



# Managing Technology in Higher Education: Strategies for Transforming Teaching and Learning

By A. W. (Tony) Bates, Albert Sangra

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Universities continue to struggle in their efforts to fully integrate information and communications technology within their activities. Based on examination of current practices in technology integration at 25 universities worldwide, this book argues for a radical approach to the management of technology in higher education. It offers recommendations for improving governance, strategic planning, integration of administrative and teaching services, management of digital resources, and training of technology managers and administrators. The book is written for anyone wanting to ensure technology is integrated as effectively and efficiently as possible.

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### **Editorial Review**

#### **From the Inside Flap**

The use of technology for teaching continues to escalate on college and university campuses. However, the academy is still struggling with how best to plan and manage this activity.

Managing Technology in Higher Education offers faculty and senior academic administrators a wealth of practical recommendations for integrating communications technologies within colleges and universities. The authors provide recommendations on leadership, strategic planning, organizational structures, the governance of technology, quality assurance methods, training of instructors and administrators, and the management of resources in the context of organizational culture, barriers to change, and roles for government. In particular, they focus on how technology can transform teaching and learning within an institution.

Based on an examination of current practices in technology integration at over 30 universities and colleges, Managing Technology in Higher Education argues for a radically new approach to the management of technology in higher education institutions, focused on innovation in the design and delivery of teaching, increasing flexible access for learners, and improving cost-effectiveness.

This is a valuable resource for anyone wanting to ensure that the large investments made in technology are integrated as effectively and efficiently as possible.

#### **From the Back Cover**

##### **Praise for Managing Technology in Higher Education**

"In these times of tightening budgets and greater demands for better student learning outcomes, Tony Bates and Albert Sangrà offer a perspective that institutional leaders need right now as they plan for the future."  
—Sally M. Johnstone, PhD; vice president, Academic Affairs, and provost, Winona State University; former executive director, WICHE Cooperative for Educational Telecommunications

"By comprehensively reviewing the key literature and drawing upon a wide array of case studies, Bates and Sangrà have exposed the growing gaps between leadership in higher education, those on the front lines of teaching and learning, and the constantly evolving field of ICTs. This book blows away the rhetoric and the myths and not only offers long-term, practical strategies for closing these gaps but also inspires one to get on and do it!"—Alan R. Davis, PhD; president, SUNY Empire State College

"This is a comprehensive, timely, and readable book about the strategic use of information technology in higher education that will be of considerable value to CIOs and academic leaders."—Ted Dodds, CIO and vice president, Cornell University

#### **About the Author**

#### **The Authors**

A. W. (Tony) Bates is president and CEO of Tony Bates Associates Ltd., a private consulting company specializing in the planning and management of e-learning and distance education. He was formerly director of Distance Education and Technology at the University of British Columbia. Bates is the author of nine books, including *Managing Technological Change: Strategies for College and University Leaders* and *Effective Teaching with Technology in Higher Education*.

Albert Sangrà is director of Research and Educational Innovation and Methodology at Universitat Oberta de Catalunya in Barcelona, Spain. He is also director of Edu Lab, an educational innovation laboratory specializing in the application of new technologies to distance education.

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