



EAB

How to Build Buy-In for Data Infrastructure Initiatives

Drive Change on Your Campus

Data & Analytics

Meet Your Presenters



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Questions?

Throughout the presentation, feel free to submit questions via chat

Technical Difficulties?

Email Mprice@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.

- 1 Why Is Change Necessary?
- 2 What Holds Institutions Back?
- 3 What Steps Can You Take?
- 4 Q&A

Your Future Classes Will Bring New Challenges



Insights from EAB's New Research into the Mindset of "Gen P"

Unsure if college will provide what they're looking for



Questioning the **value of a degree**

Worried about keeping up



Academically **underprepared**

Expecting high-quality **digital experiences**



Eager for in-person **connection**



Needing more **mental health support**



20%

Of high school students say college isn't "worth the cost" in 2023, up from 8% in 2019.

22%

Of those who opted out of college in 2023 said it was because they weren't mentally ready, up from 14% in 2019.

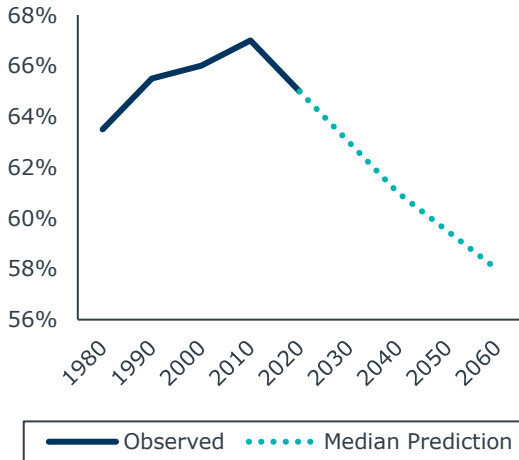
Source: EAB Student Communication Preferences Survey (n=20,324 participants).

Talent Troubles Here for the Long Haul

Even If COVID Labor Market Stabilizes, Challenges Will Persist, Worsen

The Other Demographic Cliff

Percent of U.S. Population Aged 15-64 Years Old



6M

estimated worker deficit by 2028

Three Prevailing Headwinds Amplify Talent Challenges

Higher Ed Workforce Disproportionately Older



- **29% over 65** vs 23% in other industries
- ~50% increase in **baby boomer retirements**

Loss of Employer of Choice Status



- Underinvestment in **benefits and culture**
- Remote work **nationalizing talent market**

Perpetual Workforce Participation Suppression



- **3M fewer workers in the labor force**
- **Missing groups:** immigrants, early retirees, adults opting out of labor market

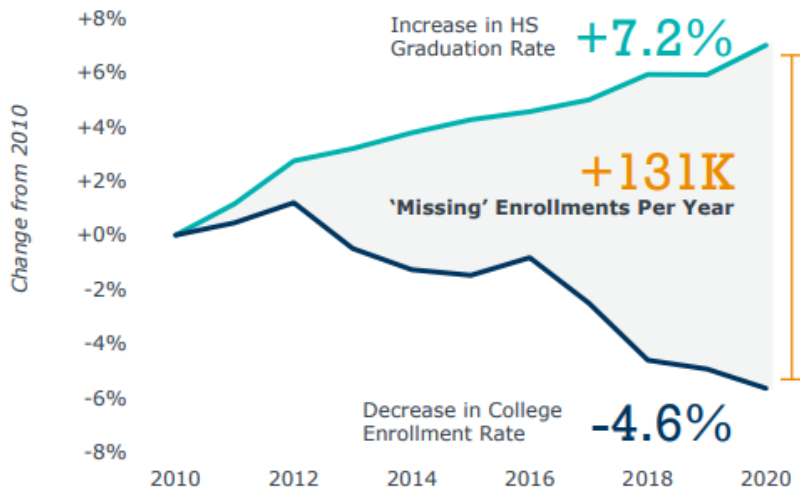
Market Trends Force Shifts in Strategy



Capturing New Audiences Requires Agility and a Willingness to Adapt

The Non-Consumer Market is Getting Bigger Every Year

Change in K-12 to College Pipeline (2010 to 2020)



25%

Of nonconsumption market comprised of "summer melters"

"How much might we reduce melt by leveraging technology to streamline the enrollment experience?"

Quick Poll

How receptive is your campus to technological change?



Generally
unreceptive



Wary, but
willing to
consider it



Interested, but
not fully
committed



Primed and
ready for
change

1

Why Is Change Necessary?

