Moving the Red Queen Forward: Using EDUCAUSE Resources to Mature Your Analytics Practices
Pam Arroway
Director of Analytics Infrastructure
EDUCAUSE
@StatPam

Eden Dahlstrom
Director of Research
EDUCAUSE
@datadeeva
A slow sort of country!' said the Queen. 'Now, HERE, you see, it takes all the running YOU can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast as that!'
Overview

Primer on Analytics
Research Resources
Maturity Index
Benchmarking Service
Q&A
EDUCAUSE Primer on Analytics...
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ANALYTICS

Keyword Search within this topic

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Step 1: Choose the primary topic of interest

- General
- Administrative
- Learning

Step 2: Choose the readiness level of interest

- Starting or Planning
- Launching or Implementing
- Transforming
Step 1: Choose the primary topic of interest

Step 2: Choose the readiness level of interest
Analytics is used in a higher education environment to analyze various collected data points to gain insight and make informed decisions about complex issues. Specific areas include academic analytics, business intelligence, and learning analytics. EDUCAUSE offers a wide range of resources on this expansive topic in various formats. Recent EDUCAUSE Resources on Analytics include:

- *Ethics, Big Data, and Analytics: A Model for Application*, EDUCAUSE Review, May 2013. This report takes an in-depth look at the current state of analytics in higher education, outlines the challenges and barriers to using analytics, and assesses progress in analytics, providing recommendations for development.
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EDUCAUSE Research...
RESEARCH AND PUBLICATIONS

Stay up-to-date, learn more, and make better decisions through research and publications about the challenges and opportunities in higher education IT.

RESEARCH

EDUCAUSE research programs provide IT leaders with the data and research they need to align IT strategy with institutional strategy, plan new initiatives, manage existing services, and operate their organizations. IT data and analyses in turn inform higher education's response to challenges such as institutional efficiency, learning effectiveness, and college completion.

Address Top IT Issues
The annual EDUCAUSE Top 10 research—including reports on IT Issues and strategic technologies—is used by higher education leaders to anticipate and articulate challenges and inform their actions to address them.

Benchmark your IT services
Participate in the Core Data Service.

Make informed IT decisions
Subscribe to the EDUCAUSE Center for Analysis and Research.

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Game Changers inspires us to rethink the rules of education and information technologies. Presidents from many institutions wrote about how they’re rethinking the rules in different ways, including student empowerment, self-directed learning, and prior learning assessment. Learn about the principles behind the models and gain inspiration from the case studies.

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EDUCAUSE Library—An international repository for information concerning the use and management of information technology in higher education, aggregating over 24,000 resources.

Take a broad look at current trends
EDUCAUSE publications explore current issues, emerging trends, and the management of information technology, as well as how IT affects institutions, higher education and society.
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Enhance Decision Making

- **Look in** — Restructure your IT organization for the “new normal” with trends, forecasts, and benchmarking.
- **Look across** — Understand your colleagues’ and constituents’ needs and expectations so you can refine your IT service management.
- **Look up** — Align IT with the institutional mission through strategic uses of technology and data.

---

**Trends and Forecasts**

Understand what’s important and where to focus with these annual reports.

- Top 10 IT Issues
- Top 10 Strategic Technologies

**Research and Analysis**

Improve your IT service delivery with user data and technology trends and practices.

- EDUCAUSE Center for Analysis and Research

**Community Collaboration**

Collaborate on emerging and common challenges, including cloud, data, and mobile.

- ECAR Working Groups

**Benchmarking**

Use benchmarking data and analysis to inform IT planning and support for strategic initiatives.

- Core Data Service
- EDUCAUSE Benchmarking Service BETA
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ANALYTICS IN HIGHER EDUCATION, 2015

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REPORTS AND SUPPORTING MATERIALS (FORTHCOMING)

Related Resources
- Infographics: Institutional Analytics and Learning Analytics
- Data Tables
- Survey Instrument
- Slide Presentations: Institutional Analytics and Learning Analytics

The survey instrument and slide presentations will be open access. All other materials will be available to ECAR subscribers only for the first five months after publication.

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Analytics investment

- Percentage of respondents:
  - Learning analytics:
    - Major investment: 25%
    - Minor investment: 50%
    - Little or no investment: 25%
  - Institutional analytics:
    - Major investment: 50%
    - Minor investment: 25%
    - Little or no investment: 25%
Concerns about use of analytics in higher ed

- Affordability Issues
- Data Issues
- Culture Issues
- Vendor Issues

- Affordability
- Keeping pace
- Misuse of data
- Regulations requiring questionable metrics
- Regulations requiring more reporting
- Inaccurate data
- Strategy for changing vendors
- Proprietary vendor algorithms
- Inability of higher education to use data to make decisions
- Insufficient ROI
- Black-box algorithms
- Students' privacy rights
- Vendors profiting from higher education data
- Vendor access to data
- Faculty privacy rights
- Staff privacy rights
- Another means of running higher education like a business
- Inability to measure higher education

