



# Leadership Perspectives on Campus Data Strategy

Insights from EAB's 2022 Data & Analytics Survey



# Education's Trusted Partner to Help Schools and Students Thrive



## Your Imperatives Determine Ours

### INSTITUTIONAL STRATEGY

#### Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

### MARKETING AND ENROLLMENT

#### Achieve Your Enrollment and Growth Goals

Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes

### STUDENT SUCCESS

#### Build a Student-Centric Campus

Technology trusted by 850 schools to retain, graduate, and empower more students

### DIVERSITY, EQUITY, AND INCLUSION

#### Advance DEI on Campus and in Your Community

Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps

### DATA AND ANALYTICS

#### Embrace Digital Transformation

Data and analytics solutions built for higher education to guide decisions and accelerate innovation

We partner with **2,500+** institutions to accelerate progress and enable lasting change.

**95%+** of our partners return to us year after year because of results we achieve, together.



## A Data & Analytics Solution to Empower Strategic Decisions

### Bring Your Data Together



Access and Warehousing

*Cloud-native, secure, infinitely scalable **data lake and warehouse** to support critical institutional initiatives*

### Build a Culture of Data Confidence



Data Governance

*Higher ed **best-practice rules and validations** to ensure a golden record/single source of truth*

### Empower Your Team with Insight



Reporting and Analytics

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



### Build Your Team's Capacity



Professional Service Hours

***EAB support** to meet you where you are. Your team's use of Edify can be self-service, partially-, or fully-managed by EAB.*

Strategy and Culture Support

Integration Services

Process Consulting

Data Science and Analysis

# Today's Presenters



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# Roadblocks to Data Success



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## How Leaders Described Data & Analytics at their Institutions



### Understaffed

# 77%

Of institutions said an **insufficient number of staff members** was their largest roadblock to success with analytics

*Competition from inside and outside higher ed leads to increased turnover*



### Difficult to Access

# 2 in 3

Institutions see **streamlining data access** as a high priority in the next twelve months

*Leaders understand that analytics are critical to core imperatives*



### Fragmented

# Only 9%

Of leaders said their data was **centralized in a data warehouse**

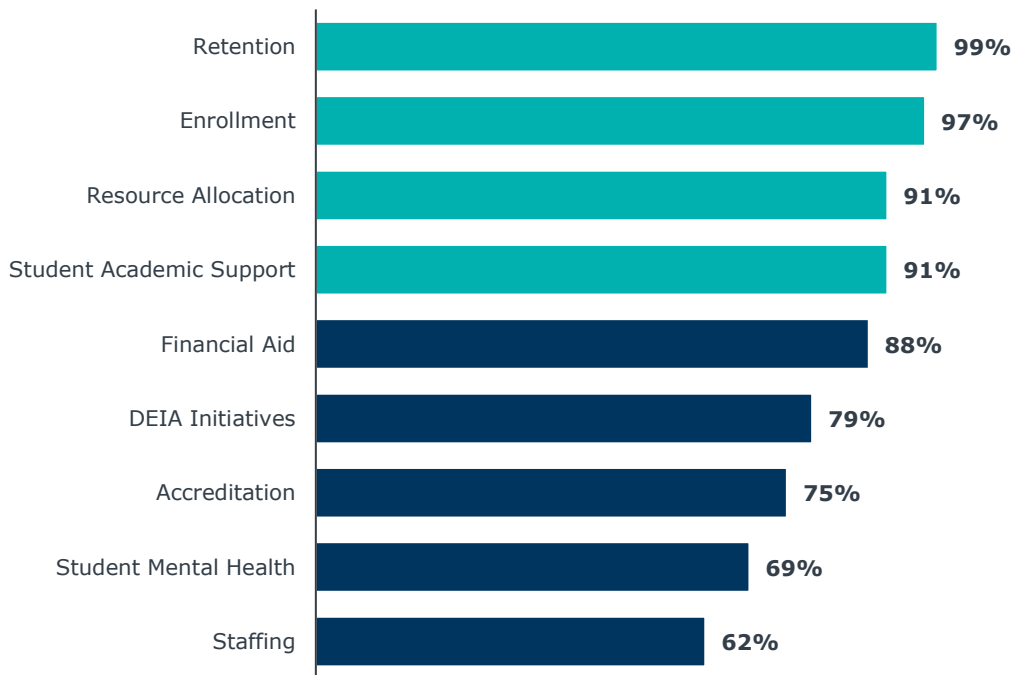
*Data is not accessible from a digestible, trustworthy source*

