Use the questions below to frame your institution’s data strategy.

**Strategic Research Questions**

1. What percentage of students are currently enrolled in developmental education?
2. Where are students who are likely to not be successful in developmental education?
3. Are there specific academic advising strategies that lead to increased retention?
4. What is the retention rate for different fields of study?
5. Are students more interested in online or in-person courses?
6. How do students choose their majors?
7. What technologies are students using to improve their academic performance?
8. What is the impact of online support on student success?
9. Which programs result in students earning the highest wages?
10. What are our job placement rates?

**Edify** is EAB’s education data platform, a solution designed specifically for higher education.

**Achieve Insight at the Speed of Conversation**

- Data transformation
- Integration hub
- Cloud-native data lake and analytics solution, to connect disparate data sources, answer key research questions, and tell a more holistic story about how their college is performing.

**Strategic Research Questions**

1. Extend your team’s capacity through Professional Services Hours
2. Data dictionary creation
3. No- or low-code data visualization through your preferred BI tools
4. Process Governance
5. Reporting and Analytics
6. Data Warehousing
7. Veterans Services, having improved outcomes?
8. What is the breakdown of costs by financial fund, function, cost center, etc.?
9. What high schools are our new students coming from?
10. Which zip codes do most of our students come from?

**ADVANCEMENT AND EMPLOYER ENGAGEMENT**

1. Are we hitting our fundraising targets?
2. Which recruitment events generate the greatest inquiry and applicant yield?
3. What percentage of students who are not admitted to limited enrollment degree-seeking programs?
4. What percentage of Pell-eligible students are awarded annually, and how do we account for the maximum credit threshold after which they won’t be eligible for financial aid?
5. Are there any predictors of which students might face barriers to satisfactory financial support changed?
6. Which majors have the highest stop-out rates?
7. Which majors have the strongest retention?
8. Which alumni engagement strategies are effective?
9. Which student populations intend to transfer to a four-year college but do not?
10. What are the primary reasons why academically stable students are leaving career services appointment?

**STUDENT EXPERIENCE**

1. Do students who use academic advising the most persist at higher rates?
2. Which sections of courses have the highest pass rates?
3. What are the common reasons students withdraw from courses before the census date?
4. Does tutoring correlate with higher course pass rates and higher GPAs?
5. In which courses/sections are students most likely to complete their assignments?
6. Are students who are D/F/W in gatekeeper ENG and MTH courses seeking additional academic support?
7. Which programs yield highest enrollment of adult learners?
8. How long does it take a new student to move between each enrollment step?
9. What high schools are our new students coming from?
10. Which zip codes are most underrepresented?