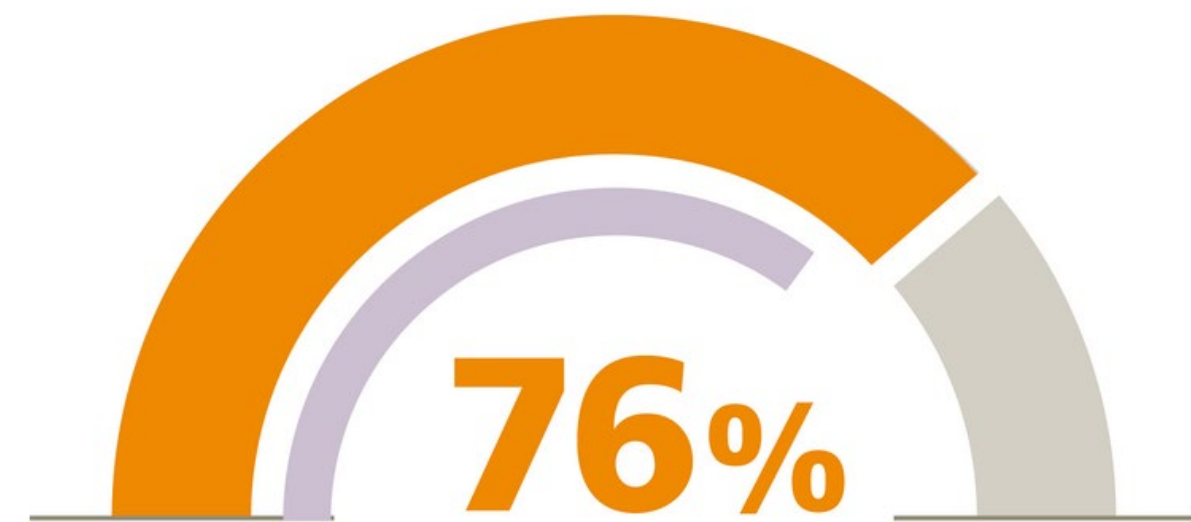
13 Good management of our technologies must culminate in their certification



