



# IPEDS and State Reporting Made Simple with Automated Data Preparation

How a Community College Unified Data to Save Time  
and Resources

## Connecting to Audio



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## Asking a Question



## Brief Exit Survey



We'd appreciate your **feedback** on today's presentation.

# Meet Your Presenters



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## Questions?

Throughout the presentation, feel free to submit questions via chat

## Technical Difficulties?

Email [jmeyer@eab.com](mailto:jmeyer@eab.com) if you're having trouble viewing slides.



# 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.

# Quick Poll



What is your campus' biggest struggle when it comes to compliance reporting?

A

## Not enough staff

➤ One or a few staff responsible for all campus data and reporting needs

B

## Difficult data access

➤ Data must be manually pulled from various disconnected systems with disparate, mismatched formats

C

## Competing priorities

➤ Data team bogged down with ad hoc requests, accreditation cycles, etc.

D

## All of the above

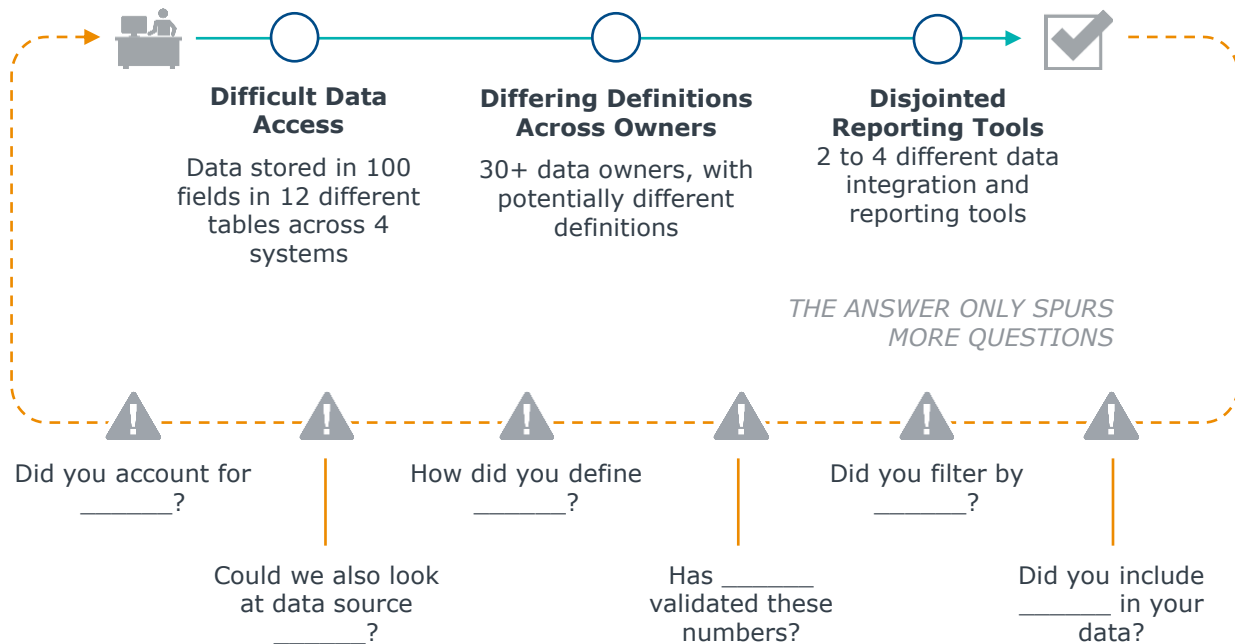
➤ Our campus experiences all of these struggles

