



CASE STUDY

Activate Data to Transform Institutional Decision-Making

2022 Data & Analytics Case Study Compendium



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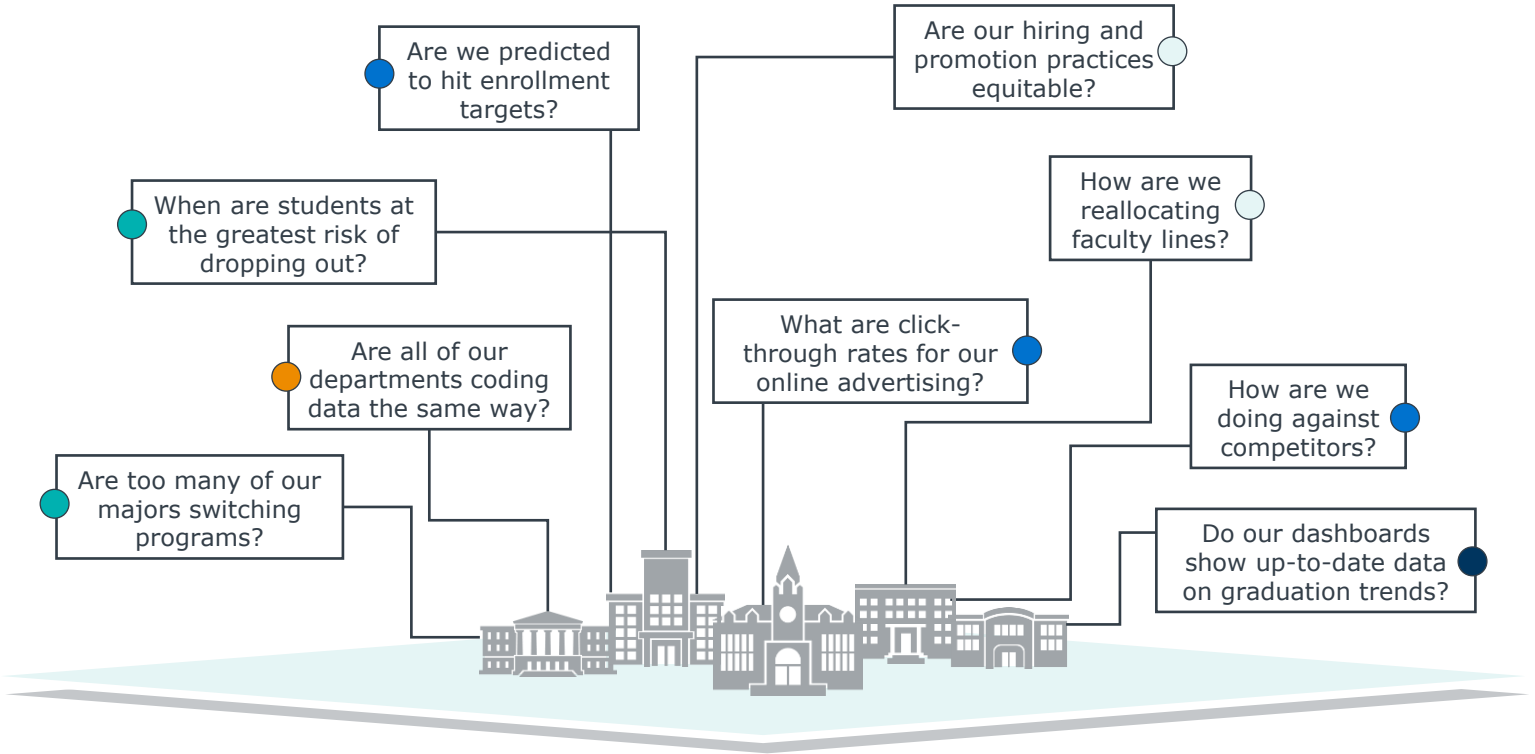
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Transform Decisions with Better Data

Amid growing pressures in higher education, data-informed decisions are more important than ever before. Without reliable data, critical questions go unanswered, and progress toward institutional priorities slows. But what would decisions look like if your campus could answer questions quickly and reliably as they arose?







Activate your data for the decisions that matter

EAB's data and analytics technologies help you bring your data together to guide decisions across campus.


Unite and activate your data...



...to accelerate progress on your most important priorities

  *Build infrastructure for data agility*

  *Create a culture of data confidence*



  *Student success & experience*

  *Enrollment & Revenue Growth*

  *The academy & fiscal resilience*

In this compendium, you'll find stories of how our partners are using EAB's data and analytics technologies to transform their institutions and achieve goals in enrollment, revenue, student success, and more.












See the stories










To learn more about EAB's data and analytics technologies, see pages 24 and 25.

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EAB's Edify Allows Oregon Tech to Reallocate IT Spend toward Student-Centric Initiatives

Oregon Institute of Technology

This case study discusses

 Student success and experience

 Infrastructure for data agility

- **About:** Oregon Institute of Technology (Oregon Tech) is a small public university in Klamath Falls, OR. Oregon Tech enrolls 5,325 students at multiple campuses throughout the Pacific Northwest.
- **Challenge:** Oregon Tech's administrative technology portfolio cost significant money and IT staff time to maintain and contributed to poor data accessibility. The institution is leanly staffed as a means of managing costs, so technology maintenance represented a significant burden. Frustrated with their reliance on a few monolithic platforms, Oregon Tech sought a solution that allowed for a more modular ecosystem with greater data accessibility and the ability to optimize data quality while minimizing maintenance needs.
- **Solution:** The school partnered with Edify, EAB's Education Data Platform in Spring 2020. Putting Edify at the center of their digital enterprise has allowed Oregon Tech to choose the best-fit, best-cost solutions for campus without being beholden to a single vendor.
- **Impact:** By shifting away from a single-vendor model, Oregon Tech can recapture and reallocate millions of dollars in IT spend toward high priority student success initiatives across multiple years of partnership.

Impact Highlights

\$115,000

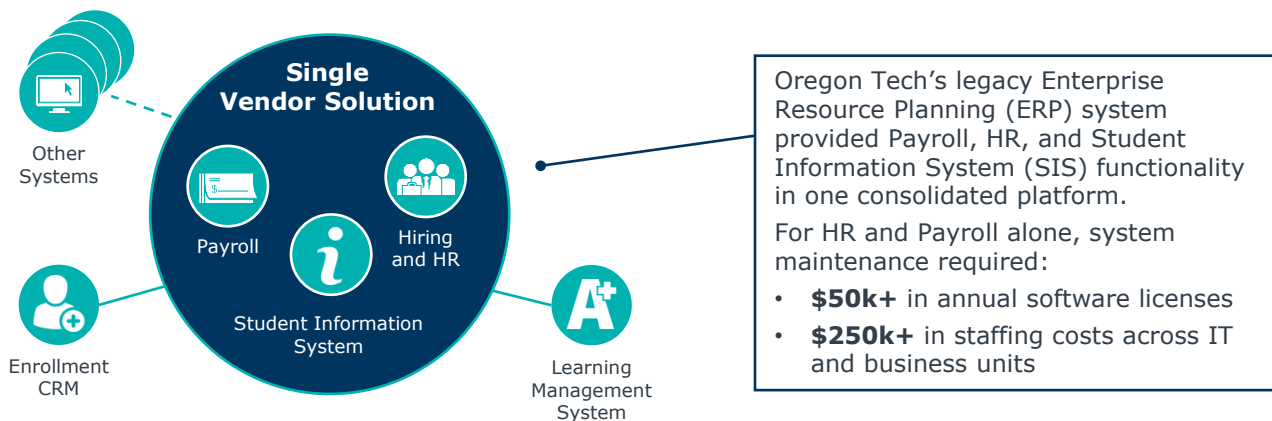
Year-one savings from using Edify to support Enterprise Resource Planning (ERP) system replacements—all reallocated to high-priority student success initiatives

30%


Reduction in spend on annual maintenance of HR and Payroll solutions


Before Edify: Oregon Tech's Technology Ecosystem Revolved Around a Vendor


Monolithic Technologies Escalate in Cost as Their Value Degrades



Why do some legacy technologies pose such a burden?

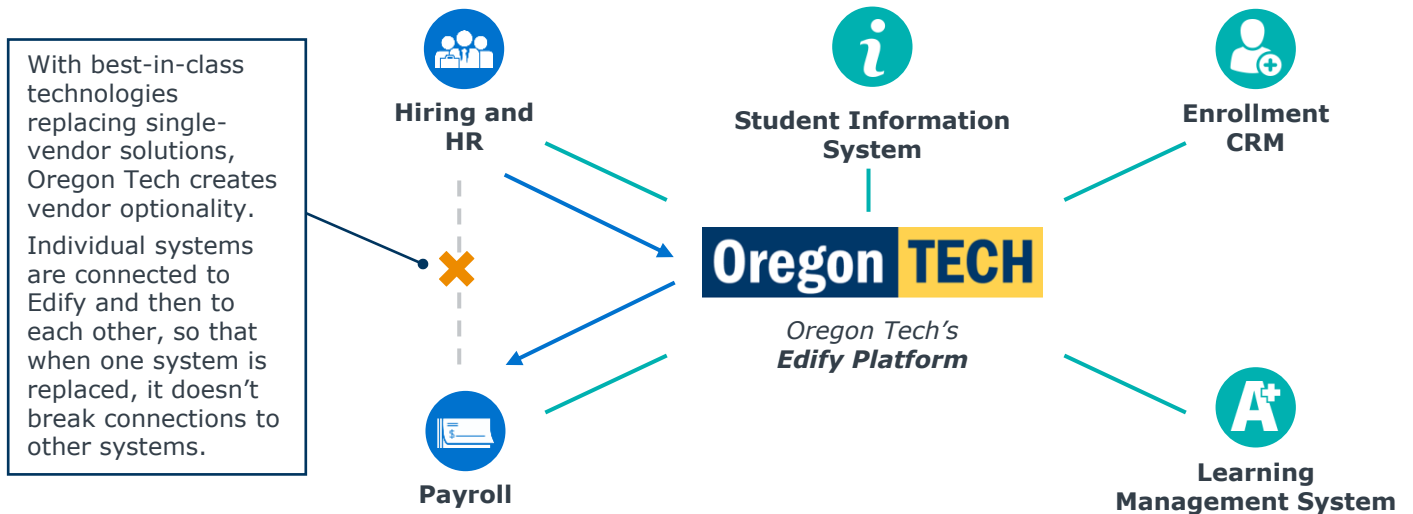
 Platform updates **eliminate or hinder essential functions**