14 There is increased involvement in cybersecurity

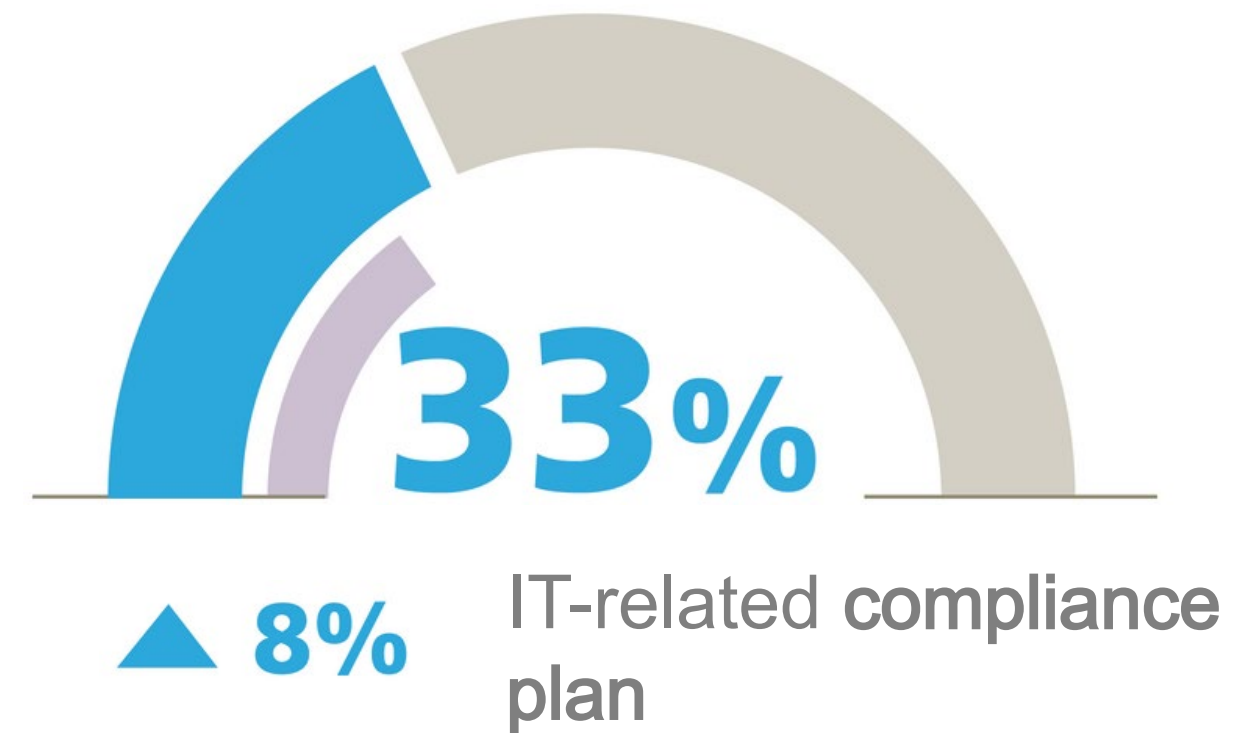


15 Technologies are enhancing interaction with the