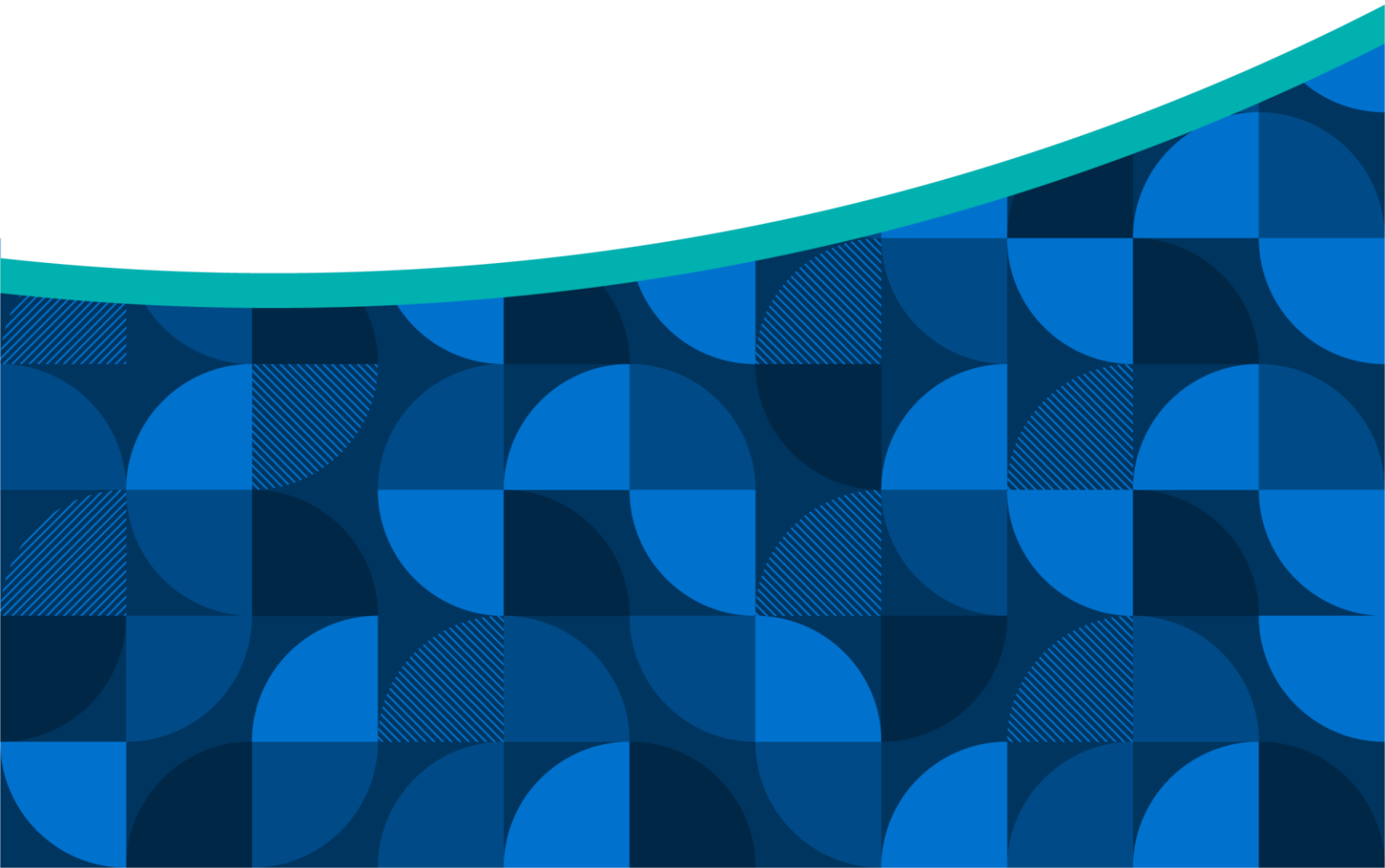




Data Strategy Diagnostic

Find and fix the gaps in your data strategy



Preparing for a New Approach to Data Strategy

As the higher education landscape evolves, using data to make informed decisions about resource allocation, student progress, and course management is more pressing than ever before.

