Encore: Findings from the Enterprise IT Summit 2018

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CIO + CAO
The Power of Collaboration:
Leveraging a Strong Chief Information Officer & Chief Analytics Officer Partnership to Advance Analytics at an Institution

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CIO/CAO Partnership sets the groundwork for successful key institutional initiatives

- Technology – Unified technical strategy
- Data – Data governance, analytics, use
- Talent – Organization, skillsets
- Culture – Driving philosophies


We are in it together – we need each other to succeed.

- Look out for each other
- Communication
- Joint resource planning
  - Staff resources
  - Funding Strategies
We Bring different perspectives

- We are involved in different conversations across the campus
- Complement each other
- Different networks (on-campus and off)
- Different professional organizations

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Collaborative Success
Collaborative Success Recommendations

- Bring people together to build a shared vision
- Get out of your silos
- Focus on the team and on the value teamwork brings
- Work on data governance

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Strategies

1. Integration Frameworks
   A foundational strategy for integrating SIS and core academic resources.

2. Student Engagement Metrics
   Integrations with engagement platforms to measure event attendance, advising, career coaching, experiential activities, ...

3. Engagement & Communication
   Solutions, including artificial intelligence, to engage students and deliver a personalized experience and guidance throughout their academic journey.

4. Student Success
   Identifies at-risk students and offers early alerts and customized intervention plans.

Keys to Success

- Purposeful relationship with stakeholders
- Agreed understanding of agility and adaptability
- Shared vision for success
- Ability for individuals to freely be creative, innovative, and share ideas
- New lens for technical staff
Operational Success

Operational Success Recommendations

- Bring the right people to the able from across the institution to agree on a vision
- Provide training where needed
- Become more strategic
- Focus on change management

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Leveraging Software for Predictive Analytics

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SAS Enterprise Miner

- 2014: Used SAS Enterprise Miner to build decision-tree models for predicting FTIC fall to spring persistence

- Benefits:
  - Less time coding = More time for analysis
  - Easy to collaborate
  - Build models in-house
  - Editing models is relatively quick
  - Low cost: SAS Enterprise Miner ~ $1500/license/year; Base SAS programming software ~ $800/license/year

- Used results to identify our most at-risk students

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Student Success

Student Success Recommendations

- Develop a shared vision for student success and use it in change management efforts

- Foster an understanding of the role and possibilities of analytics

- Work to create a culture of evidence within the institution
The Ethics of Analytics

- Help students understand the data being collected about them and how it is being used
- Work towards a culture shift around ethics
- Understand the relationship between ethics and governance

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Questions?

Thank you!
Find full event agenda and session details at

Enterprise IT Summit
https://events.educause.edu/enterprise-it-summit/2018