socio-economic environment

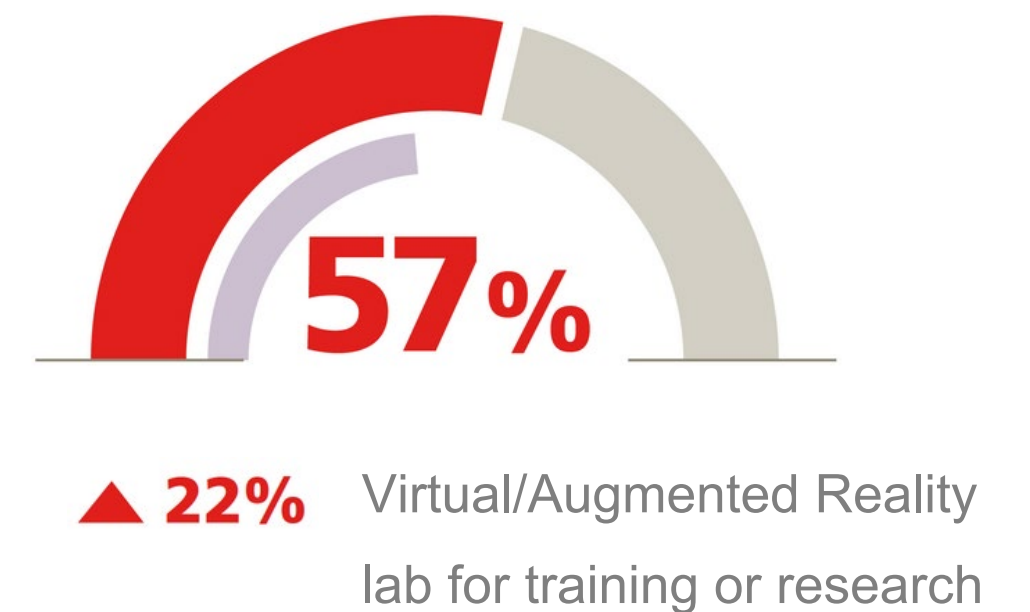
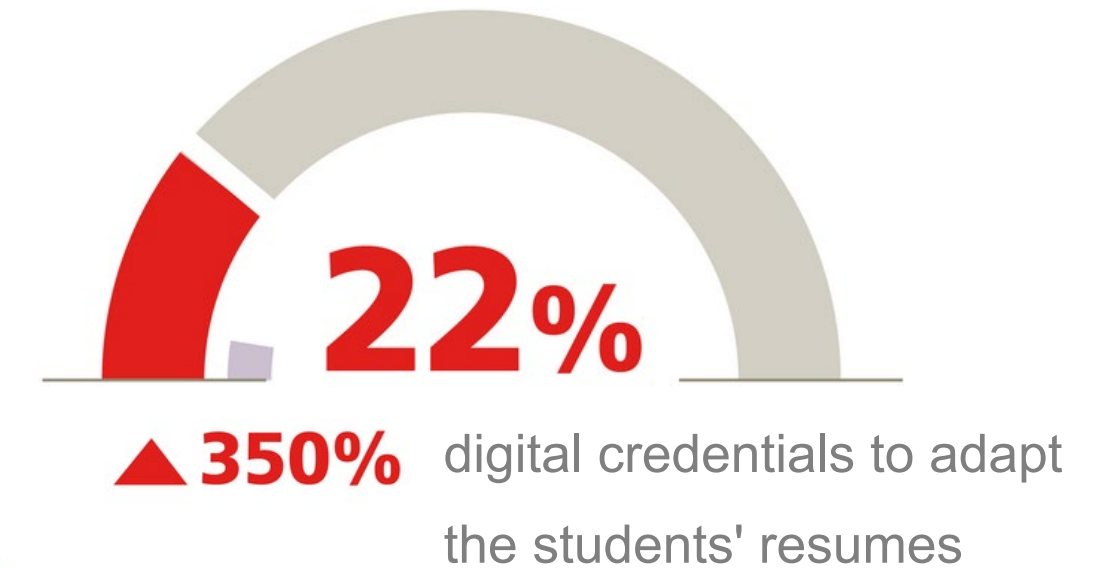
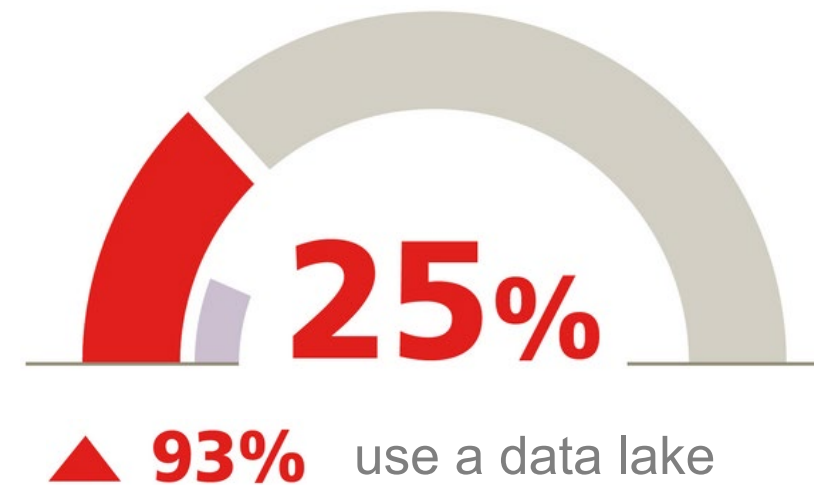


