



Business Intelligence Competency Center  
INFORMATION TECHNOLOGY

# Business Intelligence Advisory Committee

June 12, 2018



# Agenda

- Introductions - Andrea Pluckebaum
- SAP Transformation - Aaron Walz
- BI Strategic Priorities Update - Aaron Walz
  - HotSeat - BI-SPC Sub-Committees Feedback - Paula Kayser
- Data Cookbook & Official Seal Updates - Sarah Bauer
- Update on Top Priorities for the CDO - Diane Beaudoin
- New BICC website - Kelsie Newberry
- Cognos New Features Q&A - Ryan Bousman



# Business Intelligence Strategic Priorities Committee

Update for BI-AC: June 2018

# Membership

NAME	TITLE	AREA
Diane Beaudoin	Chief Data Officer	OIRAE
Jeff Bolin	Associate Vice President for Research Centers, Cores, and Research Development Services	EVPRP
Thomas Frooninckx	Managing Director, Purdue Polytechnic Institute	Purdue Polytechnic Institute
Cherise Hall	Assistant Provost for Finance and Administration	Office of the Provost
Eva Nodine	Director for Financial Planning and Analysis	Financial Planning and Analysis
Andrea Pluckebaum	Director of Data Analytics and Program Assessment	Krannert School of Management
David Robledo	Director of Data Analytics and Information	College of Engineering
Aaron Walz	Director, Business Intelligence Competency Center	BI Competency Center
Kris Wong Davis	Vice Provost for Enrollment Management	Enrollment Management
Tonya Yoder	Assistant Director/Senior Analyst of Financial Planning and Analysis	Financial Planning and Analysis

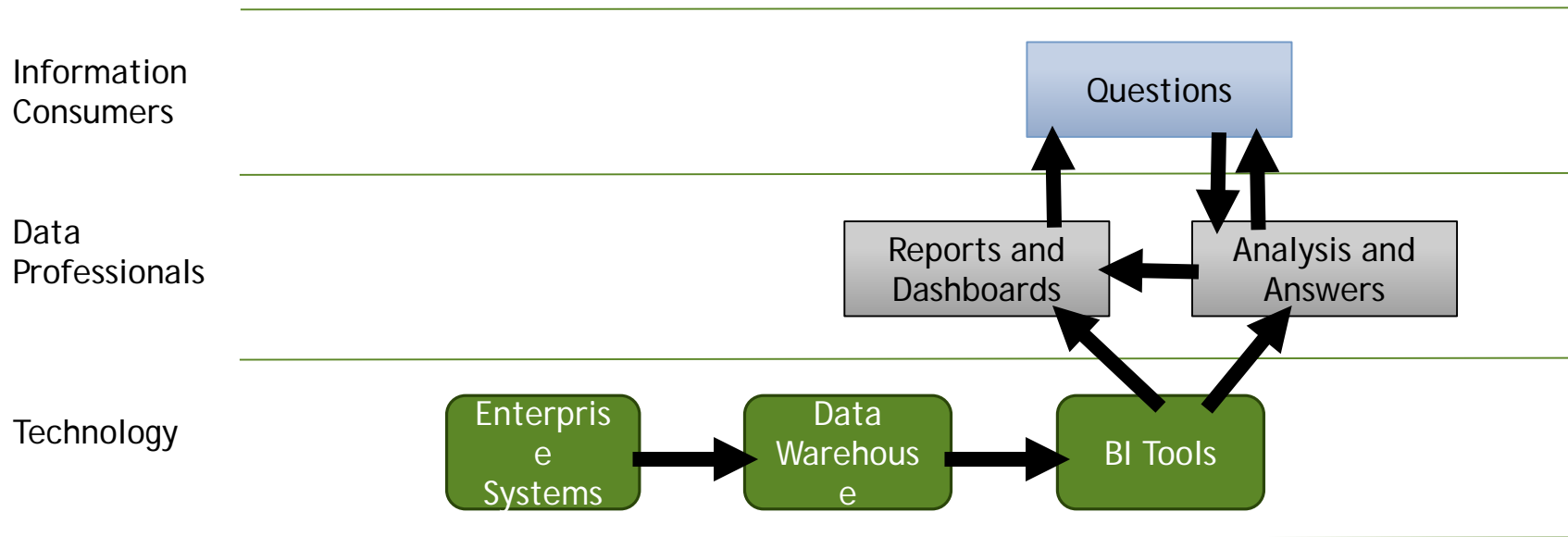
# BI Strategy Framework

What does a BI Strategy look like?