 Outdated tech is **unreliable and difficult to integrate** with newer, better applications

 **Degrading performance** contributes to increasing need for IT support

With Edify: Hub-and-Spoke Integration Offers Vendor Flexibility

Oregon Tech Unlocks Ecosystem Agility with Investments in Campus-Focused Data Management



Edify Is an Education Data Platform to Unify Data and Accelerate Strategic Initiatives

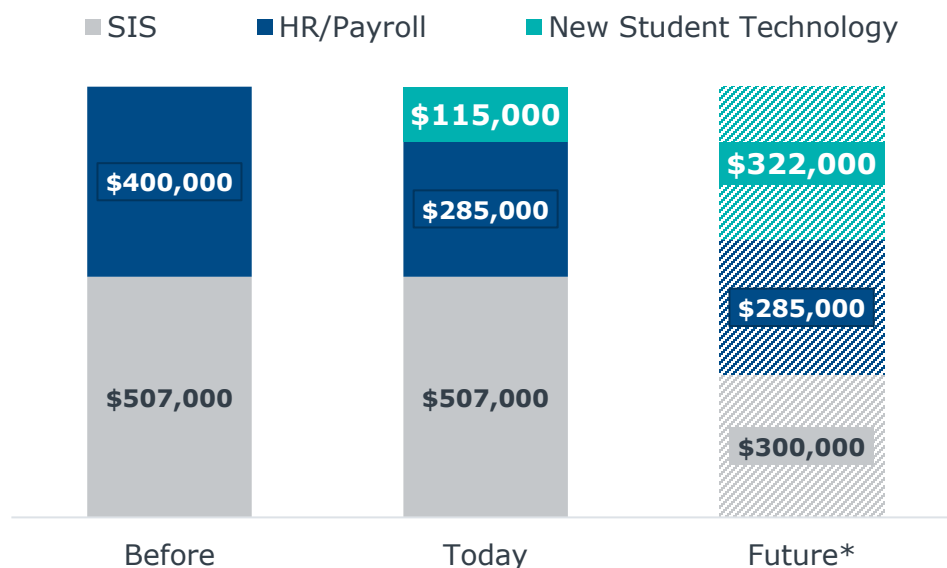
- ✓ **Integrate** new and existing technologies more quickly, streamline data processes
- ✓ **Report** with consistent and validated data, aggregated from cross-campus sources
- ✓ **Innovate** with next-generation tooling that keeps campus current with best practice

Oregon Tech Reallocates IT Spend to Student-Centric Technology Initiatives

Dismantling the ERP Pays Dividends for Campus Transformation

Doing More for the Mission

Breakdown of Annual Technology Spend by Institutional Category to FY26



“Our goal is to reduce the cost of our administrative technology and maintenance. We want to **spend those dollars on software that supports our students** and differentiates the Oregon Tech experience.”

-Connie Atchley, CIO

\$750K+

Anticipated IT spend reallocations over the next five years of the Edify partnership

* Future costs assume ~\$300k annual savings through anticipated Student Information System Migration in FY25.

Democratized Data Access Accelerates Analytics Efforts and Improves IR's Campus Relationships

Utah Tech University

This case study discusses



Infrastructure for data agility



Culture of data confidence

- **About:** Utah Tech University (UTU) is a midsize public open-enrollment university in St. George, Utah with over 11,000 students, three-quarters of whom are from Utah. At UTU, 84% of students receive scholarships, grants, or other financial aid, and 85% of graduates are employed upon graduation.
- **Challenge:** Before their partnership with EAB, institutional research at UTU was largely compliance-driven. Data management and governance were siloed, leading to inconsistent data accuracy and widespread frustration. UTU set out to become more data-informed, appointing a new cabinet-level Executive Director of Institutional Effectiveness position to build a high-performance analytics organization.
- **Solution:** UTU partnered with EAB to implement Edify, an education data platform that organizes data and facilitates access to reliable information. In addition to implementing the Edify platform on campus, the IE team also implemented data governance best practices with EAB's guidance, building the culture and technical infrastructure to support data-informed decisions.
- **Impact:** UTU's data now flows through Edify, and analysts leverage the Edify data model to build new analyses. By connecting Edify to Tableau and RStudio, the IE team is growing UTU's analytical capacity, shifting from an environment of snapshots and manually updated data to interactive visualizations and analyses that can automatically update as data is refreshed.

Impact Highlight

30x

Faster to build Tableau dashboards from Edify, compared to reliance on underlying Banner system

Existing Data Efforts Fall Short

Ineffective Processes Lead to Inconsistent Data and Widespread Frustration

✘ Limited Data Access

Data teams encounter difficulties when trying to extract data out of complex campus systems



"What is SFRSTCR?"

✘ Limited Data Governance

Ineffective business processes lead to data of varying quality being entered into systems



"Those aren't my numbers..."

✘ Limited Resources

UTU doesn't have the staff or budget to build new data systems themselves

Data teams' increased responsibilities contribute to a backlog of requests



"It took a year to get that report!"

Pursuing a Better Way



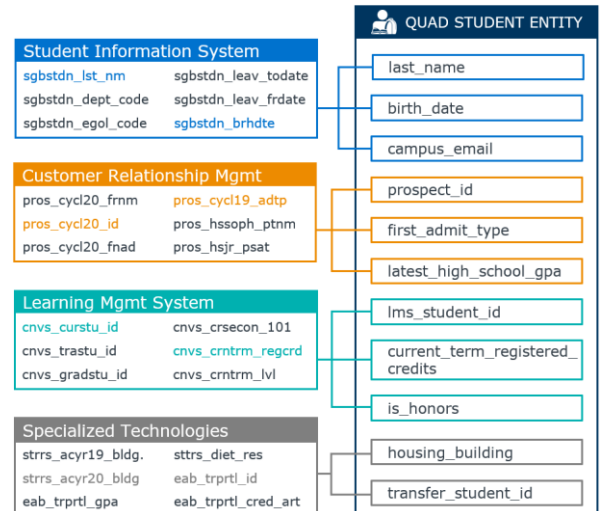
Utah Tech's president created a cabinet-level position for institutional effectiveness to guide the University's transformation into a data-informed organization.

Creating an Accessible and Trusted Data Set

In addition to creating a central data repository, UTU recognized that to truly improve data use across campus, they also needed to make data more accessible to end-users.

Using Edify's data model, UTU aggregates data points from across their siloed environments and translates them into common-language definitions, markedly reducing the need for joins across multiple tables or systems.

Paramount to UTU's data transformation initiative is the ability to visualize, analyze, and act on their data. Edify delivers the data to a cloud-based PostgreSQL database connected to Tableau and RStudio, UTU's tools of choice for statistical modeling and visualization. This allows Institutional Effectiveness to provide easily interpretable visualizations for the broader campus community, as well as tabular data for deeper analysis.



Powering Flexible Visualization and Analytic Capabilities with Edify

Analysts Deliver Trusted Data and Partner with Decision-Makers Across Campus

By drawing from Edify's model, UTU's Office of Institutional Effectiveness has shifted their time spend away from discovering and validating data and toward partnering with campus leaders to build effective dashboards that communicate key metrics for institutional decision-makers. Rather than being paralyzed by possibility with no clear way to connect the dots across student data, analysts are empowered to iterate on metrics and visualizations directly with campus stakeholders, and dashboard creation timelines have been reduced drastically.

UTU's "Big Three" Dashboards, with Data Verified Through Edify

- ▶ Enrollment Trends
- ▶ Student Success & Retention
- ▶ Graduation Trends



30x

Faster to build Tableau dashboards from Edify, compared to reliance on underlying Banner system

“

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,
Sr. Strategic Data Analyst

Embedding Data in Review Process to Improve Resource Allocation

St. Ambrose University

This case study discusses



The academy and fiscal resilience



Culture of data confidence

- **About:** St. Ambrose University (SAU) is a small private university in Davenport, IA with a total enrollment of 2,916.
- **Challenge:** Department chairs and deans lacked accessible data to inform and measure the impact of resource allocation decisions. Existing reports included disparate data points and required extensive manual analysis.
- **Solution:** SAU used Edify to standardize all required data, then produced reports with custom data and filters for each department Chair. Edify enabled SAU to use key department-level metrics to inform resource requests and make allocation decisions. Streamlined, customized reports provided the exact data department Chairs needed to see, increasing decision-making efficiency.
- **Impact:** SAU's partnership with Edify has improved transparency in the resource allocation process. With easily accessible data, the labor-intensive and time-consuming process of analyzing different data points has been drastically reduced. Additionally, SAU has identified opportunities to shift resources to high-demand departments.

Impact Highlights

1,000 hours

Time saved by eliminating manual data collection and analysis

\$500K

Saved by understanding which positions needed to be replaced after a retirement incentive was offered

Streamlining Department Review Process with Standardized Data

In previous years, SAU's Faculty Finance Committee (FFC) reviewed data for a few select departments. Using Edify, the finance team was able to create department-level reports to measure the health of all departments. With access to operational and financial metrics, department chairs understood how their operational decisions impacted their financial results. The reports analyzed 40 departments and used 18 metrics for a comprehensive but streamlined view of critical metrics.

Edify Analyses Used to Create Departmental Reports



Enrollment Trends

- How many majors are enrolled in my department's courses?
- How have attempted student credit hours changed over time?
- What is the trend in student credit hours over the past five years?
- Are student credit hours taught to majors, or is this primarily a service department?



Section Size and Utilization

- How full are classes?
- Can we offer courses less often?
- What are the median sizes of classes, and how has that changed over the past five years?
- How do median section sizes compare to benchmark schools?



Faculty Mix and Workload

- How many courses are instructors teaching? Has this changed over time?
- What percentage of sections, credit hours, and student credit hours are taught by full-time faculty?
- How do workload levels compare to benchmark institutions?



Costs

- What is the current distribution of costs in my department?
- How does this compare to my peers?



Class Size

- How many sections are under ten students?
- Is there a need to have small class sizes?
- Are there sections with low fill rates? Can these courses be offered less often?