▲ 9% digital dissemination plan for research

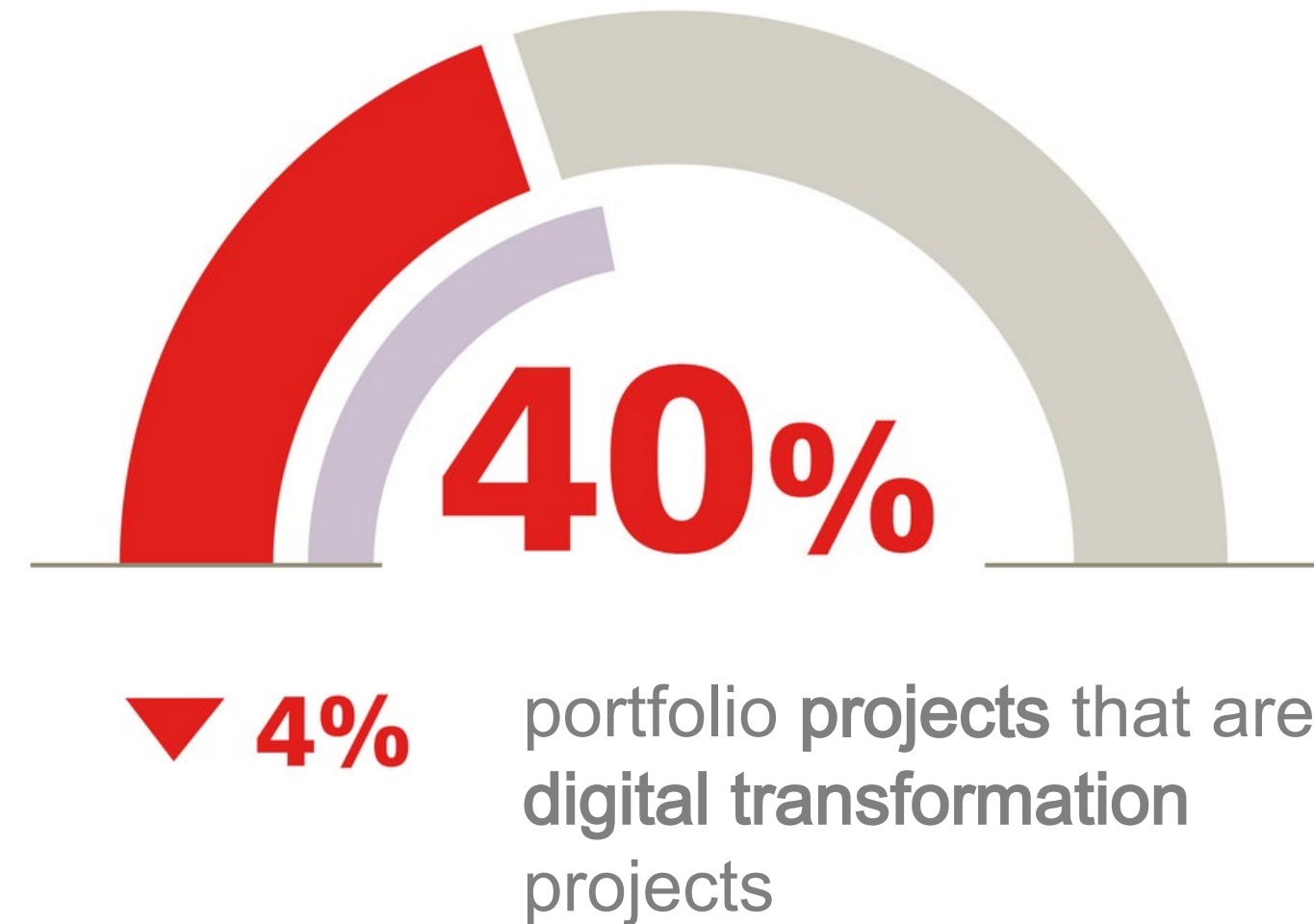
16 The challenge of compliance and the opportunity to implement standards continues



