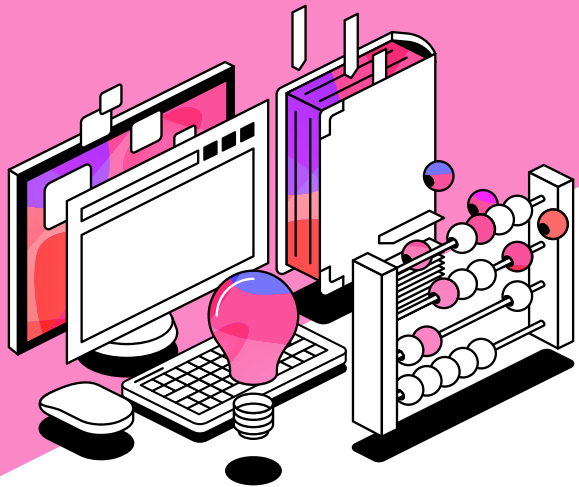




Building a Business Case for Digital Accommodations

5 simple steps to help you get from proposal to sign off



Establishing Aims

No one knows your department or your students better than you do. This puts you in a great position to identify what support is missing, but you need to be able to do so in a way that others can easily understand.

Plainly communicating your aims for a new investment will be crucial when speaking to stakeholders. So, to prepare for your business case, ask yourself...

Write these questions out and give a short answer for each. This way, you'll have a solid base to launch from when you're putting requests together.

Always keep these goals in mind as you progress through your requests. They'll help you structure your arguments and make it easier to put a plan in place.



What do I want this product to achieve?

"Why is our current set up inadequate for achieving this?"

"How will I know if the new product has been successful?"

"How will I gather this evidence?"



Describing the problem

You need to find a way to succinctly describe the problem you're wanting to solve before you reach out, as well as provide a little context. For example...

The problem

Peer note takers are unreliable. Students cannot be guaranteed a set of notes to work with as recruitment is patchy.

The context

Students with a qualifying disability are entitled to note taking accommodations under the terms of the ADA.

Keep this simple, brief and direct. If the problem relates to expense, include costs. If it's about student engagement, get the supporting information together. You might want to start putting this into numbers (i.e. number of students requesting support, inventory of current tools offered etc.)

Make sure you have all this information ready to use when you come to formally apply for funding.



Gathering evidence of ROI (return on investment)

Try to support your case for funds with evidence, where possible.

For instance, if you're having problems with provided accommodations, cite examples and instances where delivery of support was compromised. Or if your department is overspending on accommodations, offer a brief cost breakdown versus the alternative you're proposing.

Ultimately, advances in technology should save you both time and money. Clearly mapping this out creates a compelling argument when it comes to demonstrating ROI (return on investment).

Likewise, consider gathering evidence in the form of case studies from other institutions.

Suppliers often have a series of useful resources drawn from existing institutional customers that could spark the imaginations of higher-ups.

And if you'd like some detailed pricing information to go with your business case, you've only to ask!



Glean Sales Team Tip:

Try to apply a monetary value to existing ways of working to prove the savings.

Demonstrate positive student outcomes

Compelling ROI in relation to time or monetary savings will always help reinforce your case but often, the most compelling evidence of all is to showcase the tangible, real life positive student outcomes that emerge as a result of your accommodation provision.

Highlighting exactly how the accommodation has previously supported students helps to set the scene for how much potential there is to produce better outcomes for yourself as well as reach a greater pool of students. Think grades challenges, whitepapers or organisational research studies.

This can be especially powerful when it comes to education equity and exploring how students beyond those with disabilities can benefit from the introduction of a wider array of support to enhance grades or improve student wellbeing.

Glean Sales Team Tip:

Leverage supplier research or stories from similar size institutions to reinforce the potential for positive outcomes from your proposed future state.



Contacting stakeholders

The first step is formally pursuing a budget request is to reach out to the right people. If you're an administrator, speak to your director, find the right contact in the procurement office.

Establish communication via email. This way, you have a record of correspondence. You may need to contact the office email of the department first to be directed to the right person.

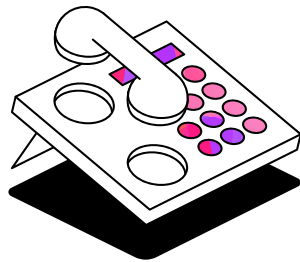
We've included an **email template** for you to use here. Simply fill in the blanks and delete sections that are not applicable to your department or institution.

This should get you off to a good start.



Glean Sales Team Tip:

If you're concerned about securing the required budget, consider exploring avenues with similarly minded stakeholders such as faculty members, or team up with grant writers from across your institution to unlock accommodations for students beyond your disabled cohort.



Stakeholders email



Dear [insert name],

I'm contacting your office to discuss an application for funding of new technology within the [department name].

In my role as [job title] in [department name], I'm responsible for providing accommodations for students with a registered disability under Title III of the Americans with Disabilities Act. This includes the provision of assistive technology. Currently, our department provides [insert current accommodation] to students eligible for accommodations. However, we're currently exploring other options to help improve cost efficiency and student experience.

Therefore, I would be grateful if you could inform me of your office's **policies and procedures for funding applications.**

Alternatively, I would be happy to arrange a meeting to discuss this in more detail.

I look forward to hearing from you,

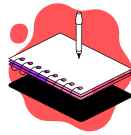
Kind regards, [name]

5 simple steps to securing budget



Establish aims

No one knows your department or your students better than you do. This puts you in a great position to identify and communicate your goals.



Describe the problem

You need to find a way to succinctly describe the problem you're wanting to solve before you reach out, as well as provide a little context such as costs or engagement metrics.



Gather evidence of ROI

If you're having problems with provided notes, cite examples where delivery was compromised. Or if your department is overspending, offer a cost breakdown versus the alternative.



Demonstrate positive student outcomes

Temporal and financial ROI is vital but often, the most compelling evidence is to showcase tangible positive student outcomes that emerge as a result of your accommodation provision.



Contact stakeholders

The first step for formally pursuing a budget request is to reach out to the right people. As the internal champion you'll have to convince the key stakeholders that your proposal is the best course of action

Questions about implementing accommodations?

Get in touch with our **Glean** experts and advisors to find out how you can empower your students to become independent learners...

