



How to Unlock Analytics with Enhanced Data Tools

March 1, 2022

We will begin at 1:02 p.m. Eastern Time once everyone has joined!

Today's Hosts



Beth Carney
*Managing Director,
Account Management*



Mike Laracy
*Founder and Managing
Director, Rapid Insight*

Zoom Webinar Features

The image shows a Zoom Webinar interface with a white header and a dark blue background. The header contains the EAB logo and the text "EAB". The main content area features the text "EAB Virtual Session" in white and light blue. At the bottom, there is a dark grey control bar with icons for "Audio Settings", "Chat", "Closed Caption", "Q&A", and "Leave Meeting". A context menu is open over the "Closed Caption" icon, showing options: "Show Subtitle", "View Full Transcript", and "Subtitle Settings...". Three callout boxes with orange borders and lines pointing to the interface provide instructions: one for the Chat feature, one for the Closed Caption menu, and one for the Q&A feature.

EAB

EAB
Virtual Session

Use the Chat feature to send messages to all panelists.

Enable Closed Captions and Show Subtitle or View Full Transcript

Use the Q&A feature to ask questions throughout today's session

Audio Settings ^

Chat

CC ^

Closed Caption

Q&A

Leave Meeting

Show Subtitle
View Full Transcript
Subtitle Settings...

- 1 How Accessible Analytics Empower Users Across Campus
- 2 Rapid Insight Platform Demonstration
- 3 Audience Q&A
- 4 Closing and Next Steps

Poll Question

What is the most challenging aspect of data activation on your campus?

- a) Lack of data literacy skills
- b) Low data quality
- c) Lack of data access
- d) Insufficient buy-in
- e) No time
- f) No urgency
- g) Other: If you're comfortable doing so, please enter your response using the Chat feature.

Higher Ed Has an Urgent Data Activation Problem



Leaders Struggle to Make Decisions with Data

3-6 weeks

Typical backlog for unit-level data requests

22%

Of higher ed IT leaders rate their analytics investments "very effective"

Familiar Frustrations Stemming from Poor Governance, Limited Access



I can't get to my data.

It took a year to get that report!

I don't know the first thing about coding...

“

“We continue to need to be reactive, to jump in and help to fix problems, which really is sucking away bandwidth to focus on strategic areas and otherwise contribute our expertise to campus.”

Director, Enterprise Data & Analytics
Large research institution

”

Accessible Analytics for Higher Ed

Cut the Time between Raw Data and Actionable Insight

Rapid Insight Enables Self-Service Analytics



- Access and interrogate data
- Create custom predictive models
- Export to visualization tools

✓ Accessible technology **empowers decision-makers** to analyze and act on campus data

✓ The **code-free but code-friendly** environment caters to professionals of all skill levels

200+ Rapid Insight has a decade of experience helping 200+ partners across industries activate their data



Yale



Now Strengthened by
EAB's Expertise

2,100

Education institutions served

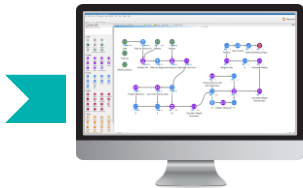
9.5M

Students supported by
EAB's student success management systems

Activate Data From All Sources On Campus

Rapid Insight's Self-Service Analytics Technology

Construct a clean data environment



Access, prepare, and explore your data in a code-free, drag-and-drop workspace

Predict institutional outcomes



Build automated predictive models that identify trends and forecast results

Bridge the gap between insight and action



Make data accessible to your entire organization with cloud-based dashboards

COMPILE & ANALYZE DATA FROM:

- SIS, CRM, LMS
- Databases and data warehouses
- Text files and spreadsheets

BUILD MODELS FOR:

- Admission and enrollment
- Student support
- Institutional Research
- Advancement
- And more

EXPORT DATA TO:

- Tableau
- Excel
- Rapid Insight Bridge
- Databases

Better Data Improves Retention, Efficiency, and More

How Our Partners are Using Rapid Insight



- Forecast class size
- Predict likelihood to apply



Predict retention and on-time completion



Speed up operational reporting (e.g., IPEDS, regional accreditation)



Perform a compensation equity analysis



Automate census audit and end-of-term grade reports



- Predict annual fund participation
- Analyze lapsed donors

75%

Faster IPEDS reporting process

*Mount St. Mary's
University*

99.5%

Accuracy predicting incoming class size

*Western Carolina
University*

215

Hours of staff time saved each year

Rowan University

6%

Retention rate increase

Ball State University



Rapid Insight Platform Demonstration

Automated Data Workflows Equip Counselors to Act

11

How Lipscomb University Improved Retention with Rapid Insight

Facing a decline in retention, Lipscomb wanted to proactively identify struggling students, but disorganized data and out-of-date outreach lists stalled their efforts.



