



Data & Analytics Credential Series





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Credential Overview

- ✓ Designed for individuals interested in discovering more about the collection and use of data across campus.
- ✓ Provides an opportunity to learn best practices and share campus successes and challenges with individuals in similar positions.
- ✓ Participants will be provided with competence, resources, evaluation, and direct applications for their campus.



JACKSONVILLE
UNIVERSITY



Will Miller

[EDITING WALKTHROUGH](#) [SUBMISSION WALKTHROUGH](#) [HOW DO I ADD AND SUBMIT WORK?](#)

[RETURN TO MY COURSEWORK](#)



Will Miller-Data & Analytics Credential Series



Preview

Collaborate

0 Overdue Submission(s) 0 Submission(s) Due Now 13 Upcoming Submission(s) 0 Submitted 0 Resubmission Request(s)

Data & Analytics Credential

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+ Setup

+ How will I be assessed?

Sharing

Secure Sharing URLs

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chalk&wire
POWERED BY CAMPUS LABS



Milestone Achievement Studio

Your space for showing off awards, credentials, and other evidence of your skill progression.

- ✓ **Share your accolades** with social or career networks
- ✓ **Collect endorsements** from other skilled individuals
- ✓ **Set career goals** related to data and analytics using personalized data insights



Lesson 1



Challenges & Opportunities on Campuses Today



Outcomes

- Review historic challenges as well as new obstacles for the higher education community
- Discuss the importance of data and the urgency of analytics in higher education
- Explore critical priorities for campuses through the lens of data and analytics



Pressures on Higher Education Today

Regional
Accreditors

Lawmakers

Employers

Taxpayers

Parents

Departments

Faculty

Students

A group of four diverse professionals (three women and one man) are gathered around a whiteboard in a meeting. They are all smiling and looking at the whiteboard, which has several sticky notes and a diagram on it. The woman in the foreground is pointing at the whiteboard. The background is slightly blurred, showing a window with a view of trees.

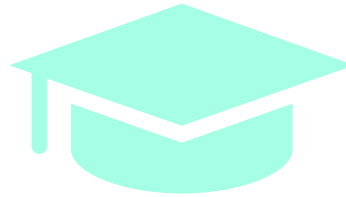
What are the pressing priorities facing
today's higher education community?