# The Struggle is Real



With No Single Source of Truth, Analyses Are Plagued by Issues and Delays

*A DEAN ASKS, "HOW SHOULD I ALLOCATE FACULTY CAPACITY NEXT SEMESTER?"*





# Introducing Edify

## 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.*

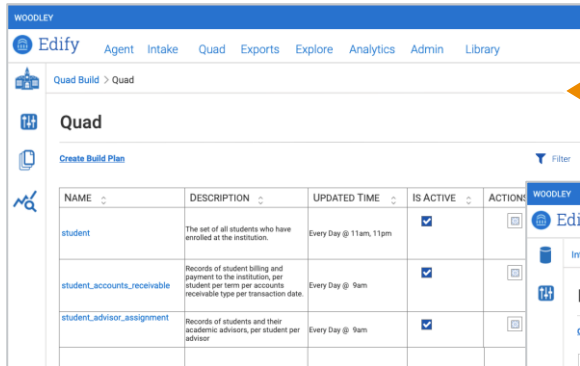
Strategy and Culture Support

Integration Services

Process Consulting

Data Science and Analysis

# Activate Digital Excellence on Your Campus



WOODLEY

Edify Agent Intake Quad Exports Explore Analytics Admin Library

Quad Build > Quad

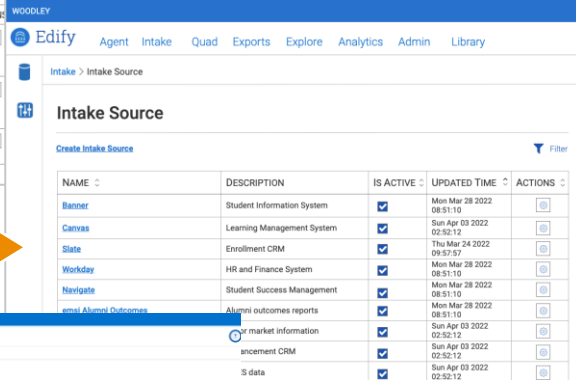
Quad

Create Build Plan

NAME	DESCRIPTION	UPDATED TIME	IS ACTIVE	ACTIONS
student	The set of all students who have enrolled at the institution.	Every Day @ 11am, 11pm	<input checked="" type="checkbox"/>	
student_accounts_receivable	Records of student billing and payment to the institution, per student per term per accounts receivable type per transaction date.	Every Day @ 9am	<input checked="" type="checkbox"/>	
student_advisor_assignment	Records of students and their academic advisors, per student per advisor	Every Day @ 9am	<input checked="" type="checkbox"/>	

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**.



WOODLEY

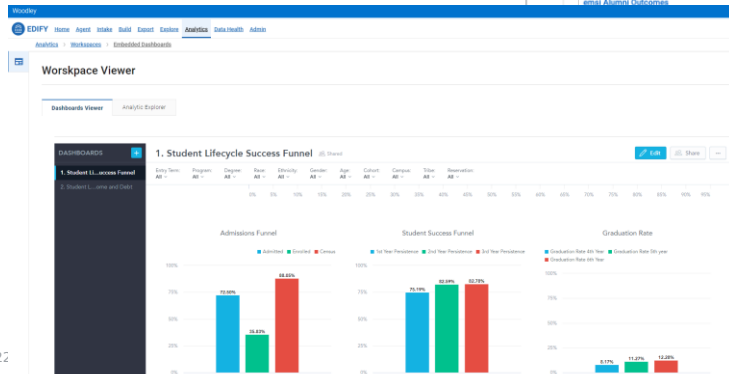
Edify Agent Intake Quad Exports Explore Analytics Admin Library

Intake > Intake Source

Intake Source

Create Intake Source

NAME	DESCRIPTION	IS ACTIVE	UPDATED TIME	ACTIONS
Banner	Student Information System	<input checked="" type="checkbox"/>	Mon Mar 28 2022 08:51:10	
Canvas	Learning Management System	<input checked="" type="checkbox"/>	Sun Apr 03 2022 02:52:12	
Slate	Enrollment CRM	<input checked="" type="checkbox"/>	Thu Mar 24 2022 09:57:57	
Workday	HR and Finance System	<input checked="" type="checkbox"/>	Mon Mar 28 2022 08:51:10	
Navigate	Student Success Management	<input checked="" type="checkbox"/>	Mon Mar 28 2022 08:51:10	
etoni Alumni Outcomes	Alumni outcomes reports	<input checked="" type="checkbox"/>	Mon Mar 28 2022 08:51:10	
	or market information	<input checked="" type="checkbox"/>	Sun Apr 03 2022 02:52:12	
	enrollment CRM	<input checked="" type="checkbox"/>	Sun Apr 03 2022 02:52:12	
	S data	<input checked="" type="checkbox"/>	Sun Apr 03 2022 02:52:12	



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.





# Northampton Community College

*Bethlehem, PA*

## Background



**30k+** students served, with **120+** degrees, certificates, and specialized diplomas



**65%** first-generation



**96%** of recent NCC graduates are employed or continuing their education



**2,000+** dual-enrolled students



The only community college in PA offering on-campus housing, with accommodations for up to **600** students