2

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3

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4

Q&A

Implementations Are Necessary but Challenging

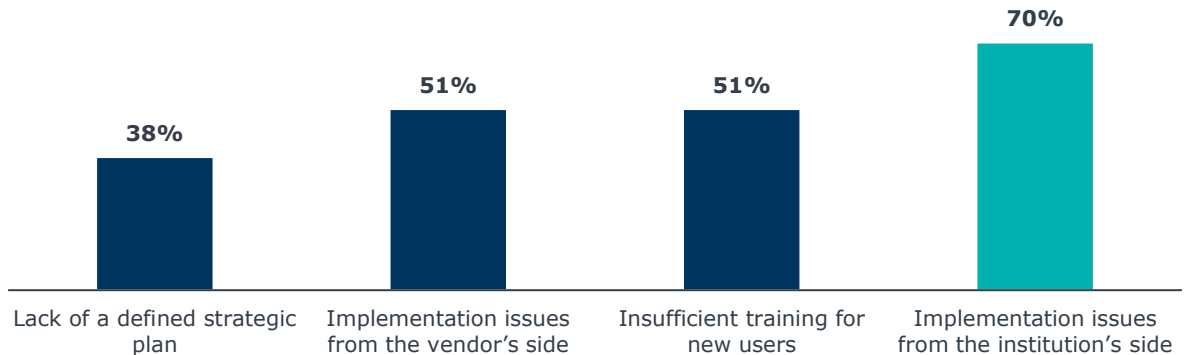


60%

of 46 institutions surveyed said they brought in new technologies to streamline process to adapt IT operations amid staff shortages

Which of the following factors are frequent stumbling blocks when implementing a new technology?

Participants could select all applicable options



Change Management Often Applied Imperfectly

Leaders Must Look for Partners in Effective Change Management

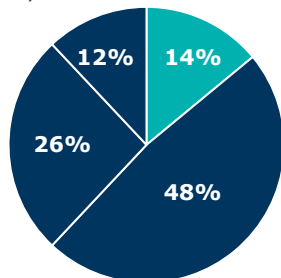
Many Institutions Lack Sufficient Change Management Capability

Percent of institutions with change management capability integrated in planning and strategy

n=495 (presidents, provosts, cabinet members)

We currently have no plans to develop this capability

This capability is playing an integrated role across the institution



We are planning to develop this capability

This capability is present in some areas of the institution

Common Change Management Mistakes Higher Ed Leaders Make



View change management as a one-time event



Take too narrow of an approach (e.g., focus exclusively on communications or incentives)



Fail to anticipate and assess the real-world impact of changes, especially on key stakeholders

