

Comment: The following survey was administered to EDUCAUSE members for the 2012 Analytics Study. A subset of questions from this survey was administered to AIR members. This subset consisted of questions 2-9 from Section B and questions 1-7 from Section C.

Analytics Survey 2012

Thank you for participating in this ECAR survey. We are interested in assessing the state of current analytics practices in higher education.

For the purpose of this survey, analytics is a form of decision support based on the extensive use of data, statistical and quantitative analysis, and explanatory and predictive models that is intended to improve performance, whether individual or organizational. It is sometimes a function of campus entities engaged in “institutional research,” “business intelligence,” or “institutional effectiveness.”

We will provide you an opportunity at the end of the survey to clarify or add to this description.

Please read each question carefully and indicate your response. Some questions refer to your personal use and knowledge of analytics; others refer to your institution’s implementation of analytics.

Only EDUCAUSE researchers will have access to institutionally identifiable data collected in this survey. Aggregated results, as well as a list of institutions participating in the survey, may be included in reports, publications, or other products of this research, but they will not contain any information that could be used to identify an individual or a particular institution.

This survey should be completed by the EDUCAUSE Primary Representative or by appropriate management or staff under the direction of the EDUCAUSE Primary Representative.

Please complete this survey by May 9, 2012.

Please enter the survey ID provided in the e-mail invitation you received. Your ID is a 4–6 digit number; no letters or symbols should be included. Required. _____

Your name. Required. _____

Your e-mail address. Required. _____

What is the job title of the primary person completing this survey? _____

SECTION A. The State of Analytics at Your Institution

1. Is your institution using analytics in any way? Required.

Yes <<Go to 2>>

No <<Go to SECTION C>>

2. Which leaders or areas oversee analytics activities at your institution? (Check all that apply.)

President/chancellor

Provost/academic leader

CFO/CBO/administrative leader

Institutional research

- CIO/central IT
- Dedicated analytics leader
- I am not sure which leaders or areas oversee analytics at my institution.
- Other leaders or areas <<Go to 2a>>

2a. Please specify any other leaders or areas that oversee analytics at your institution.

3. How are analytics services and activities delivered at your institution?

- Program run by institutional research (IR)
- Program run by information technology (IT)
- Program jointly run by IR and IT
- Program run by a dedicated analytics center separate from IR and IT
- Program run by a dedicated analytics center that includes IR and/or IT
- I am not sure which departments or programs deliver analytics at my institution.
- Other departments or programs <<Go to 3a>>

3a. Please specify any other departments, units, or programs that deliver analytics services at your institution: _____

SECTION B. Your Assessment of the Use of Analytics at Your Institution

1. Do any departments, units, or programs at your institution appear to be role models for the use of analytics?

- Yes <<Go to 1a>>
- No

1a. Please specify the departments, units, or programs and describe why they are role models.

2. To what extent are the following types of data used in analytics activities?

	Never or Almost Never	Seldom	Sometimes	Often	Most of the Time	Unsure/ Don't Know
Transactional Data ("live" from administrative or academic systems)						
Frozen Data (snapshots from transactional systems that correspond to definable events, milestones, dates, etc.)						
System-Generated Behavioral Data (e.g., from clicks, swipes, or sensors)		<<Go to 2a>>	<<Go to 2a>>	<<Go to 2a>>	<<Go to 2a>>	<<Go to 2a>>

2a. Please describe how system-generated behavioral data are used. _____

3. Please provide your best estimate of how data are being used in various functional areas of your institution. Select all that apply.

	We do not collect these data.	Data are collected but are rarely used.	We create and use analyses or reports to <u>monitor operations</u> or <u>programs</u> .	We create and use analyses or reports to <u>make predictions or projections for programs</u> or <u>groups</u> .	We create and use predictive analyses or reports that may <u>trigger proactive responses</u> .	I'm unsure or I don't know.
Progress of institutional strategic plan						
Student learning (learning outcomes, course completion)						
Student progress (retention, graduation, etc.)						
Enrollment management, admissions, and recruiting						
Cost to complete a degree						
Instructional management (which courses need to be offered, number of sections, staffing needs)						
Other student objectives						
Alumni/development/institutional advancement						
Central IT						
Facilities						
Faculty promotion and tenure						
Faculty research performance						
Faculty teaching performance						
Finance and budgeting						
Grants and research administration						
Human resources						
Library						
Procurement						

4. Are there any other areas not specified in the previous question in which your institution is using large data sets to respond to strategic initiatives or broad questions?