**#1** in diversity among colleges and universities in the region

# Northampton's Data Management Wasn't Working

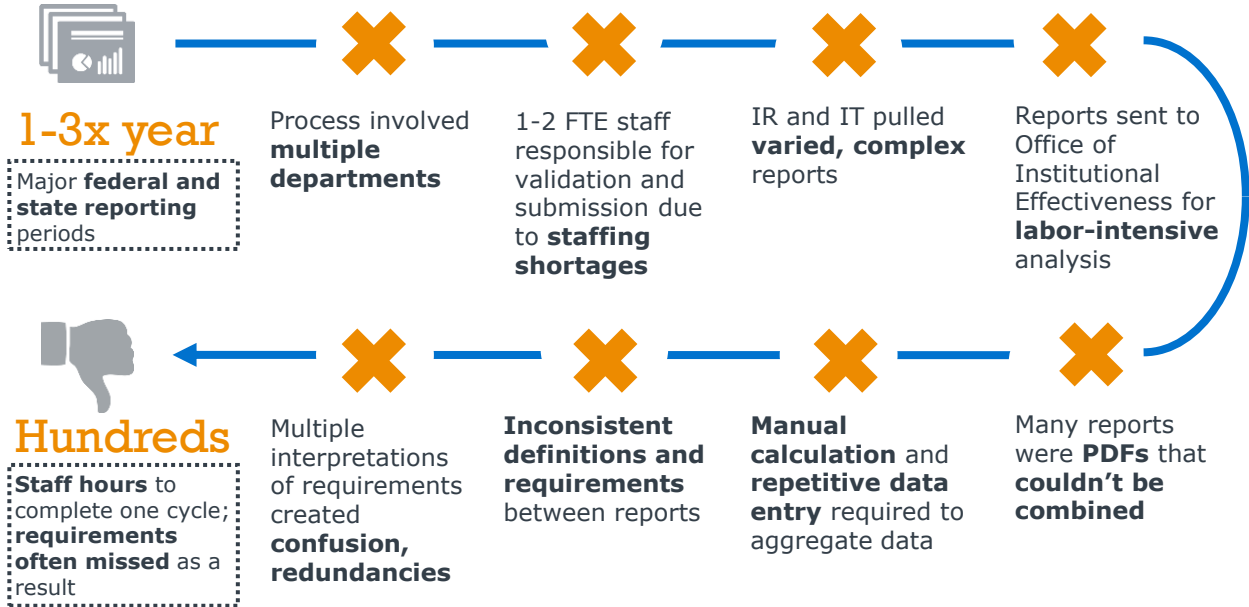
An Ineffective Strategy, Costing Staff Time and Resources

## Northampton's Previous Data Management Experience



# Compliance Reporting Flawed at Every Stage

## Steps and Struggles in Northampton's Internal Process



# Compliance Reporting Flawed at Every Stage



## Steps and Struggles in Northampton's Internal Process

### Before Edify

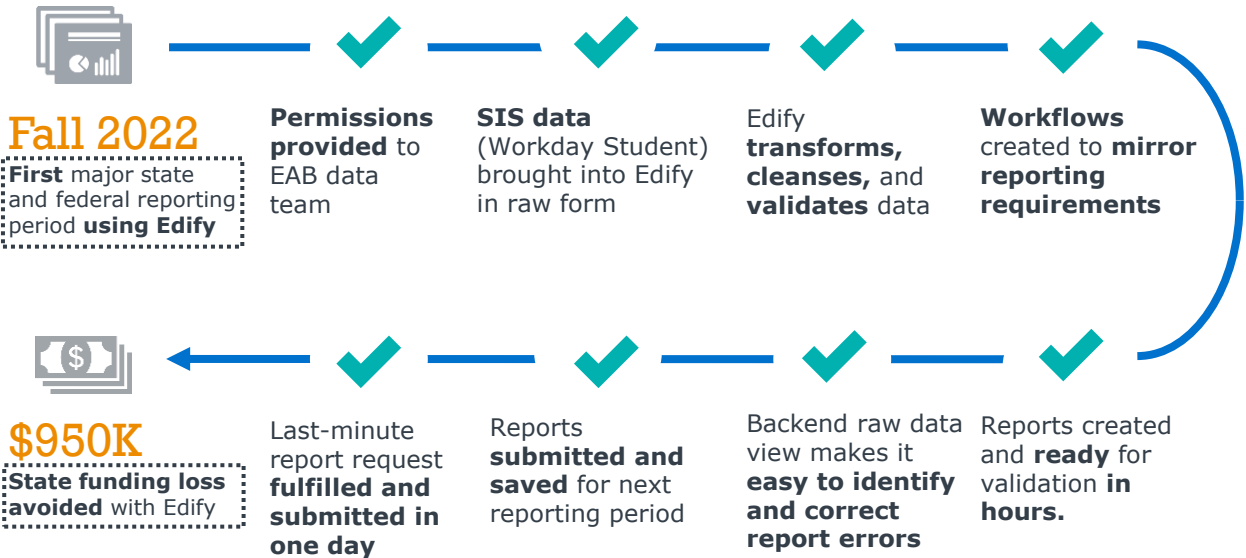
Typical IPEDS report—hundreds of lines and fields to manually enter