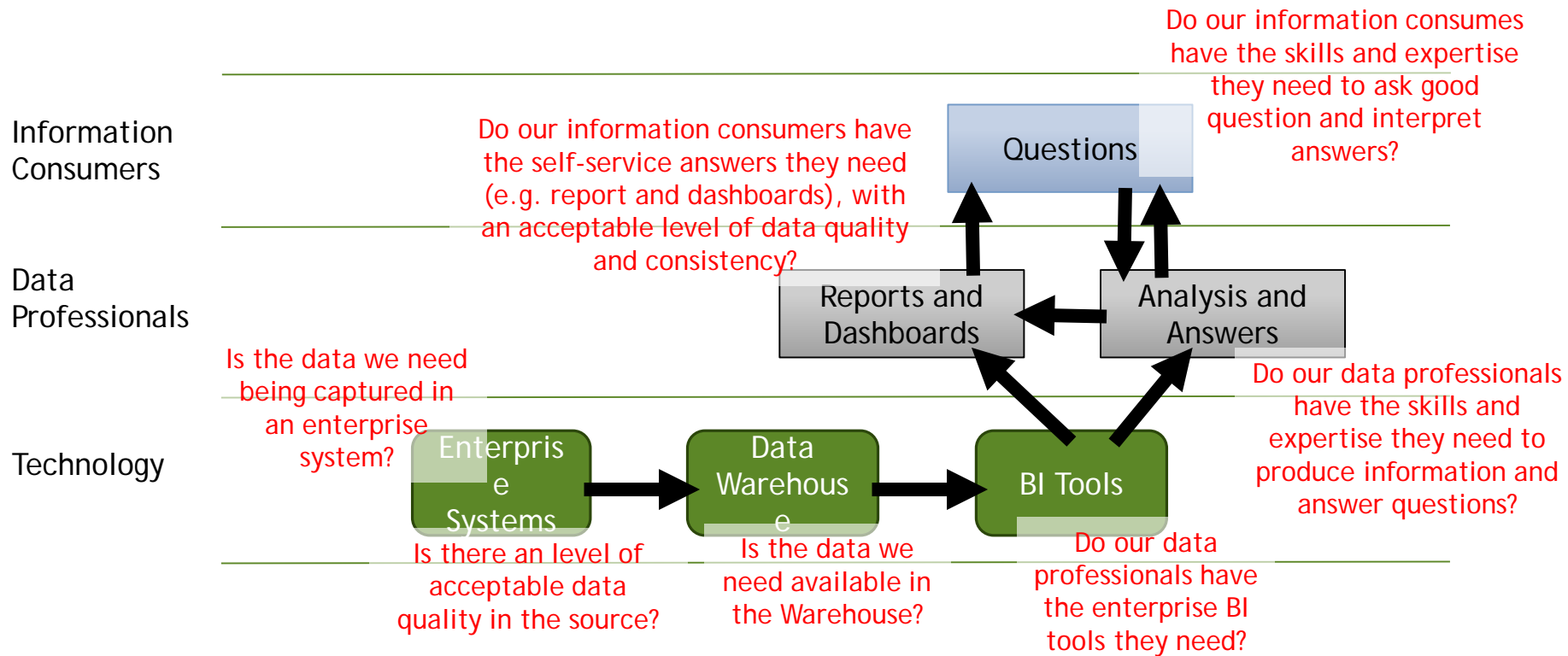
# BI Strategy Framework

- ✓ Concrete
- ✓ Avoid technical jargon
- ✓ Understandable and easy to communicate
- ✓ Focused on institutional objectives, not technology for its own sake
- ✓ Guides which initiatives and projects we should undertake, and which we should defer or deny
- ✓ Sparks ideas for initiatives and projects that may not already be on the list
- ~~Is practically perfect in every way~~