Surfacing Resource Reallocation Opportunities Across Departments

Leveraging the reports generated for each department, the FFC was able to engage in data-supported conversations with deans, chairs, and faculty. Together, they reviewed the reports to identify insights and opportunities.

Faculty Finance Committee Meetings

Reviewed reports with academic stakeholders

- Used departmental reports to facilitate discussions about current use of resources
- Asked targeted questions to illuminate existing efficiencies and potential opportunities



Improved transparency and standardized process

Department Chair Buy-In and Agreement

Used reports to understand departmental performance and resource use

- Achieved consensus about which departments to prioritize for resources

Opportunities Illuminated Through Updated Review Process



Maximum Capacity

Accurately document maximum capacity to correctly measure fill rates and instructional capacity



Intercurricular Dependency

Align distinct course offerings with student enrollment trends, such as in departments teaching large share of non-majors



Faculty Course Loads

Balance course loads – particularly for full-time, tenured faculty who currently teach most courses



Bottleneck Courses

Consolidate low-fill sections and reallocate resources to bottleneck courses

Impact of Engraining Data into Decision Making

Making Data-Informed Decisions with Edify

Administrative Impact

1,000 Hours

saved by using standard reports, rather than the FFC creating reports from scratch

Academic Planning Outcome

\$500,000

In reallocated faculty lines saved after Edify assisted management in understanding which positions needed to be replaced

Departments Served


100%


departments reviewed, instead of select handful of departments

Campaign to 'Free the Data' Transforms IR's Work—and Supports Enrollment Growth

University of Montana

This case study discusses

 Enrollment and revenue growth

 Culture of data confidence

- **About:** University of Montana (UM) is the flagship institution of the Montana University System. Located in Missoula, MT, UM is a large public research university that enrolls 11,000 students.
- **Challenge:** The University of Montana has suffered from enrollment declines over the past decade. Poor governance hampered attempts to remedy the decline. Data was stored in separate systems that only experts could access, reports were hard to compile, and different teams often produced different answers to the same question. Data-informed recommendations were sometimes ignored because leaders received conflicting figures.
- **Solution:** UM partnered with EAB's education data platform, Edify, to improve data governance and increase access. Edify aggregates and organizes all campus data into one environment with a single point of access. With newly centralized data, UM's team of developers can easily export data to over 50 dashboards they've built in Tableau, making validated data available for analysis and decision support across campus.
- **Impact:** UM's Institutional Research (IR) team regained hours previously spent manually updating dashboards. The IR team is using this new time for higher-order analyses, for example, developing KPIs for the five initiatives in the UM strategic plan and analyzing historical student accounts data to create an interactive dashboard that will help maximize the impact of tuition waivers on enrollment.

Impact Highlight

“Without the infrastructure of Edify, strategic analyses are too labor-intensive. You're saving us having to hire a lot more staff.”

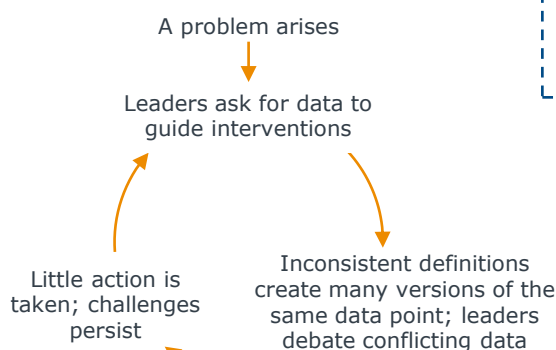
-Dawn Ressel,
Associate Vice President of
Strategic Planning and Analysis

Breaking the Cycle of Indecision

UM's "Free the Data" Campaign Moves Data Users from Debate to Action

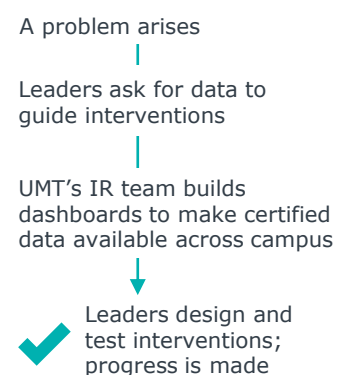
Since 2016, UM's Associate Vice President of Strategic Planning and Analysis, Dawn Ressel, has led a campaign to "free the data," to move UM's campus data from a matrix of siloed and hard-to-access systems to an environment in which users across the university can easily access reliable information. In 2020, UM partnered with Edify to further this work. With Edify, UM will have a centralized hub of certified data that can be exported to Tableau dashboards for reference and analysis. Before these improvements, disagreements about data accuracy frequently stalled progress on strategic initiatives.

The problem: Inconsistent data creates early stumbling blocks




"Free the Data"
Campaign and
Edify Partnership

The goal: Leaders across campus make data-informed decisions



Enabling Strategic Analytics

Edify Partnership Will Help Move IR from Data Gathering to Analysis

Before partnering with Edify, UM's IR team spent most of their time completing ad hoc analyses and manually updating dashboards. As data starts flowing through Edify, they will regain significant time:

- UM's Associate Vice President of Strategic Planning and Analysis estimates **Edify will save her team one month's work every year** given the 5 to 10 hours they spend regularly updating each of 30 dashboards.
- Recently, **an EAB data expert was able to understand and decode UM's student accounts data in a one-hour call, something the UM IR team had struggled with for years** due to limitations in the SIS.

With more time available, the IR team and data experts across campus will be able to refocus their energy on strategic analytics. This includes developing KPIs to measure progress on the five priorities of the UM strategic plan.

Data to Operationalize Strategic Goals

Strategic priority: "Place student success at the center of all we do"

Goal: Improve retention and graduation

Action: Allocate resources where need is greatest

Accountability: Track progress

With better data governance and access, IR can more easily:

- Provide easy-to-use dashboards that illustrate data beyond institution-level trends (e.g., retention rates in individual colleges and departments)
- Use historical data to develop leading indicators for potential retention risks
- Develop KPIs to track the institution's progress on its goal of improving retention and graduation

Source: "Strategic Initiatives," UM Office of the President.



"We've been bean counters for years. I **don't need to know how many; I need to know why.**"

*Dawn Ressel,
Associate Vice President of
Strategic Planning
and Analysis*

Maximizing Tuition Assistance to Increase Enrollment

Dashboard Will Track Waivers to Monitor Net Tuition Amounts and Student Enrollments

Over the last eight years, enrollment at UM continued to decline despite their low tuition price compared to other state flagship institutions. In response, UM offered tuition waivers to encourage enrollment. Recognizing that the University can't increase the amount of tuition waivers indefinitely, the IR team is using Edify to build a dashboard that will track and analyze years of tuition waiver data to determine which enrollment strategies work. The specific goals of the dashboard are to:

- Find the band of tuition waiver amounts that lead to enrollment so UM can then make the most of their resources.
- Develop leading indicators to create earlier visibility into whether UM has more money to offer (currently, this data is not available until the fall).

Dashboard Plans in Detail



Metrics

- Waiver amounts granted
- Enrollment
- Net tuition revenue

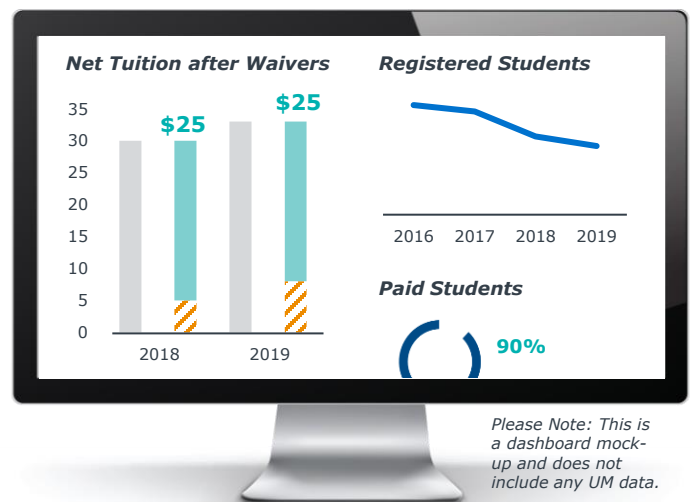


Users

- Operations and Finance
- Enrollment Management
- President's Cabinet



Users will be able to **toggle between historical and live data**

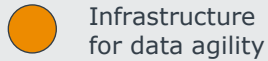


Please Note: This is a dashboard mock-up and does not include any UM data.

An Integration Command Center Expands Access to Reliable Data Across Campus

John Carroll University

This case study discusses



Infrastructure for data agility

- **About:** John Carroll University (JCU) is a small private Jesuit liberal arts university outside Cleveland, Ohio with more than 3,600 students, consistently ranked one of the Midwest's top regional universities.
- **Challenge:** JCU's technology ecosystem ballooned in recent years, leading to siloed data accessible only through a complex web of integrations. Running multiple technology systems, each with its own data management path, meant basic figures weren't consistent across systems. Changes to a system, integration, or analysis required significant time and effort from JCU's IT team.
- **Solution:** JCU partnered with EAB to implement EAB's education data platform, Edify, as a comprehensive integration command center. Data communicating between systems now flows through Edify, which automates data validations and serves as the single control point for all cross-system integrations.
- **Impact:** JCU's IT team can easily change data definitions across systems, since data is aggregated in one comprehensive model. With the time saved by Edify, they also have time to support strategic initiatives as the institution develops more sophisticated uses for data and analytics. Beyond IT, users across campus can easily access data without source system expertise and be confident in the data's quality.