Pressing Priorities for Campuses



Enrollment
Management



Academic
Quality



Student Success
and Completion



Pressing Priorities for Campuses



Finances and
Affordability



Infrastructure

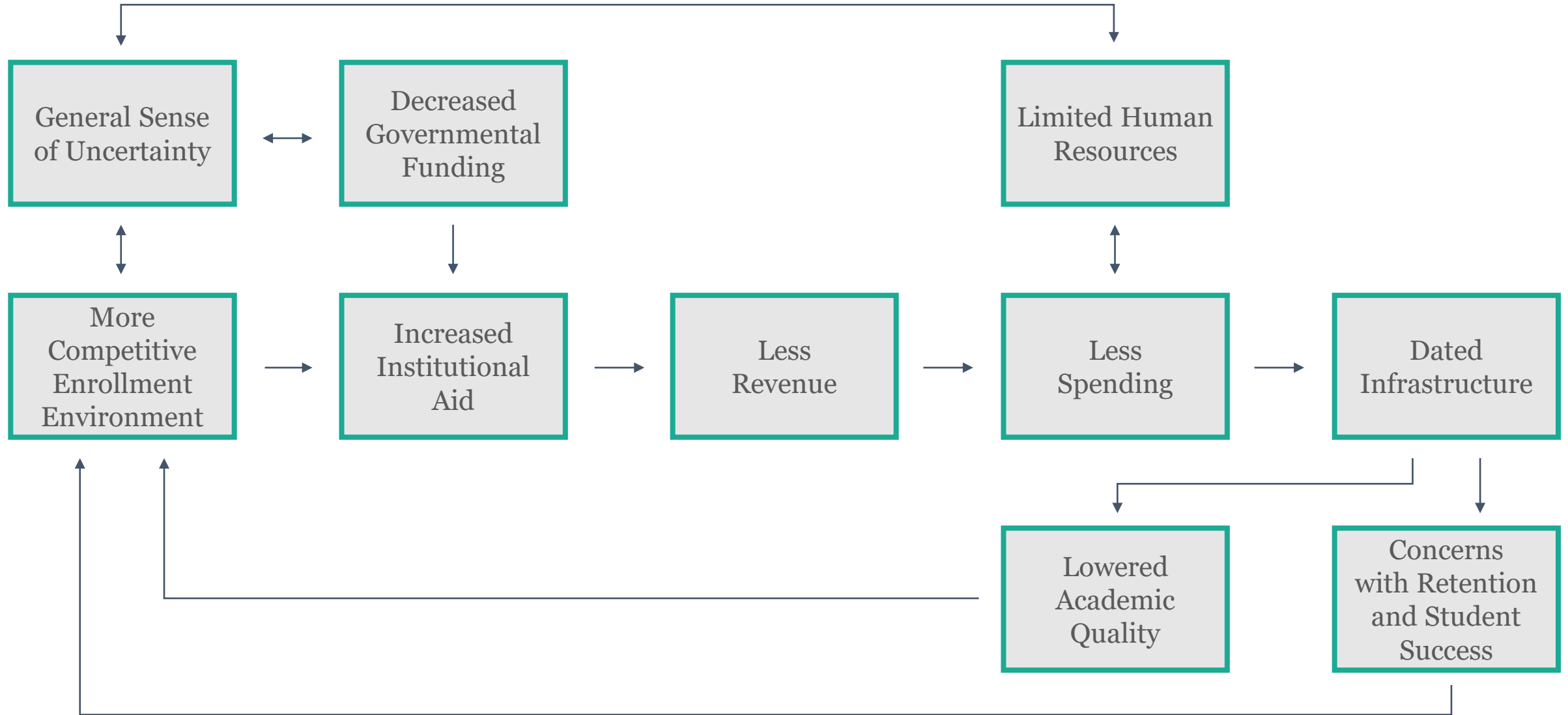


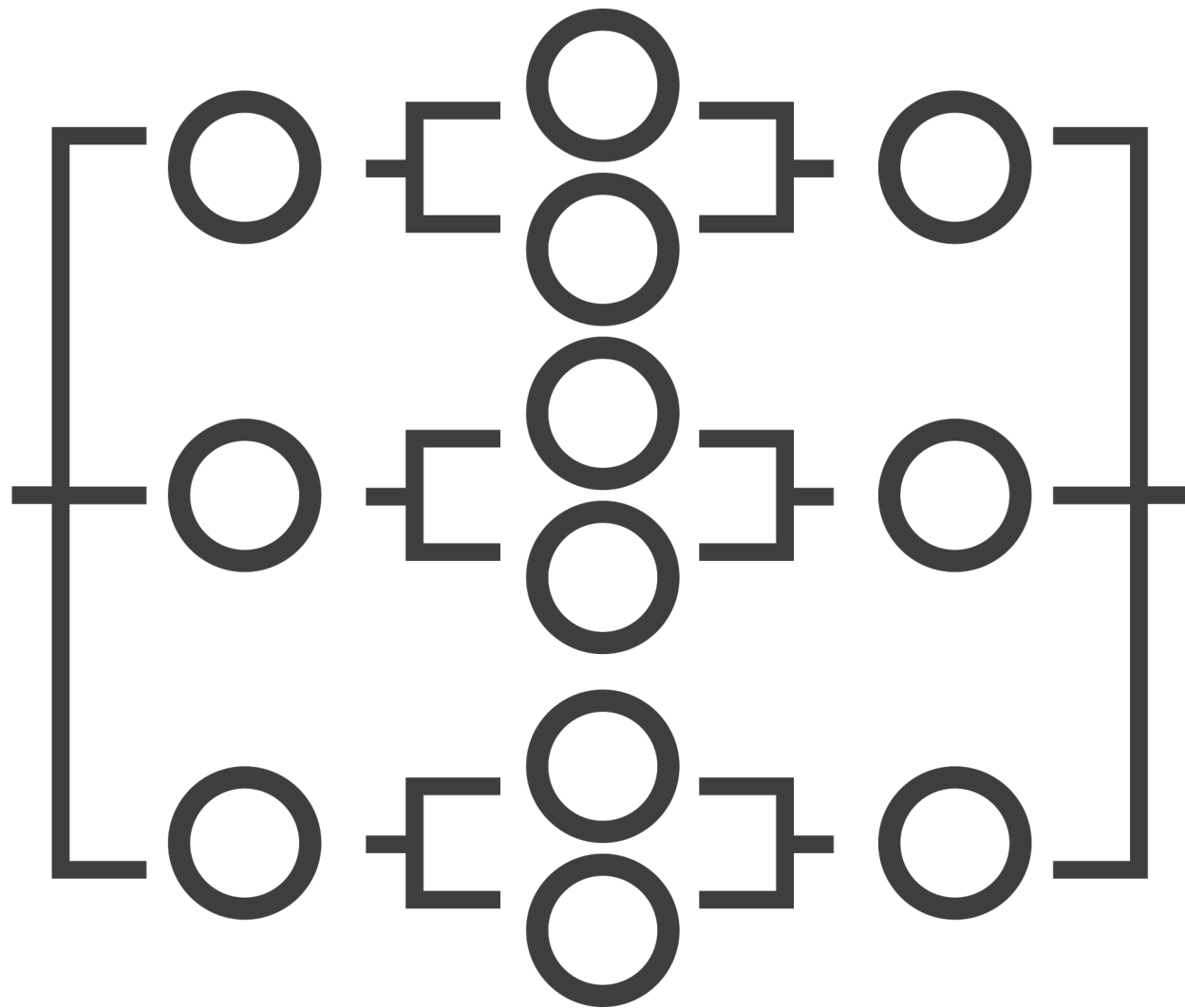
Federal and
State Policy



Governance
and
Leadership

Perception of Campus Pain Points







Opportunities for Campuses

- Rethink recruitment and how you communicate with students;
- Reexamine the types of academic programs offered and delivery;
- Reimagine the idea of what student success looks like;
- Reengineer the current business model;
- Repair aging infrastructure and develop the physical plant and technological infrastructure to best support your mission;
- Reassert yourself into national and state policy conversations to the benefit of the students served; and
- Reinvest in an approach to governance and leadership.



Data vs. Analytics: What's the Difference?

A group of four diverse professionals (three women and one man) are gathered around a whiteboard in a modern office setting. They are all smiling and appear to be in a collaborative meeting. The whiteboard displays a flowchart with several steps, some of which are highlighted with yellow sticky notes. The woman in the center is pointing at the board with a pen. The background shows large windows with a view of greenery outside. The overall atmosphere is positive and professional.

Why analytics, and why now?