# Data Seen as Critical to Achieving Core Priorities



## How important are data and analytics in addressing the following issues this year?

*Percentage of "Important" and "Very Important" Responses Displayed; n=64*



# EAB's New Data & Analytics Research



## Overview

- Survey of higher ed leaders across functions
- Data collected in September 2022
- Responses from 65 participants

## Participant Profile



### Institution Type

51%	Private Undergraduate
37%	Public Undergraduate
9%	Other
3%	Public Two-year



### Enrollment

52%	Fewer than 5,000 students
25%	More than 15,000 students
23%	5,000 – 15,000 students



### Job Title

25%	Provost
18%	President
18%	Vice President
14%	Other
12%	CBO
8%	Vice Provost
5%	CIO or Chief Data Officer



### IR Department Size

34%	2-3 FTEs
31%	4+ FTEs
23%	1 FTE
12%	No FTEs

## 3 Insights We'll Cover Today

1. Staffing is a critical need, especially in technical roles
2. Ad hoc analytics and access gaps prevent progress on core priorities
3. Leaders plan to invest heavily in technology, and investment comes with significant risk



For the full report on these insights and more, **request a copy of our forthcoming white paper** via the poll at the end of today's presentation.





# Staffing

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INSIGHT

1



## **Which of these are significant data issues at your institution?**

*Select all that apply*

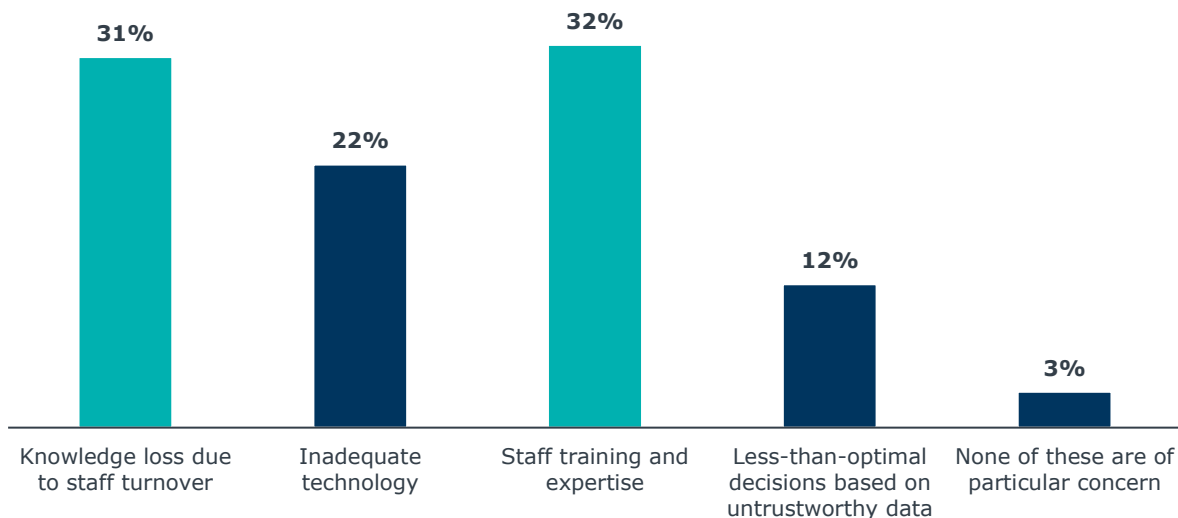
1. High staff turnover/vacancies
2. Insufficient staff training in data & analytics
3. Lack of technology required to execute on priorities
4. Lack of a trustworthy source for data
5. Other (enter in the chat)

# Staffing Issues Loom Large on Leaders' Minds



## Which of the following data issues do you consider to be the most concerning?

*Respondents could select only one option; n=65*



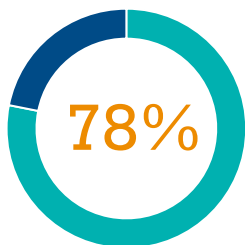
# Insufficient Staffing Prevents Analytics Progress



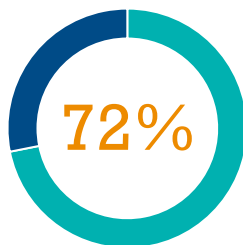
## Which of the following problems do you currently face?