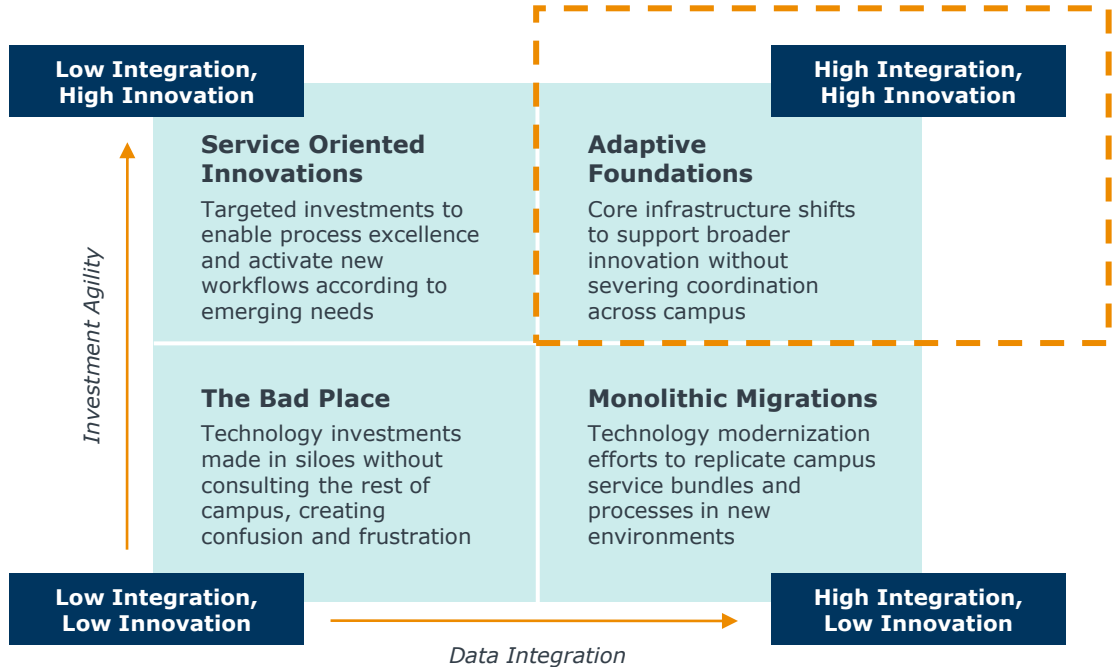


Delegate responsibilities to deputies instead of playing an active role in ongoing efforts

Today's Campus Tech Roadmap

Ongoing Investments Fall Into Three Main Categories

Technology Investment Strategies for Digital Agility



Interested in Connecting with Our Experts?

I'd like to schedule a call about...

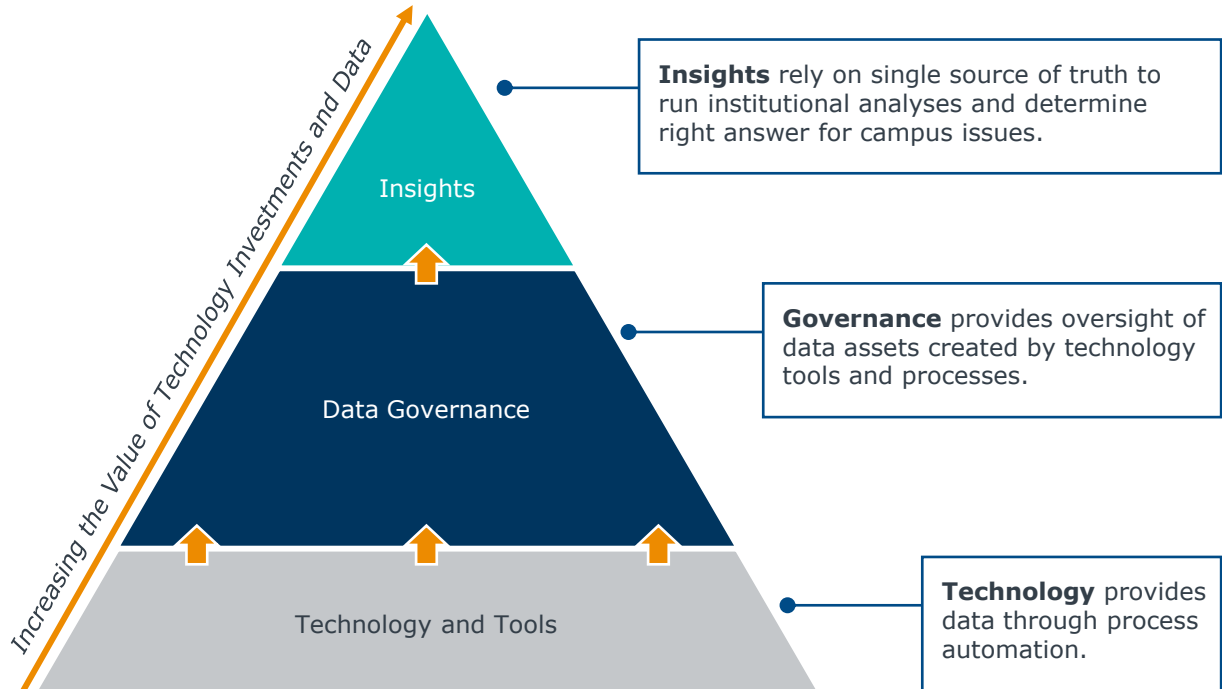
- 1 Auditing my institution's data needs and priorities
- 2 Making my campus more receptive to technological change
- 3 Establishing stronger data governance at my school
- 4 Other (write in the Q&A box)

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Foundational Work Needed on Enterprise Data



Getting Value From Data Requires Campus-Wide Investment



10 Elements of Effective Data Management



Organizational Culture

- 1 | Strategic Vision
- 2 | Data Culture
- 3 | Data Governance Structures
- 4 | Organizational Continuity Efforts
- 5 | Collaboration Framework

Implementation Practices

- 6 | Implementation Strategy
- 7 | Common Data Dictionary
- 8 | Data Quality Assurance
- 9 | Data Access Management
- 10 | Data Consumption



Where Will You Encounter Challenges?