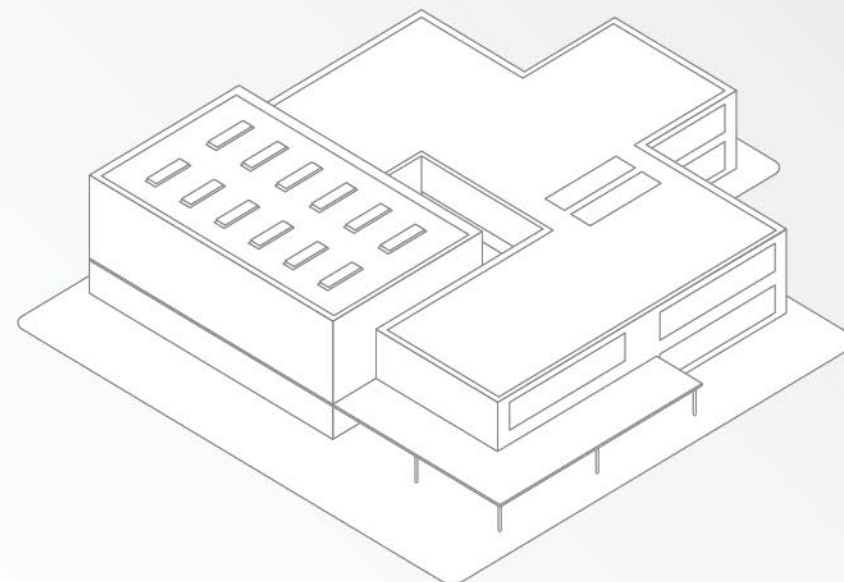
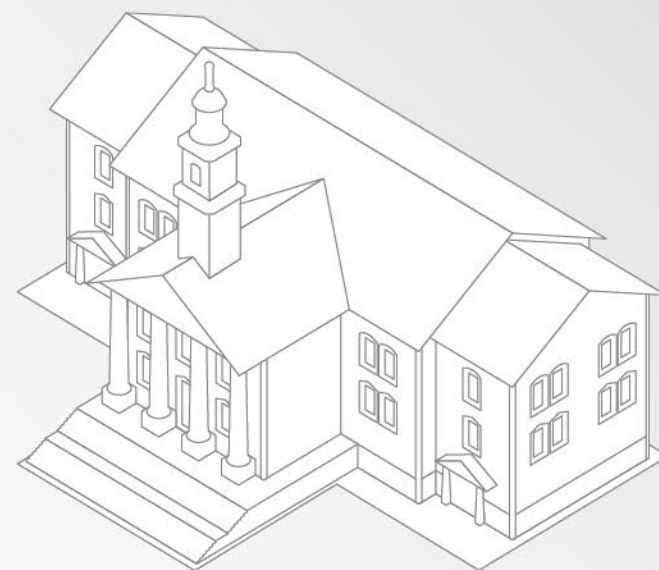
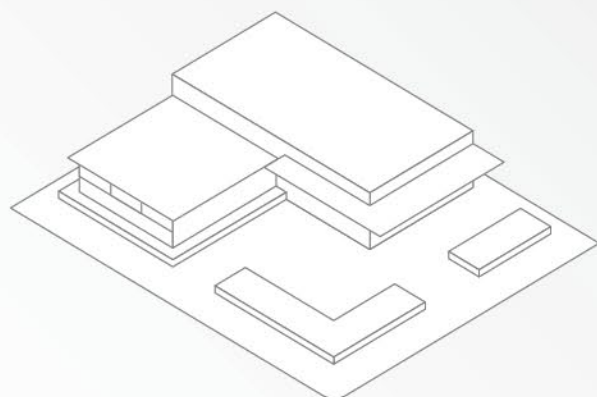