Respondents could select all applicable options; n=65

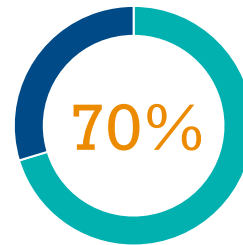
*Insufficient number of staff members to use analytics to its full extent*



*Lack of analytics required to execute on strategic priorities*



*Inadequate staff training in analytics technology*



**93%**

Of Provosts say Understaffing is a Roadblock

**55%**

Of Presidents say Understaffing is a Roadblock

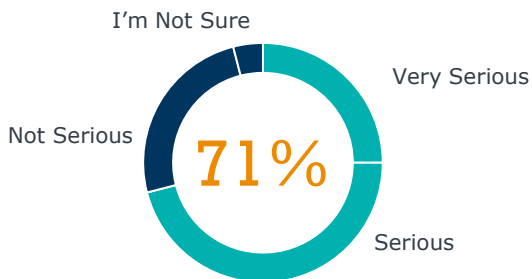


# Turnover in Technical Roles Especially Critical



**In the last 12 months, how serious a problem has staff turnover been in IT, IR, and other technical roles?**

*n=65*



**Large schools more likely to rate the problem as "Serious" or "Very Serious"**

**56%** of schools with fewer than 5,000 students

**100%** of schools with more than 15,000 students

# Takeaways



## **Create Continuity**

Preserve institutional knowledge across staff changes with accessible, amendable documentation



## **Broaden Data Aptitude**

Equip more staff to access and apply their data to offset some of the impact of technical staff shortages



# Access

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INSIGHT

2



## **Who has easy access to reliable data on your campus?**

*Select all that apply*

1. Executive Leadership
2. Faculty
3. Staff
4. None of the above

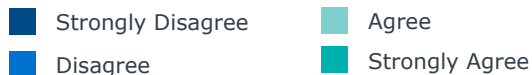
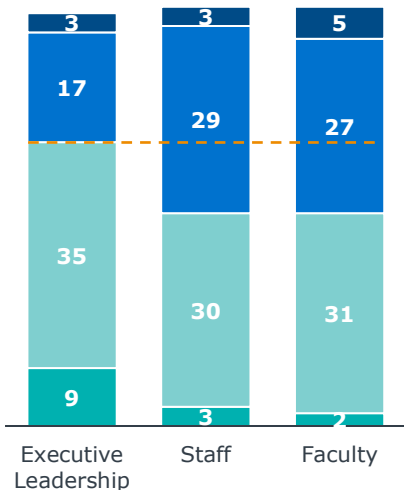


# Faculty and Staff have Less Data Access



“\_\_\_\_\_ on my campus can easily access reliable data.”

*n*=65



## Smaller Schools Report Less Access

	<5,000 students	>15,000 students
Faculty	38%	63%
Staff	35%	69%
Executive Leadership	56%	87%