The Three Most Common Roadblocks to Effective Data Management

*Aggregate results from
Edify data strategy audits¹:*

Strategic Vision

44%

Lacked a **formal data plan** communicating action steps to better leverage data and name accountable parties.

Data Governance Structures

44%

Did not have clearly defined and recorded Data Governance **roles and responsibilities**

Organizational Continuity Efforts

66%

Had not established a **clearly documented process for onboarding** new stakeholders to the institution's data strategy.

1) N=336 data users and stewards

Quick Poll



Have you run into any of these institutional roadblocks?

- Lack of a defined strategic vision for data management
- Insufficient data governance structures
- No documented process for onboarding new stakeholders to strategic data plan
- Other (enter in chat)

Data Projects Surfaced in Interviews

Student Engagement Dashboard



Key stakeholders wanted to student activity data that has historically been hard to capture and consolidate across various systems on campus.

- ✓ Aggregate relevant data
- ✓ Create student engagement dashboard
- ✓ Flag students who would benefit from support

CRM Implementation Review



An admissions team struggled to implement and utilize their new CRM, preventing the institution from capturing valuable enrollment data.

- ✓ Create training materials and define data entry protocols
- ✓ Onboard new staff to ensure adoption

Pre-Registration Process



Campus leaders described the labor-intensive process to pull all the information that informs course schedules for incoming students, involving multiple staff members and sources across campus.

- ✓ Centralize data in Edify's automated warehouse
- ✓ Standardize reporting support procedures
- ✓ Free up staff time for more strategic work

Partner Tips for Successful Data Projects



**Be Inclusive in Defining
and Choosing Metrics**



**Carefully Consider the
Data Visualizations**



**Be Creative and Think
Holistically**



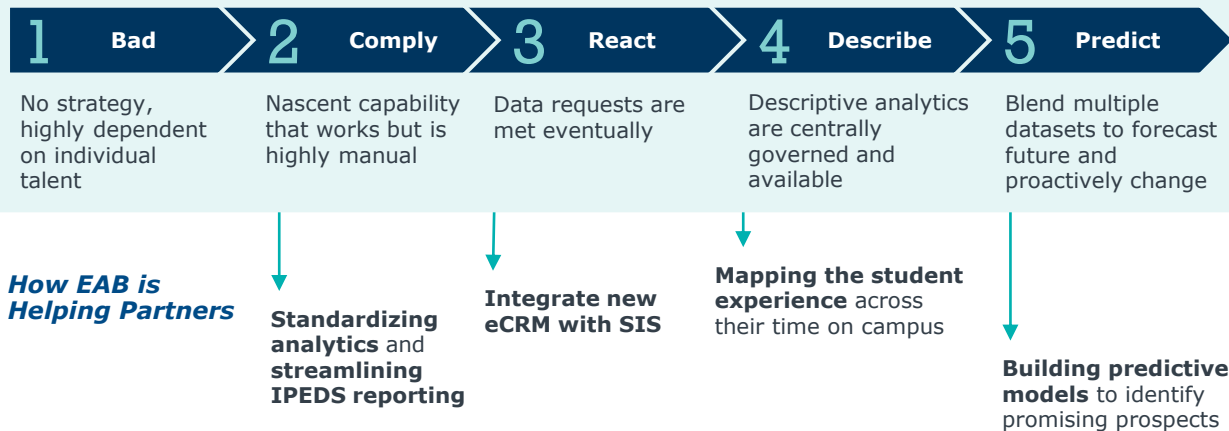
**Invest Time and
Resources into the Work**



Meeting You Where You Are

Progress is Possible No Matter Your Maturity

The Spectrum of Higher Ed Data Infrastructure Maturity



**Self-Sustaining
Success Initiatives**



**Sustainable Data
Environments**



**Improved Decision-
Making Processes**



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

Key Takeaways From Today's Session



Multiple challenges on the horizon necessitate a change-oriented mindset when institutions approach their data infrastructure.



Data management and governance serve as critical connective tissue between data technologies and insights



Change requires ongoing investment and attention – it's not just an implementation. Leaders should sustain momentum by encouraging collaboration.

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How Should We Follow Up With You?



Request More Information



Receive our 2023 survey report: “Leading in a Complex Campus Technology Landscape”



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Get a copy of our change management toolkit



Watch an on-demand webinar about Edify’s LMS Utilization Dashboard

Let us know in the Survey That Will Automatically Load in Your Browser



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