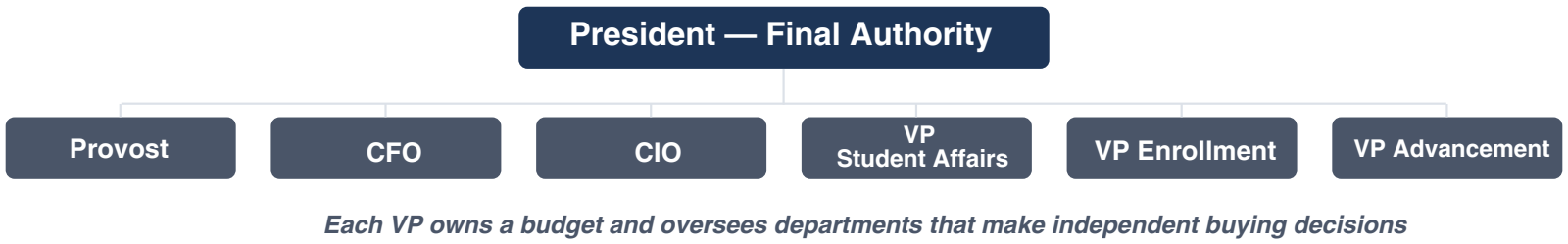


U.S. UNIVERSITY BUYING MAP FOR ISRAELI EDTECHS

Because there is no single path to purchase in American colleges and universities.

THE STRUCTURE

HOW UNIVERSITIES ARE ORGANIZED



THE DEPARTMENTS

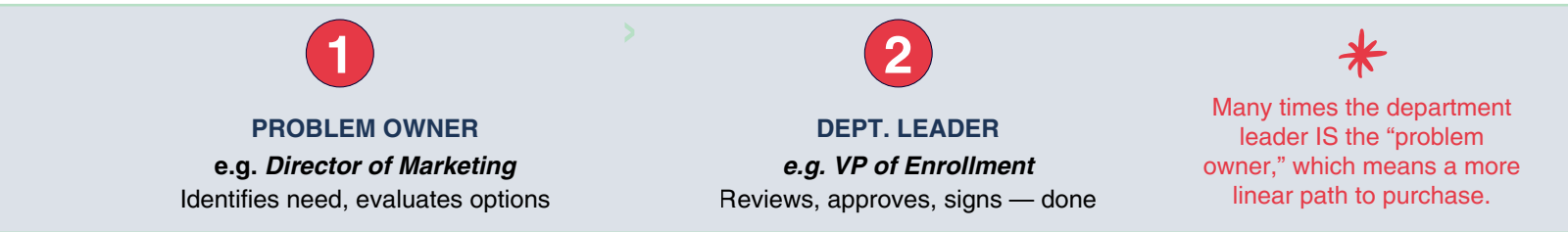
WHO BUYS WHAT — AND WHO APPROVES IT

DEPARTMENT	TECHNOLOGY THEY BUY	WHO CAN SAY "YES"
▪ Enrollment Management	CRM, enrollment marketing, chatbots & AI, predictive analytics, lead nurturing	VP Enrollment or AVP — owns budget directly
▪ Academic Affairs	LMS, assessment & accreditation, curriculum platforms, faculty development, classroom tech	Provost, Dean, or Dept. Chair — depends on cost & scope
▪ Student Affairs	Student engagement, retention & early alert, advising platforms, mental health, career services	VP Student Affairs or Director — depends on budget size
▪ Advancement	Donor CRM, fundraising & campaigns, alumni engagement, grant management, prospect research	VP Advancement or Director — depends on impact
▪ Information Technology	Cloud infrastructure, security & compliance, integrations & APIs, identity management, ITSM	CIO — nearly always required for security sign-off
▪ Finance & Operations	ERP & financial systems, budgeting & planning, procurement automation, expense management	CFO or Controller; Procurement for contracts

THE PROCESS

HOW A PURCHASE MOVES THROUGH A UNIVERSITY

- FAST TRACK
- Small deal, low risk, established or known vendor — Department Leader can close it alone.



✓ More common than you think — especially at private universities, for renewals, or low-cost tools. Get the VP on board early and you may never need the full process below.

- FULL TRACK
- Larger deal, new vendor, IT involvement, Finance Involvement. Here’s an example:

	STEP	OWNER	PURPOSE
1	Problem Identified	Director / Dept. Leader	Identifies a business challenge requiring a solution.
2	Business Owner Evaluation	Director or VP	Evaluates vendors and selects a preferred solution.
3	Stakeholder Review	Cross-Functional Committee	Confirms operational fit across departments.
4	Executive Sponsorship	VP or Cabinet Leader	Commits support, budget, and organizational backing.
5	IT& Security Review	CIO / IT Director	Verifies security, integrations, and technical feasibility.
6	Financial Review	CFO / Finance Office	Confirms budget availability and funding source.
7	Procurement, Legal & Contract Finalization	Procurement, Legal, CFO, President	Negotiates terms, approves the agreement, and executes the contract.

THE MARKETPLACE REALITY

PRIVATE VS. PUBLIC UNIVERSITIES — AND WHICH TO CHOOSE

PRIVATE INSTITUTIONS

Generally more agile. VPs and Deans frequently hold direct budget authority — Fast Track deals are common, especially for known vendors and lower-cost tools.

**Easier, quicker entry is a good route to get early traction.*

PUBLIC INSTITUTIONS

More layers, more process. Larger contracts and multi-year deals typically require committee review, formal procurement, and additional sign-offs. Many vendors must go through lengthy pre-approval process.



Ready to dominate the
US EdTech market?

Contact us today.
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