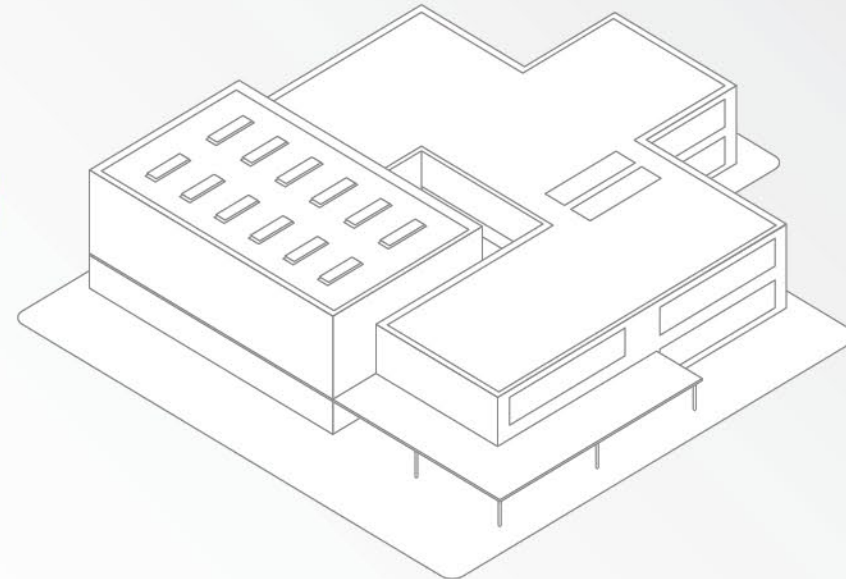
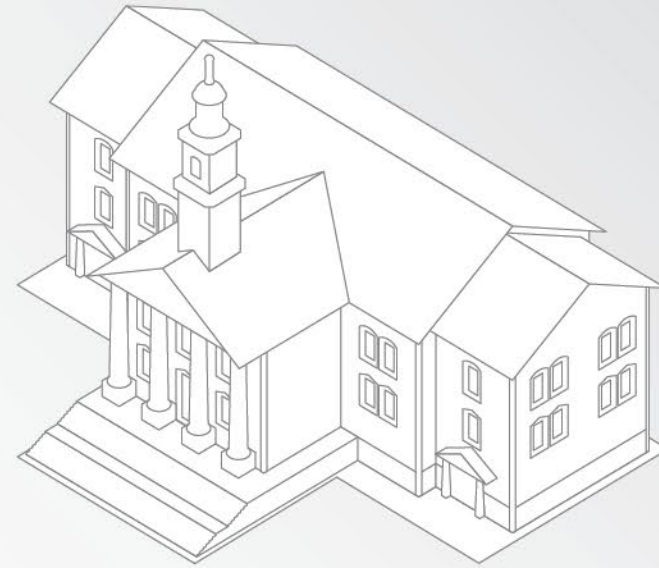
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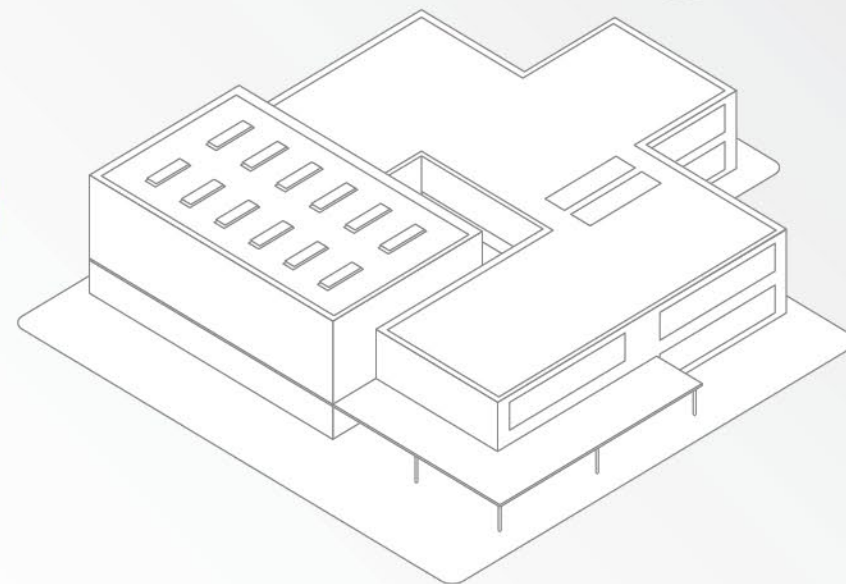
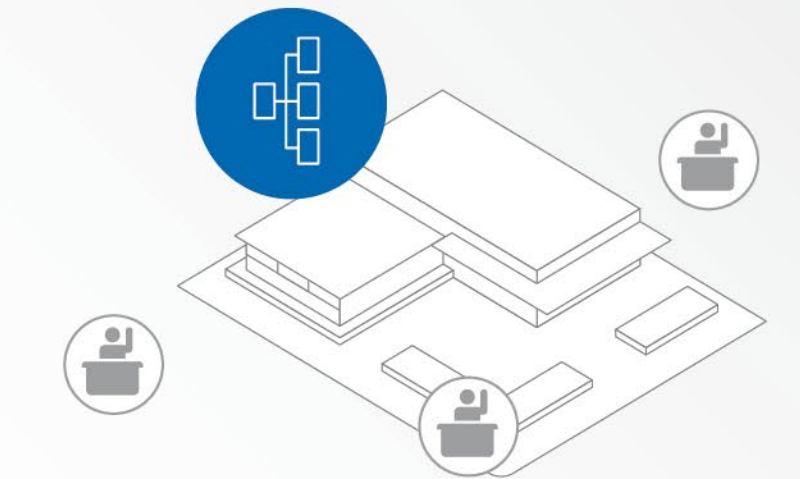
For every semester we don't do everything we can to ensure student success—including using analytics to increase student progress and completion—students leave our campuses without graduating, discouraged and more indebted than when they entered. For every year we fail to use data effectively to improve operations or to make better financial and business decisions, we threaten the financial sustainability of our institutions.

