Analytics Readiness: How do you measure up?

Objectives:

• During our time today, we will review the following:
  I. Introduce the new EDUCAUSE Benchmarking Service
  II. Examine how two institutions are using analytics to improve decision-making
  III. Review key factors that comprise analytics
  IV. Discuss how to overcome obstacles, achieve success, and build an action plan
I. Introducing the EDUCAUSE Benchmarking Service

1) Build reports on demand with customized peer groups
I. Introducing the EDUCAUSE Benchmarking Service

2) Benchmark maturity and technology deployment

2.8) Information Security Dimension Scores with Peer Comparison

3.8) Information Security Deployment Detail
EDUCAUSE Benchmarking Service Beta

3) Receive recommendations for improvement

3. Data Security and Data Management Processes

<table>
<thead>
<tr>
<th>Item</th>
<th>PreU</th>
<th>CE</th>
<th>Pub DR</th>
<th>Recommendation</th>
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</thead>
<tbody>
<tr>
<td>1. Absent/Ad hoc</td>
<td>5.0</td>
<td>3.6</td>
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Analytics Maturity Index
by Carnegie Class

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

2015 EDUCAUSE Core Data Service
Analytics Maturity
(All Non-specialized US Institutions)

IR Involvement

Technical Infrastructure

Data Efficacy

Decision-Making Culture

Investment/Resources

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

Data Efficacy

Decision-Making

Culture

Investment/Resources

Policies

2015 EDUCAUSE Core Data Service

Analytics at Georgia Southern University
Types of Business Analytics Capabilities

Descriptive Analytics

What Happened?

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 wetware.

13. Some people don’t want to be bothered by the facts…
14. Some decisions are not based on Data…
Analytics at Elon University

“We Just Know”
Then, data mattered

Departments that cared

- Admissions (Slate)
- Academics (SAS)
- Student Life (CollegiateLink, MediCat, Titanium, Maxient)
- Institutional Data (Qualtrics)
- Police (SouthernSoftware)
- Study Abroad (Terra Dotta)
What we really changed

“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?