APS
Virtual Summit

Building Long-Term Decision Agility with Education Data Hub

Expansion Spotlight

EAB

Student Data Viewed as Central to Institution Agility

Increased Frequency and Urgency of Student Data Needs

- Emerging and changing concerns translate to constant cycle of ASAP data requests
- Insights gleaned from student data being asked to inform near-term action

Challenges:

- ▶ Historically strained role of IT / IR resources is expanding
- ▶ No margin for error when making critical decisions

Looking to New and Untapped Pieces of Student Data

- Rapid transition to virtual learning requires new measures of student engagement
- Aggregate view of student data across legacy of student-centric tech investments

Challenges:

- ▶ Lack of experience accessing and utilizing new datasets
- ▶ Relevant data is locked downstream in siloed systems

Measuring Efficacy of Decisions Informed by Student Data

- Campus leaders being held accountable for data-informed decisions via ongoing reporting
- Past the reactive phase; now identifying pivot points and sustainable go-forward strategies

Challenges:

- ▶ Ongoing data integrity to ensure trustworthy analyses
- ▶ Evolving band-aid methods to meet new standard of agility

A Complicated and Time-Consuming Process

Difficult (If Not Impossible) To Be Agile Without Some Automation

DEFINE	BUILD	SYNTHESIZE
1 Define / translate data request	**5** Extract custom data from (each) source system	**9** Feed relevant data to BI / data visualization tool
2 Identify relevant data sources	**6** Pool native data from multiple sources	**10** Build data visualization and run analysis
3 Verify data availability and veracity	**7** Verify data quality, cleanse extracted data	**11** Monitor data, surface insight, and fulfill request
4 Authorize data use / sharing with system owner	**8** Establish data crosswalks and relationships (data model)	**12** Seek feedback—rinse and repeat…

A Challenging Environment for Data Initiatives
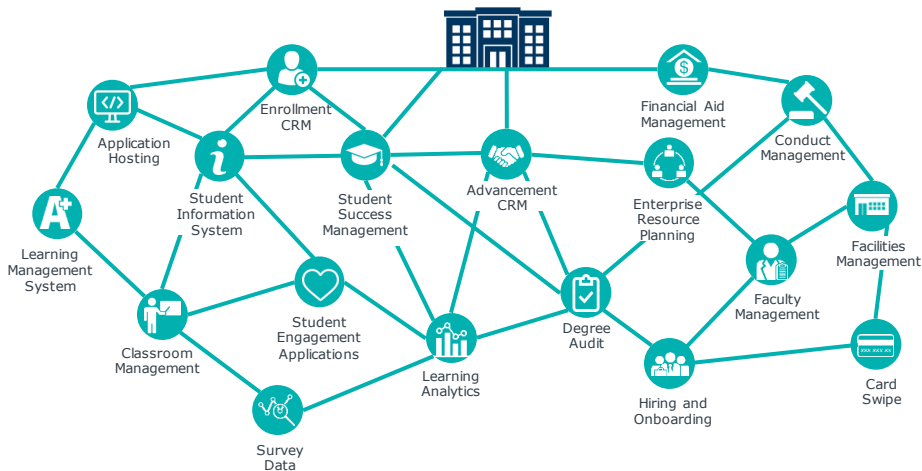
1 **Constant Integrations Lead to Architecture by Accident**