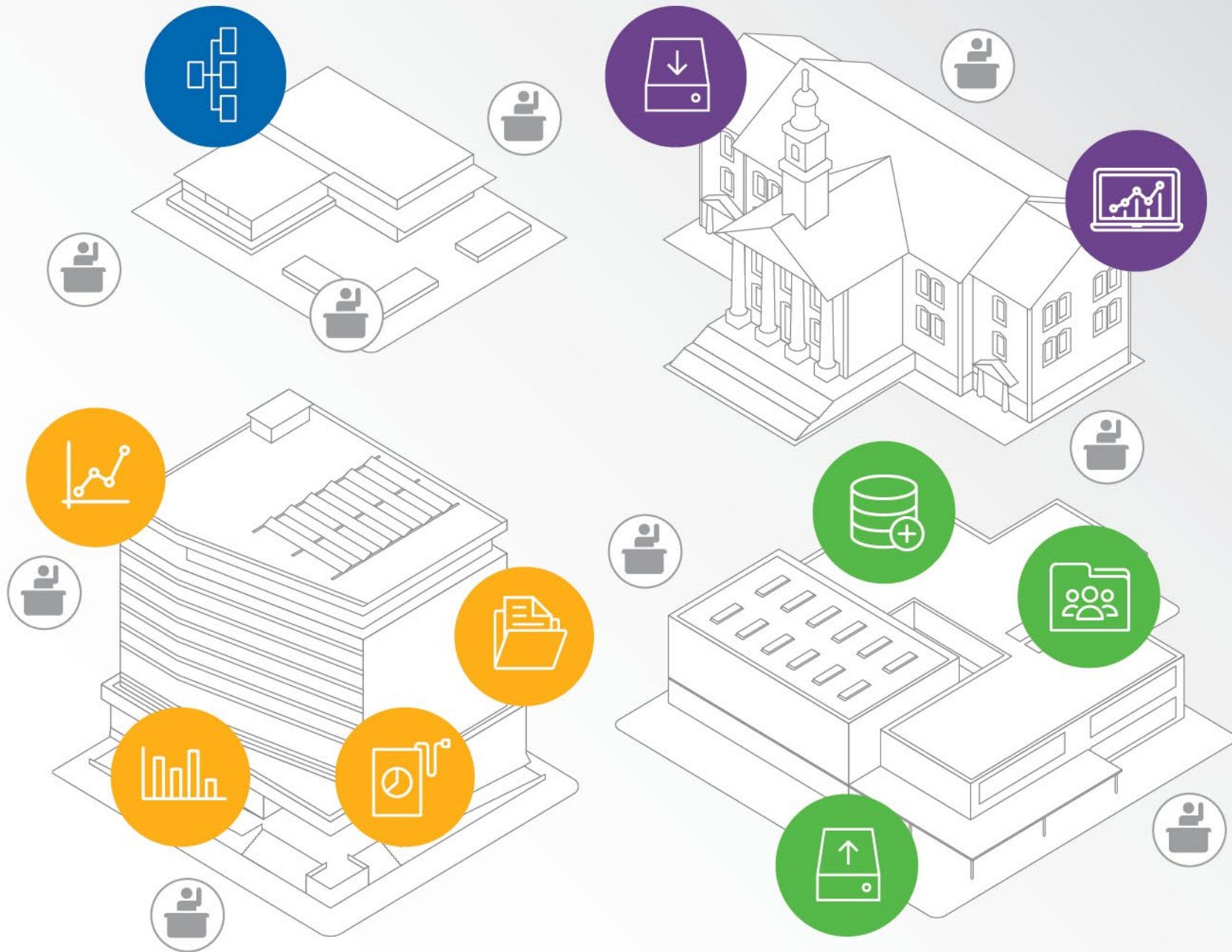
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