- Yes <<Go to 4a>>
- No

4a. Please describe other areas in which your institution is using large data sets to inform or provide insight into strategic initiatives or broad questions. _____

5. What priority does your institution place on analytics?

- Major institutional priority
- Major priority for some departments, units, or programs but not for the entire institution
- An interest of the institution but not a priority
- Intentionally not a priority or interest
- Little awareness, and therefore not a priority or interest

6. If you have any additional comments about the priority of analytics at your institution, please let us know what they are. _____

7. Are there any strategic priorities at your institution that would benefit from the use of data, regardless of whether data are actually being collected or used for analytics now?

- Yes <<Go to 7a>>
- No

7a. Please specify the strategic priorities at your institution that would benefit from the use of data.

8. To what extent are the following in place to enable your institution to make progress with analytics?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Cannot Assess/ Don't Know
We have senior leaders who are interested in/committed to using data to make decisions.						
We have identified the key outcomes (e.g., student retention, cost reductions, etc.) we are trying to improve with better use of data.						
We have the right tools/software for analytics.						
We have the right kind of data.						
Our data are of the right quality/are clean.						
Our data are standardized to support comparisons across areas.						
We have sufficient capacity to store, manage, and analyze increasingly large volumes of data.						
Reports are in the right format and show the right data to inform decisions.						
We have policies that specify rights and privileges regarding access to institutional and individual data.						

We have an appropriate amount of funding for analytics.						
Funding for analytics is viewed as an investment in future outcomes, rather than an incremental expense.						
We have an appropriate number of analysts for analytics.						
We have dedicated professionals who have specialized analytics training.						
We have IT professionals who know how to support analytics.						
We have IR professionals who know how to support analytics.						
We have business professionals who know how to apply analytics to their areas.						
We have a process for moving from what the data say to making changes/decisions.						
We have a culture that accepts the use of data to make decisions; we are not reliant on anecdote, precedent, or intuition.						
Our faculty largely accept the use of analytics.						
Our administration largely accepts the use of analytics.						
Our information security policies and practices are sufficiently robust to safeguard uses of data for analytics.						

9. Please describe any barriers to progress with analytics not addressed in the previous question.

SECTION C. Your Assessment of Analytics and Higher Education

1. Analytics is characterized by the effective and actionable use of data. In your opinion, what are the potential benefits of analytics in addressing the following challenges? Please consider both the potential for analytics to address these challenges and the inherent magnitude of the challenges.

Potential of Analytics to Address:	Not a Benefit	Minor Benefit	Moderate Benefit	Major Benefit	Don't Know
Containing or lowering costs of education					
Recruiting students					
Helping students learn more effectively or graduate on time					
Understanding the demographics and behaviors of a changing student population					
Improving faculty performance					
Optimizing use of resources					
Demonstrating higher education's effectiveness/efficiency to external audiences (parents and students, government, media, etc.)					

Improving the quality of administrative services					
Reducing the cost of administrative services					
Creating greater transparency, sharing/federation of data					

2. Please describe other benefits of analytics not mentioned in the previous question.

3. In your opinion, compared to two years ago...

- Analytics has become more important for higher education’s success.
- Analytics is just as important today for higher education’s success.
- Analytics has become less important for higher education’s success.

4. In your opinion, two years from now...

- Analytics will become more important for higher education’s success.
- Analytics will be just as important as today for higher education’s success.
- Analytics will become less important for higher education’s success.

5. What are your concerns, if any, about the growing use of analytics in higher education?

	Not a Concern	Minor Concern	Moderate Concern	Major Concern
The data used for analytics aren’t always accurate.				
The data will be misused; wrong conclusions will be drawn.				
Individuals’ privacy rights will be breached.				
Government regulations will be imposed requiring use of data.				
Institutions won’t be able to afford to implement analytics effectively.				
There will not be a sufficient return on investment; the money would be better spent elsewhere.				
What we do in higher education can’t be measured.				
The higher education community doesn’t know how to use data to make decisions.				
This is another means of running higher education like a business, and that’s the wrong model for higher education.				

6. Please describe any other concerns you have about the growing use of analytics in higher education. _____

7. In the introduction to this survey, we described analytics as the following:

Analytics is a form of decision support based on the extensive use of data, statistical and quantitative analysis, and explanatory and predictive models that is intended to improve performance, whether individual or organizational. It is sometimes a function of campus entities engaged in “institutional research,” “business intelligence,” or “institutional effectiveness.”

Would you change or add to this description in any way?

8. If you have any comments regarding your personal use of analytics, your institution’s use of analytics, or the content of this survey, please share them here.

9. May we contact you to obtain clarification or further insight into some of your responses?

- Yes
- No

10. Are you willing for EDUCAUSE to integrate your responses from this survey with the Core Data Service to begin to provide you with a single repository of your institution’s responses to EDUCAUSE surveys?

- Yes, I am willing.
- No, I am not willing.
- I am uncertain. Please contact me to give me more information before integrating my responses to this survey with the Core Data Service.