# Facilitating Data Access Seen as High Priority

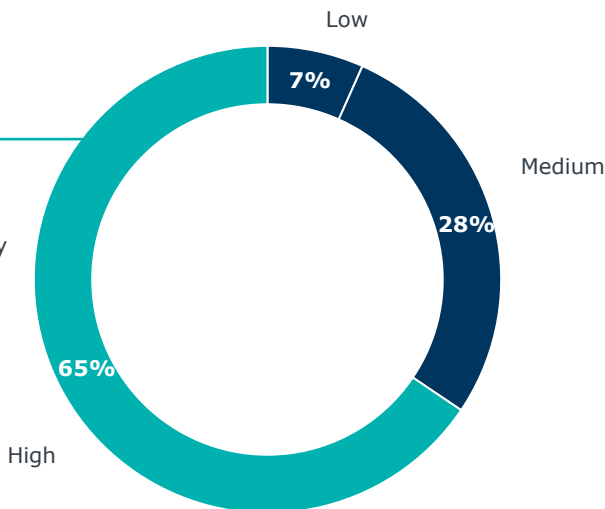


## Rate the Priority Level of Streamlining Data Access to Facilitate Decision-Making:

*n*=65

**2 in 3**

Schools consider streamlining data access a high priority

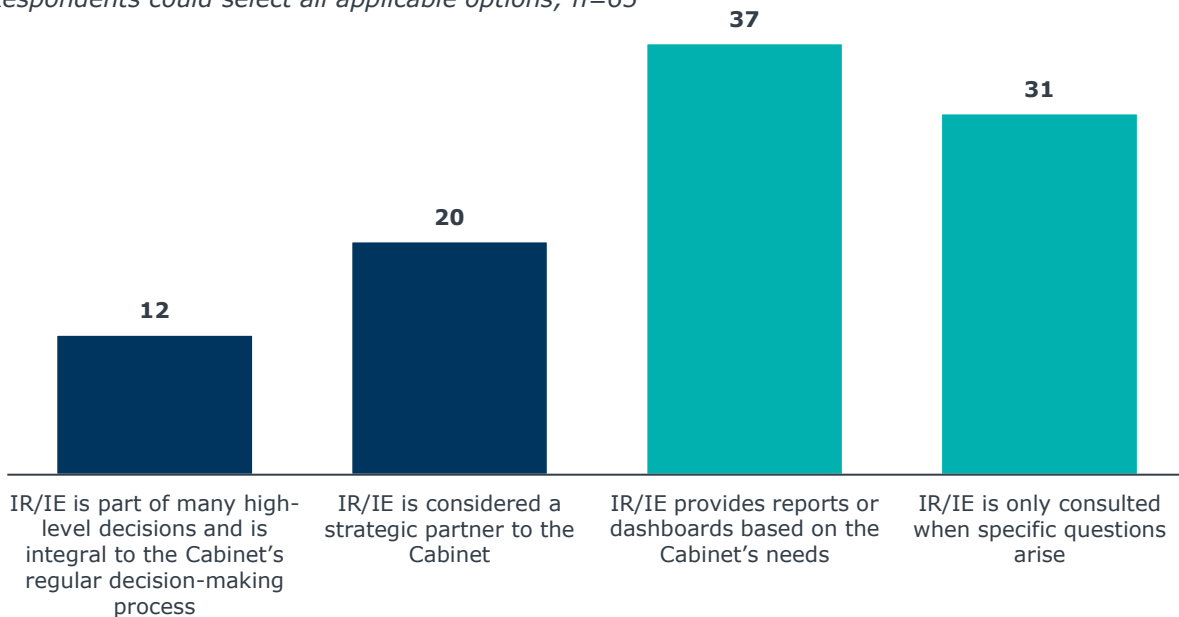


# Cabinet's Work with IR Largely Transactional



## How Does Institutional Research (or Institutional Effectiveness) interact with your institution's Cabinet?

*Respondents could select all applicable options; n=65*



# Takeaways



## **Broaden *regulated* data access**

for faculty and staff—the on-the-ground decision-makers who turn your strategies into results.



## **Use automation to your advantage**

Work with IR/IE to build dashboards and reports that refresh automatically to broaden access without taxing staff.



## **Strengthen your Cabinet's working relationship**

with the Institutional Research/Effectiveness professionals on your campus.



# Technology

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INSIGHT

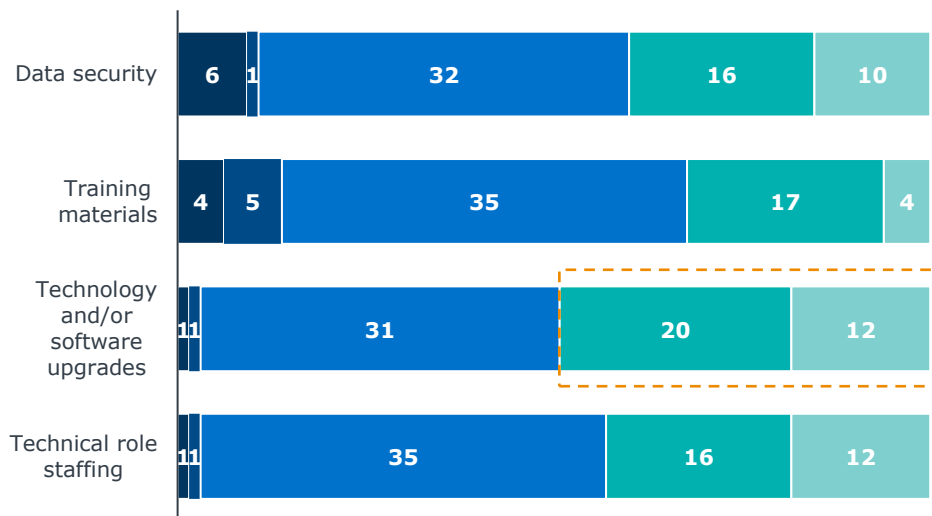
3

# Staffing, Technology Key Areas of Investment



Over the next 12 months, do you anticipate that your institution will invest more or less in the following priorities (compared to current levels of investment)?