Impact Highlights

75%

Reduction in time to make a data change across all systems

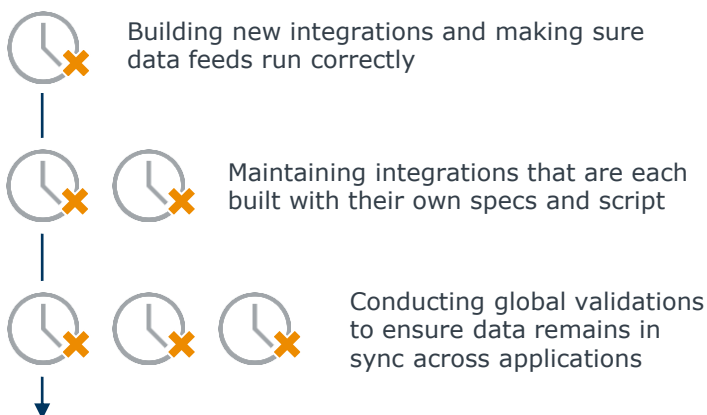
Minutes, not days

Required to defend data to campus stakeholders now that all systems use consistent data elements

Lowering the Burden of Integration Maintenance Scales IT's Impact

JCU's IT Team Regains Valuable Time to Work on Strategic Initiatives

Complex System Creates a Pile-Up of Time-Intensive Work



With each new integration, the maintenance burden grows

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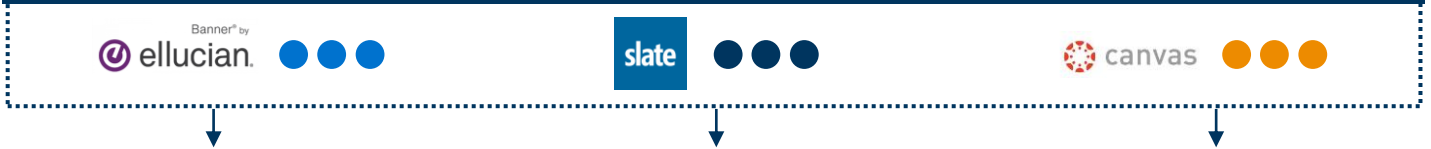
“We are setting up a consistent and repeatable integration environment where changing an integration is easy. **The ability to extend the value of my team is priceless.**”

Jim Burke,
Chief Information Officer

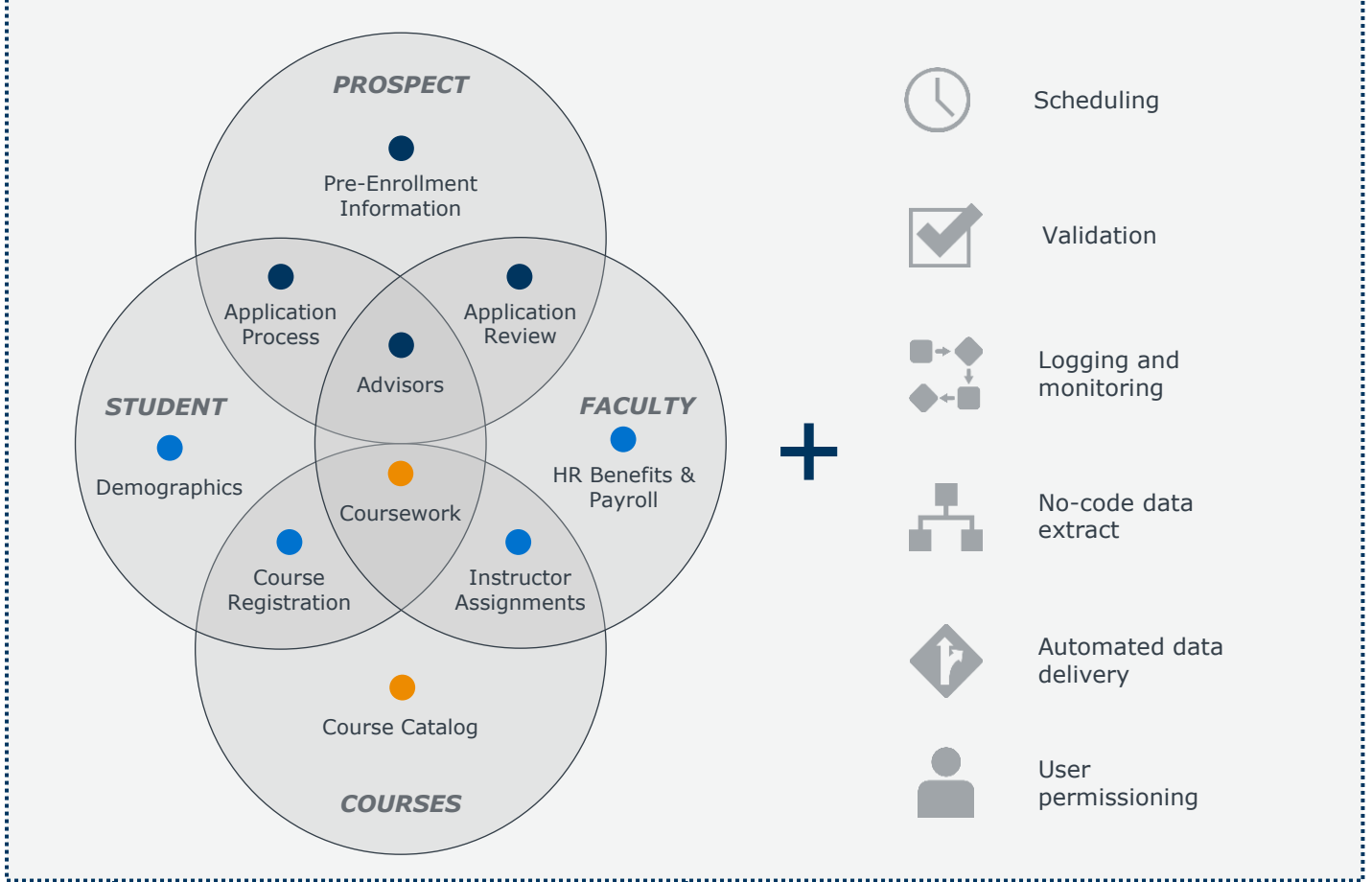
”

Orchestrating Integrations in an Easy-to-Manage Platform

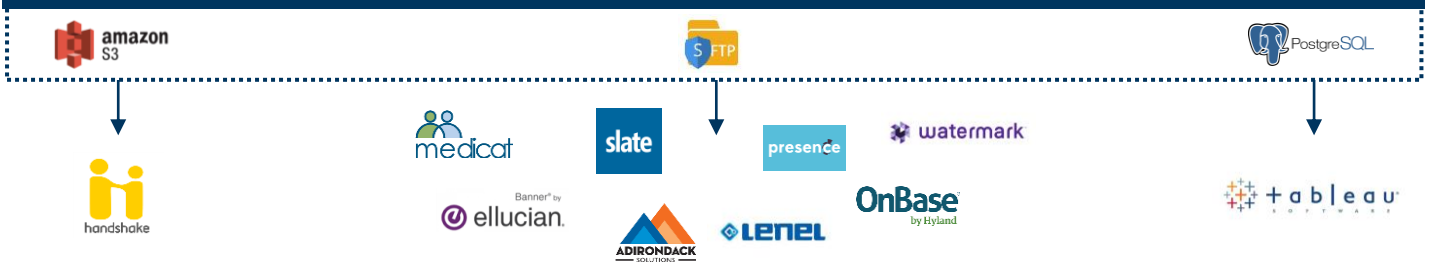
Largest and most critical source systems provide data



Edify's data model organizes disparate data, while additional features facilitate access and validation



Consistent and reliable integrations actualize data governance efforts across existing technologies



The Impact

Edify lets JCU use data and technology to serve students and staff more efficiently, dramatically reducing the manual time spent on integration and validation. As JCU seeks to develop more sophisticated uses for data, Edify promotes consistency and reliability by delivering a single representation of campus data.

75%

Reduction in time to make a data change across all systems

Standardizing Faculty Line Requests to Build Institutional Trust and Fund Strategic Priorities

Middle Tennessee State University

This case study discusses



The academy and fiscal resilience



Infrastructure for data agility

- **About:** Middle Tennessee State University (MTSU) is a large public research university with a total enrollment of 21,913.
- **Challenge:** MTSU lacked a standardized process for evaluating faculty line requests. Deans and Department Chairs did not have clear submission guidelines or evaluation criteria, and the Provost faced a barrage of sporadic requests containing different data points, making objective evaluation difficult. Additionally, Deans and Chairs felt that, without a standardized process, subjectivity could play a role in evaluation.
- **Solution:** The Provost and key stakeholders developed objectives, deadlines, and a formal process for faculty line requests. EAB partnered with MTSU to surface and consolidate the necessary data. MTSU initially created an Excel sheet to provide Chairs and Deans with required data, and while the Excel sheet facilitated the process, it was not immediately comprehensible to everyone who needed to use it. Using EAB's Edify, MTSU automatically standardized required data and made it easily accessible with intuitive and filterable dashboards.
- **Impact:** Deans and Chairs can find and understand required data and complete faculty line requests efficiently using the new faculty line request process and Edify dashboards. The Provost can review and assess requests using standardized, objective criteria, creating a transparent and trusted process for all involved.

Impact Highlights

252 positions

Efficiently evaluated by the Provost during the first Fall and Spring review

Improved trust

And transparency in the faculty line evaluation process

Compiling Standardized Data for Each Department

Dashboards compile like data points for each department, enabling objective comparison

MTSU partnered with EAB to organize required data into reports accessible to Chairs and Deans. This ensured that each department submitted the same data points for evaluation. For ease of access, MTSU used Edify to structure the reports into dashboards that provided relevant data to each Chair and Dean. Examples of data points in the dashboards include:



Enrollment

- Department enrollments
- Majors
- 3-year trends



Faculty Workload

- Student credit hours taught per instructor
- Course release hours

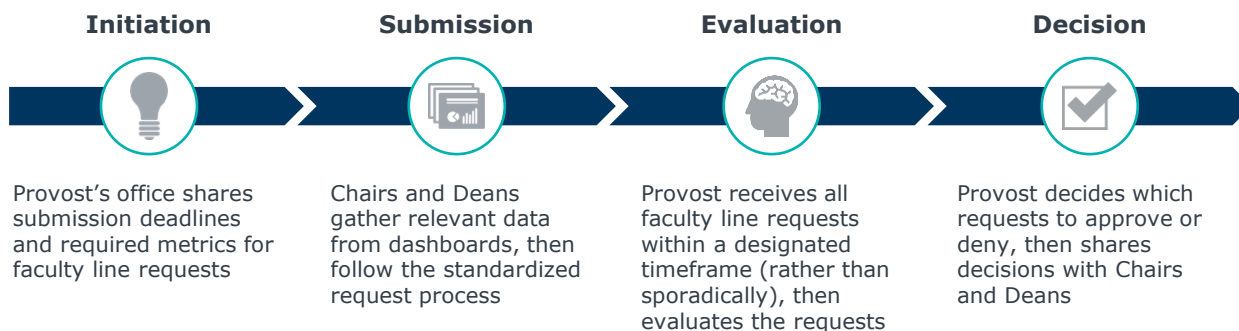


Capacity

- Class sizes
- Fill rates

Formalizing the Faculty Line Request Evaluation Process

MTSU developed a timeline for faculty line requests, then created a standard submission process for each Chair and Dean to complete when submitting requests. The submission materials included boxes for each required data point, as well as space for comments and context.