17 Emerging technologies begin their deployment



18 Digital transformation is still an incipient process in most universities



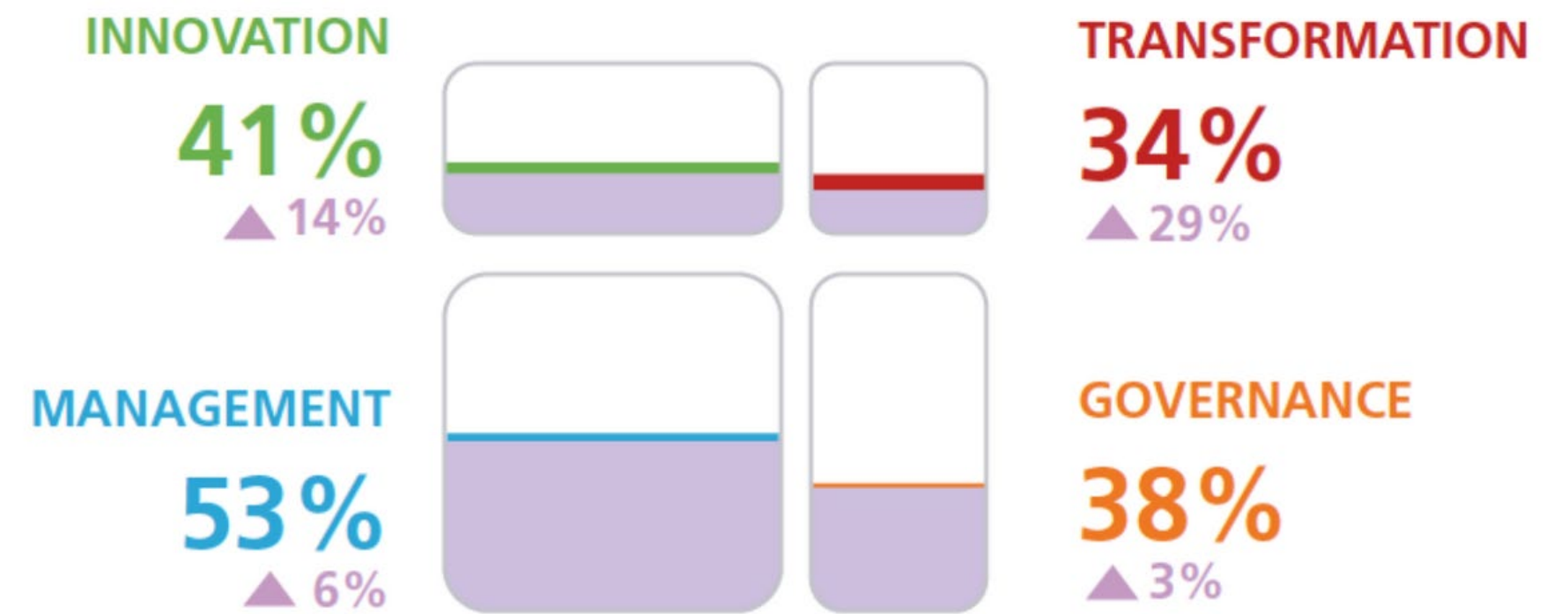


global
digital
maturity

2023



medium level of digital maturity of Spanish universities in relation to each area of md4u

