

ANALYTICS: A 21ST CENTURY TEAM SPORT



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AGENDA FOR THE SESSION

- Targeting the right data
- Recruiting and training skilled staff
- Developing data-centered processes
- Building the team
- Using the right equipment/tools/playbook
- Moving from data to insight and action
- Team Project

D

DATA

BREADTH, INTEGRATION, QUALITY

E

ENTERPRISE

APPROACH TO MANAGING ANALYTICS

L

LEADERSHIP

PASSION AND COMMITMENT

T

TARGETS

FIRST DEEP THEN BROAD

A

ANALYSTS

PROFESSIONALS AND AMATEURS

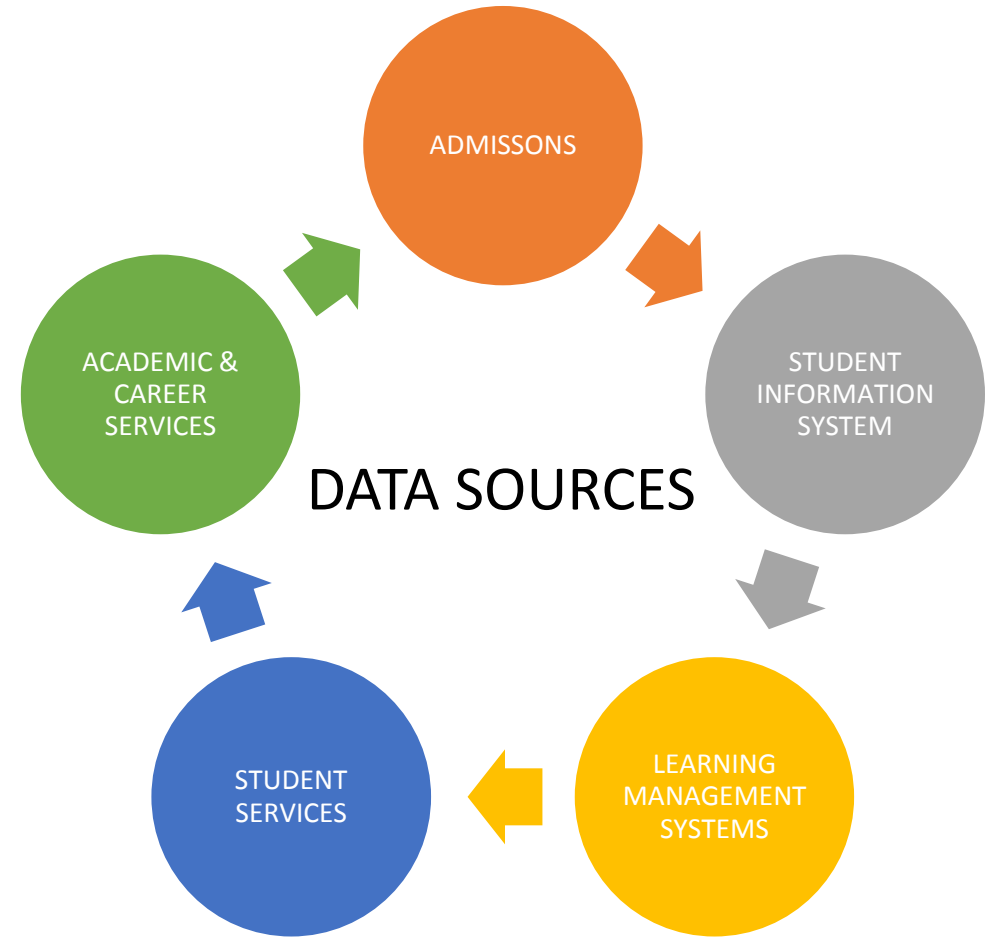
Thomas Davenport and Jeanne Harris Competing on Analytics 2007