To use your data for fast, informed decisions requires an institution-wide strategy, one that brings data users and stewards together to improve data quality and expand access.

Establishing and sustaining an effective data strategy means bringing campus on board with the need for data reform. Before jumping into a data strategy design (or redesign) effort, you should assess your current performance.

This self-test is designed to help data leaders to determine what capabilities they have, assess which of their existing practices are effective, and gauge the institution's overall readiness for change.

1

Setting Strategy

Campus leaders determine areas of focus for data governance work

2

Standardizing Data

Data governance workflows identify and define enterprise data objects

4

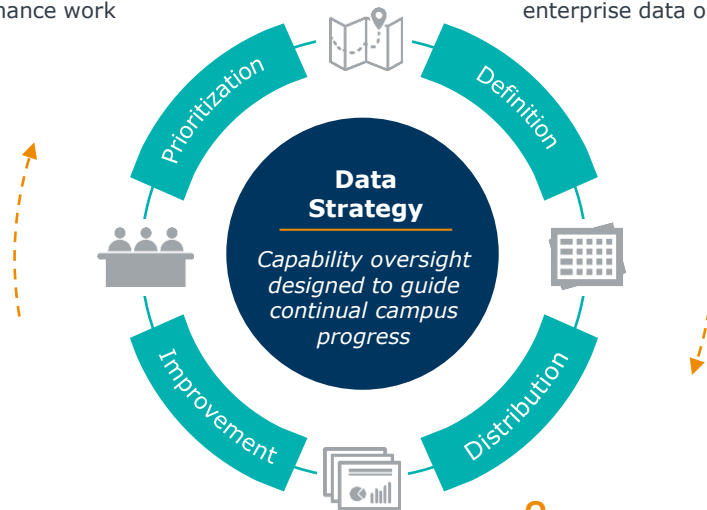
Improving Quality

Usage issues and emerging needs provide new areas of focus for data governance

3

Enabling User Access

Enterprise data and metadata are made available to end users for decision making



How to Use This Diagnostic:

The diagnostic allows institutions to rate themselves in **10 categories** (e.g., data quality assurance) across two overarching data strategy concepts: organization and implementation.

1. Read each statement on the subsequent pages and score how well it describes your institution, from 1 (Not at all) to 5 (Well).
2. Add your scores from each section to get your subtotals, then copy them onto page 5.
3. Receive your data strategy score by adding all your subtotals on page 5 together.
4. Across pages 5 and 6, use your score to identify areas of focus moving forward and find supporting resources.

Section 1

Organizing Your Data Strategy Initiative

Part 1: Institutional Strategy	Please indicate how well each statement describes your institution.	Score										
Our institution has a formal data plan with the documented steps of our data strategy and names who is responsible for executing those steps.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
1	2	3	4	5								
Not at all	Poorly	Somewhat	Fairly well	Well								
Campus leaders recognize data governance as an enterprise-level capability, requiring shared governance across the institution.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
1	2	3	4	5								
Not at all	Poorly	Somewhat	Fairly well	Well								

Part 1 subtotal: _____

Part 2: Data Culture	Please indicate how well each statement describes your institution.	Score										
Campus members recognize that data is an institutional asset and as such is not owned by individuals or departments but is owned by the institution.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
1	2	3	4	5								
Not at all	Poorly	Somewhat	Fairly well	Well								
Leaders promote a culture of data informed decision-making, pressing campus to base resource decisions and choices on fact, not intuition.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
1	2	3	4	5								
Not at all	Poorly	Somewhat	Fairly well	Well								

