**EDUCAUSE Annual Conference**

**Bringing Business Knowledge to Education: Lessons Learned and Best Practices in Data Management and Analytics**

Anaheim, CA

Thursday, October, 4:30pm-6:20pm

**SPEAKERS**

* Susan Grajek, Vice President of Data, Research, and Analytics, EDUCAUSE
* Marc Hoit, Vice Chancellor for Information Technology and CIO at NC State.
* Bruce Bedford, VP of Marketing Analytics and Consumer Insight at Oberweis Dairy.
* John Barry Taylor, Inland Fisheries Division, Texas Parks and Wildlife.
* MaryAnne DePesquo, Senior Manager, Advanced Analytics at Blue Cross Blue Shield of Arizona.

**Part 1: 4:30-5:20. Getting Started, People, Process, Culture**

1. Introductions
2. Case studies  
   *Each panelist will have 5 minutes to describe a big analytics project they’ve recently engaged in.*   
   *Panelists will address the following issues in their descriptions:*
   1. The Project: What challenges were you facing when you began your major adoption of analytics? Did you start with a specific, targeted issue or did you take a more comprehensive approach to using analytics at the start?
   2. Culture: How did you make the shift in your organization’s culture from not using to using analytics? What were your critical success factors? What held your organization back? How did you work through resistance and challenges?
   3. Data: What about the data? How much work was it to get the right data, clean data, etc.? How did you go about it – did you have a grand plan from the start, or was there a lot of trial and effort involved?
   4. Governance: How did you structure decision-making and leadership around analytics initiatives? What are the critical roles that need to be in place?
   5. Data-driven decision-making: How were you able to turn the corner from simply looking at the data to truly using it in operations, strategy, and planning? How has your use of data changed as your organization has become more adept at applying analytics?
   6. IT’s role: What has IT’s role been in this journey and this practice?
   7. Tools and technologies: When did the issue of toolsets need to be addressed? What factors did you consider?
3. Q and A

**Break: 5:20-5:30**

* Continue the Q and A during the break for those who wish to stay.

**Part 2: 5:30-6:20. Analytics techniques and innovative uses of analytics**

1. Recap of session 1 and introductions
2. Lightening round:   
   What does the word analytics mean to you? What’s your one-minute elevator speech?
3. Innovation
   1. What is the most innovative use of analytics in your industry today?
   2. Describe how analytics has helped your organization with truly transformative change.
   3. We struggle articulating and quantifying the value of our enterprise systems. How does incorporating the use of analytics change the value proposition? Is it a strategic differentiator? If, can you provide an example of how an organization applying analytics has a competitive advantage?
4. Futures
   1. Where are you headed with analytics: How do you hope to apply analytics three years from now, and what is standing in your way?
   2. Has analytics changed your industry for the better or the worse? (Mark, Bruce, Mary Anne)
   3. What are the implications for higher education if we fail to adopt analytics?
   4. Will analytics change the nature of higher education as a collegial industry by making us more overtly and concretely competitive?
5. Q and A