# Enterprise Information Supply Chain

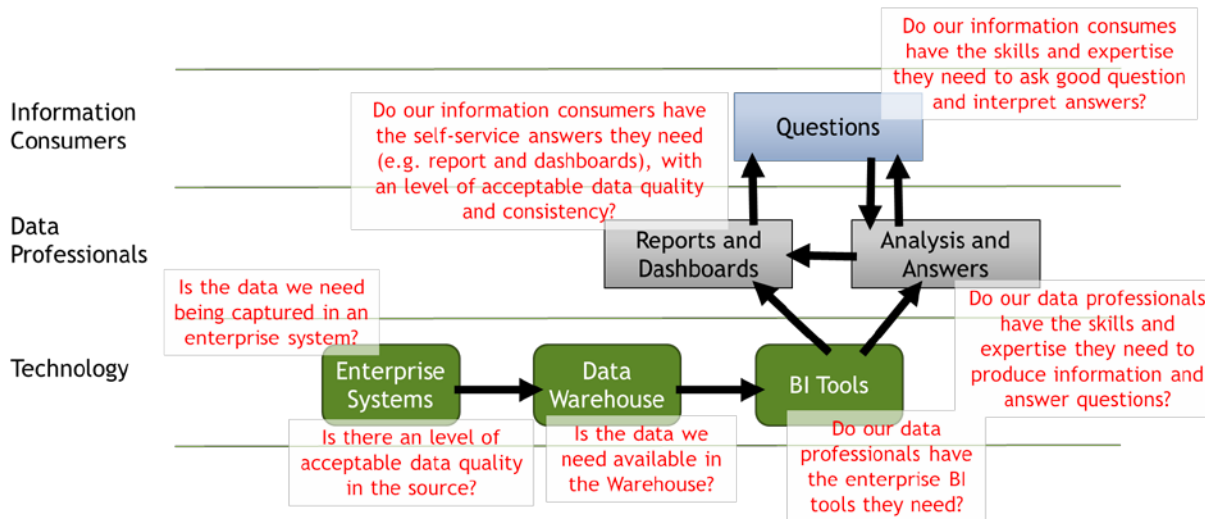


# Info Supply Chain: Possible Challenges