"We can only do the minimum needed to say, "it's integrated!" so we can move on to the next."
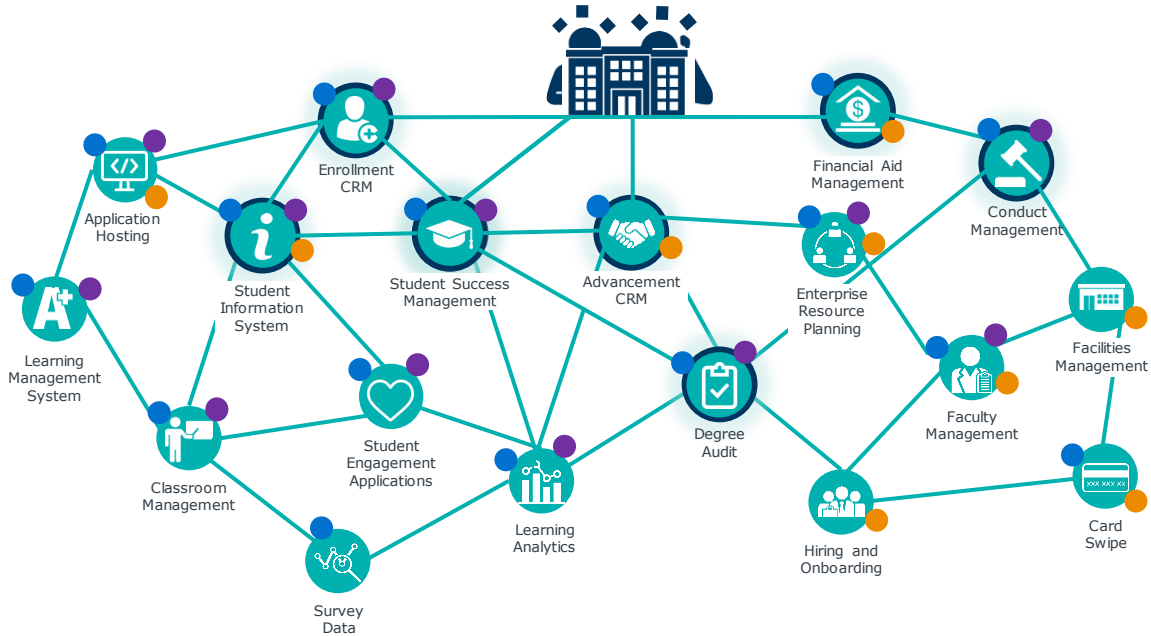
2 **Competing Narratives Resulting from Siloed Data**

"There are five different numbers for freshman enrollment depending on who you ask."

3 **Institutions Are Data Rich, But Insight Poor**

"Our President has a question today, but it will be 3-4 weeks until we can provide the answer."

A Data Management Platform to Unify and Organize Data Across Campus
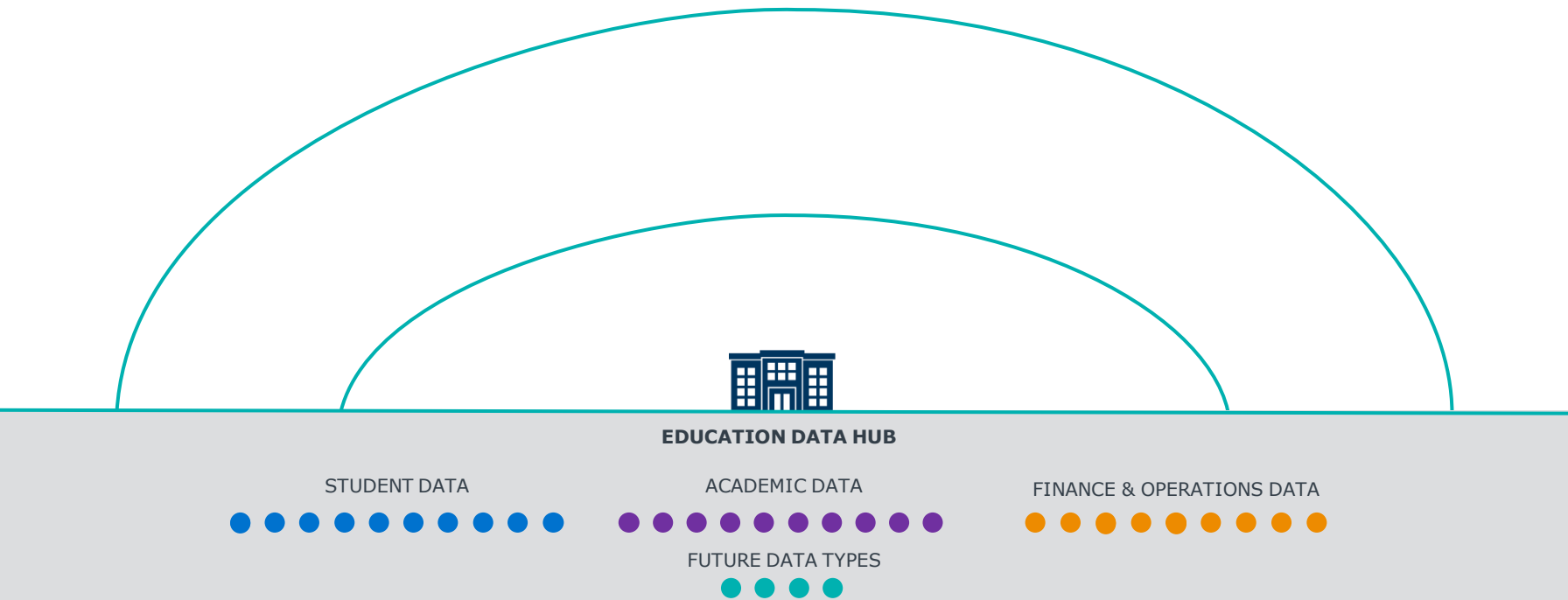
EDUCATION DATA HUB