Percentage of respondents

- Major concern
- Moderate concern
Analytics maturity, 2014

Composite score: 3.4

- Investment/resources: 2.9
- IR involvement: 3.7
- Data efficacy: 3.4
- Technical infrastructure: 3.4
- Policies: 3.5
- Decision-making culture: 3.4

2nd Generation Maturity Index
EDUCAUSE Maturity Index...
EDUCAUSE IT Assessment Tools

● Self-Assessment
  ○ Learning Spaces Rating System
  ○ Information Security Program Assessment

● ECAR Maturity Indices
  ○ E-Learning
  ○ Analytics
  ○ Research Computing
EDUCAUSE IT Assessment Tools

- **Self-Assessment**
  - Learning Spaces Rating System
  - Information Security Program Assessment

- **ECAR Maturity Indices**
  - E-Learning
  - Analytics
  - Research Computing
EDUCAUSE IT Assessment Tools

- Benchmarking
  - EDUCAUSE Core Data Service
    - IT financial, staffing, and services
  - EDUCAUSE Benchmarking Reports
- Technology Research in the Academic Community
  - Student and faculty technology experiences and expectations
EDUCAUSE IT Assessment Tools

- **Benchmarking**
  - **EDUCAUSE Core Data Service**
    - IT financial, staffing, and services
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- **Technology Research in the Academic Community**
  - Student and faculty technology experiences and expectations
EDUCAUSE IT Assessment Tools

● Self-Assessment
  ○ Learning Spaces Rating System
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● ECAR Maturity Indices
  ○ E-Learning
  ○ Analytics
  ○ Research Computing
ECAR Analytics Maturity Index

Data/Reporting/Tools

1. Our data are of the right quality/are clean. *
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree

2. We have the right kinds of data. *
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree
ECAR Analytics Maturity Index

Your Results

PRINT OUT, COPY, OR SAVE THIS PAGE SO THAT YOU CAN HAVE A COPY OF YOUR RESULTS

GOVERNANCE/INFRASTRUCTURE

DATA/REPORTING/TOOLS

INVESTMENT

EXPERTISE

CULTURE

PROCESS

2.9 COMPOSITE
ECAR Analytics Maturity Index

INTERPRETING YOUR SCORE:

1. Undeveloped (Emerging)
2. Developing
3. Effective
4. Advanced
5. Mature (Transforming)

GETTING TO THE NEXT STEP:

Note the scores for each of the analytics factors. Which ones are relatively weaker? Want to advance analytics at your institution? Take the following steps.

DATA/REPORTING/TOOLS

- Work on collecting the right data to answer strategic questions.
- Improve data cleanliness, accessibility, and quality.
- Work on standardizing data to support comparisons inter- and intra-institutionally.
- Develop a course of action for obtaining and maintaining the right analytics tools for your institutional needs.
- Ensure reports are in the right format to inform decisions.
- Develop practices that make data collection and reporting repeatable.
- Develop practices that eliminate, phase out, or update data and reports that are no longer valuable.

GOVERNANCE/INFRASTRUCTURE

- Develop security policies and practices that safeguard data for analytics.
- Develop policies regarding access to institutional and individual data, including IRB policies.
- Develop and maintain the capacity to store, manage, and analyze large volumes of data. Plan for future expansion.
- Create policies that decrease or eliminate data protection or siloing by pockets of individuals.
- Build on the number of IT professionals at your institution who have the right training to support analytics.
EDUCAUSE Benchmarking Service...
From Self-Assessment to Benchmarking

- Benchmarking
  - EDUCAUSE Core Data Service
    - IT financial, staffing, and services
  - EDUCAUSE Benchmarking Reports

- Technology Research in the Academic Community
  - Student and faculty technology experiences and expectations
Maturity (and Deployment) Index Library

- Analytics (CDS Module 8)
- E-learning (CDS Module 3)
- Research computing (CDS Module 4)
- IT Security (CDS Module 7)
- Student Success Technologies (CDS Modules 3, 8)
- IT Governance (CDS Module 1)
- IT Risk Management (CDS Module 1)
- Culture of Innovation (CDS Module 1)
CDS Reporting: Benchmarking Maturity Index Items with Custom Peer Groups
EDUCAUSE Benchmarking Service

*BETA*: Benchmark Overall Maturity, Maturity Dimensions and Index Items with custom peer groups
EDUCAUSE Benchmarking Service BETA
EDUCAUSE Benchmarking Service BETA
Stop Guessing. Start Making Data-Driven Decisions.

Core Data Service
IT financials, staffing, and services

EDUCAUSE Benchmarking Service BETA (Coming in early 2016!)
Reports you can use to communicate the value of IT to non-IT leaders.

Use benchmarking to inform IT planning and support for strategic initiatives.
educause.edu/research
Q&A...