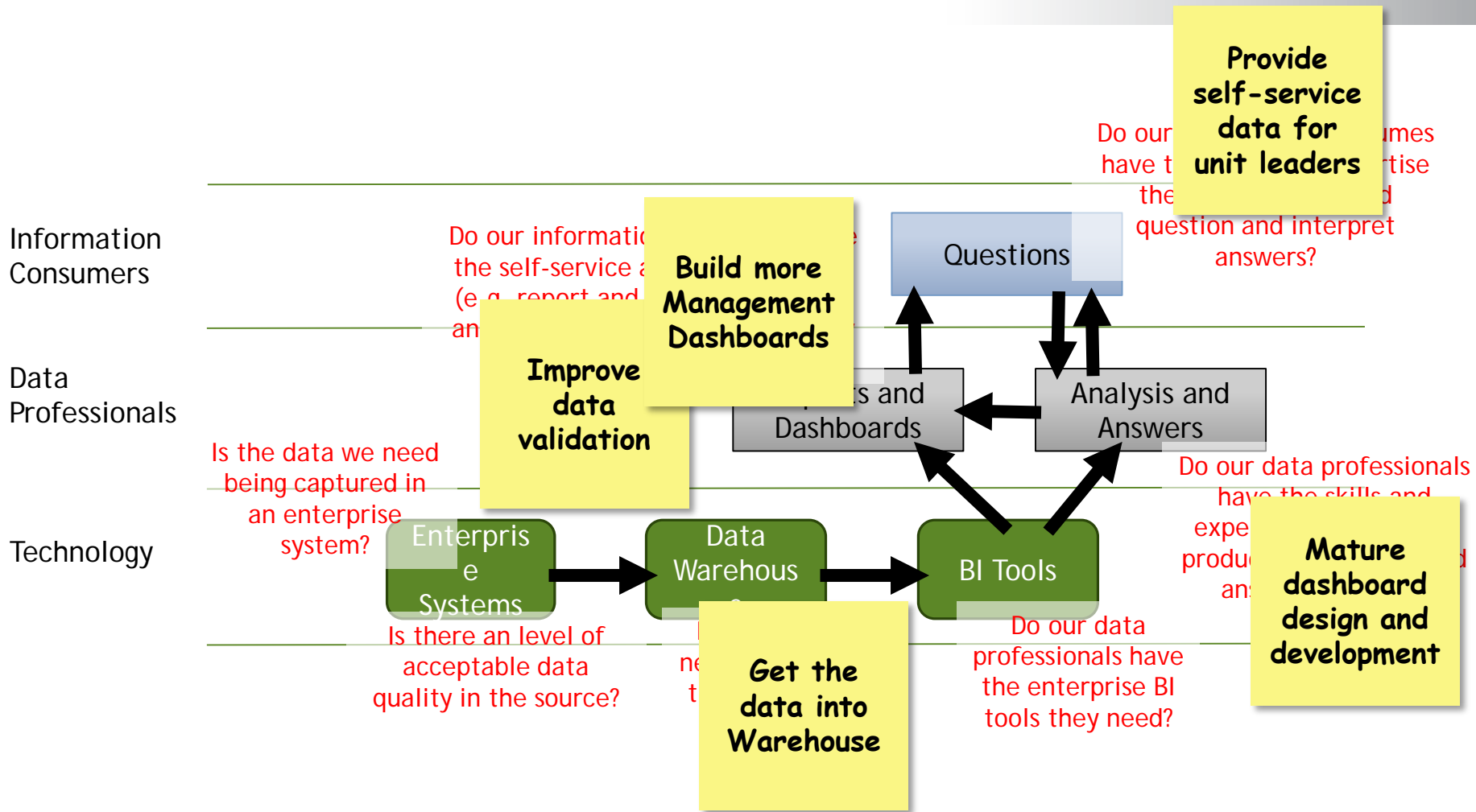


# BI Strategy Framework

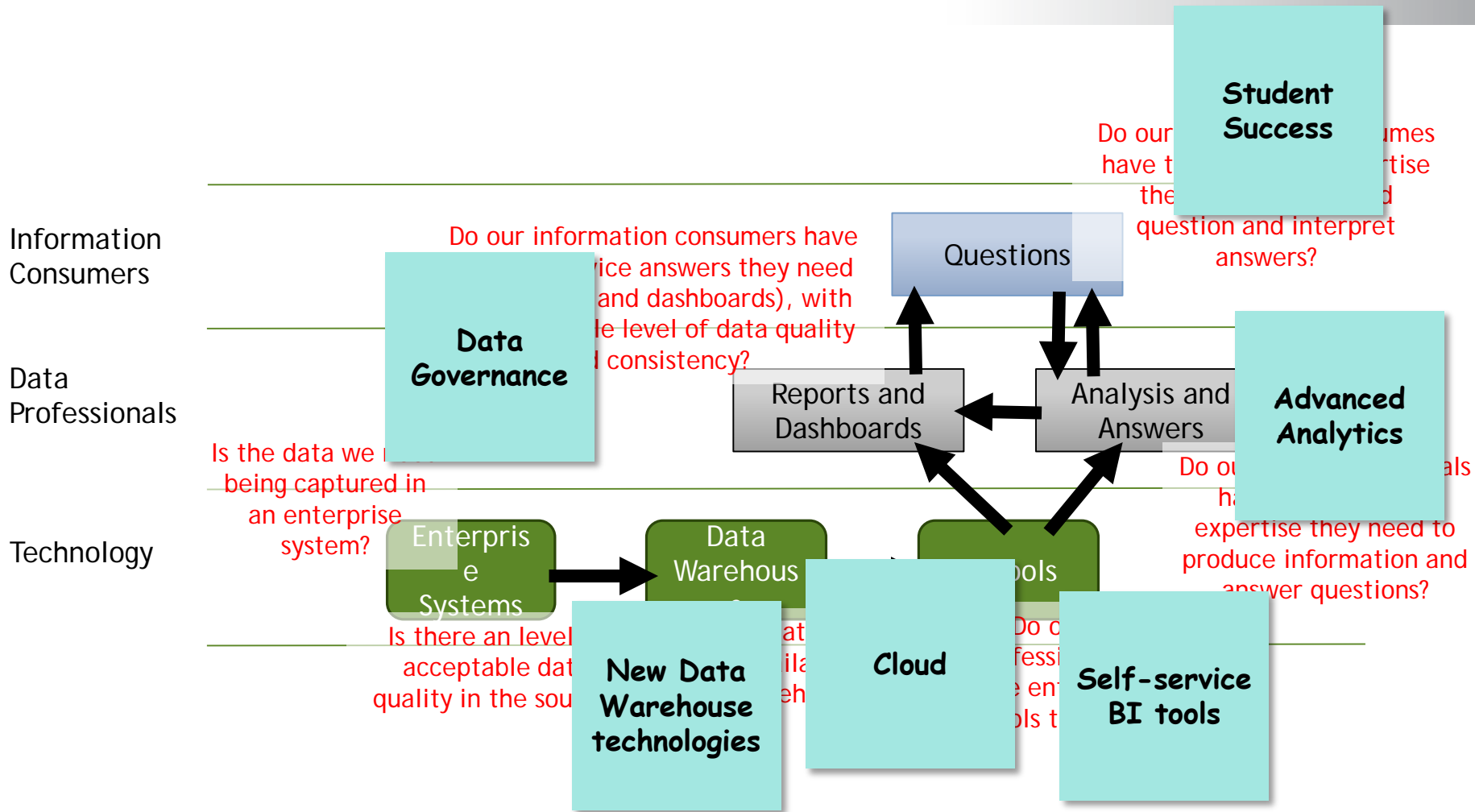


- Which data topics are we going to focus on?
