


1-20-2015

## OIE Presentation on UNO Analytics at Strategic Planning Forum January 2015

UNO Office of Institutional Effectiveness

Follow this and additional works at: <https://digitalcommons.unomaha.edu/oiedecisionsupp>

 Part of the [Higher Education Commons](#), and the [Higher Education Administration Commons](#)

---

### Recommended Citation

UNO Office of Institutional Effectiveness, "OIE Presentation on UNO Analytics at Strategic Planning Forum January 2015" (2015). *Decision Support/CQI*. 15.

<https://digitalcommons.unomaha.edu/oiedecisionsupp/15>

This Report is brought to you for free and open access by the Portfolio/Visit 2016-18 at DigitalCommons@UNO. It has been accepted for inclusion in Decision Support/CQI by an authorized administrator of DigitalCommons@UNO. For more information, please contact [unodigitalcommons@unomaha.edu](mailto:unodigitalcommons@unomaha.edu).



# Analytics at UNO

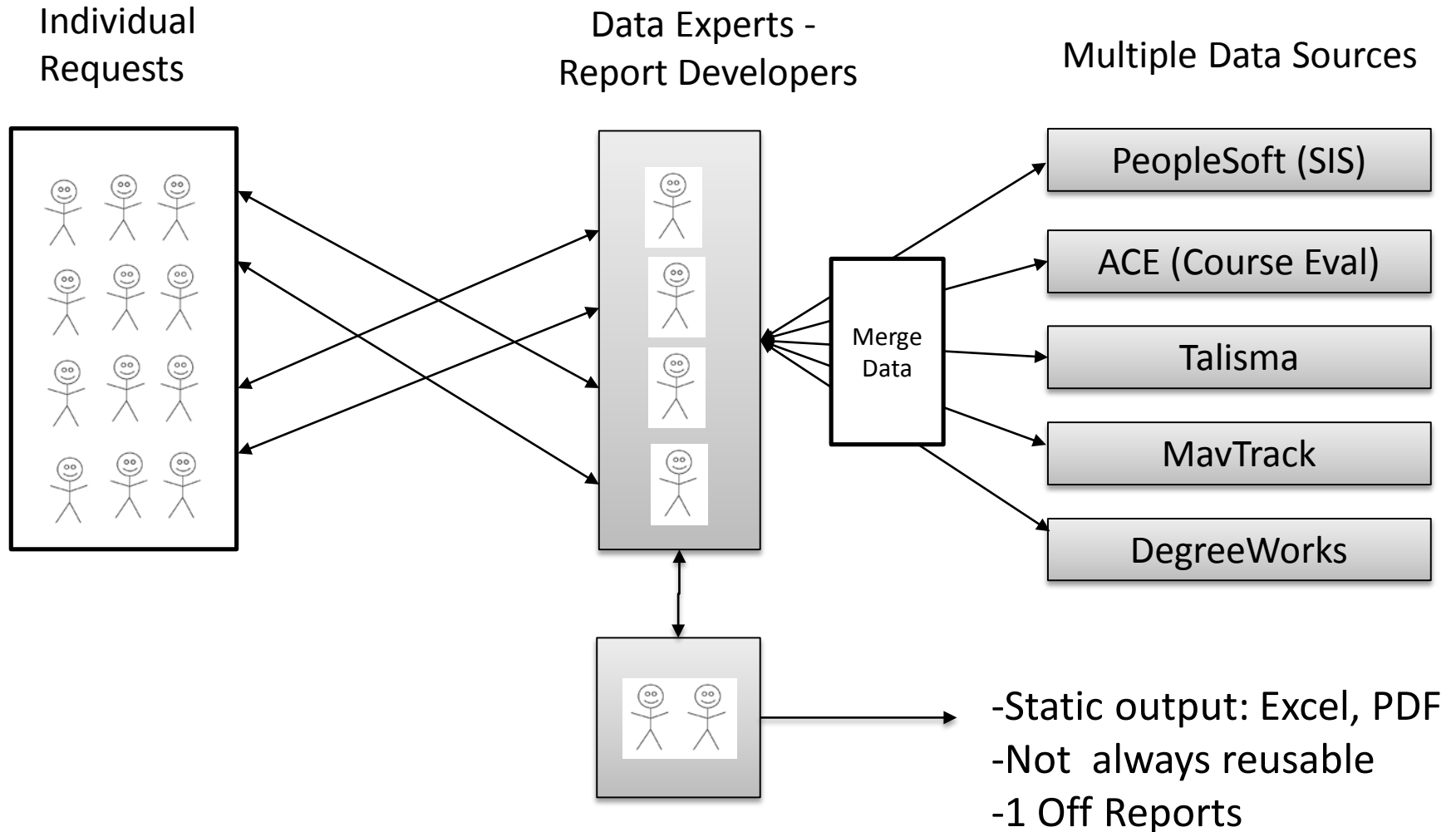
Dr. Hank Robinson – Director, Office of Institutional Effectiveness

Bret Blackman – Director, Information Services

# Legacy Environment

- Data silo's (Talisma, MavTrack, PeopleSoft, ACE, Extracts, etc)
- Data Complexities
- Need to be a data expert.
- One question leads to another.
- Not a sustainable architecture.