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Targeting the Right Data

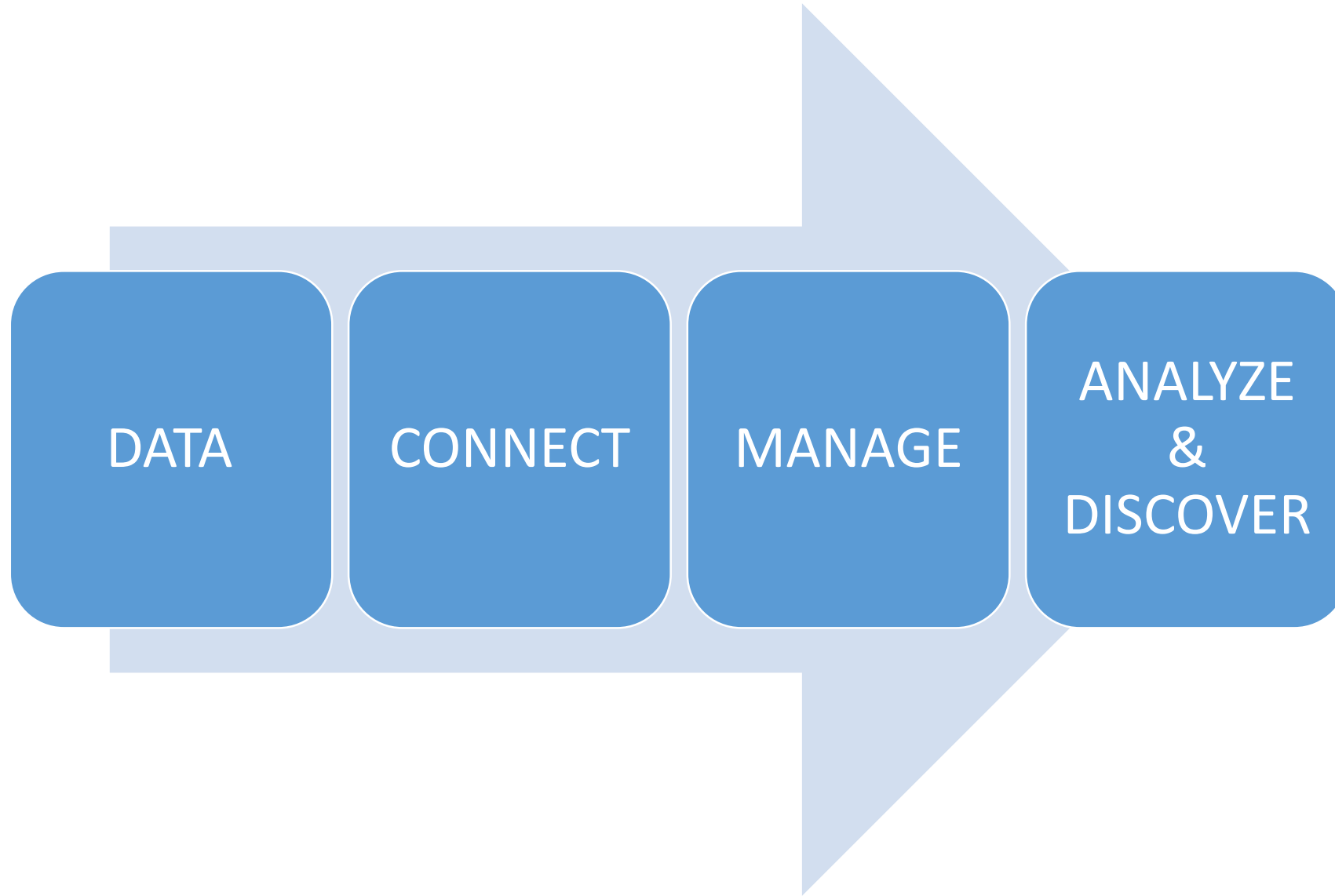
- What is the target?
- Milestones and destination
- Where are the data?
- Who can access?