- Which parts of the supply chain are we going to strengthen?

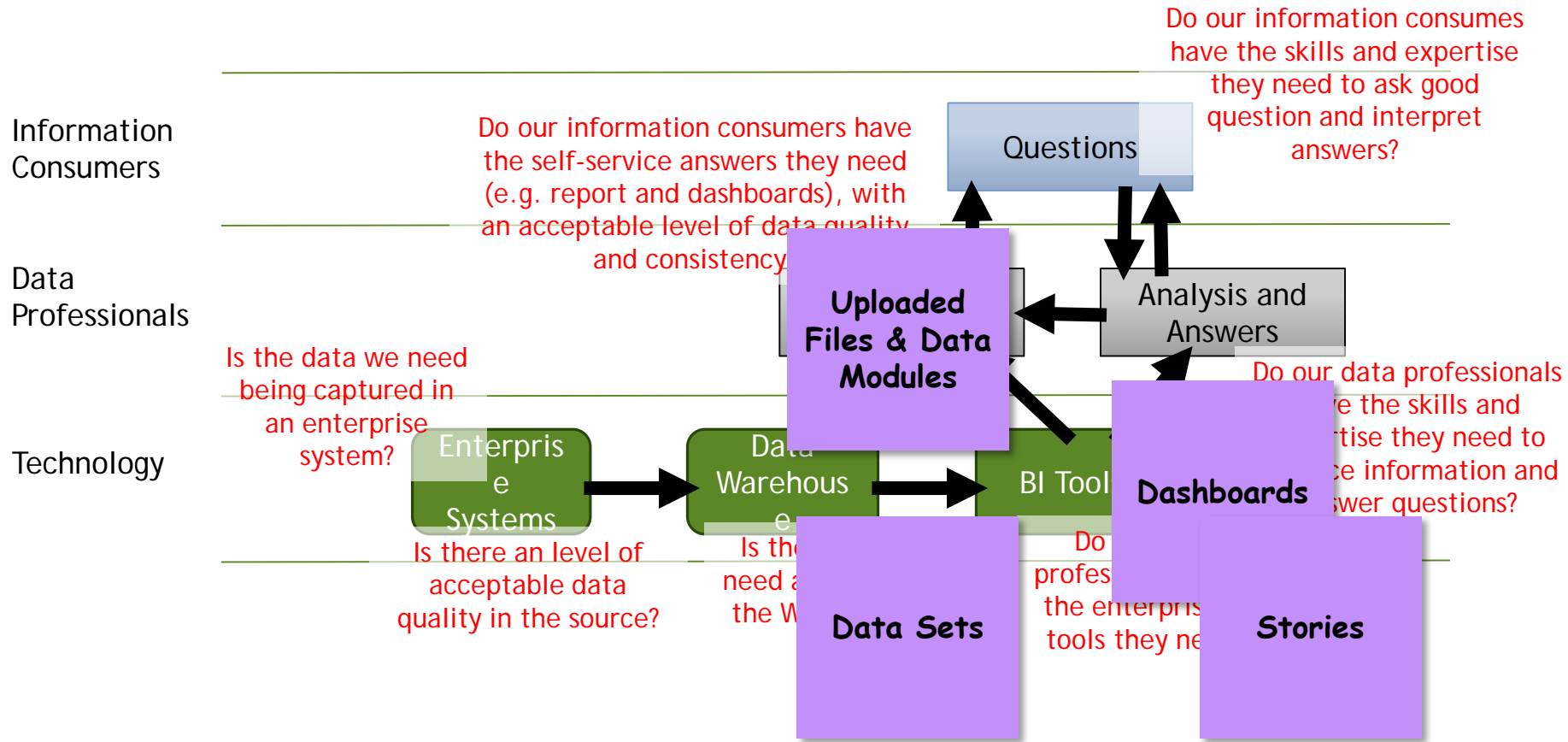
# Where are we currently headed?