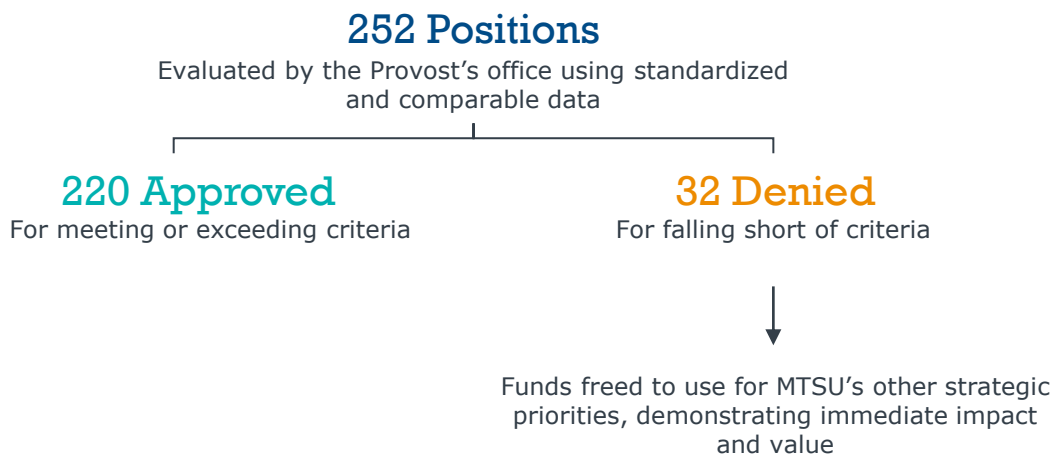
Edify Enables Objective, Multi-Faceted Request Evaluation

Streamlined access to reliable data and a templated request submission process equipped the Provost to make data-informed decisions about which faculty line requests to approve. The Provost evaluated each request using departmental and instructor-level metrics, assessing each request against multiple criteria.

Example Criteria

| Key Consideration | Substandard | Mixed | Ideal |
|---|------------------------|---|-------------------------|
| Total Student Credit Hours (SCH) per department | Declining SCH | Some growth in SCH | Growing SCH |
| Course Fill Levels | Many low-fill courses | Blend of high and low-fill courses | Many high-fill courses |
| Consolidation Opportunities | Many opportunities | Some opportunities | Few opportunities |
| Median Student Credit Hours (SCH) per instructor | Low SCH per instructor | Some instructors with high SCH, some with low | High SCH per instructor |

Standardized Request Process Brings Direct Fiscal Benefit to the Institution



Building Responsive COVID-19 Data Dashboards

Fairfield University

This case study discusses



Student success and experience



Infrastructure for data agility

- **About:** Fairfield University is a midsize private Jesuit college in Fairfield, CT with 5,500 students, a 90% average retention rate, and an 84% six-year graduation rate.
- **Challenge:** Like most colleges, Fairfield was forced to make rapid, significant changes to every facet of its operations when COVID-19 struck. Seeking to provide a safe on-campus education experience for students in the Fall 2020 semester, administrators created a task force of staff and health professionals. The task force required accessible, up-to-date data that could help them respond to the evolving situation.
- **Solution:** Fairfield's Institutional Research department used Rapid Insight's self-service analytics technology to organize reams of live data from several sources (both internal and external), then output the data to Excel for distribution to the COVID-19 task force and for public consumption. Using the dashboard, the task force could make data-driven decisions to contain infections, predict positivity rates, estimate the number of tests required, and prepare isolation beds.
- **Impact:** Fairfield's Rapid Insight dashboard allowed the task force to make timely, informed decisions and provide students with a safe on-campus experience. As the challenges presented by the pandemic continue to evolve, Fairfield's response is adapting as well, shifting from contact tracing to testing availability to vaccination rates. With Rapid Insight's intuitive, repeatable data workflows, Fairfield's IR team easily expands the dashboard to answer new questions.

Impact Highlights

20

Data points per student included in the dashboard

30

Task force members receive daily status updates

40

Available data visualizations and tables

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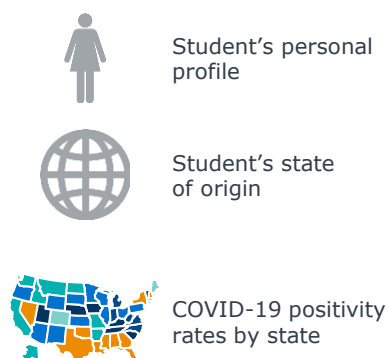
We built a very strong reporting infrastructure in a matter of days.”

—Daniel Grazynski,
Assistant Director of IR

Initial Dashboard Predicted Positivity Rate to Enable a Safe Reopening

COVID-19 Task Force Prepared Tests and Facilities to Prevent Transmission

Rapid Insight Dashboard Data Inputs



Potential Positivity Prediction

Fairfield Predicted the Need For:

- ✓ Test quantity
- ✓ Isolation beds
- ✓ Staffing for testing centers

Adapting the Dashboard as Needs Evolve

As the COVID-19 pandemic evolves, Fairfield’s dashboard incorporates new data and answers emerging questions. Rapid Insight makes it easy to add new data to the existing workflow, allowing Fairfield’s task force to receive relevant daily updates and address new challenges as needs change.

| | Key Question | Data Added to Dashboard | Outcomes for Fairfield |
|------|--|--|--|
| 2020 | COVID pandemic begins Can we reopen safely? | <ul style="list-style-type: none"> State-level infection rates State of student origin Student demographic data | <ul style="list-style-type: none"> ✓ Understood potential positivity rate ✓ Prepared facilities for student safety |
| | Fall semester How do we keep students safe? | <ul style="list-style-type: none"> Infection rates by dorm Daily and weekly infection trends | <ul style="list-style-type: none"> ✓ Stocked testing facilities to the appropriate levels ✓ Isolated infected students |
| | Uptick in COVID-19 cases How do we minimize spread on campus? | <ul style="list-style-type: none"> Employee and vendor data Predicted infection recovery dates | <ul style="list-style-type: none"> ✓ Shifted to delivery dining ✓ Contracted with hotels for isolation beds |
| 2021 | Vaccine distributed widely How do we get the vaccine to students? | <ul style="list-style-type: none"> Overall vaccination numbers Vaccination rates by dorm | <ul style="list-style-type: none"> ✓ Hosted on-campus vaccination clinics ✓ Encouraged students to get vaccinated |
| | Booster available to general population How can we ensure the booster is available? | <ul style="list-style-type: none"> Overall booster rates Booster rates by dorm | <ul style="list-style-type: none"> ✓ Measured impact of booster on transmission and institutional operations ✓ Reviewed and decreased potential clusters of unvaccinated or unboosted campus members |
| 2022 | | | |



In addition to the information above, the most recent iteration of Fairfield’s dashboard tracks daily and weekly cases, trends, and case counts by variables such as dorm of residence and athlete status. Fairfield’s dashboard will continue to change and serve the task force’s needs.

Rapid Insight’s Analyst Support Team Played a Critical Role

Fairfield’s Institutional Research department worked with Rapid Insight’s team of support analysts to implement the dashboard and create the automated data workflows. As the pandemic evolves and the report changes along with it, Fairfield IR always has a team of experts to consult on the workflow before implementation.

“The Rapid Insight Support Team are the greatest superheroes of our time....They are eager to listen and genuinely interested in our work.”

-Daniel Grazynski, Assistant Director of Institutional Research, Fairfield University





Rapid Insight is now part of Edify, EAB’s data and analytics solution designed for higher ed. Learn how you can leverage your institution’s data for success at eab.com/edify.

Targeted Academic Support Outreach Generates \$18 Million in Retention Revenue

Lipscomb University

This case study discusses

 Enrollment and revenue growth

 Student success and experience

- **About:** Lipscomb University is a small private Christian university in Nashville, TN with 4,884 students, an 86% retention rate, and a 69% six-year graduation rate.
- **Challenge:** Facing a dip in retention, Lipscomb sought to create an efficient, impactful data strategy to correct course. Lipscomb wanted to identify students struggling with coursework, contact those students, and invite them to the Academic Support Center. However, compliance reporting took two months for their one-person Institutional Research team to complete, limiting time to focus on this initiative. Disorganized data and a lack of up-to-date outreach lists posed additional obstacles.
- **Solution:** Lipscomb implemented Rapid Insight’s data analytics tools (Construct, Predict, and Bridge) to organize student data, flag students at risk of attrition, and structure Academic Support outreach lists using live data. Lipscomb also used Construct to automate the time-consuming accreditation reporting process.
- **Impact:** A 15 percentage-point retention rate improvement over nine years generated \$18 million in tuition and fee revenue. Additionally, Lipscomb now completes its accreditation reporting in two days rather than two months—a 95% reduction in required staff time.

