Analytics Readiness: How do you measure up?

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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

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2014 EDUCAUSE Core Data Service
EDUCAUSE Benchmarking Service Beta

1) Build reports with customized peer groups on demand

2) Benchmark maturity and technology deployment
EDUCAUSE Benchmarking Service Beta

3) Receive recommendations for improvement

2.8 Information Security Dimension Scores with Peer Comparison

3.0 Information Security Deployment Detail

2.9 Information Security Maturity Item Detail with Peer Comparison and Recommendations

3. Data Security and Data Management Processes

Optimized

Managed

Defined

Repeatable

Ad hoc

Student success technologies

E-Learning

IT governance

Information security

Research computing

IT risk management

Analytics

2014 EDUCAUSE Core Data Service
Analytics Maturity
(All Non-specialized US Institutions)

5. Optimized
4. Managed
3. Defined
2. Repeatable
1. Absent/ad hoc

IR Involvement
Technical Infrastructure
Data Efficacy
Decision-Making Culture
Investment/Resources
Policies

2015 EDUCAUSE Core Data Service

Analytics at Georgia Southern University
3/8/16

Types of Business Analytics Capabilities


1. Decision makers are very attached to the familiar. Slow is often fast.
2. Analytics reflect business processes. Flaws are quickly exposed.
3. Begin with the promise that all prior mistakes/errors are pardoned.
4. Lipstick on a bulldog makes a difference.
   Presentation can be more important than the data.
5. Democratizing access to data often requires a cultural change. The speed of change depends on the depth of trust.
6. Everyone can create their own view, but there should only be one authentic source of “truth”.
7. Know your data, but read the footnotes.

8. Today’s predictions are only as good as the data you gathered yesterday.
9. What are you predicting and who is using this prediction?
10. So you’ve predicted an outcome, now what?
11. Information → Knowledge → Power. Analytics can disrupt established power structures.

12. There’s no substitute for world-class software.

13. Some people don’t want to be bothered by the facts…
Some decisions are not based on Data…
USG123 provides information about academic programs and data on student enrollment, retention, graduation, and degrees conferred at all 28+ USG institutions.

CIOAC Collaborative Analytics Project

To understand our IT organizations.
To compare with other institutions.
Identify tactical similarities & gaps.

Table 2. EDUCAUSE Core Data Survey Dashboard Metrics

<table>
<thead>
<tr>
<th>Institution</th>
<th>Employees 2014/15</th>
<th>Students Fall 2013 (U)</th>
<th>Staff</th>
<th>Personnel Cost</th>
<th>Personnel % of IT Staff</th>
<th>IT Staff % of Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>UO</td>
<td>34.5</td>
<td>32,829</td>
<td>3.9</td>
<td>5.5</td>
<td>122</td>
<td>18.6</td>
</tr>
<tr>
<td>UC</td>
<td>47.8</td>
<td>32,829</td>
<td>4.2</td>
<td>5.5</td>
<td>122</td>
<td>18.6</td>
</tr>
</tbody>
</table>

15. Learn to fail fast.

16. There’s strength in numbers...
17. Link metrics to top issues & priorities

CIOAC Collaborative Analytics Project
To inform strategic IT planning...

CIOAC CDS Project
... to build greater understanding of value and potential of technology in strategic context.

18. Move to action, escape the gravity of analysis... but don’t boil the ocean.
19. Tell your story!
1:30:1 Principle
Georgia Southern University: Composite Score = 3.6
Peer Group 1: Mean Composite Score = 3.1

<table>
<thead>
<tr>
<th>Peer Group</th>
<th>N</th>
<th>Georgia Southern University Percentile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peer Group 1</td>
<td>13</td>
<td>92</td>
</tr>
</tbody>
</table>

Peer Group 2: Mean Composite Score = 3.0

<table>
<thead>
<tr>
<th>Peer Group</th>
<th>N</th>
<th>Georgia Southern University Percentile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peer Group 2</td>
<td>7</td>
<td>77</td>
</tr>
</tbody>
</table>
“Moving the Needle” on your Analytics Maturity

Discussion logistics

- Work in groups at each table
- Explore the Maturity Index dimension assigned to your table
- Resources:
  - Key factors handout
  - Identify specific ideas to increase the maturity level of your institutions’ analytics initiatives
- Make action plan for when you return home
Discussion Questions

- What is the **obstacle** keeping you from the next maturity level for this dimension? What can help you overcome that obstacle?
- Where you have had **success** in this dimension? What were the keys to that success? What helped you get there?
- What are you going to do next week and in the next 90 days? What **actionable steps** will you take?

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Analytics Maturity
(All Non-specialized US Institutions)

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5. Optimized
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2015 EDUCAUSE Core Data Service
Data Efficacy

- Types of items
  - Right kinds of data and reports
  - Standardized data
  - Accessible data
  - Repeatable processes
- Recommendations
  - Evaluate data needs relative to institutional goals
  - Establish regular review of report utility

Decision-Making Culture

- Types of items
  - Commitment and acceptance from administration and faculty
  - Key institutional outcomes identified
  - Use of data in strategic plan
- Recommendations
  - Use specific examples to show the value of analytics
  - Identify data needed to address strategic outcomes
**Investment/Resources**

- Types of items
  - Sufficient funding and staff
  - Funding is an investment, not an expense
  - Knowledgeable staff can apply analytics
- Recommendations
  - Provide training for staff
  - Seek funding based on business need

**Policies**

- Types of items
  - Use of data is secure
  - Policies for data access
  - IRB policies for analytics data collection
- Recommendations
  - Ensure policies reflect the full cycle of data
  - Document access policies
Technical Infrastructure

- Types of items
  - Right tools and software
  - Capacity to store, manage and analyze data
- Recommendations
  - Include analytics tools in needs assessments and technology lifecycles
  - Assess future need for expansion of capacity

IR Involvement

- Types of items
  - IT and IR communicate effectively
  - IR leadership involved in planning
- Recommendations
  - Improve rapport between IT and IR
  - Collaborate on analytics project management
Thank you!

For more information:

EDUCAUSE Benchmarking Service Beta

benchmarking@educause.edu
EDUCAUSE Analytics Efforts

2015 EDUCAUSE/NACUBO Administrative IT Summit

*Analytics as a Strategic Asset*

- Executive leadership
- Staff resources and expertise
- Collaboration
- Governance and communication
- Culture

Published proceedings available at [http://www.educause.edu/events/administrative-it-summit](http://www.educause.edu/events/administrative-it-summit)

EDUCAUSE Analytics Efforts

2015 ECAR Analytics Study


- Not much progress made since 2012
- All sizes/types of institutions say they need more staff
- Concerns about affordability and misuse of data

Leaders get it, but progress is slow