

Analytics: Start with Acceptance of Imperfection

Jacqueline Bichsel, PhD, Senior Research Analyst
EDUCAUSE Center for Analysis and Research (ECAR)

WCET Boot Camp: June 18, 2014

When you hear the word...

analytics

...what comes to mind?

STUDENT SUCCESS • RETENTION • BIG DATA
MARKETING • LANDING PAGES • WEBSITE VISITS
COMPLEX • CLASSROOM USE • INTERACTIVE
HOT TOPIC • BUZZWORD • COURSE DISTRIBUTION
TIME TO DEGREE • TIME REPORTING • METRICS
POLITICS • PREDICTION • ALL-ENCOMPASSING
DECISION-MAKING • STRATEGY • DATA MINING
ANALYSIS • STATISTICS • NUMBER COUNTING
GOOGLE • AUTOMATIC DATA • BOUNCE RATE
EVERYTHING • ANOTHER PLACE WE'RE BEHIND

In higher education, analytics adoption has been a slow process.



Degree Compass

Figure 1. Degree Compass

The screenshot displays the Degree Compass interface within a Firefox browser window. On the left, a sidebar shows details for BIOL 1010: Principles of Life, including a course description, a note on registration, and class section information for Spring Semester 2011. The main content area features a 'Courses You Should Consider' section with a list of recommended courses, each with a star rating and a 'View Sections' button. A filter box is present below the list, and a note at the bottom advises consulting an advisor. On the right, a 'My Courses' section includes the AP Austin Peay Online logo and instructions for accessing online course sections.

BIOL 1010: Principles of Life

Course Description: A course for non-science majors. Topics covered include scientific methodology, the nature of living organisms, cell structure and function, cell chemistry and division, nature of heredity and gene action, the theory of evolution and principles of ecology. BIOL 1010 will not serve as a prerequisite of upper level biology courses.

Note: To add any of the sections below to your class schedule, return to the main OneStop window, click on the "Web Self Service" tab, then "Student", then "Registration", then "Add or Drop Classes". You'll also want to make note of the CRN for the course you wish to register for as this will make finding the class in the registration system easier.

Spring Semester 2011

Class Section: 01

Class CRN: 1135
Instructor: Finley, Mack
Credit Hours: 3
Time: 08:00 am - 08:35 am
Days: MWTF
Campus: Austin Peay SU, Main Campus
Location: Sundquist Science Complex E106A
Instructional Method: Conventional Methodology
Start Date: 13-JAN-11
End Date: 06-MAY-11
Capacity: 99
Seats Open: 98
Seats Filled: 1

Courses You Should Consider:

- BIOL1011 - Principles of Life Lab (5 stars) [View Sections](#)
- BIOL1010 - Principles of Life (5 stars) [View Sections](#)
- GEOL1041 - Physical Geology Lab (5 stars) [View Sections](#)
- BIOL2011 - Human Anat and Phys Lab (5 stars) [View Sections](#)
- GEOL1040 - Physical Geology (5 stars) [View Sections](#)

[See more suggestions...](#)

Filter:

These suggestions are courses in which other students similar to you have made successful progress in your program of study. You should always consult your advisor when planning your schedule.

My Courses

AP Austin Peay Online
Wherever you go, there we are.

APOnline

Use this link to access your W1, W2, etc. APOnline course sections.

Note: If you are planning to browse your course for longer than 10 minutes (or to take a quiz or post a forum topic), please use the direct login, <http://dream.apau.edu> to avoid OneStop timing out your online course session.

RDDP

Click here to access your RSC, RS1, etc. courses. (Requires log-in)

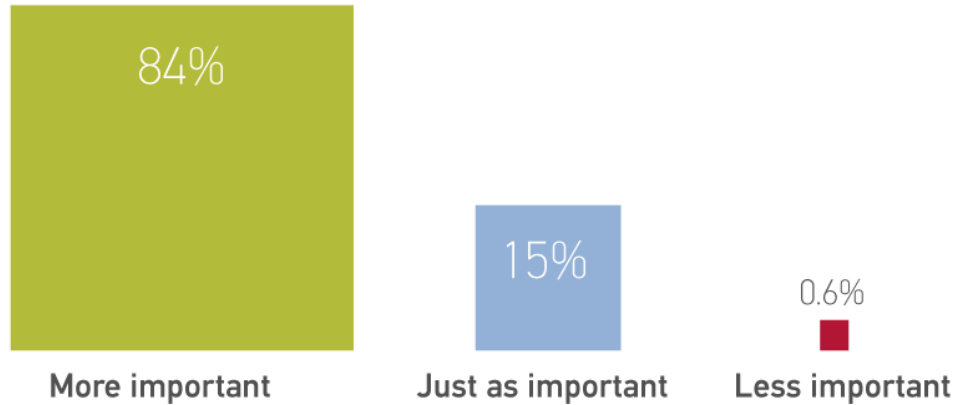
RDDP Login Instructions
Login instructions are located on the RDDP Online login page.