*n=65*



Tech and software upgrades received highest number of "More" and "Significantly More" responses

■ I'm not Sure ■ Less ■ About the Same Amount ■ More ■ Significantly More

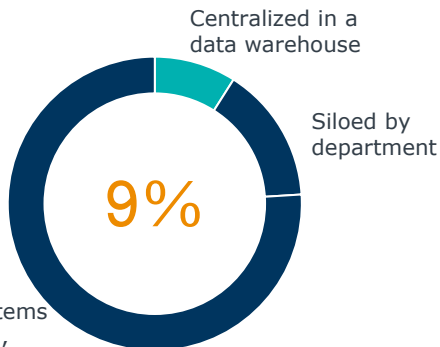
# Few Schools Have Centralized Institutional Data



## Most Institutions in the Middle Ground of Integration

### How would you describe your institutional data?

Respondents could select only one option; n=65

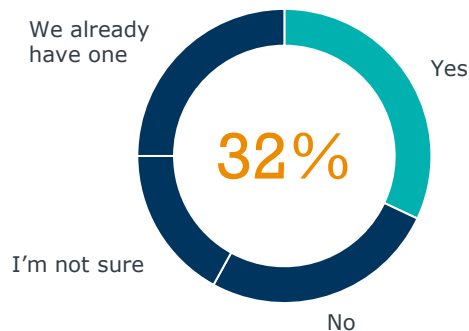


1 in 10

Schools have centralized their data in a warehouse

### Is your institution building a data repository or data warehouse to serve as a "single source of truth"?

n=65



1 in 3

Institutions say they are building a data warehouse



## **Is your institution building a data repository or data warehouse to serve as a "single source of truth"?**

1. Yes
2. No
3. I'm not sure
4. We already have one

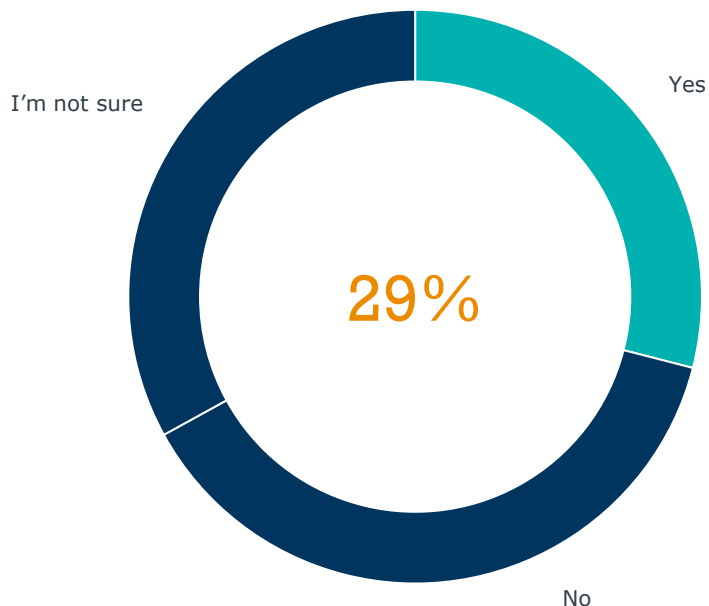


# Failed Tech Initiatives are Common



**In the last 5 years, has your institution implemented data & analytics technologies that have not had an impact on your key metrics or delivered on their promise?**

*n=63*



# Takeaways



Schools have made progress on implementing core technologies like data warehousing, but many **struggle to make the most of those significant investments**



Partner with a vendor that has **deep experience in higher education** systems and processes— one that understands your pain points and how to resolve them.

# Recap

- 1 Establish data continuity to embed institutional knowledge in times of high staff turnover
- 2 Broaden data access and leverage your technical staff to their fullest extent
- 3 Partner with experienced, knowledgeable vendors who can help you accomplish your analytics goals

# Interested in Connecting with Our Experts?

I'd like to speak further about...

- 1 Facilitating data access for my institution's leadership, faculty and staff
- 2 Creating a data warehouse to serve as a single source of truth for my campus
- 3 Improving data governance and lineage
- 4 Other (write in the Q&A box)

# Questions?



Chime in via the Webinar Chat



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