Impact Highlights

15 percentage-point
Retention increase across nine years

\$18M
Additional tuition and fee revenue from improved retention rate

95%
Faster accreditation reporting process due to Rapid automation

Rapid Insight Tools Enable Data-Informed Retention Strategies

Lipscomb Lacked the Clean, Actionable Data Required for Tailored Outreach

Disorganized data stored in multiple formats made efficient analysis difficult

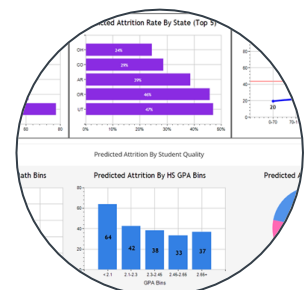
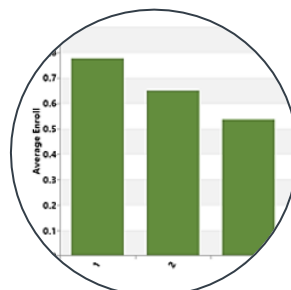
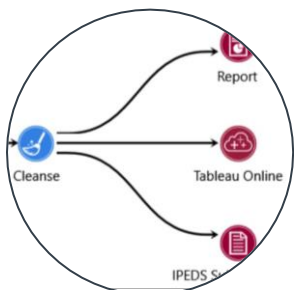
Academic support staff did not have a method for identifying students in need of guidance

Outreach lists could not be prioritized with live, easily-accessed information

Organize data from across campus to create trustworthy datasets

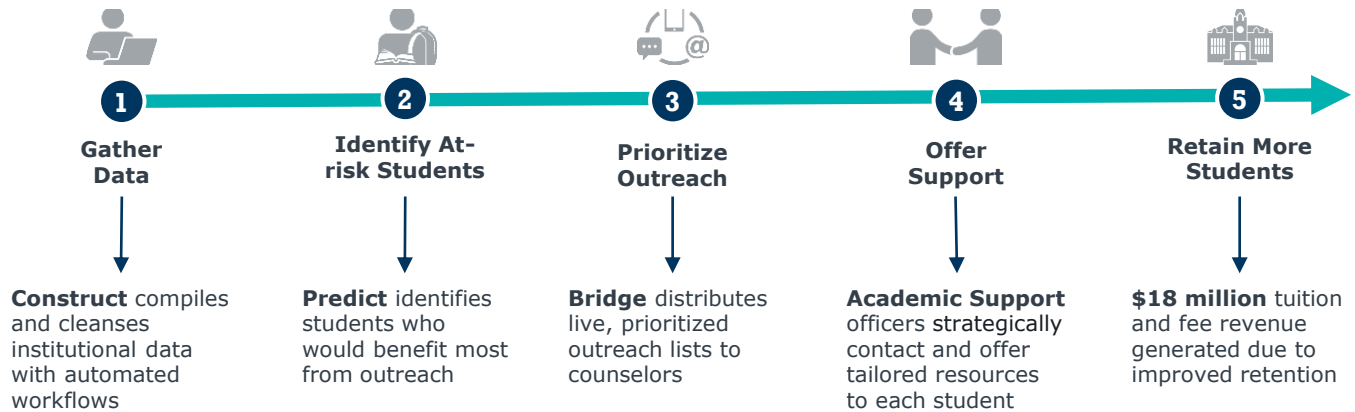
Use predictive models to flag students in need of help

Equip Academic Support counselors with up-to-date retention probabilities



Rapid Insight Improves Every Stage of Lipscomb's Retention Effort

Improved Strategic Outreach Process Provides Support to the Students Who Need it Most



Report Automation Results in Huge Time Savings

Lipscomb drastically reduced time-to-completion for its annual accreditation reporting

BEFORE

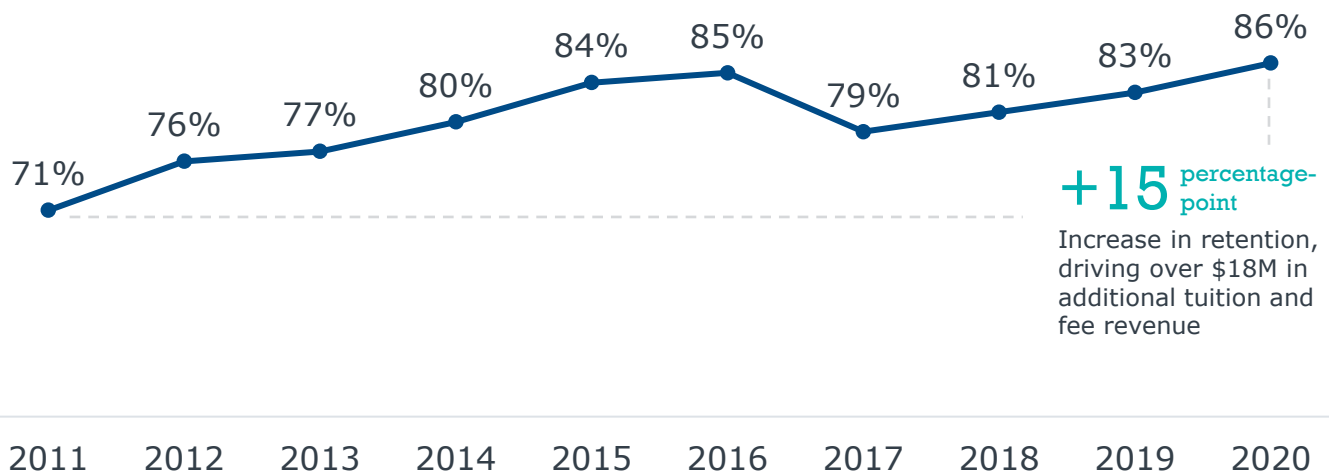
Complex credit hour reports took **two months** of staff time to compile and submit

AFTER

Rapid Insight's automated workflows reduced completion time to **two days**

Retention Rate Climbing as Data Becomes More Accessible

Full-Time Freshman Retention Rate Since Launching Rapid Insight in 2012



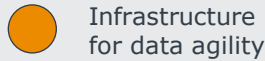
“Rapid Insight expanded my ability to say yes to projects—and even gave me the confidence to be proactive and take on new responsibilities... We went from **the stone age to the space age** in a matter of days with Rapid Insight.”

Matt Rehbein, Director of Institutional Research

IPEDS Completion is 75% Faster with Automated Data Preparation and File Formatting

Mount Saint Mary's University

This case study discusses



Infrastructure for data agility

- **About:** Mount Saint Mary's University (MSMU) is a private college in Los Angeles, CA with 3,000 students, a 72% retention rate, and a 63% six-year graduation rate.
- **Challenge:** Like every American university that receives federal financial aid funding, MSMU is required to submit a large amount of data to the National Center for Education Statistics (NCES)'s Integrated Post-Secondary Education Data System (IPEDS). MSMU's existing process for gathering, organizing, and submitting data consumed 40 tedious hours of staff time across multiple research analysts. It required manual data input and a time-consuming verification process to ensure accuracy prior to submission.
- **Solution:** MSMU used Rapid Insight to develop workflows for the IPEDS Completions Survey, one of three major reporting periods each year. The workflows gather data from all relevant sources and compile a clean, accurate file for automated upload to the NCES. The saved, repeatable workflows can be reused each IPEDS cycle with minimal updates to match new IPEDS submission guidelines.
- **Impact:** Rapid Insight reduced the time required to finish the Completions Survey by 75%, from 40 hours to 10. This freed up two staff members to work on other institutional priorities. MSMU currently uses Rapid Insight for the IPEDS Completions Survey and plans to develop workflows for the remaining IPEDS surveys.

Impact Highlights

75%

Reduction in time required to submit IPEDS surveys

2

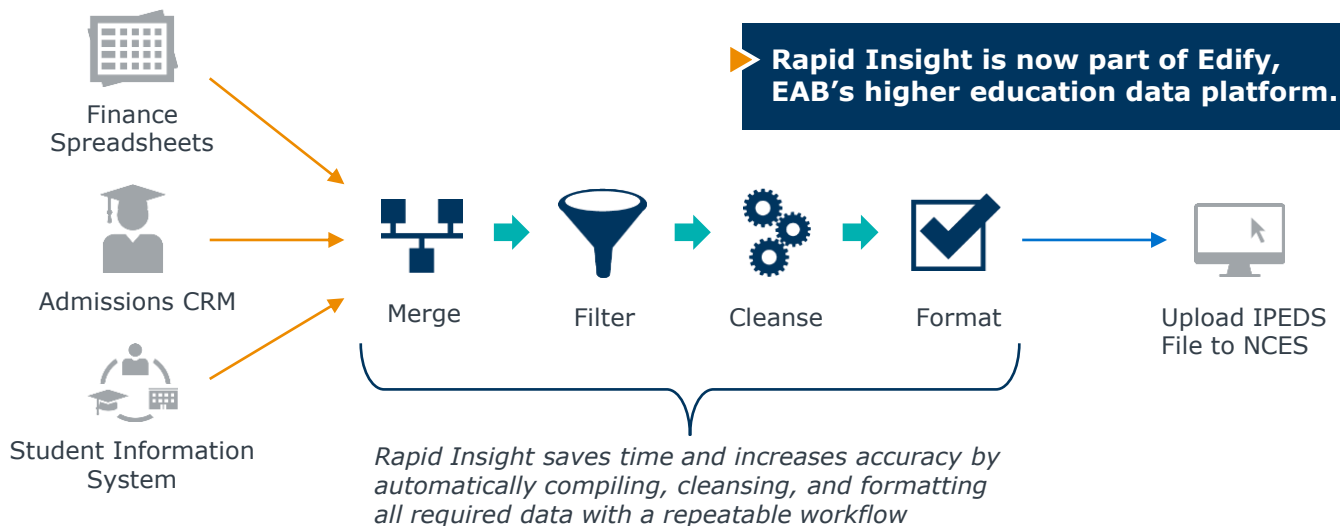
Staff members with added capacity for other projects