Part 2 subtotal: _____

Part 3: Data Governance Structures	Please indicate how well each statement describes your institution.	Score										
We distinguish between strategic and operational data issues and match the seniority and expertise of people to the data governance activities we task them with.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
1	2	3	4	5								
Not at all	Poorly	Somewhat	Fairly well	Well								
The roles and responsibilities of each committee and its members are clearly defined, recorded, and revisited regularly.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
1	2	3	4	5								
Not at all	Poorly	Somewhat	Fairly well	Well								

Part 3 subtotal: _____

Part 4: Organizational Continuity	Please indicate how well each statement describes your institution.	Score										
A designated individual(s) oversees data governance and management, working in tandem with unit-level data stewards.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
1	2	3	4	5								
Not at all	Poorly	Somewhat	Fairly well	Well								
We have an established and clearly documented process for onboarding new members of the data strategy group at the leadership and implementation levels.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
1	2	3	4	5								
Not at all	Poorly	Somewhat	Fairly well	Well								

Part 4 subtotal: _____

Part 5: Collaboration Framework	Please indicate how well each statement describes your institution.	Score										
Data stewards are appointed and known within all operational units and have clear policies outlining their roles and responsibilities.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
1	2	3	4	5								
Not at all	Poorly	Somewhat	Fairly well	Well								
Our data domains are clearly mapped, providing full coverage of enterprise information across different functional areas and silos.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
1	2	3	4	5								
Not at all	Poorly	Somewhat	Fairly well	Well								

Part 5 subtotal: _____

Before moving forward, copy your subtotals into the boxes on page 5.

Section 2

Operationalizing Your Data Strategy Initiative

Part 6: Implementation Strategy	Please indicate how well each statement describes your institution.	Score										
Our institution defines data terms in clusters, with a strategic focus, and in pursuit of higher objectives for the institution.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
1	2	3	4	5								
Not at all	Poorly	Somewhat	Fairly well	Well								
We have a data definition decisioning framework that includes the right people at the right time, enables opt outs, and provides an agile mechanism for creating shared data definitions.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
1	2	3	4	5								
Not at all	Poorly	Somewhat	Fairly well	Well								

Part 6 subtotal: _____

Part 7: Common Data Dictionary	Please indicate how well each statement describes your institution.	Score										
Institutional data-of-record is clearly identified, and definitions are readily accessible from a common or centralized location.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
1	2	3	4	5								
Not at all	Poorly	Somewhat	Fairly well	Well								
Our data dictionary is understandable and accessible to all campus stakeholders, including all metadata associated with represented terms.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
1	2	3	4	5								
Not at all	Poorly	Somewhat	Fairly well	Well								

Part 7 subtotal: _____

Part 8: Data Access Management	Please indicate how well each statement describes your institution.	Score										
Our institution has a standardized method for segmenting confidential data from public data.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
1	2	3	4	5								
Not at all	Poorly	Somewhat	Fairly well	Well								
Our institution grants data access on a principled, (semi-)automated basis.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
1	2	3	4	5								
Not at all	Poorly	Somewhat	Fairly well	Well								

Part 8 subtotal: _____

Part 9: Data Quality Assurance	Please indicate how well each statement describes your institution.	Score										
We actively monitor for anomalous data in enterprise systems and take steps to identify and remediate the underlying causes.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
1	2	3	4	5								
Not at all	Poorly	Somewhat	Fairly well	Well								
We hold units accountable for data quality by designating unit-level stewards and monitoring compliance with university-wide standards for data cleanliness.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
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Part 9 subtotal: _____