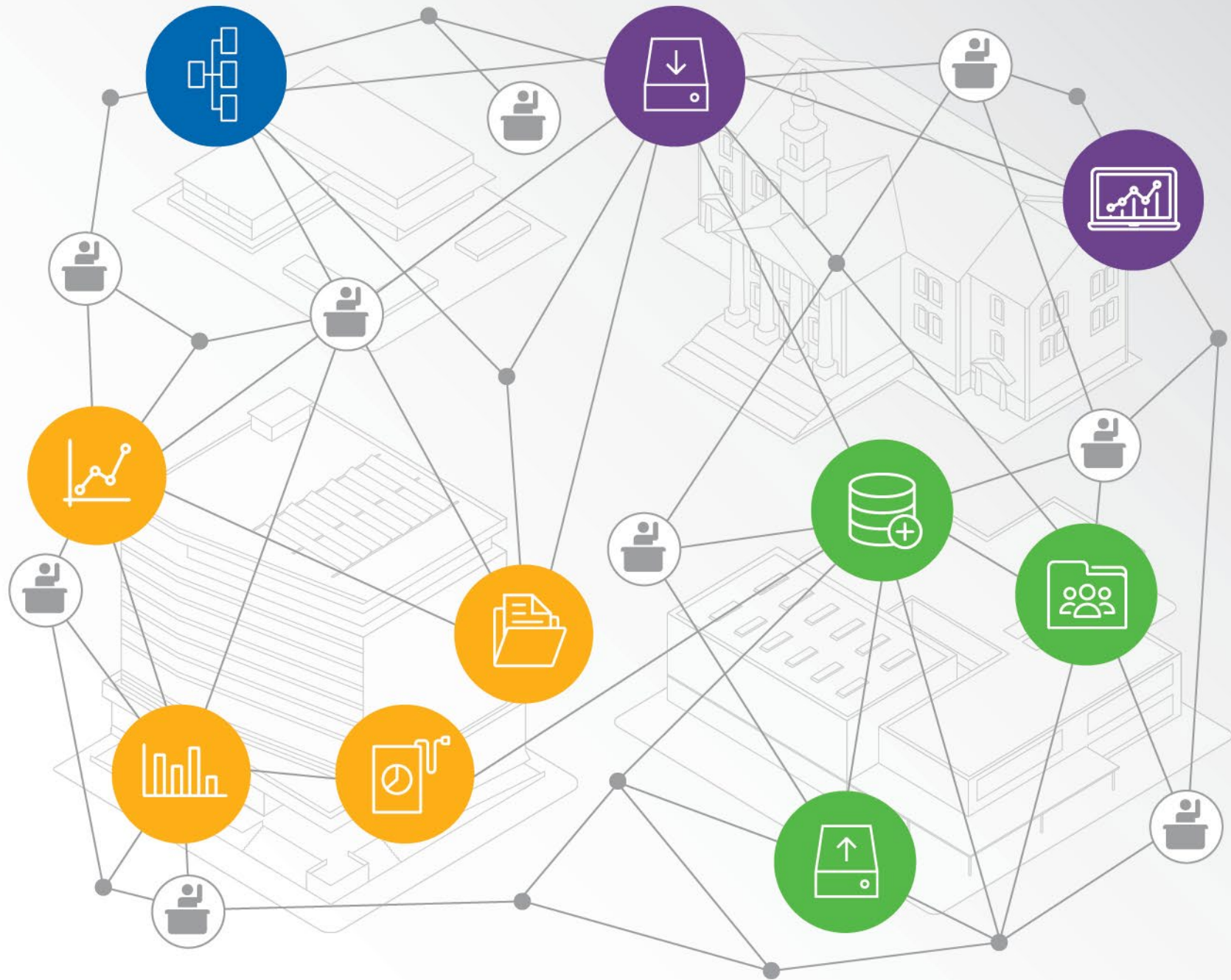


