

ANALYTICS IN HIGHER EDUCATION

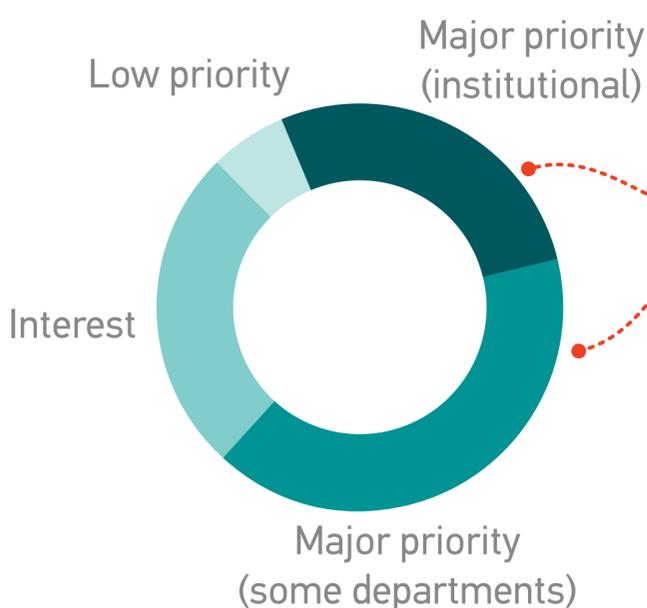
ANALYTICS IS:

STRATEGIC QUESTION

DATA ANALYSIS AND PREDICTION

INSIGHT AND ACTION

Over **4/5** of IT and IR leaders believe that analytics has become more important and is increasing in importance for higher education's success



More than

2/3

believe that analytics is a major priority

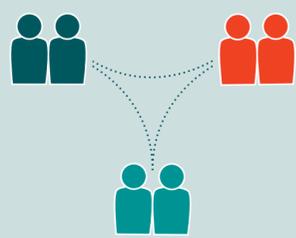
BUT...

Analytics use is lagging

...particularly in areas of administrative and faculty activities

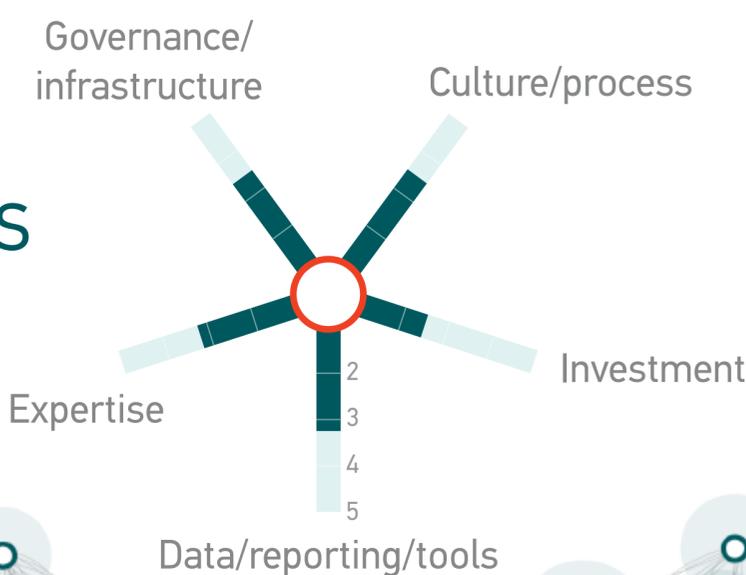


GETTING STARTED...



- Doesn't require perfect data or a perfect culture
- Benefits from communication between leadership, IT, and IR
- Needs investment in talent and expertise

HIGHER EDUCATION'S PROGRESS



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The data in this infographic comes from the ECAR report, *Analytics in Higher Education: Benefits, Barriers, Progress, and Recommendations*. Visit educause.edu/analytics2012 to view the full report.

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