Trends and Challenges that Influence Analytics Strategies

A System View

Stephanie Bond Huie, Vice Chancellor
Office of Strategic Initiatives
About UT System

- 217K students
- $2.7B in research
- 52K degrees
- 37% of all degrees in Texas
- 40% are STEM degrees
- 900 MDs from 4 medical schools
- 2 new medical schools coming online
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The Changing Environment

Trends and Challenges that Drive Analytics Strategy
Changing Audience

- Wants more data
  - Not necessarily content experts
    - UT System leadership (new and/or business-oriented)
    - General public
  - Must present more complex analytics, but in simpler ways
- Expects quality design
Changing Technology Needs

• Online, public access
  • But with some privileged/secured access
• Mobile friendly
• Secured data
Changing Attitudes and Demographics

**Attitudes**—questioning the value of higher ed
- Responding with data
- Demonstrating our value (beyond the anecdote)

**Demographics**—“new” populations
- Measuring access and success
- Communicating relevant information
Responding to the Changing Environment
UT SYSTEM CASE STUDY #1
What is seekUT?

• Website and online, interactive tool that presents data on the employment outcomes of UT graduates over time
• Information from start to finish
  • Pursuing a degree
  • Understanding the costs—by major
  • Exploring career opportunities
  • Realizing the return on investment—earnings by major
Why Build seekUT?

• **Changing Audience:** new leadership and eventually a new audience (students)
• **Changing Attitudes:** the value question—and finding a data-driven answer for our own students
• **Changing Demographics:** demonstrating value to large (and growing) non-traditional population
• **Changing Technology:** ability to create tool
How Did We Get the Data?

• Partnering with outside agencies
• Foundation = student data from THECB files
  • Student data for 12 graduating classes (2001-02 to 2012-13)
• Partnership with TWC
  • 12 years of earnings data (2003 to 2014)
  • Industries
• Occupations data - Bureau of Labor Statistics
• Continuing education - National Student Clearinghouse
Demo

• [http://www.utsystem.edu/seekUT](http://www.utsystem.edu/seekUT)
UT SYSTEM
CASE STUDY #2
What Is the UT System Dashboard?

Public online information tool that supports transparency and decision-making by showing key indicators of institutional performance and provides long-term trends on a variety of metrics.
Driving Forces

Changing Audience

• Board of Regents
• Executive leadership

Changing Attitudes

• Internal culture shift
• State and national trends
Engaging Stakeholders

**Focus**
- Overarching goals
- Content areas
- What matters? (metrics)
- Feedback and guidance

**Members**
- Executive leadership
- Campus vice presidents/provosts

**DASHBOARD ADVISORY GROUP**

**WORKING GROUPS**

**Metrics Development**
OSI staff, UT System staff, campus IR staff
Responsible for:
- Metrics - refine and define
- Data sources
- Breakdowns, drill-down levels
- Benchmarks/Targets

**Design and Presentation**
OSI staff, UT System staff
Responsible for:
- New design/user interface
- Data presentation
- Technology selection

**Primary Content Areas**
- Students
- Faculty
- Research / Tech Transfer
- Finance / Productivity
- Health
Demo

• http://data.utsystem.edu
About UT System

#1
IN DEGREES
AWARDED IN TX

#2
IN RESEARCH
IN THE US

150
MEMBERS IN
NATIONAL ACADEMIES

$16.9B
OPERATING BUDGET

6.8M
OUTPATIENT VISITS

90K
EMPLOYEES IN TX

$132B
IN EARNINGS