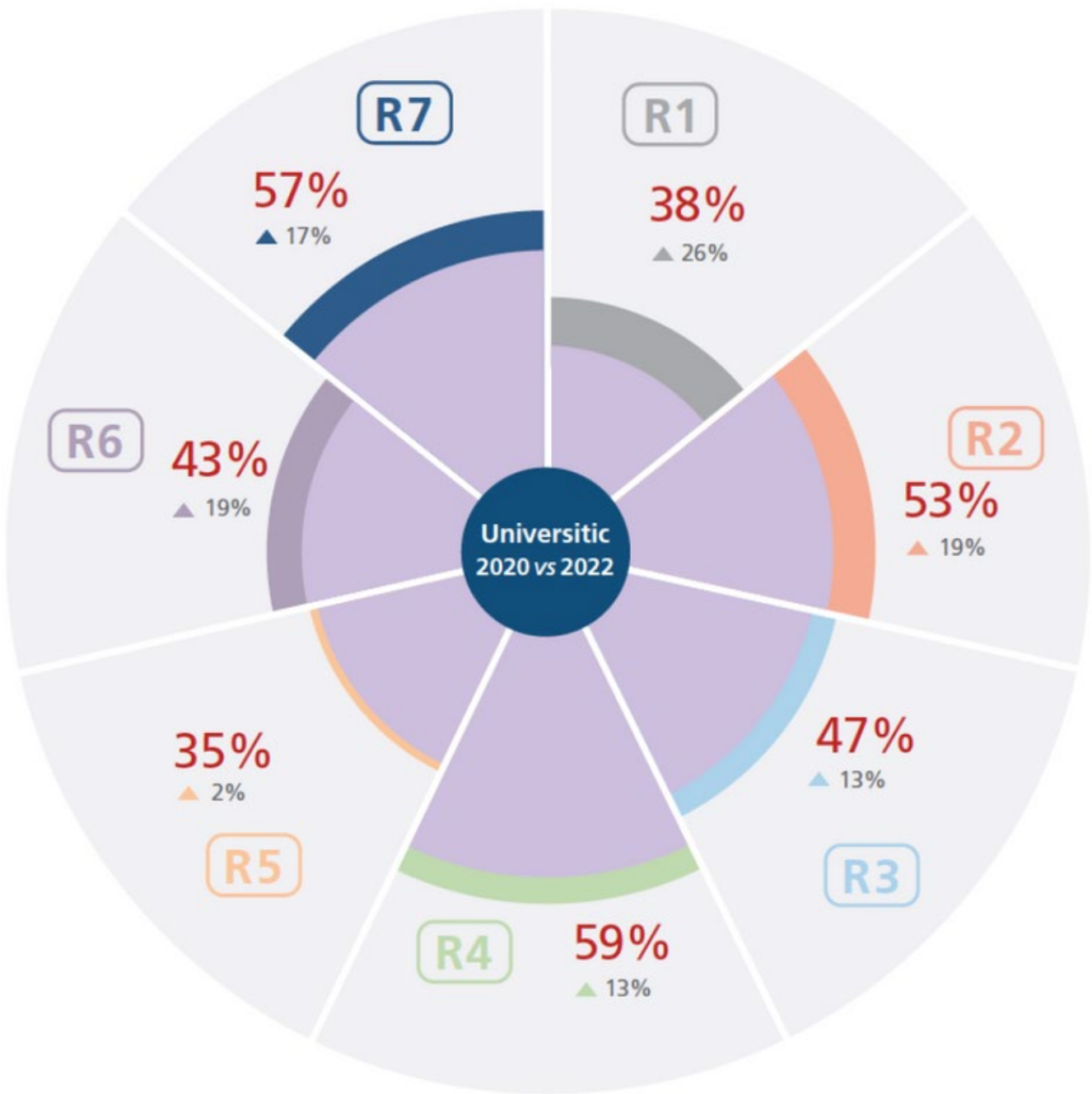


XX% Median of best practice digital maturity ratio of participating universities in 2022

xx% Increase in median BPR in 2022 compared to 2020 (%)

■ Median of best practice digital maturity ratio of participating universities in 2020

Evolution of the digital maturity in the Spanish universities is good, in relation to the 7 strategic challenges of md4u



- R1** Extend digital skills and culture among the university community
- R2** Optimize information security and maintain business continuity
- R3** Be competitive thanks to the high quality of services
- R4** Offer high quality and competitive education
- R5** Satisfy emergent demands of customers (students).
- R6** Have information and knowledge for optimal decision-making
- R7** Achieve the strategic objectives of the university (vision)

XX% Median of best practice digital maturity ratio of participating universities in 2022

xx% Increase in median BPR in 2022 compared to 2020 (%)

■ Median of best practice digital maturity ratio of participating universities in 2020



conclusions



- * Digital maturity of Spanish universities from 2020 to 2022 shows **significant growth**
- * Perhaps results are not what universities expect, but knowing them will help to improve them in the future
- * Because of the great number of **digital initiatives** launched to overcome the pandemic crisis
- * But also, leaders have understood the importance of increasing the digital maturity to make their institutions competitive in a very changeable environment

Gracias
thanks

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