The 2022 EDUCAUSE Horizon Report® Data and Analytics Edition

By the Numbers: The 2022 Horizon Report Panel

<table>
<thead>
<tr>
<th>Institution Size (Student FTE)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>15,000+</td>
<td>56%</td>
</tr>
<tr>
<td>8,000-14,999</td>
<td>9%</td>
</tr>
<tr>
<td>4,000-7,999</td>
<td>2%</td>
</tr>
<tr>
<td>2,000-3,999</td>
<td>7%</td>
</tr>
<tr>
<td>Less than 2,000</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>21%</td>
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<tr>
<th>(US) Carnegie Rollup</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Associates</td>
<td>7%</td>
</tr>
<tr>
<td>Baccalaureate</td>
<td>2%</td>
</tr>
<tr>
<td>Masters</td>
<td>9%</td>
</tr>
<tr>
<td>Doctoral</td>
<td>53%</td>
</tr>
<tr>
<td>Specialized</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>24%</td>
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Panelist Titles

- Associate Director, Student & Academic Services
- Associate Director, Enterprise Applications
- Associate Vice Chancellor Strategic Analytics
- Chief Analytics and Insights Officer
- Chief Data Officer
- Chief Privacy Officer
- Chief Information Officer
- Dean of Libraries
- Director of Academic Budgets and Planning
- Director of Data & Analysis
- Director of Institutional Research
- Director, Cloud Data Engineering
- Director, Faculty Data Systems & Analysis
- Enterprise Architect
- Head of Learning Analytics
- Provost
METHODOLOGY

SCENAROIS

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In this section we use a prioritization framework from the book for the Future 1570 to help answer this question: Why not focus on one or two strategic issues and allocate resources accordingly?

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Poll Time!
What is your general orientation to the future with respect toward higher education?

- Optimistic
- Neutral
- Realistic
- Pessimistic

Please explain your choice in the chat.

Social
- Institutions are increasingly asked to support decisions with data.
- Many big data methods reinforce social inequality.
- A focus on creating equitable learning and work environments is increasing.

Technological
- Existing data infrastructures are outdated and disorganized.
- Institutions still struggle to implement data governance systems.
- Data literacy and AI skills still lag behind the rapid adoption of big data analytics products.

Economic
- Free or inexpensive certificates from nonaccredited platforms are becoming more common.
- The value and ROI of a college degree are being questioned.
- Tech salaries are growing at an unprecedented rate.

Environmental
- Institutions are rethinking the use of their physical spaces.
- Commuting patterns are changing due to the pandemic.
- The demand for green IT services is growing.

Political
- Data privacy laws are getting more complex around the globe.
- There is increasing political involvement in public education.
- AI technology is being used for policing.

TRENDS: SCANNING THE HORIZON
Question for our panelists:

What stood out to you as the most interesting trends or trends identified by the panel, and why?

Poll Time!

Which of the five broad categories of trends do you think is having the biggest impact on your institution’s planning and thinking?

- Social trends
- Technological trends
- Economic trends
- Environmental trends
- Political trends

Please explain your choice in the chat.
KEY TECHNOLOGIES & PRACTICES

UNIFYING DATA SOURCES

Overview

Data is a valuable asset in higher education, yet many problems of duplication, lack of integration, and institutional barriers remain. Data management and governance, along with modern data architecture, are essential to unlocking the full value of data. Institutions must develop unified, open, and interoperable data management practices to ensure that information is shared and used effectively.

In this context, the ability to align workforces across and between institutions is critical for data management and governance. By leveraging data from multiple sources, institutions can create a more cohesive and integrated environment.

Unifying Data Sources in Practice

On-Writing Campus Data Systems to More Fully Support the "Whole Student"

Institutions face ongoing challenges for every initiative, with valuable information trapped within disjointed silos and systems. To improve operational efficiency and student services, modern institutions are adopting integrated approaches that unify data sources and leverage various information types to support decision-making processes.

Institutional Strategic Goal Impact

<table>
<thead>
<tr>
<th>Strategic Area</th>
<th>Institutional Impact</th>
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<tbody>
<tr>
<td>Data management and governance</td>
<td>2.8</td>
</tr>
<tr>
<td>Modern data architecture</td>
<td>2.8</td>
</tr>
<tr>
<td>Data literacy training</td>
<td>2.4</td>
</tr>
<tr>
<td>DEI for data and analytics</td>
<td>2.4</td>
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Total Score: 2.6
Question for our panelists:

Which technology or practice stands out as the most promising for the future of data and analytics in higher education, and why?
Thank you!

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Jenay Robert
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