STUDENT DATA

ACADEMIC DATA

FINANCE & OPERATIONS DATA
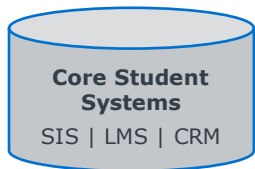
The Education Data Hub Empowers Your Stakeholders

…and Powers Your Current (and Future) Ecosystem

EDUCATION DATA HUB

STUDENT DATA   ACADEMIC DATA   FINANCE & OPERATIONS DATA

FUTURE DATA TYPES

A Data Management Platform to Centrally Organize Student Information

Comprehensive Data Coverage

Core Student Systems
SIS | LMS | CRM

Specialized Applications
Advising, career services, etc.

Other Data Sources
Surveys, labor demand, etc.

360-Degree View of the Student

EAB's **Quad higher education data model** organizes campus-wide information by business-use data definitions that are system- and vendor-agnostic

PERSON
- Contact info
- High school GPA
- Housing

ACADEMIC
- Degree
- Registered credits
- Term level

FINANCE
- Accounts receivable
- Financial aid
- Alumni giving

FUTURE
- Student surveys
- Privacy preferences
- Wealth indicators

One-Stop Source of Campus-Wide Data

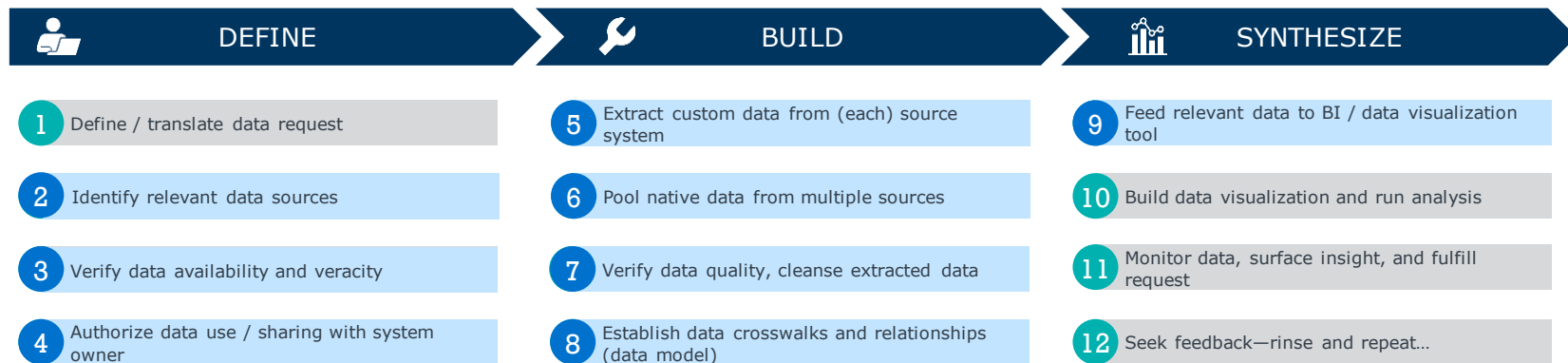User-friendly interface for data model access and export building

Direct connection to reporting, analytics, and BI environments

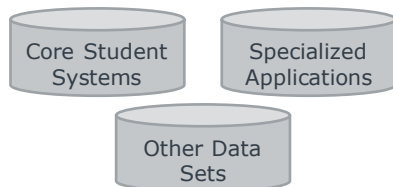Customized integrations between existing student systems and datasets

A Platform to Facilitate Agility

Institution-Directed Automation of the Data Lifecycle Supported by EAB

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Education Data Hub

COMPREHENSIVE DATA COVERAGE	HIGHER EDUCATION DATA MODEL	ONE-STOP SOURCE FOR CAMPUS WIDE DATA
Core Student Systems / Specialized Applications / Other Data Sets	✓ System- and vendor-agnostic foundation for organizing all data ✓ "Glass Box" configuration to reflect system customizations, governance decisions, and user preferences ✓ Extensible model that evolves with institution's data needs	User-friendly interface for data model access and export building Direct connection to reporting, analytics, and BI environments Customized integrations between existing systems and datasets

Want To Learn More About Education Data Hub?

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EAB