# What are our peers focused on?



# New Cognos functionality



# What are today's institutional priorities?

## Exec Priorities & Inst. Initiatives

- ⊕ Enrollment Trends & Predictors, ++  
Fin Modeling, Course Audit
- Culture of Operational Excellence/  
Transformation
- Human Capital Resourceing; Right sizing +  
good HR data, trends, modeling
- APR
- Student affordability ++  
interactive, dashboards transparency, clarity/usability
- ⊕ Fin reporting for unit leaders, faculty ++ ++ ++
- Physical assets (microscopes, fire trucks)
- ⊕ Impediments to Grad/Str Success +
- Faculty Success +  
(eg Tenure)  
note: Provost's office, LA prototype
- Differentiation  
(eg Purdue Global)
- Focus on what drives decisions  
vs nice to know (principle)
- Space & uses / scheduleable
- ⊕ Master data (data cookbook) / data  
validation & audit; official seal  
validity & accuracy
- Unit Leader data training

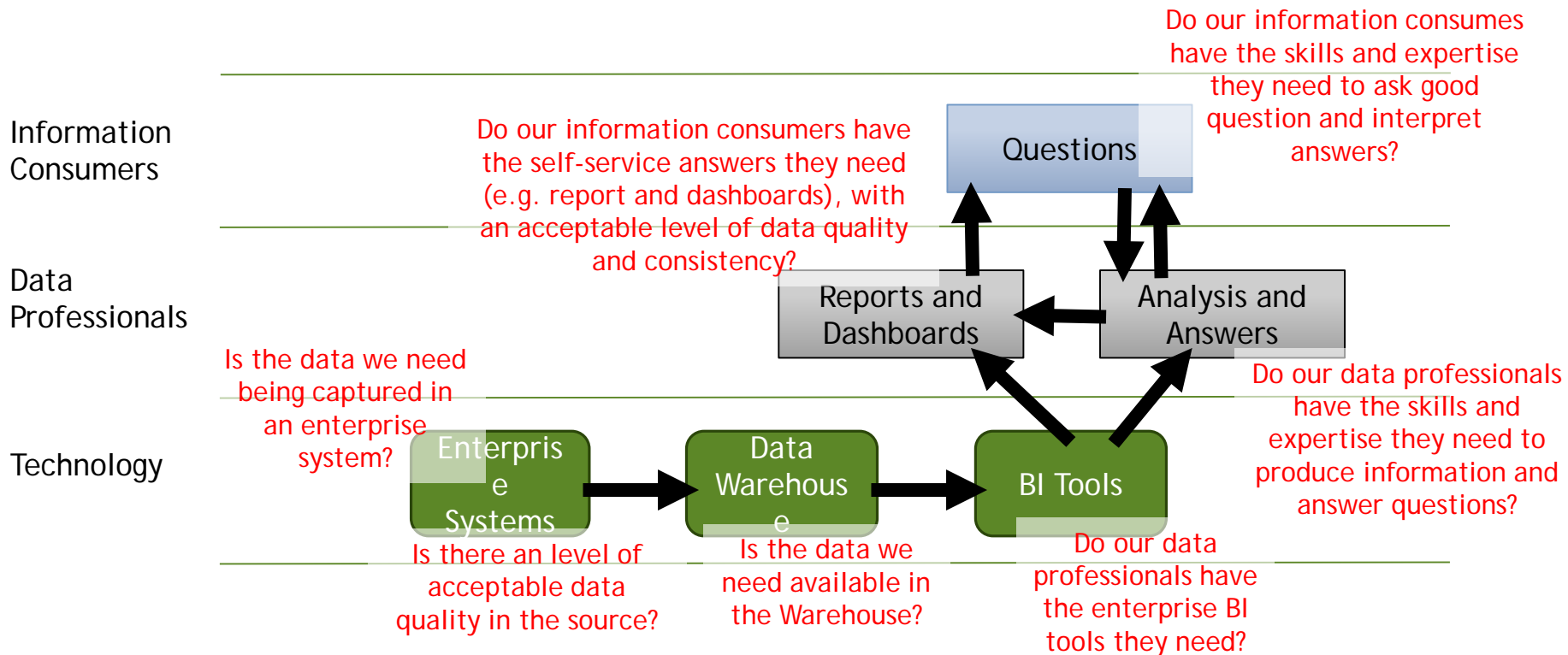
- Curricular relevancy  
& development
- ⊕ training our Data  
Professionals  
& Staff / Knowledge workers  
➢ Data Training

