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Higher  
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**From Silos to Solutions:  
Unifying Data Systems  
to Drive Student Success**

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# Webcast| From Silos to Solutions: Unifying Data Systems to Drive Student Success

## Hosts:

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## Panelists:

**Amelia Parnell,**  
President and CEO at NASPA—  
Student Affairs Administrators in  
Higher Education

**Mark McCormack,**  
Senior Director of Analytics &  
Research at EDUCAUSE

**Kathleen Lueckeman,**  
Chief Transformation Officer  
at Unity Environmental University

# Data and Analytics: Room for Improvement

25%:

Institutional representatives who say the current structure of data functions is ideal for meeting data and analytics needs

Source: EDUCAUSE QuickPoll, “(Re)organizing Data Functions for Today’s Analytics” (2023)

## Example write-in responses:

- “Data strategy needs to be centralized. Each decentralized unit has its own strategy, which causes silos and units becoming territorial.”
- “Central IT doesn't report to the same unit as data and analytics units. This difference creates misalignment of goals and competing priorities, making it hard to get the support for data and analytics that is needed.”
- “Lack of centralized mission and purpose about how we use data institutionally has prevented us from determining the best ways to support data use on campus.”

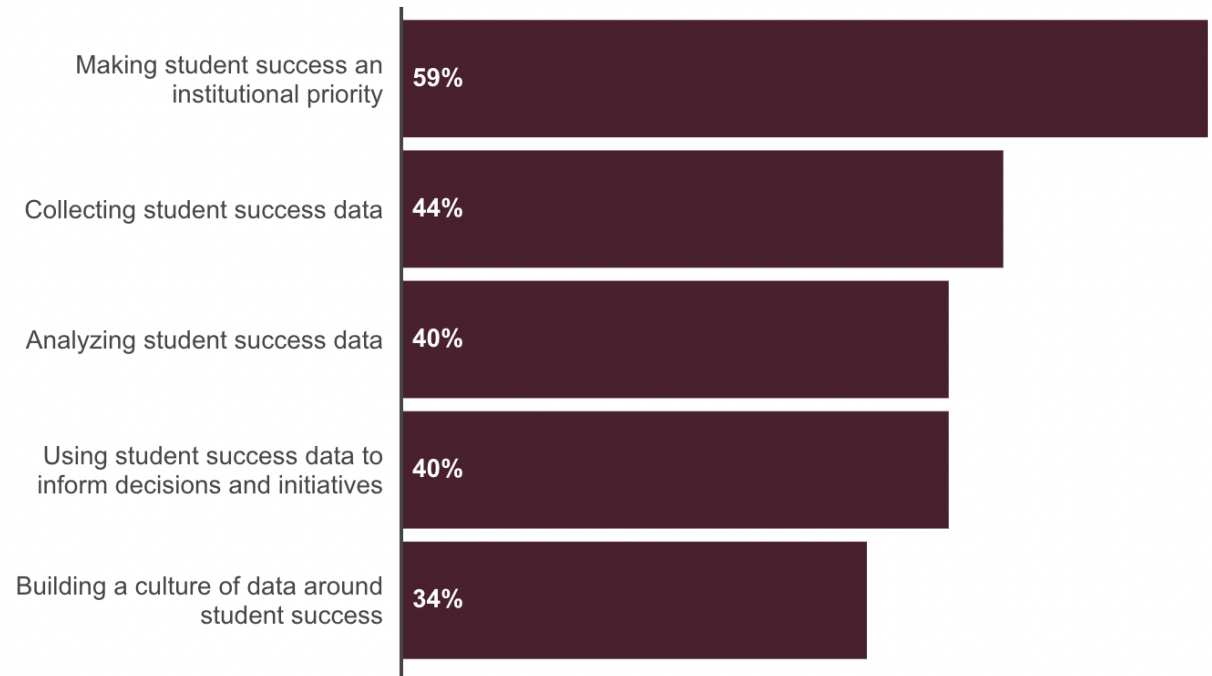
# Data and Analytics: Room for Improvement (cont.)

40%:

Student success leaders who say their institution is highly effective at using student success data to inform decisions and initiatives

Source: “2024 Survey of Student Success Administrators,” *Inside Higher Ed* and Hanover Research (forthcoming)

Student success leaders who say their institution is very or extremely effective at the following with respect to data and student success (all):



# The Case for Unified Data Models

40+:

Estimated number of data points colleges and universities are collecting about each student on a given day

Source: “Data Collection Comforts: Most Students Trust Their Colleges,” *Inside Higher Ed*

“Higher education leaders can use learning analytics to achieve a more holistic understanding of student experiences across institutional silos, but only with the help of unified data models. UDMs bring together disparate data from across the institution so that end users can carry out more robust analyses. For example, data about students’ academic engagement can be combined with data about their extracurricular activities and even self-reports, such as surveys and course evaluations.”

Source: 2023 EDUCAUSE Horizon Report, Holistic Student Experience Edition

# Unified Data Models: Envisioning the Future

## Goals:

- Institutional culture, systems, and processes
- Digital literacy training
- Data mesh architecture
- Industry-wide interoperability standards
- The comprehensive learning record (CLR)

## Example actions:

- Engage students with data, including their own (individual)
- Design a data-collection strategy that aligns with your strategic goals and mission (departments and units)
- Provide financial and cultural support for a data-forward mindset (institutions)
- Create industry-wide standards for unified data models, with flexibility for customization (multi-institution collaboration)

## Your Role in the Future of Unified Data Models

As you embark on the journey, consider the following questions:

- What role do you want to take in these plans?
- Will you start with individual action, or do you want to lead collaborative efforts?
- What is the current state of unified data models at your institution, and where will your institution be 10 years from now?

Source: 2024 EDUCAUSE Horizon Action Plan: Unified Data Models

# Data Identity and Data Implementation

**“To maximize the benefits of developing a community practice of data utilization, it is essential to develop processes and practices in several key areas:**

- **Data quality**
- **Data governance**
- **Data integration**
- **Data literacy.”**

*Can you find your Data Identity in the Framework?*

## Curiosity and Inquiry

Ability to formulate and ask questions



## Research and Analysis

Ability to select and use appropriate methodologies



## Communication and Consultation

Ability to discuss findings with multiple audiences



## Campus Context

Knowledge of current issues and trends within the institution



## Industry Context

Knowledge of current issues and trends in higher education



## Strategy and Planning

Ability to select and execute a course of action



Source: Thompson, Kathy H., PhD. (2024). Unleashing the Power of Data Utilization, Case study #5. Birmingham, AL: Alabama Possible.

# Panel Discussion



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# Sponsor Chat



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**Doug Lederman,**  
Editor and Co-  
Founder at Inside  
Higher Ed

# Audience Q & A

# Thank you!