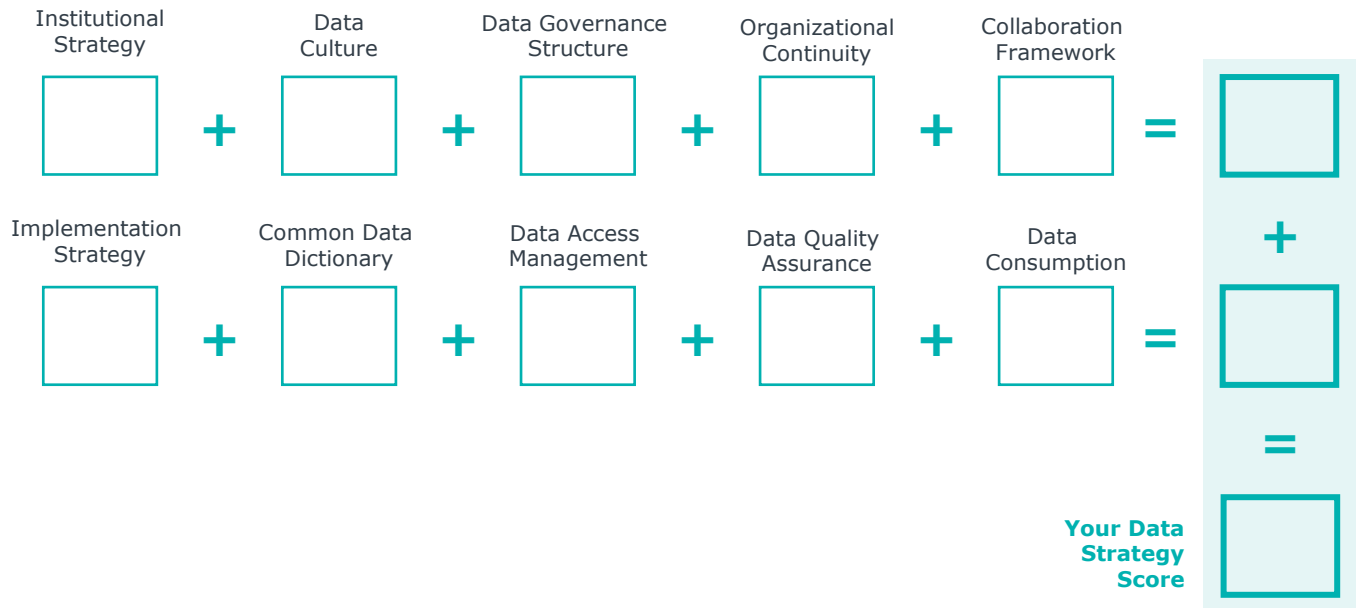
Part 10: Data Consumption	Please indicate how well each statement describes your institution.	Score										
Analytical resources are structured so that campus members are guided to the most useful resources associated with their roles and responsibilities.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
1	2	3	4	5								
Not at all	Poorly	Somewhat	Fairly well	Well								
End users' needs and usage patterns are monitored and incorporated in planning to determine future investments.	<table border="0"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Not at all</td> <td>Poorly</td> <td>Somewhat</td> <td>Fairly well</td> <td>Well</td> </tr> </table>	1	2	3	4	5	Not at all	Poorly	Somewhat	Fairly well	Well	
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Not at all	Poorly	Somewhat	Fairly well	Well								

Part 10 subtotal: _____

Copy your part subtotals onto the next page to calculate your score.

Data Strategy Diagnostic

Copy Numbers From Pages 3 & 4 Below and Add Up to Determine Your Data Strategy Score



It's Time to Dive In

20-30

As the world of higher ed marches steadfastly into the data revolution, you're still juggling multiple spreadsheets and may be arguing about the accuracy of the data you find. You know it's time for the journey to begin but need guidance on where to start.

Just Begun

31-50

You're starting to make headway. Maybe there's an evangelist, and people are starting to take notice, but there's no coherent plan, and no one is taking steps toward an enterprise-wide strategy. You need more guidance and guardrails, but you're on your way.

Gathering Steam

51-70

You've got your committees and stewards; you've got a plan. Someone's leading the charge and others are joining the cause but there's still plenty of work to be done. Although you've got the right folks beginning to line up, you need the right approaches and structures to push your work to the next level.