30

Hours saved on data entry and validation

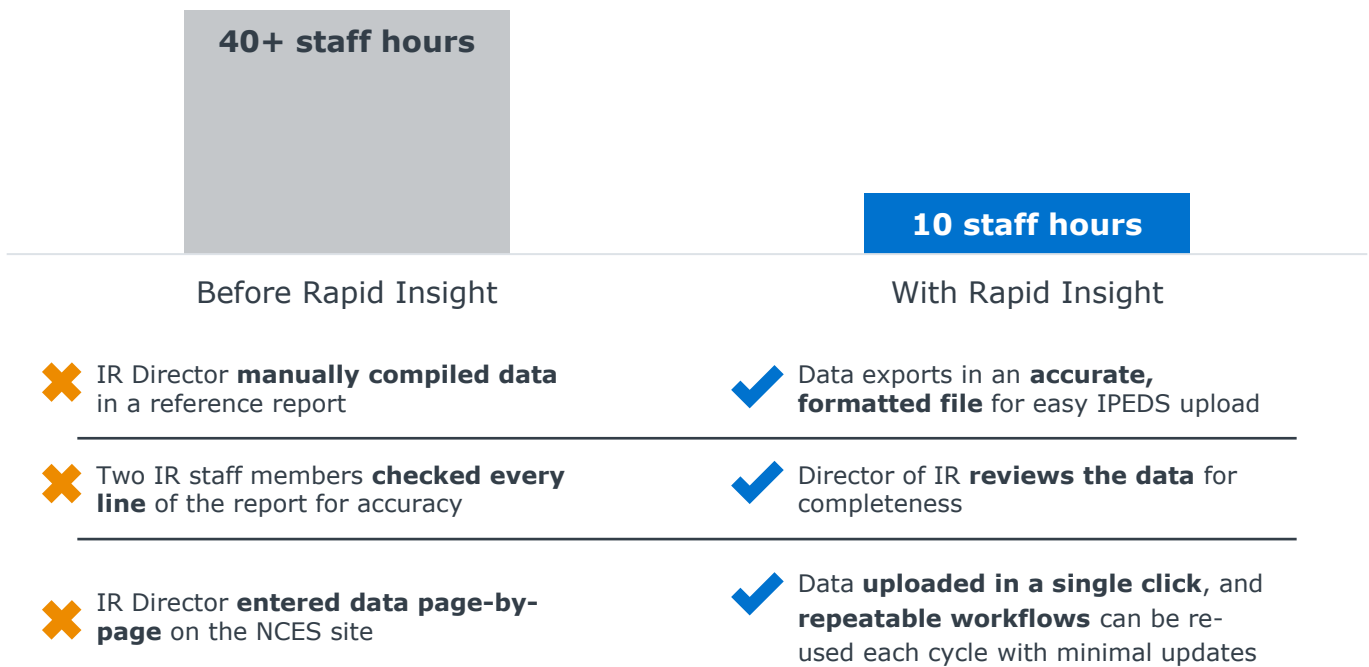
Automated Workflows Accelerate IPEDS Data Gathering and Formatting

Rapid Insight Compiles Campus Data and Outputs a Formatted File for Upload



IPEDS Reporting at MSMU: Before and After Rapid Insight

Staff Hours Required for IPEDS Completion Report



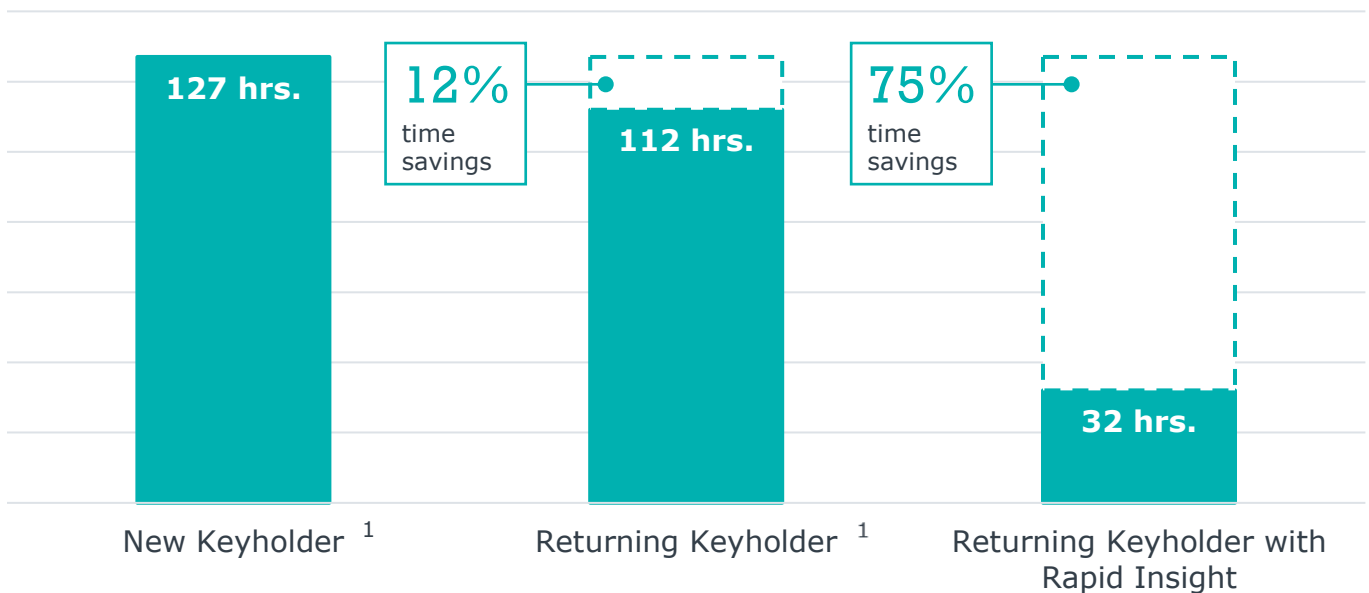
Rapid Insight significantly reduced the time for manual entry and verification.”

Maria Narvaez, Director of Institutional Research & Planning

Rapid Insight Drives Significant IPEDS Submission Time Reduction

Experience Quickens the IPEDS Process, But Pairing Experience with Rapid Insight Drastically Reduces Burden

Total Annual Keyholder Time Commitment for IPEDS Reporting



¹Source: [National Center for Education Statistics](#)

Activating Institutional Data Across a Community College System with Rapid Insight

The Community College System of New Hampshire

This case study discusses



Enrollment and revenue growth



Student success and experience

- **About:** The Community College System of New Hampshire (CCSNH) is a network of seven community colleges serving 26,000 students.
- **Challenge:** CCSNH sought to foster efficiency in several departments, including the Registrar, Advising, and Admissions offices, by improving access to pivotal decision-informing data. Data reports were manual and static, costing valuable Institutional Research (IR) staff time to generate and distribute. With a small IR team across the System, hundreds of employees to serve, and varying levels of user expertise, CCSNH needed an intuitive tool that would grant employees direct access to actionable data.
- **Solution:** CCSNH implemented Rapid Insight's cloud-based dashboards in 2019, granting easy data access to employees across the system. Personalized dashboards allow users to prioritize work and make informed decisions. As a result, Institutional Researchers at the colleges can reclaim time for important strategic priorities.
- **Impact:** CCSNH can make informed decisions at all levels of the organization, from strategic planning to individual student assistance. Live, up-to-date dashboards provide academic counselors with lists of students who need assistance, enabling responsive and impactful support. Administrators use Rapid Insight to identify programs with strong term-to-term persistence, sharing out best practices to improve retention in other programs. The resulting improvements in graduation rates and equity contributed to the selection of White Mountains Community College (a CCSNH campus) as a semi-finalist for a 2023 [Aspen Award for Community College Excellence](#).

Impact Highlights

+5%

Increase in fall-to-spring persistence at one campus

“

The more people we empower to delve into the data, the better we're going to be as an organization.”

—Scott Fields, Chief Operating Officer

Identifying and Correcting Registration Errors

Dashboards Enable High-Touch Assistance

1

Identify Students Experiencing Barriers to Registration



When a student intends to register for classes but fails to complete registration, dashboards alert relevant staff of the problem

2

Provide Direct Assistance to Correct Problems



Program Coordinators reach out to students in need of assistance and offer registration help

3

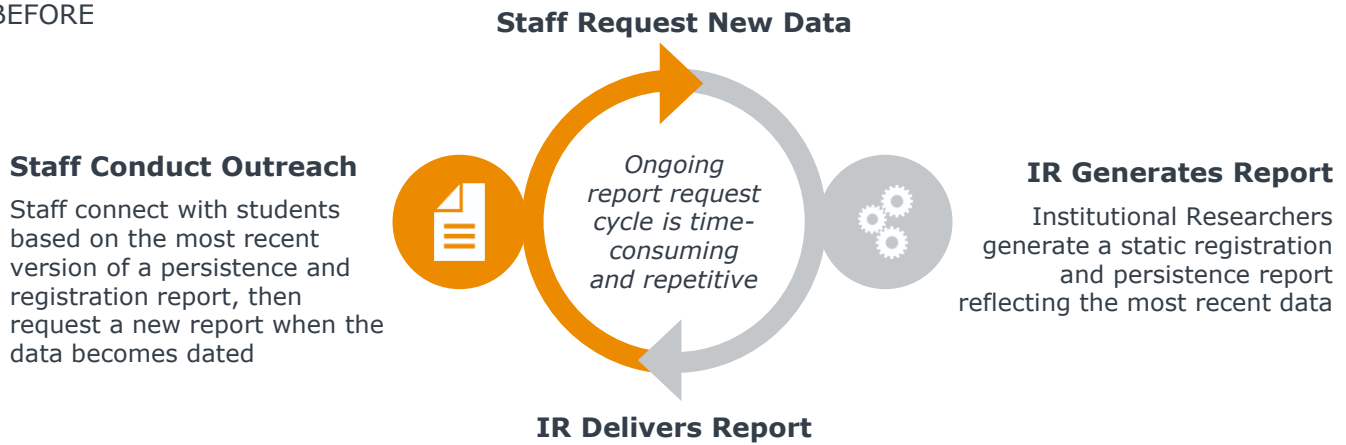
Minimize Complications at the Start of Each Semester