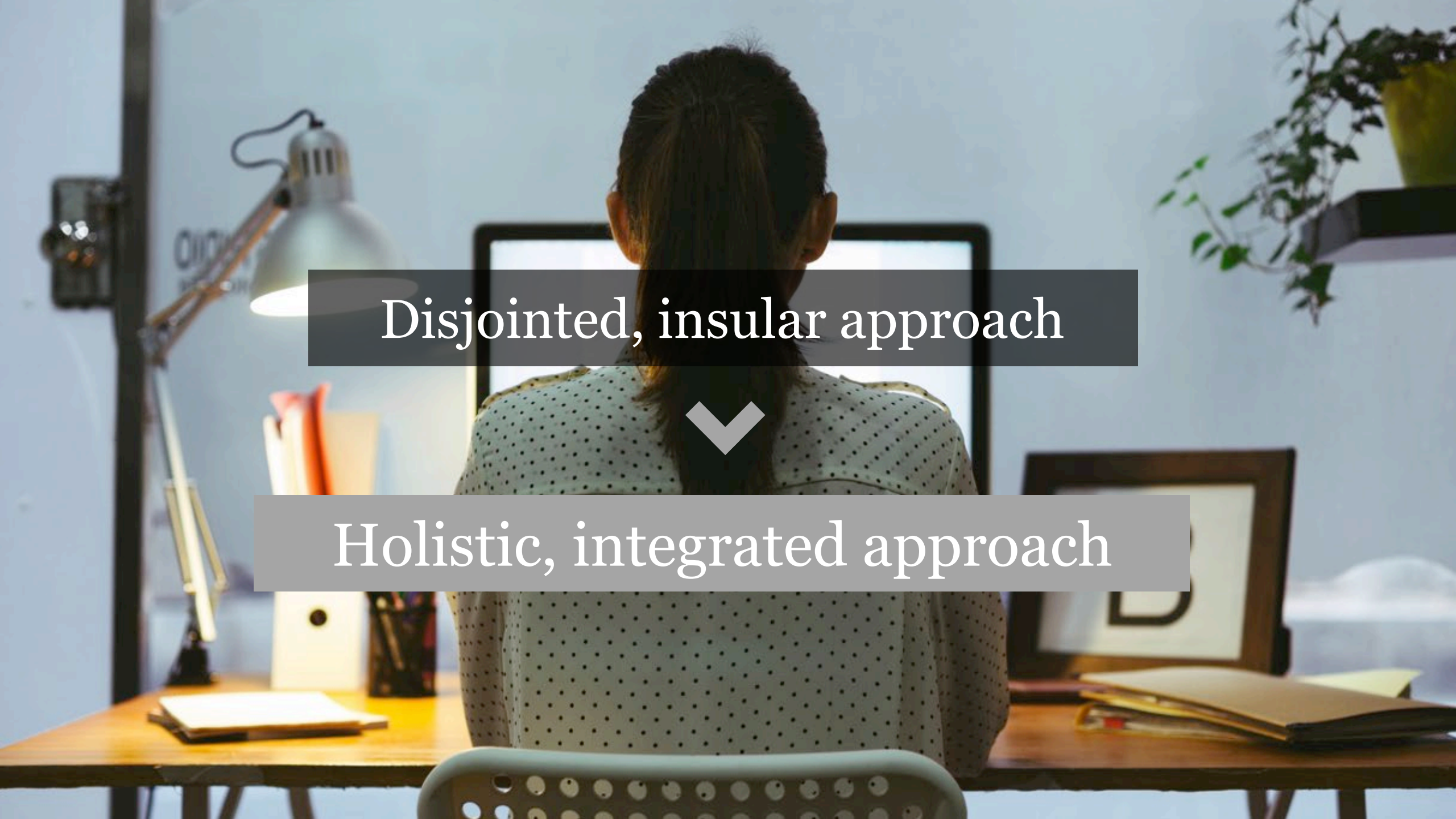






The diagram features a central black circle with the text "What are we missing?". Surrounding this circle are three stylized building illustrations: a classical building with columns, a modern building with a grid of windows, and an industrial building with a large chimney. Each building is surrounded by circular icons representing different concepts: a blue circle with a tree diagram, a purple circle with a download icon, a green circle with a database icon, an orange circle with a line graph, a yellow circle with a bar chart, and a grey circle with a person at a computer. The overall theme is the integration of various data and technology concepts into a unified system.



A person with dark hair in a ponytail, wearing a light-colored polka-dot shirt, is seen from behind, sitting at a wooden desk. In front of them is a large computer monitor. To the left, a silver desk lamp is lit, casting a warm glow. On the desk, there are some papers and a pen holder. To the right, a potted plant is visible on a shelf. The background is a light blue wall.

Disjointed, insular approach



Holistic, integrated approach



The Potential of Analytics



Focus on
the Data



Build Solid Data
Governance



Collaborate
across the
Enterprise



“The skills that got us here won't get us to the place where we need to be. We need to develop new skills in cross-enterprise collaboration to help our institutions be successful. To be an effective leader means you are part of the strategic planning fabric of the institution and the key to innovation.”

John O'Brien, EDUCAUSE President and CEO



JU DATA HUB
PROVOCATIVE QUESTIONS. COURAGEOUS ANSWERS.

**Thank You For Your
Participation.**