Ahead of the Curve

71-90

You've got standards and documentation, stewards and evangelists. Your data is reliable, it's informing decisions, and the institution is deriving strategic value from your hard work. Instead of being a sore subject, data is something your team gets excited about.

Leading the Pack

91-100

Your institution is humming with the excitement of seamless data flowing through campus. Data-driven decision-making feeds off clean, secure data, and silos are a thing of the past. "Student success" and "institutional efficiency" have replaced traditional business concerns, and the institution is always looking for new ways to add to central data and leverage it for innovation.

Resources to Design an Effective Data Strategy

Now that you've assessed your performance, here are some EAB resources to help guide you on the journey to effective data strategy. Whether your self-test results identified that you need help in communicating the importance of data strategy, defining definitions and processes, or delivering on your data strategy promise, we have the resources to help.

----- Start Here ----->

Higher Ed Data Strategy: Frustrations and Aspirations *Infographic - [View Here](#)*

Explore the most common frustrations and aspirations of fellow campus data leaders, users, and stewards. Learn how these tend to play out on campus and what common goals unite them.

Data Strategy Toolkit *Toolkit - [View Here](#)*

Use discussion and evaluation frameworks to help guide initial campus strategy discussions on your campus. Determine which ideas will have the most impact and plan the journey to implement them.

----- Avoid Stumbling Blocks ----->

Where are the gaps in your data strategy? *Blog - [View Here](#)*

Learn about common data strategy issues and where you can see the greatest rewards from incorporating new data sources into your student success efforts.

How to Solve the Data Activation Challenge at Your Institution *Podcast - [View Here](#)*

Examine the "digital sprawl" problem that plagues many college campuses and access tips and tools for cutting through all that complexity.

----- Fuel Innovation ----->

Activate Data to Transform Institutional Decision-Making *Case Study Compendium - [View Here](#)*

Get inspired with stories of how EAB partners are using data and analytics technologies to transform their institutions and achieve goals in enrollment, revenue, student success, and more.

Sustaining Student-Centric Innovation *Whitepaper - [View Here](#)*

Explore the mandate for student-centric innovation and utilize a roadmap built for higher education leaders to develop a sustainable digital strategy for the years ahead.

Next-Gen Student Success: How Data and Analytics Can Reshape Student Support *On-Demand Webinar - [View Here](#)*

Manage your data sources to drive student success with insight from EAB expert's experiences and prepare for the challenges that different data sources present.

