Academic Analytics

Academic Analytics is a set of tools, techniques, and processes that support data-informed decision making for both operational and strategic ends. It is a concept for a set of activities, technologies and processes that help a university better understand itself, its environment, its history and its future.

Organizational Context

Accountability
Sense of Urgency
Cultural Readiness
BI Tools
Budget-Related Decisions

If you’re not using data and information to make decisions, you might as well consult a fortune cookie

Compelling Challenges

Institutional Leadership Transition
Unclear Ownership
Financial Resources
Time Resources
Underutilized Analytic Capacity

Themes

Need for Data Validation and Oversight
Role of Office of Institutional Research
Need for Tools and Dashboards
Need for Analytic Skills
Units Have Unique Needs

Recommendations

Engage Leadership Support
Foster Agreement on Metrics
Develop Quality Assurance Function
Create and Cluster Analytic Skills
It is Time for Action

Sponsors, Leaders, Advisors
Steve Cawley
Robert Kravik
Bernie Gulachek
Rich Howard
Peter Radcliffe
Steve Gillard

Team Members
Dean Carlson
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