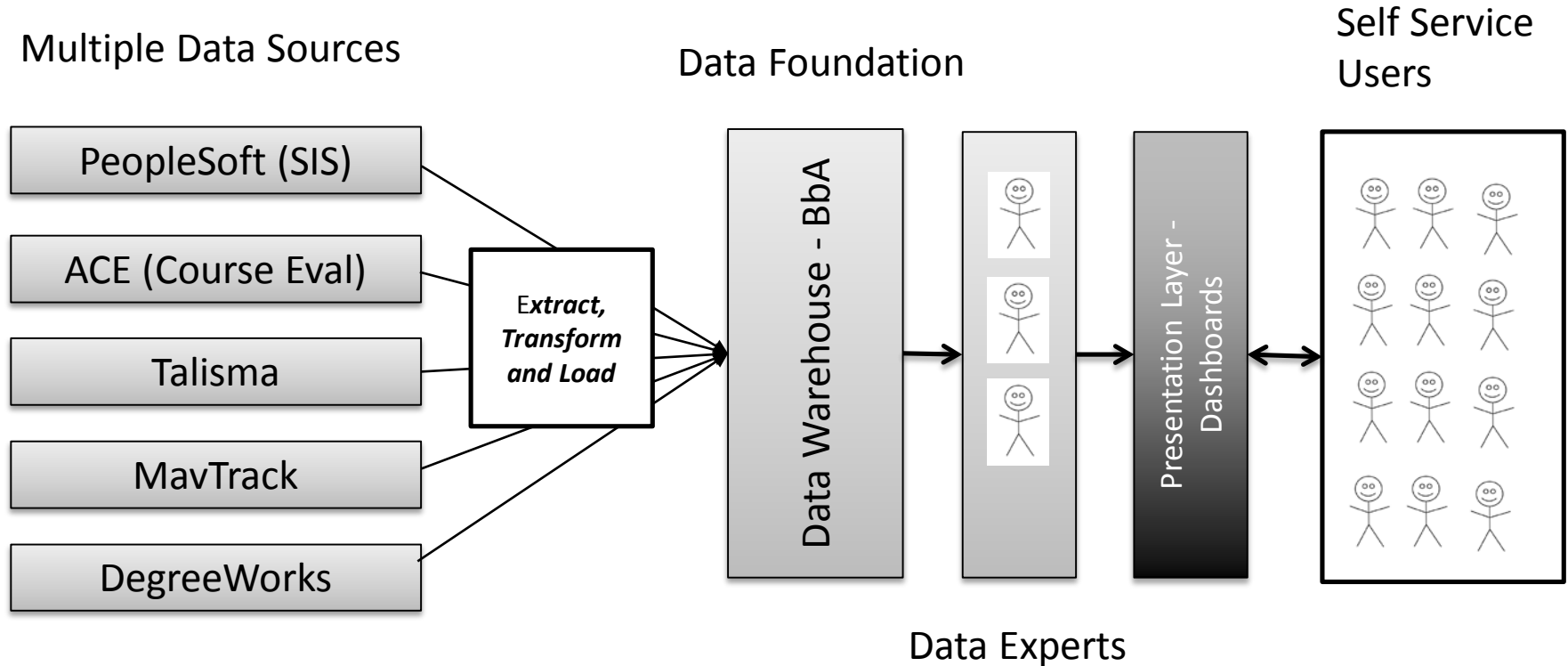
# Legacy Workflow



# In Progress

- Educause lists analytics for critical institution decision making as the #5 IT issue for 2015.
- Analytics is 1 of 4 Gartner Nexus of Forces
- 20,000/2020 - need for comprehensive data foundation.
- Data Warehouse project – Blackboard Analytics
  - OIE, IS, Enrollment Mgt/Student Affairs, Graduate Studies
  - Student Admissions/Enrollment and Financial Aid data.
  - Will include Administrative Site data.
- Reduces data complexities for end users.
- Provides comprehensive foundation of data
  - 360 degree view

# Analytics Strategy



## UNO Data Usage Workflow

### System Data Sources

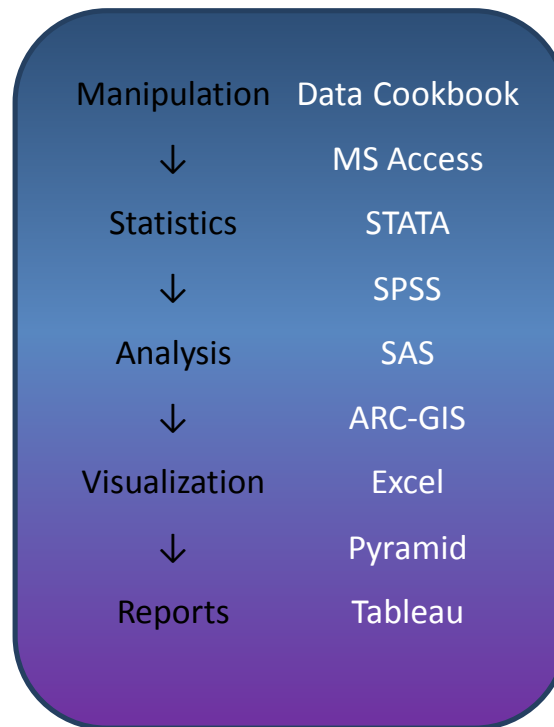
Digital Measures
PeopleSoft
Talisma
Blue (UNO-ACE)
MavTracks
IPEDS
Student Clearinghouse
Census Bureau
SAM/VSA

NU/UNO Data Sources
External/3 <sup>rd</sup> Party Sources

### Extracts and Warehouses

Scratch and working files derived from source extracts
BbA Data Warehouse

### Analysis and Design



### Presentation



# Self-Service Data Analysis

- Priority is high value data (Credential Controlled)
  - Operational decision support
  - Enrollment Management
  - Completion
- Ping 2.0 (Public)
  - CCPE Review
  - BOR reporting
  - ADI



# Ending Question

## Table Activity 1:

- What are the most important decisions facing the UNO community in 2015?
  
- What information do we need to run UNO in 2015?