OLAH MARKETING EDGE

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

President — Final Authority

Provost | CFO | CIO | VP Student Affairs | VP Enrollment | VP Advancement

Each VP owns a budget and oversees departments that make independent buying decisions

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.*

1 **PROBLEM OWNER**
e.g. *Director of Marketing*
Identifies need, evaluates options

2 **DEPT. LEADER**
e.g. *VP of Enrollment*
Reviews, approves, signs — done

Many times the department leader IS the "problem owner," which means a more linear path to purchase.

✓ 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.
hello@olahmarketingedge.com
olahmarketingedge.com