EDUCAUSE SPRINT Participant Chat: Links and Abbreviated Transcript

**Analytics for Enterprise Efficiency and Effectiveness**

July 26, 2012: 2:00 p.m. ET (UTC-4; 1:00 p.m. CT, 12:00 a.m. MT, 11:00 a.m. PT)

**Session Links**

* IdeaScale: <http://www.educause.ideascale.com/>
* University of Washington Data Models: <http://www.washington.edu/uwit/im/ds/models.html>
* ECAR case study from UVA: <http://net.educause.edu/ir/library/pdf/dataman/ECS0908.pdf>
* The July/Aug issue EDUCAUSE Review Online: <http://www.educause.edu/ero/articles/case-studies>
* Evolutionary Analytics: BI on a Shoestring: <http://www.educause.edu/ero/article/evolutionary-analytics-bi-shoestring>
* Michael Crow, “No More Excuses”: <http://www.educause.edu/ero/article/no-more-excuses-michael-m-crow-analytics>
* DMC: <http://www.washington.edu/uwit/im/dmc/>
* DSS: [http://decisionsupport.washington.edu](http://decisionsupport.washington.edu/)
* UW-IT Info Management: <http://www.washington.edu/uwit/im/dmc/>
* Lessons from a Successful Data Warehouse Implementation: <http://www.educause.edu/library/resources/lessons-successful-data-warehouse-implementation>
* ASU Dashboard: <http://www.asu.edu/dashboard/>
* ASURITE Sign-In: [http://my.asu.edu](https://weblogin.asu.edu/cas/login?service=https%3A%2F%2Fweblogin.asu.edu%2Fcgi-bin%2Fcas-login%3Fcallapp%3Dhttps%253A%252F%252Fwebapp4.asu.edu%252Fmyasu%252F%253Finit%253Dfalse)
* ASU eAdvisor: <https://eadvisor.asu.edu/>
* Game Changers: Education and Information Technology with analytics case studies: <http://www.educause.edu/research-publications/books/game-changers-education-and-information-technologies>
* UBC experience w/LMS: <http://www.educause.edu/eli/events/eli-spring-focus-session/2012/lms-data-and-student-achievement-which-variables-are-meaningful>
* New York Times: <http://www.nytimes.com/2012/07/22/education/edlife/colleges-awakening-to-the-opportunities-of-data-mining.html>

**Abbreviated Session Chat with Sara Gomez and Bill Yock | University of Washington**

Brad Weiner-University of Minnesota: (14:10) I like that "Many versions of truth"

Loralyn Taylor: (14:10) So relate to shadow databases!Have spent many years defeating data anarchy!!

Brad Weiner-University of Minnesota: (14:13) Shadow databases are probably the wellspring for a lot of innovation.

Elle: (14:13) At Michigan, the inital data governance effort came out of our security efforts

Charles Edamala (temple U): (14:13) So are we for the anarchists or the monarchy?

Loralyn Taylor: (14:14) Centralized data and definitions but decentralized access and use.

Elle: (14:14) Yes, Brad, I think theterm 'shadow system' obscures the fact that thosesystems exist because the are doing something that a dept. can't get from anyone else

Wendy Kilfoil: (14:15) We've just convinced our Information Governance Committee to convene a meeting on setting principles for data governance - lovely to see an example of what we might develop.

Elle: (14:15) ... and the dept considers it important enough to invest in

sonia: (14:15) nice analogy with the branches of government

Nancy Adams: (14:16) The university is a loose confederation of guilds -- information=power, so people don't like to share data

Martin: (14:17) @Nancy so true

Sheila Pallotta: (14:20) I noticed recruitment/applications was missing from the stewardship chart

Don Talbott - IU: (14:20) How much did PeopleSoft influcence your data map?

Jackie Zelman (U Miami): (14:21) Is there a common data dictionary across the data map?

Robert Weston - The College of Westchester: (14:23) Not exactly sure.

Dan Demmons - Providence College: (14:24) Sharing is handled on a case-by-case basis. Very limited at the moment- looking to expand

Linda Gilbert: (14:24) All the above. We have a steering committee that is cross-functional, including IR, EM, OET, etc.

Linda Gilbert: (14:24)Jackie - good question.

Loralyn Taylor 2: (14:29) Access for endusers key to USING analytics to effect change!

Nancy Adams: (14:30) some of the problem is in the data entry phase.GIGO

Carlyn - Rice: (14:36) The decision support service poll needs an option for those of us just beginning to explore BI

Wendy Kilfoil: (14:41) IT does not own this or drive this ... I totally support that - they should be partners and the functional owners should remain key stakeholders.

