Building an Executive-Level KPI Dashboard in Two Months to Accelerate Progress Toward Strategic Goals

ABOUT

Aurora University (AU) in Aurora, IL, is a private institution with 5,924 students. AU has a 77% retention rate and a 60% graduation rate.

KEY RESULTS

▶ **2 months** from providing initial data access to the launch of their strategic executive-level dashboard

" Edify empowers our team to **maximize the value of our expertise** by reducing the time spent on manual tasks. It enables us to leverage our specialized skills and focus on using the data to support institutional decision-making."

-Katie Tharp, AVP of Institutional Effectiveness and Decision Support

OPPORTUNITY

Siloed Data Systems and an Urgent Need for Deeper Insights

AU's fragmented data landscape, with information spread across siloed data systems, made access and analysis laborious and time-consuming. As AU's president prepared to kick off their new institutional strategic plan at an upcoming Board of Trustees meeting, she sought a partner that could rapidly build an executive-level dashboard to serve as a single source of data, tracking KPI benchmarks and goals across every facet of the strategic plan.

SOLUTION

Unifying Data and Providing Board-Level Insight on Key Performance Indicators

EAB's Edify team is partnering with AU to integrate multiple campus data systems into the Edify platform, which will provide them with a central data warehouse that serves as a single source of truth for all data questions. The team successfully launched the executive KPI dashboard in just two months.

IMPACT

Becoming a Data-Empowered Campus

With Edify simplifying and automating previously time-intensive tasks, AU's Institutional Effectiveness (IE) team can focus on providing their insights and expertise on key decisions campus-wide. The executive dashboard will serve as a powerful source of guidance as AU works to meet the goals of their strategic plan.

Demystifying Data and Accelerating Insights

Edify's Early Impact on IE and Other Stakeholders

Challenge	Edify-Powered Solution
Siloed data landscape makes access and analysis time-consuming	Data warehousing and reporting capabilities **free up IE capacity** to act as consultative data experts on key decisions
Campus stakeholders lack sufficient data literacy to confidently use data for informed decision-making	Current and planned dashboards make it easy for non-experts to **analyze and understand nuances** in data
Urgently need KPI dashboard to inform progress toward goals in new strategic plan	Edify team stood up an **executive-level dashboard** to track KPI benchmarks and goals in just two months

" We're thrilled to use Edify to make data more accessible to our campus decision-makers.
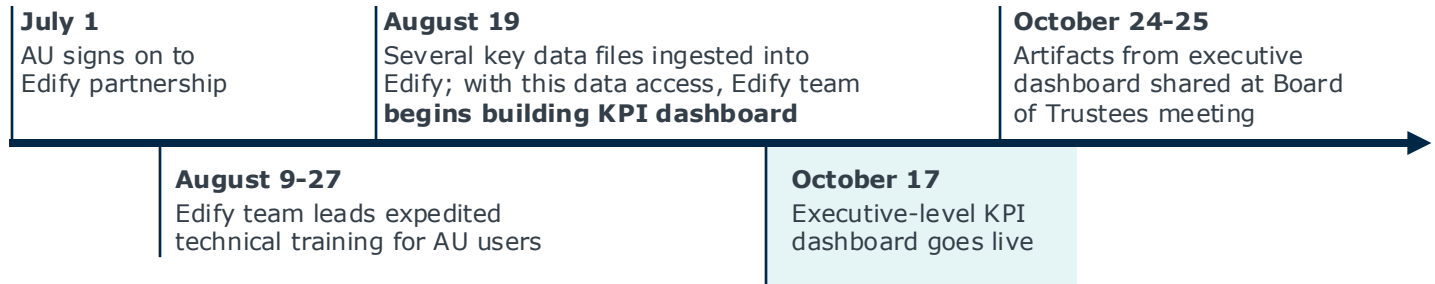
With user-friendly charts and graphs tailored to specific areas of interest, Edify's intuitive platform will help our institution become more **comfortable and confident in using data strategically**."

-Katie Tharp, AVP of Institutional Effectiveness and Decision Support

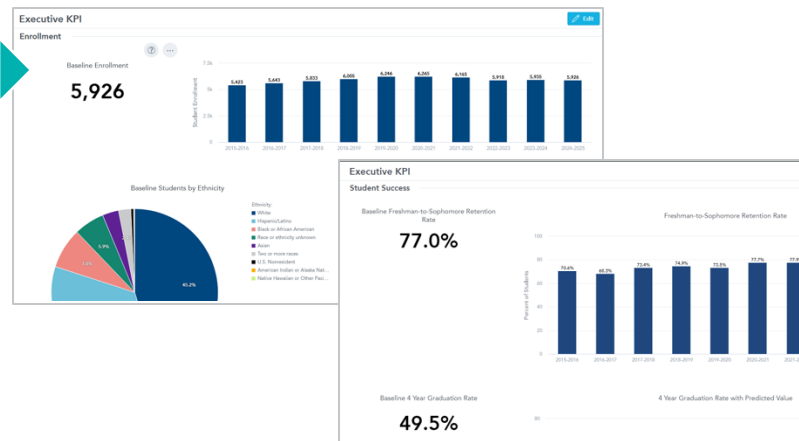# KPI Dashboard Makes it Easy to Track Benchmarks and Milestones

Connecting the Dots Across Functional Areas

AU's president shared artifacts from the KPI dashboard at a Board of Trustees meeting, demonstrating how the institution will both track and nimbly inflect progress toward goals in the new strategic plan. By pulling in data from multiple campus systems, the dashboard ensures everyone is working from the same source of truth, and can connect the dots to see how trends, initiatives, and shifts in one functional area can influence others.

July 1
AU signs on to Edify partnership

August 19
Several key data files ingested into Edify; with this data access, Edify team **begins building KPI dashboard**

October 24–25
Artifacts from executive dashboard shared at Board of Trustees meeting

August 9–27
Edify team leads expedited technical training for AU users

October 17
Executive-level KPI dashboard goes live

Example KPIs tracked on Edify dashboard:

- Participation in-high impact learning opportunities
- Post-graduation outcomes
- Number of curricular innovations
- Retention rate
- Graduation rate
- Student satisfaction
- Employee satisfaction
- Employee retention
- Asset maintenance ratio
- Deferred maintenance

- Debt service ratio
- Federal fiscal health score
- Operating budget
- Total revenue
- Data security risk assessment
- Enrollment
- Tuition discount rate
- Grant revenue
- Community engagement
- Total giving

What's Next for Edify at AU?

Expanded Data Integration: Integrate additional campus data sources into Edify to create a comprehensive data lake

Standardized Reports: Recreate existing university reports, including those used for accreditation requirements, within Edify for easier access and consumption

Data Democratization: Promote greater data-driven decision-making across campus by expanding the KPI dashboard with more granular data for utilization by the entire Cabinet

> "We need to be able to show different audiences why we're making a decision and where the data is coming from. With many data sets across the enterprise in different systems, **we're looking to Edify to homogenize all that data**—to give us easier, quicker access and a better view of all the data that influences our decisions."
>
> *-Derek Abrams, Special Assistant for Strategic Initiatives, Office of the President*
> *Aurora University*

Build a stable data foundation for the future. Schedule a demo at eab.com/edify.