Defining Analytics

Analytics is the use of data, statistical analysis, and explanatory and predictive models to gain insights and act on complex issues. --EDUCAUSE



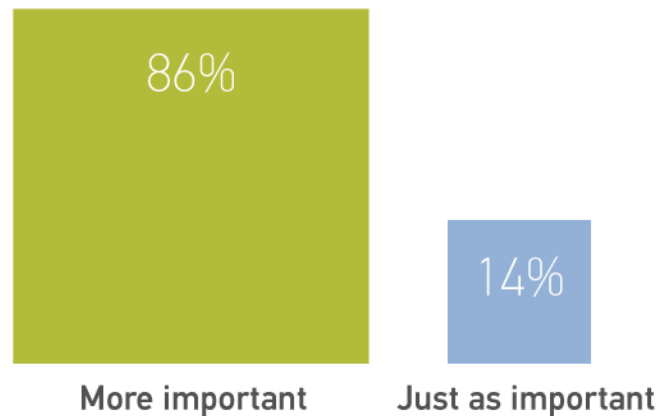
COMPARED TO TWO YEARS AGO, ANALYTICS IS...



...FOR HIGHER EDUCATION'S SUCCESS

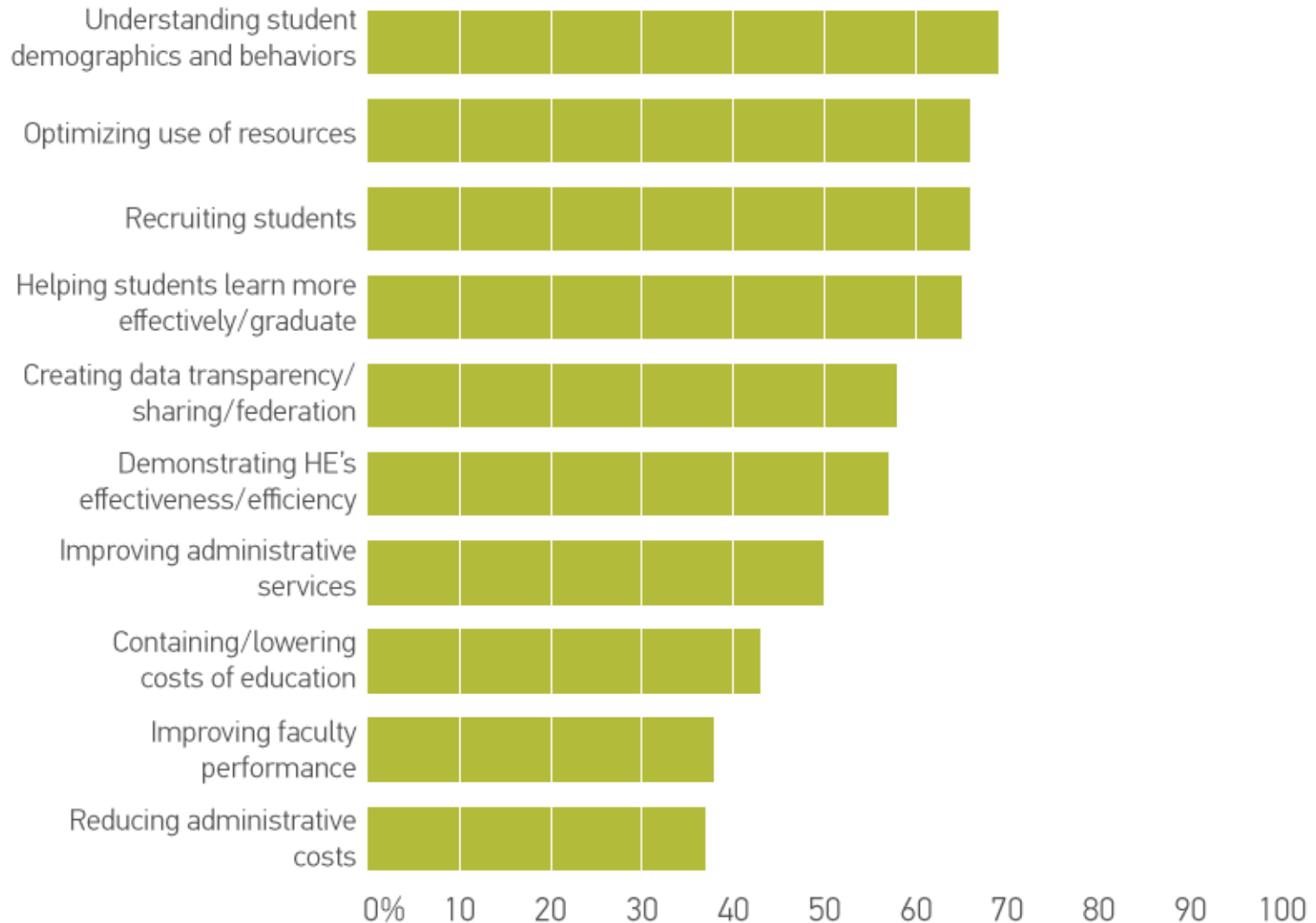
Analytics Is a Priority

TWO YEARS FROM NOW, ANALYTICS WILL BE...