# What are today's institutional priorities?

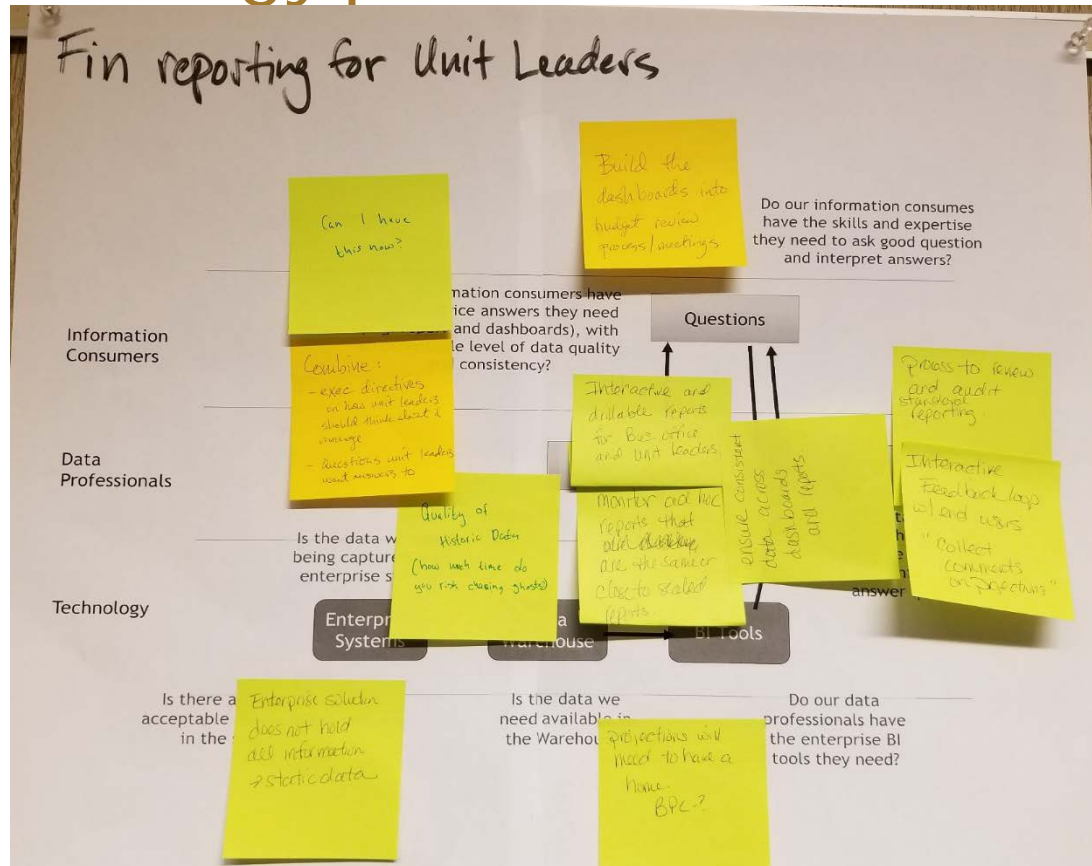
- Financial dashboards/reporting for unit leaders
- Enrollment trends and predictors, modeling, course availability
- Data quality\*
- Student success
- Supporting our data professionals and staff\*