Charles Edamala (temple U): (14:43) Did he say 17 FTE supporting it?

Brad Weiner-University of Minnesota: (14:43) In just his unit. Yes.

Wendy Kilfoil: (14:43) I think he upped it to 22

Charles Edamala (temple U): (14:45) Oof. That's serious dedication.

Don Talbott - IU: (14:46) Impressiive effort, seems to be hand-built, couild work for smaller institutions.

**Specific Questions for the Speakers**

Martin: (14:15) What are you using to manage your metadata?

Jeff Overholtzer/Washington and Lee: (14:15) Would like to see a chart showing data governance at UW - relationships and flow

Bruce: (14:17) Do you have a CIO or CTO and what is your working relationship, areas of responsibilities, and reporting structure? Thank you.

Mike Vavrus (UW-Madison): (14:18) How long did it take to agree on business data models across the organization?

Laura Winer: (14:19) Do you have LMS and course evaluation data?If so, which domain are they in and who are the trustees?

Susan Collins: (14:19) who is the custodian of the central "master data"?

Geof Corb @ JHU: (14:21) are your guideline documents available publically?

Susan Collins: (14:22) Do you incorporate the guildelines in new employee training?

Jackie Zelman (U Miami): (14:22) Is there a common data dictionary across the data map?

Susan Collins: (14:30) Do you find any conflicts between your Legislative/data-management model, and your Budget/funding model?(e.g., somthing needs fixing but it's not clear who will pay for it)

Kay Rhodes: (14:34) How many IT FTE support this environment?

Gonzaga University: (14:35) And how many IR FTE?

Mike Vavrus (UW-Madison): (14:39) Can you specifically point at typical KPI for administrative analytics you've defined?

Christina Drum - UNLV: (14:39) How did you build an institutional culture of engagement around Date Governance?Was there any resistance?

Mike Vavrus (UW-Madison): (14:41) Can you give us a ballpark figure dollar-wise of the cost of implementation?

Kevin Cray: (14:45) With open-source ERP solutions such as Kuali, are there any advantages/disadvantages to what you did at UW?

**Abbreviated Session Chat with Gordon Wishon, John Rome, and Leah Lommel | ASU**

Don Talbott - IU: (15:07) Who builds dashboard templates?Central IT/IR?

Paul Schantz CSUN: (15:15) BI on BI.Very meta (and appropriate)

JWW: (15:20) I'm somewhat skeptical of over-using or abusing LMS data. (It has struck me as uncertain data which might be used to support important decisions.) Can anyone point to good articles or other resources that might help me ovecome this reluctance?

Diane Duell - Millersville University: (15:20) it you use responsive web design techniques, you don't have to worry about mobile vs desktop

JWW: (15:24) Thanks Catherine -- that description looks to be right what I'm after!

Catherine, EDUCAUSE: (15:25) @jww also the work by UMBC (Fritz) and Purdue (Campbell)

Catherine, EDUCAUSE: (15:25) @jww we have a lot of presentations/articles by both

JWW: (15:26) Gordon is speaking right now to some of the fears. One issues with LMS data is much of it is like drawing meaning from weblog data.

JWW: (15:27) On the other hand, it IS a source of hard data that emerges from learning, which is why it remains a focal point.

**Specific Questions for the Speakers**

Martin: (14:59) How big is your team now?

lonnie: (15:02) Who builds the queries?

Martin: (15:02) So each folder abovew is a differenent data mart?

Mary Beth Hennessy: (15:05) Is the tracking "in time" so they can make daily changes?

Paul Schantz CSUN: (15:07) Question for John Rome:I imagine your EDW is rather large.How do you plan for and manage growth from the perspectives of data complexity and hardware/hosting?

Walt: (15:10) What product do you use to build your dashboards?

lonnie: (15:11) Who builds your dashboards?

Miriam Clark Kansas State University: (15:13) Is the data warehouse size really 400 GB?

lonnie: (15:13) Can endusers across campus create ad hoc reports without using dashboards?

Mike Vavrus (UW-Madison): (15:15) Does data as a strategic asset equate to competitive advantage especially with the private on-line education explosion?

Sara Gomez and Bill Yock, UW: (15:16) What do the students do?Build cubes? Build reports?

Patrick B. O'Sullivan - Cal Polu: (15:17) Dashboards increase ease of use, but selection of what is captured (and how it is represented) requires decisions that can affect how informative and useful they are. How did you approach this decisionmaking process and what would you recommend for others?

Guy Savino: (15:21) what tool do you use to generate your dashboards?

Don Talbott - IU: (15:21) Do you track adhoc report usage to determine future dashboards?