CIP Code	Award Level	Major	Gender	Non Resident Alien	Hispanic / Latino	American Indian or Alaska Native	Asian	Black or African American	Native Hawaiian or Other Pacific Islander	White	Two or more Races	Race/ ethnicity unknown	Total	Distance education program	
09.0199 Communication and Media Studies, Other	5 - Bachelor's degree	1	Men	0	1	0	0	0	0	0	0	0	1		
			Women	0	3	0	0	0	0	0	0	0	0	3	
			Total	0	4	0	0	0	0	0	0	0	0	4	No
09.0199 Communication and Media Studies, Other	7 - Master's degree	1	Men	2	1	0	0	1	0	0	0	0	4		
			Women	0	1	0	0	1	0	0	0	0	0	2	
			Total	2	2	0	0	2	0	0	0	0	0	6	No
11.0104 Informatics	7 - Master's degree	1	Men	5	4	0	1	1	0	0	1	1	13		
			Women	3	0	0	2	0	0	0	0	0	5		
			Total	8	4	0	3	1	0	0	1	1	18	No	
11.0701 Computer Science	5 - Bachelor's degree	1	Men	0	0	0	0	0	0	0	0	0	0		
			Women	0	0	0	0	0	0	0	0	0	0		
			Total	0	0	0	0	0	0	0	0	0	0	No	
11.1003 Computer and Information Systems Security/Auditing/Information Assurance	17 - Doctor's degree - research / scholarship	1	Men	0	0	0	0	0	0	0	0	0	0		
			Women	0	0	0	0	0	0	0	0	0	0		
			Total	0	0	0	0	0	0	0	0	0	0	No	



# New Process with Edify Saves Time and Money

Edify automates data preparation, making it easy to hit reporting deadlines



# Edify Gains Were Quick and Quantifiable



## Hundreds

Of **staff hours saved**, now and in future reporting periods

## \$950K

State **funding loss avoided** thanks to Edify and support from EAB team

## On Time

**Both** state and IPEDS **reports submitted** in the first full reporting period with Edify (Fall 2022)

## Under Budget

Edify deliverables provided **ahead of schedule**, saving Northampton money

### ✓ Repeatable process will save time in the future

- Saved reports can be **reused for future iterations** of the report
- Only requires **minor tweaks** to keep up with changes in requirements
- After the first round, it will take **less than a day** to pull the report, validate the data, and submit

### ✓ Staff time is freed up to be more strategic and proactive with data

- Identify and fix **strategic data gaps**
- Address additional **compliance reporting** processes
- Begin acting on **data strategy alignment** project findings
- Assemble and direct **data dictionary taskforce**

# Future Strategic Plans with Edify



## Using Edify to Support Primary Data Goal: Create a Single Source of Truth

### **Integrate Starfish data into Edify and stand up Retention Scores tool**

**Purpose:** Drive student success strategy and leverage underutilized retention tool

### **Incorporate National Student Clearinghouse data into Edify**

**Purpose:** Use data to understand Northampton transfer student trends and inflect change and growth



### **Enable self-service access to data**

**Purpose:** Empower campus to pull the data they need by creating customizable dashboards

### **Bring LMS and CRM data into Edify**

**Purpose:** Unify all student data to better support and track the student experience

# Best Practices for Your School



If Your Goal is Unified, Transparent Data, Here Are Some Next Steps:



**\*Not sure? The Edify team can help with goal prioritization.**



# Mounting Pressures Necessitate Stabilization

Complex Decisions Require Increasingly Nuanced Data and Analysis



## Enrollment and Revenue Growth



- Principled pricing and aid strategies
- Market-aligned, data-informed program planning



## The Academy and Fiscal Resilience



- Strong, continuous program review
- Balanced approaches to budget challenges



## Student Success, Experience, and Equity



- Coordinated student success infrastructure
- Action planning to close equity gaps



## Advancement and Employer Engagement



- High-functioning strategic advancement
- Leadership to drive regional recovery

## Perpetual Challenges Growing Acute

*Difficulty Recruiting/Retaining Staff*

**83%**

'20 to '21 increase in demand for IT leaders driven by the Great Resignation

**660,000**

Net number of campus employees lost since '20 through voluntary departures or layoffs

*Increasing Competition for Prospects*

**2025**

Year when the number of HS graduates begins to steadily decline

**3-4%**

'20 and '21 additional drop in college enrollment caused by COVID-19 pandemic

# Quick Poll



When it comes to data management, in which area does your campus have the most room for growth?

A

## Data access

➤ Broadening data access to more faculty, staff, and leaders

B

## Data warehousing

➤ Uniting and standardizing data sources

C

## Data governance

➤ Ensuring data security, privacy, and governance

D

## Staff training

➤ Skill building and self-service reporting capabilities

# Q&A



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# Keep the Conversation Going

**Request More Info** in the Zoom Poll



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**Discuss your data management or compliance goals with an EAB expert**



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