

Shaping the future of higher education



Key insights from the TCS higher education study: Digital readiness and student experience in US, UK and AUS

Forces shaping the future of higher education

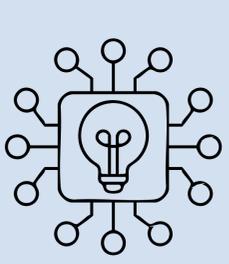
 <p>Optimism amid challenges Nearly 80% of university leaders are confident in future growth and sustainability, despite funding, alumni engagement, and regulatory challenges</p>	 <p>Enrollment growth Student enrollment has increased on average by 19% since 2022</p>
<p>Nearly 80% of university leaders are confident in future growth and sustainability, despite funding, alumni engagement, and regulatory challenges</p>	 <p>Digital maturity 61% of universities say their digital maturity has room for improvement</p>

Digital transformation & AI

<p>Investment priorities</p>  <p>29% of IT budgets now go to digital student experience initiatives.</p>	<p>Top drivers of growth</p>  <p>AI and machine learning is #1 investment for student digital experiences</p>
 <p>Success depends on a culture of perpetual adaptability—not just technology.</p>	 <p>Investment in digital transformation initiatives rank #3</p>

Student experience

<p>Strategic focus Student experience is a top strategic priority, following academics, research, and digital transformation</p> 	<p>Biggest pain points Fragmented digital ecosystems, digital equity and accessibility, data security/privacy, and personalization</p> 
<p>Outdated communication Heavy reliance on email & web portals; use of mobile apps and AI channels less popular</p> 	<p>Future investment Student engagement platforms are top investment priority for 2026-2027</p> 



The big takeaway

By embracing a strategic, AI-driven approach to digital transformation, universities can unlock the next level of innovation and deliver exceptional experiences for students—while strengthening competitiveness in a rapidly changing education landscape.

[Read the full report](#)

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