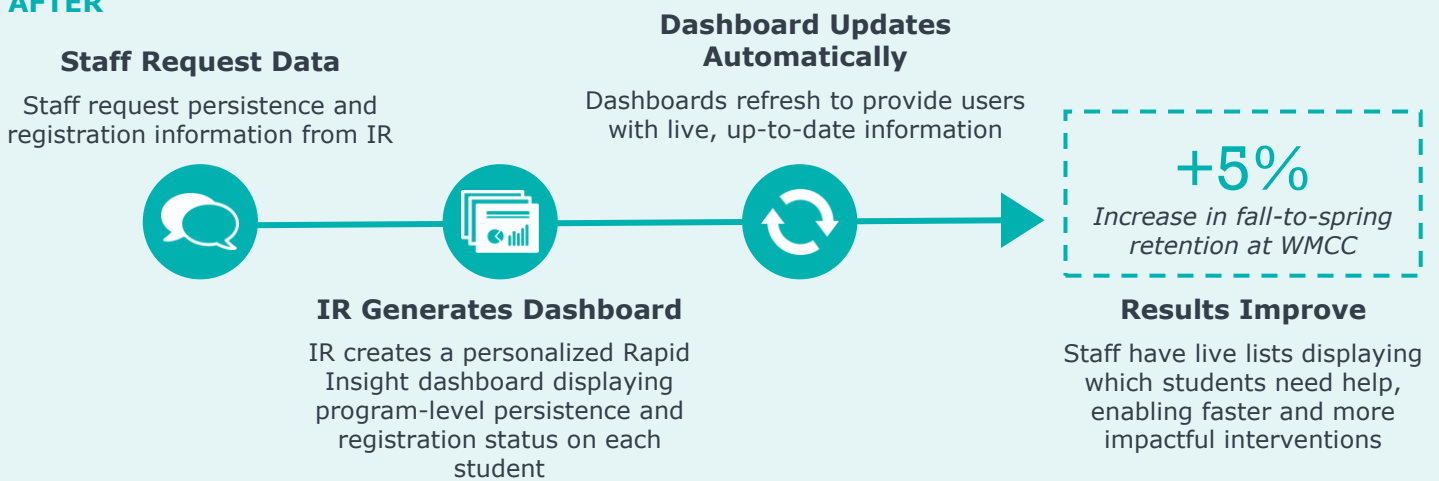
Dashboards reduced the number of registration errors, saving time for students, faculty, and administrators

Data Dashboards Increase IR Capacity at White Mountains Community College

BEFORE



AFTER



Combining EAB's Navigate and Rapid Insight

Extending the Impact of Both Tools for Increased Student Success

▶ EAB acquired Rapid Insight in 2021. As users of Rapid Insight and Navigate, EAB's Student Success Management System, CCSNH is excited to coordinate their use of both platforms to further their student success initiatives.

Rapid Insight

Democratized Data Access

- Customized data dashboards
- Institution-wide insight sharing
- Actionable, trustworthy information



Navigate

Student Success Management

- Integrated student success analytics
- Student-centric communications
- Coordinated, holistic student support



We really have the ability to leverage [Navigate and Rapid Insight] across the two platforms to make some impressive changes in the future... We're going to be able to tap into metrics that we haven't been able to get our arms around in the past."

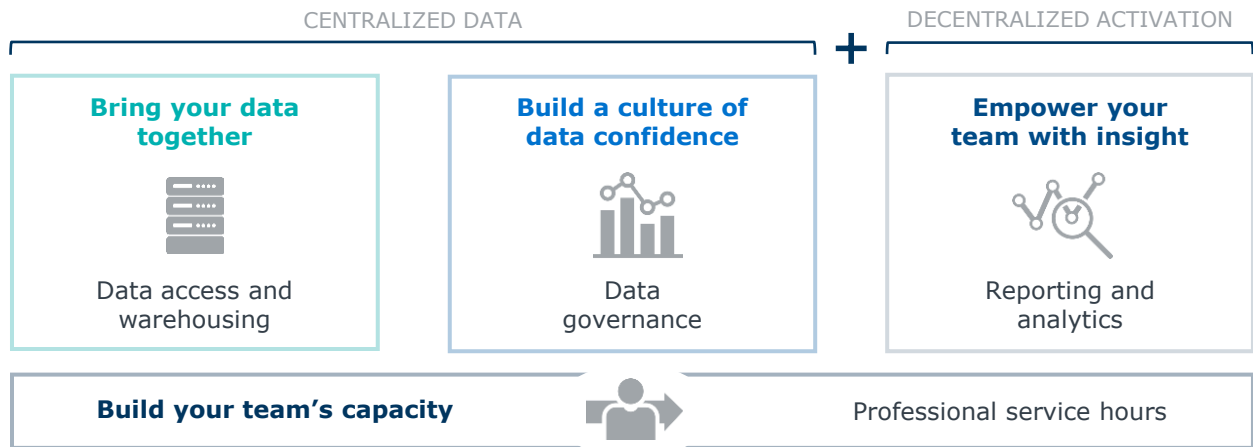
-Scott Fields, Chief Operating Officer, CCSNH



Edify: A Data and Analytics Solution for Higher Ed

Activate Digital and Operational Excellence at Your Institution

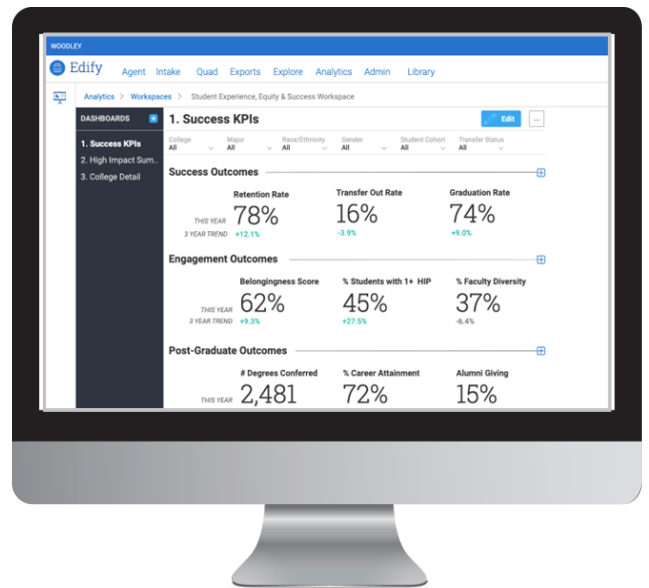
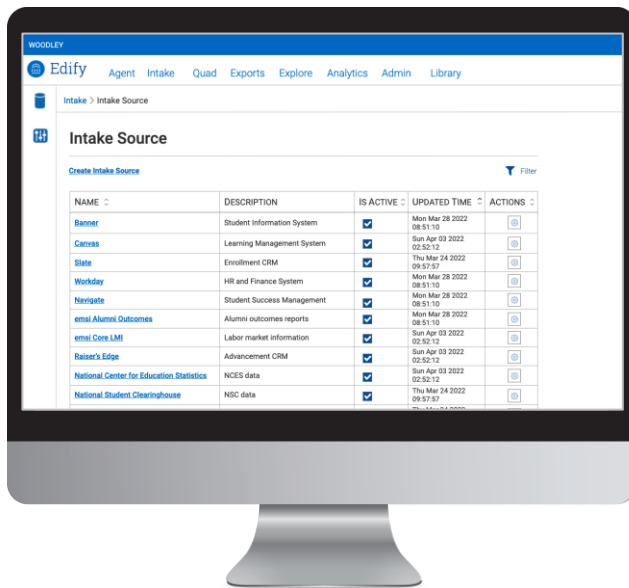
Innovation and bold decision-making are imperative for today's leaders—but thanks to a growing number of systems, critical data is harder to get, which slows down these key decisions. Edify makes higher education data management simpler and smarter, pairing powerful data warehousing technology with direct-to-user analytics tools.



Simplify data management to accelerate progress on your most important priorities.

Edify includes a cloud-native, secure, infinitely scalable data lake and data warehouse to support critical institutional data initiatives.

Edify's self-service, custom, and pre-built analytics drive efficiency and support your institution's decision-making.



To speak with an expert about activating data on your campus, reach out to edify@eab.com or visit www.eab.com/Edify.

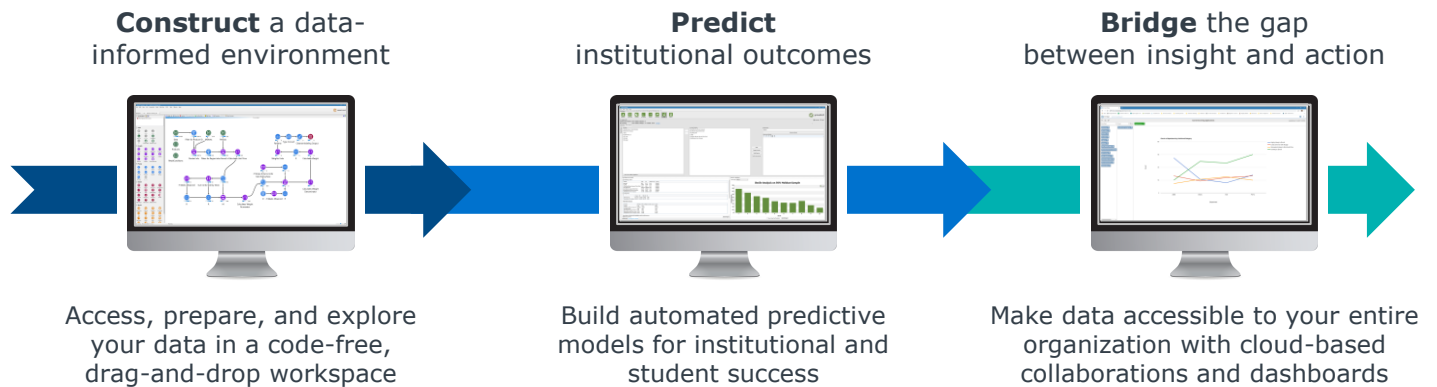


Rapid Insight: Self-Service Analytics Technology

Put Reliable Data in Decision-Makers' Hands

Rapid Insight breaks open data silos and knocks down technical barriers to equip higher ed professionals in every role to gather and analyze the data they need. Staff across campus can access data, forecast future outcomes, and move institutional initiatives forward.

Equip anyone at your institution to gather the data they need, build automated predictive models, and share insight through live dashboards.



COMPILE & ANALYZE DATA FROM:

- SIS, CRM, LMS
- Databases and data warehouses
- Text files and spreadsheets

BUILD MODELS FOR:

- Admission and enrollment
- Student success
- Institutional research
- Advancement
- And more

EXPORT DATA TO:

- Tableau
- Excel and text files
- Rapid Insight Bridge
- Databases
- Reports

Achieve institutional goals with confidence and speed.



Admissions and Enrollment

- Forecast class size
- Predict likelihood to apply and enroll



Student Support

- Predict retention likelihood and on-time completion



Institutional Research

- Speed up operational reporting (e.g., IPEDS, regional accreditation)



Human Resources

- Perform a compensation equity analysis



Registrar's Office

- Automate census audit and end-of-term grade reports



Advancement

- Predict annual fund participation
- Analyze lapsed donors

To speak with an expert about bringing self-service analytics to your campus, email EABRapidInsightComms@eab.com or visit www.eab.com/RapidInsight.



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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.