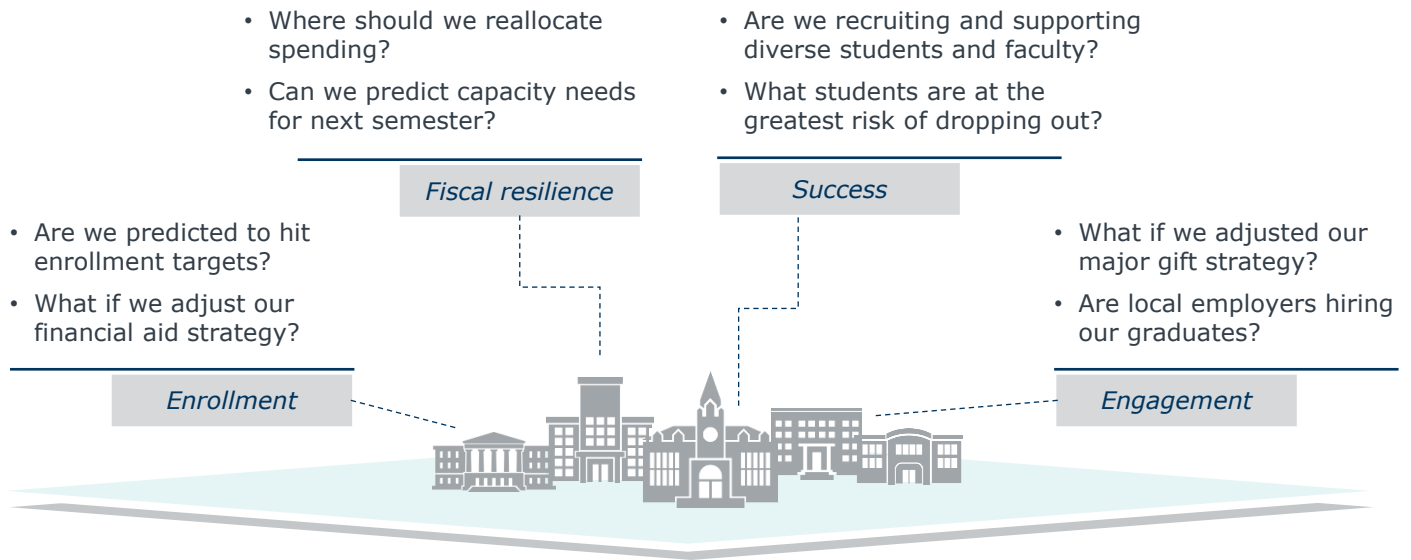
Insight at the Speed of Conversation

Edify Is a Data and Analytics Solution Designed for Higher Ed

Today's complex decisions require increasingly nuanced data and analysis. Mounting pressures highlight the need for data and technology to deliver value and drive change.

But too often, data is stored in disparate systems, and questions pile up faster than you can answer them.

Imagine how much you could accelerate progress on your most important initiatives if your data were ready to answer questions as they arose.



OUR SOLUTION

Edify pairs powerful data warehousing technology with direct-to-user analytics tools in one single solution to activate your data for the decisions that matter.

Bring your data together

DATA ACCESS & WAREHOUSING

Cloud-native, secure, infinitely scalable data lake and warehouse to support critical institutional use cases

Empower your team with insight

REPORTING & ANALYTICS

Self-service, custom, and pre-built analytics to drive efficiency and/or support decision-making