Construct a clean data environment

Predict institutional outcomes

Bridge the gap between insight and action



Administrators compiled and processed data from the SIS, CRM, and local files to create a reliable dataset.

They then built a model to forecast which students would be most in-need of academic assistance during the semester.

Prioritized outreach lists were distributed, equipping counselors to contact the right students.

15%

Increase in retention rate over six years

200+

Users with direct access to reliable, up-to-date data

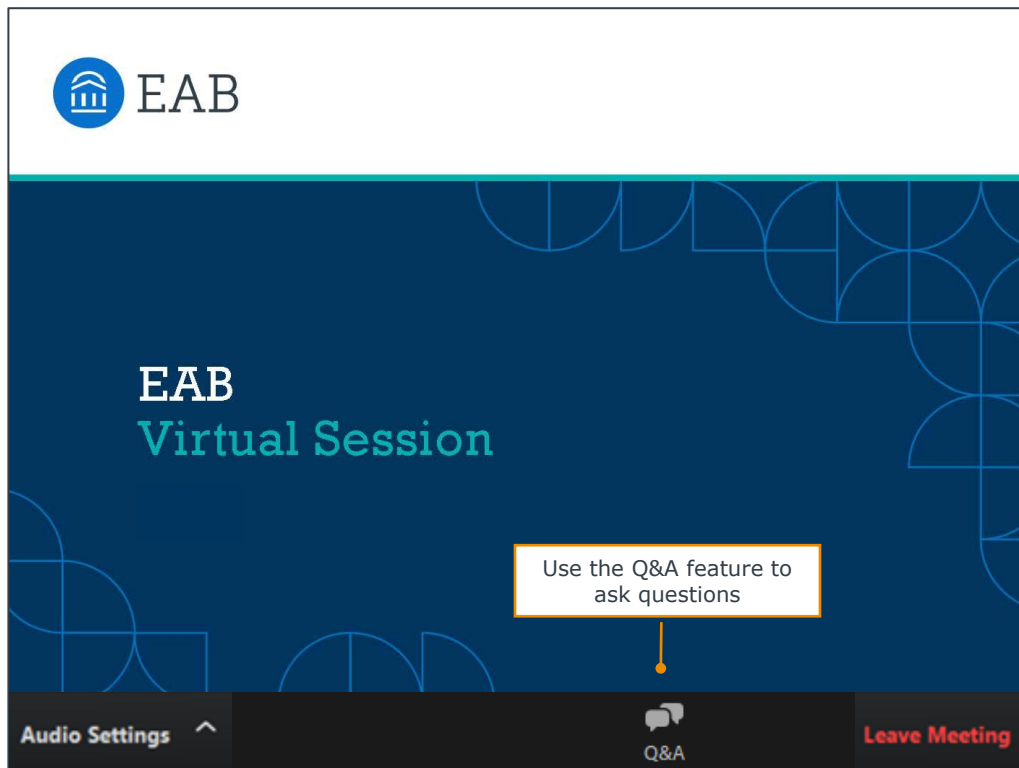
\$18M

Additional tuition and fee revenue from improved retention

“ We went from the stone age to the space age in a matter of days.”

*Matt Rehbein,
Director of IR*

Use the Q&A Feature to Submit a Question



The screenshot displays the EAB Virtual Session interface. At the top left is the EAB logo, consisting of a blue circle with a white building icon and the text "EAB" next to it. The main background is dark blue with a pattern of light blue geometric shapes. In the center, the text "EAB Virtual Session" is displayed in white and light blue. A white callout box with a black border and an orange border contains the text "Use the Q&A feature to ask questions", with a yellow arrow pointing down to the Q&A icon in the bottom navigation bar. The bottom navigation bar is dark grey and contains three items: "Audio Settings" with an upward arrow, a "Q&A" icon, and "Leave Meeting" in red text.

EAB

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Virtual Session

Use the Q&A feature to ask questions

Audio Settings ^

Q&A

Leave Meeting

Poll Questions:

- 1 Would you like to discuss the potential use cases for Rapid Insight at your institution?
- 2 How was today's session?



You will receive a follow-up email later today that will include the survey and a link to today's session materials

THANK YOU!



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