Recruiting and Training Skilled Staff



Developing Data-Centered Processes



Data-Centered Process

- Collect good data
- Connect to specific segments
- Manage for real-time use
- Analyze and discover with broad collaboration using deep domain insights

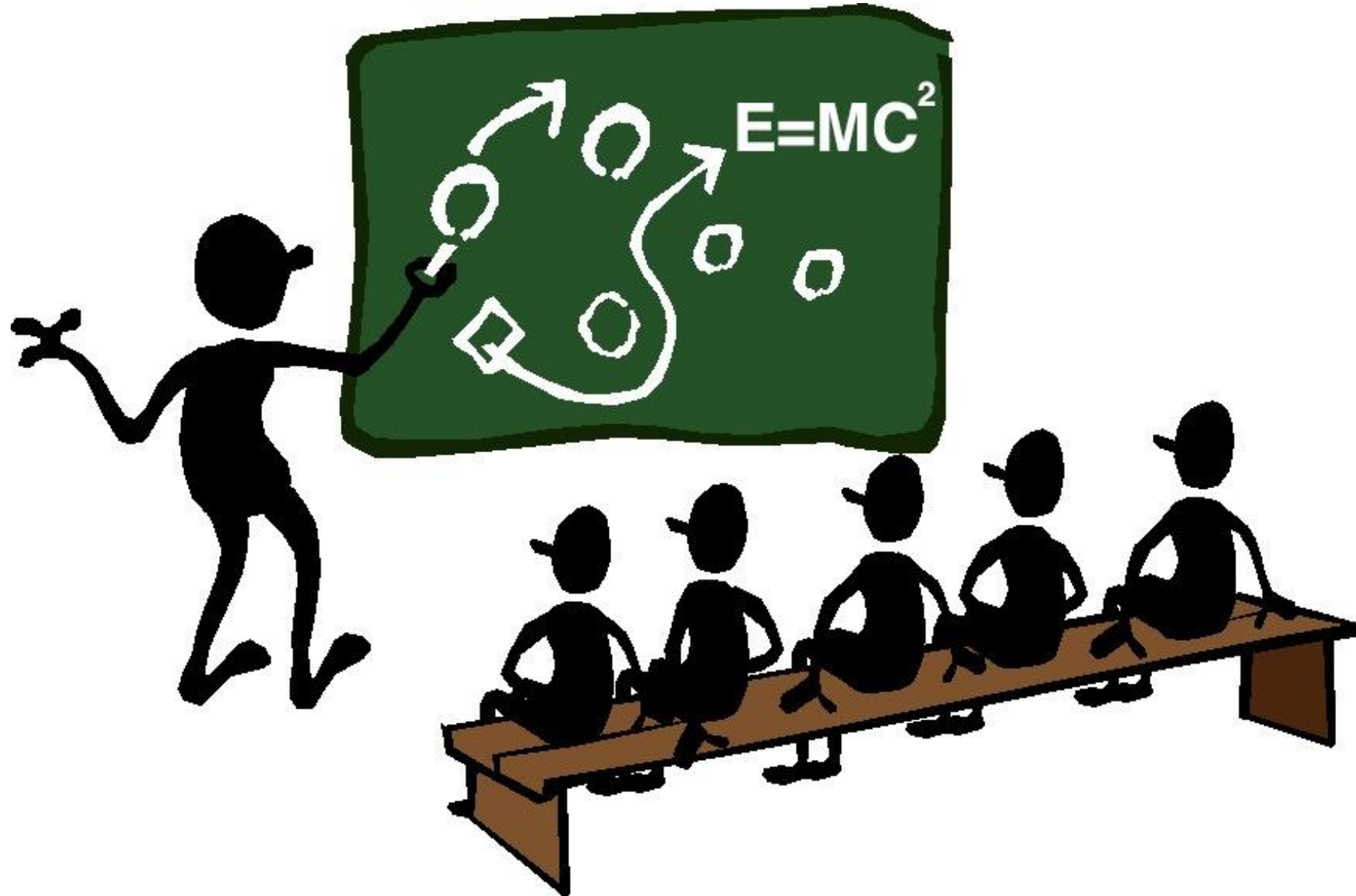
Building the team



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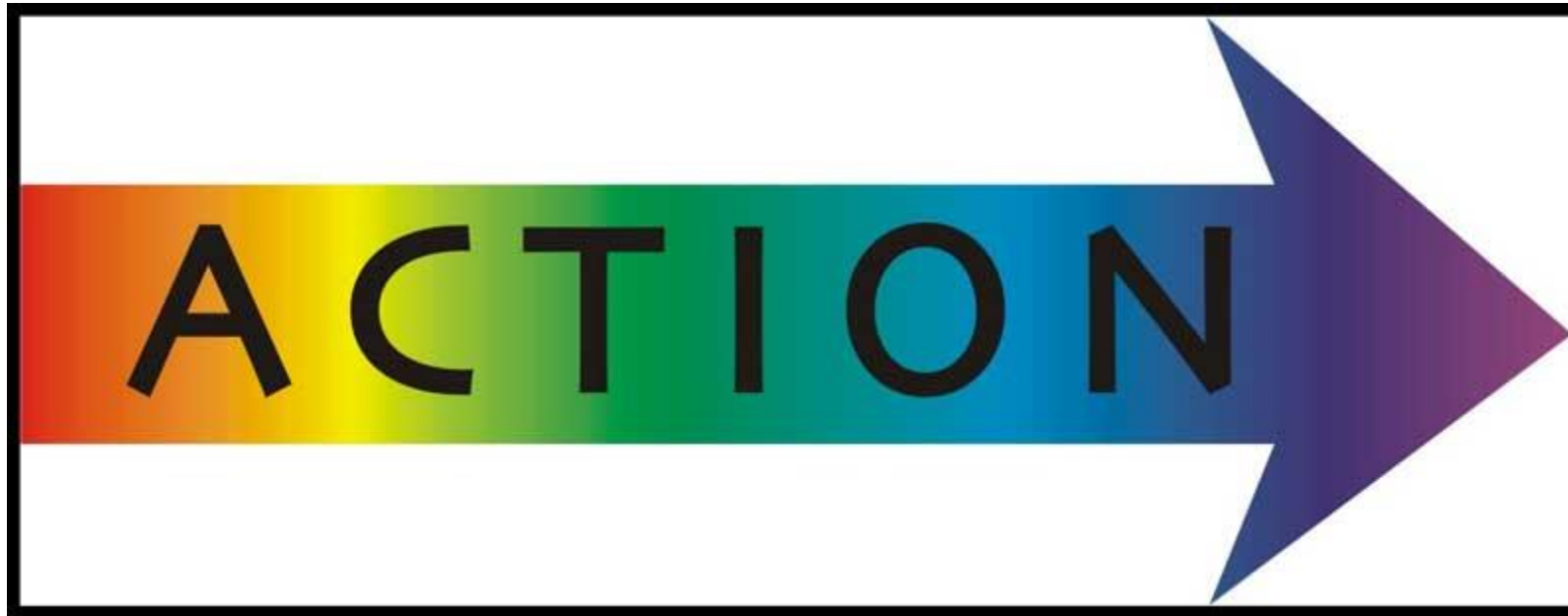
Using the right equipment/tools/playbook



BUILDING A PLAYBOOK

- SET GOALS
- DETERMINE IMPACT
- REALIGN TO RIGHT PEOPLE
- ENSURE REPEATABILITY
- DEVELOP A PLAYBOOK FOR STUDENT SUCCESS
 - INSTITUTIONAL GOALS
 - STUDENT-FOCUSED GOALS

Moving to Insight and Action



Metrics Are Easy; Insight is Hard

“In contrast to abundant data, insights are relatively rare. Insights are defined as actionable, data-driven findings that create business value. They are entirely different beast from raw data. Delivering them requires different people, technology, and skills – specifically including deep domain knowledge. And they’re hard to build.” Irfan Kamal

TEAM SPORT

- READY, SET, GO



WORKSHOP OUTLINE

- Profile of an institution
 - Mission
 - Data Packet
 - Student Segments
- Team member roles
 - Provost, IR, VP Student Success, Advisor
- What is the presenting issue?
 - Graduation? Persistence?
 - Increase persistence freshman to sophomore year by X% in next 5 years
- Policies that support or hinder
- Paradoxes

TEAM PROJECT

- PHASED APPROACH
 - WHAT DATA SAY? 15 MINUTES
 - WHAT TO DO? 15
 - WHAT TO MEASUREMENT? 15
 - IS IT WORKING? 5
- REPORT OUT 20 MINUTES

Q & A



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