

INSIDE
HIGHER ED



Using Data and Analytics in Campus Decision Making

An Inside Higher Ed webcast
Tuesday, March 9, 2021
2 p.m. Eastern

Presenters



Doug Lederman
Editor and co-founder, *Inside Higher Ed*
doug.lederman@insidehighered.com

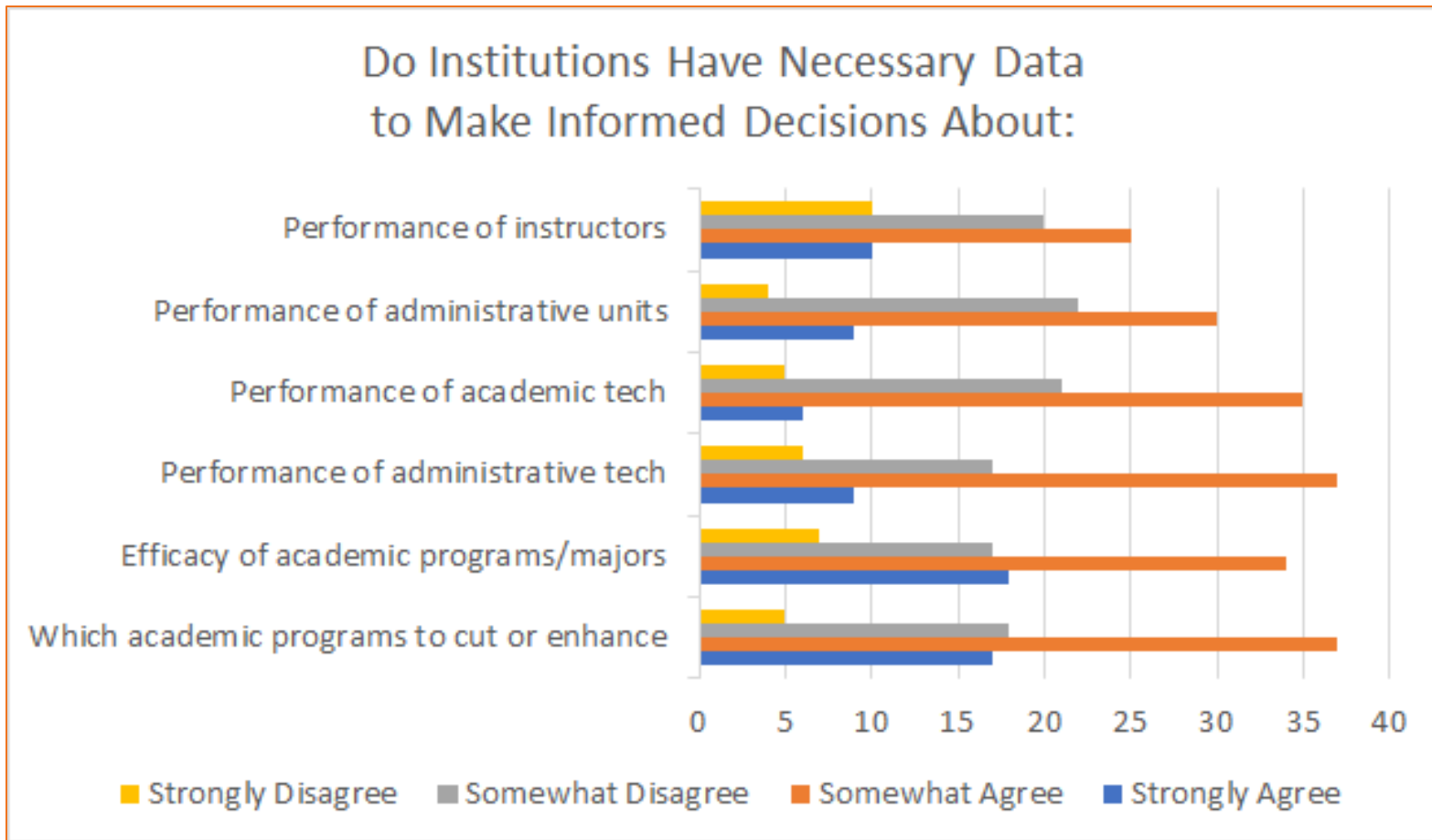


Scott Jaschik
Editor and co-founder, *Inside Higher Ed*
scott.jaschik@insidehighered.com

The State of Data Use in Decision Making

	All Institutions, by Sector		
	All	Public	Private Non-Profit
Using data to aid and inform campus decision-making			
% Very effective	23	26	18
% Somewhat effective	61	62	59
% Not too effective	13	9	20
% Not effective at all	3	3	3

The State of Data Use in Decision Making (cont.)



2019 Inside Higher Ed Survey of College and University Business Officers

Why Might Colleges Need to Make Better Decisions?



Mevans/E+/Getty Images

What is Data-Informed Decision-Making?

- The process of making organizational decisions based on actual data rather than intuition or observation alone.
- Commonly referred to as “data-driven,” but “data-informed” may better capture the balancing act required.



istockphoto.com

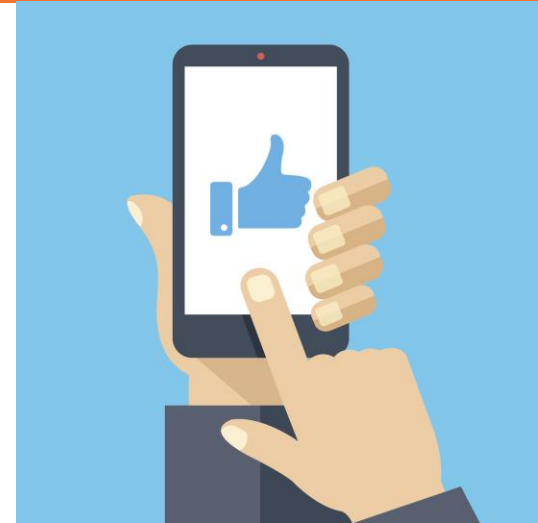
Cautions on Appropriate Use

“We also need to be humble about what data can and cannot do. When wielded correctly, it can help us do just about everything better, but it is not an easy button to press that magically fixes everything.”

--Darren Catalano, HelioCampus

Student Enrollment and Retention

- Colleges got serious about using data and technology in admissions comparatively early.
- Focus on retention and success of existing students more recent – as pool of prospective traditional-age students flattens/shrinks.



istockphoto.com

Efforts to Track Student Engagement and Progress

- Arming individual professors and advisers with data on classes and specific students
- Using machine learning and predictive analytics to automate some student support
- Giving campus leaders information about bottlenecks or difficulties keeping students (or groups of students) advancing
- Helping policy makers judge colleges' performance
- All of these areas have pros and cons.

Efforts to Undergird Institutional Decision Making

- Price-setting
- Budgeting
- Facilities usage
- Academic program analysis



Wikimedia

“How to” for Effective Analytics

- **Define mission:** Figure out what you want to do. What questions do you want to answer?
- **Collect and integrate data** (need right platforms, and to break down silos)
- **Analyze** (answer questions, involving multiple parties to ensure a range of perspectives)
- **Present the data** (decide how to present information in clear and compelling ways, and to whom)
- **Tell the story** (context matters)
- **Avoid the pitfalls**

Q&A

- Questions
- Suggestions for future coverage

With Thanks ...