Build a culture of data confidence

DATA GOVERNANCE

Higher ed best practice rules and validations to ensure a single source of truth

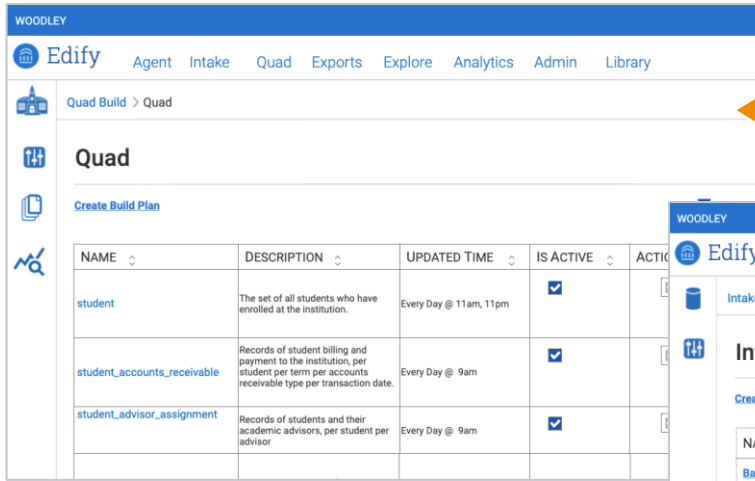
Extend your team's capacity

PROFESSIONAL SERVICE HOURS

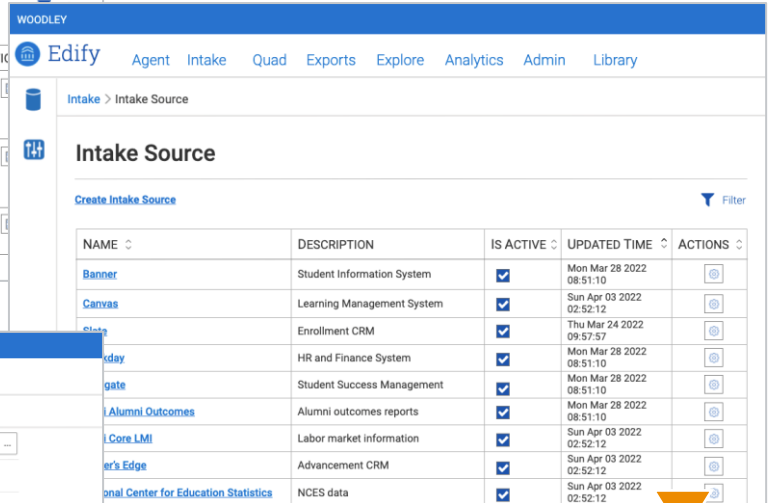
Support to meet you where you are: Your use of Edify can be self-service, partially, or fully managed by EAB

Learn more and request a demo at eab.com/Edify or by emailing Edify@eab.com.

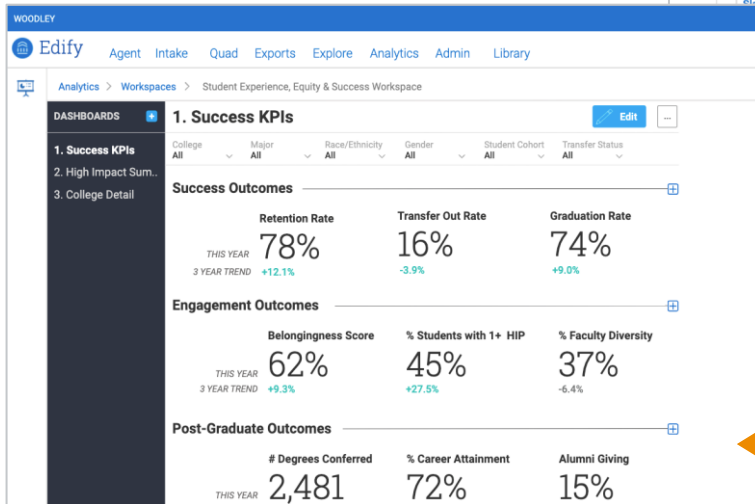
Activate Digital Excellence on Your Campus



At the core of Edify is a transparent and higher education-specific **data model**.



Edify can ingest data through a library of pre-built higher education **system connectors** or **custom extraction**.



Edify's analytics platform supports no-code or low-code **data exploration, analysis, and ad hoc reporting** as well as **data visualization** through your preferred business intelligence tools.

OUR IMPACT

\$115k

Year one savings reallocated to student-centric initiatives

Oregon Institute of Technology

30x

Faster to build Tableau dashboards from Edify

Utah Tech University

75%

Reduction in time to make a data change across all systems

John Carroll University

“

“The ability to extend the value of our team is priceless.”

Jim Burke, Chief Information Officer, John Carroll University

“

“Our DEI leader saw this dashboard in progress, and she was able to see the value immediately—and when she wanted to add veteran filters, it was the work of a few moments through Edify.”

Joy Baule, Senior Strategic Data Analyst, Utah Tech University

Learn more and request a demo at eab.com/Edify or by emailing Edify@eab.com.



202-747-1000 | eab.com

 [@eab](https://twitter.com/eab)  [@eab_](https://www.linkedin.com/company/eab_)  [@WeAreEAB](https://www.facebook.com/WeAreEAB)  [@eab.life](https://www.instagram.com/eab.life)

ABOUT EAB

At EAB, our mission is to make education smarter and our communities stronger. We work with thousands of institutions to drive transformative change through data-driven insights and best-in-class capabilities. From kindergarten to college to career, EAB partners with leaders and practitioners to accelerate progress and drive results across five major areas: enrollment, student success, institutional strategy, data analytics, and diversity, equity, and inclusion (DEI). We work with each partner differently, tailoring our portfolio of research, technology, and marketing and enrollment solutions to meet the unique needs of every leadership team, as well as the students and employees they serve. Learn more at eab.com.