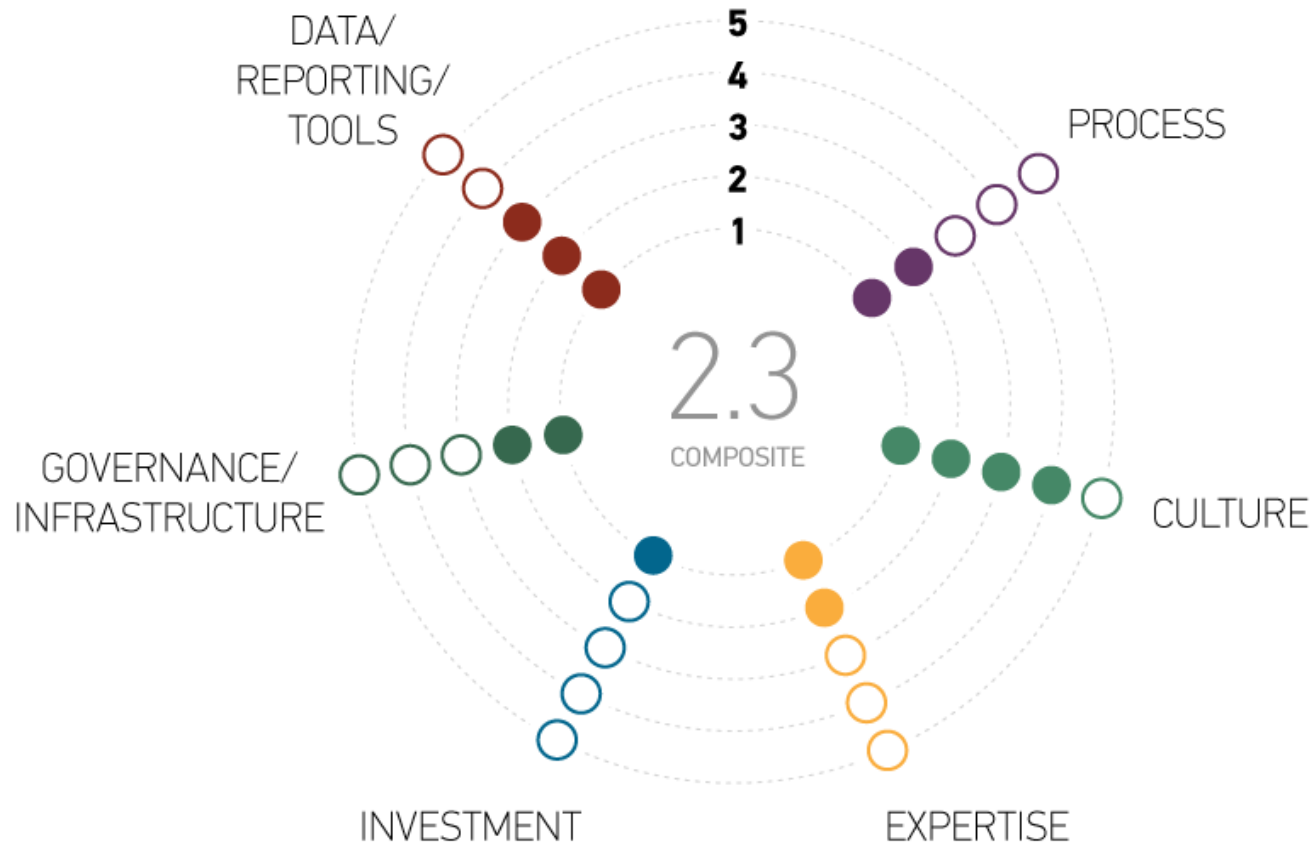
...FOR HIGHER EDUCATION'S SUCCESS

Benefits of Analytics



Percent of respondents reporting a large or major benefit of analytics

ECAR Analytics Maturity Index



Recommendations

- Map out strategy and planning.
 - Questions drive analytics, not data or tools
- Develop an important win or series of small wins.
 - Show value of using data to drive decisions
- Invest in people over tools.
- Don't wait for perfection.
 - Data
 - Culture
 - Tools

Recommendations (cont.)



- Plan for infrastructure that supports analytics across the institution.
 - **All important: data accessibility**
- Plan for IT and IR support.
 - Training, resources, tools
- Benchmark to provide context.