\*sub-committee already formed

# Info Supply Chain: Possible Challenges



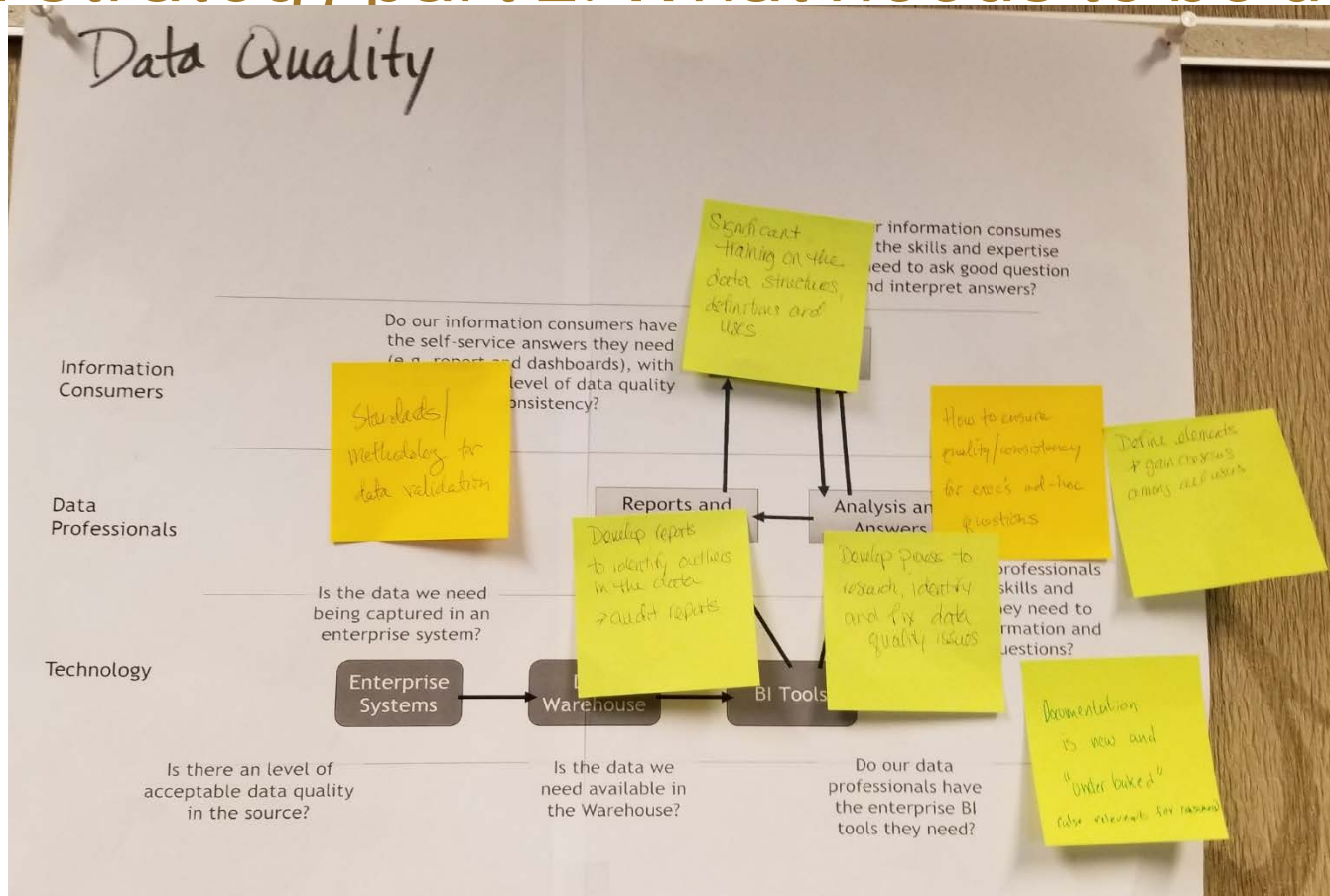
# BI Strategy part 2: What needs to be done



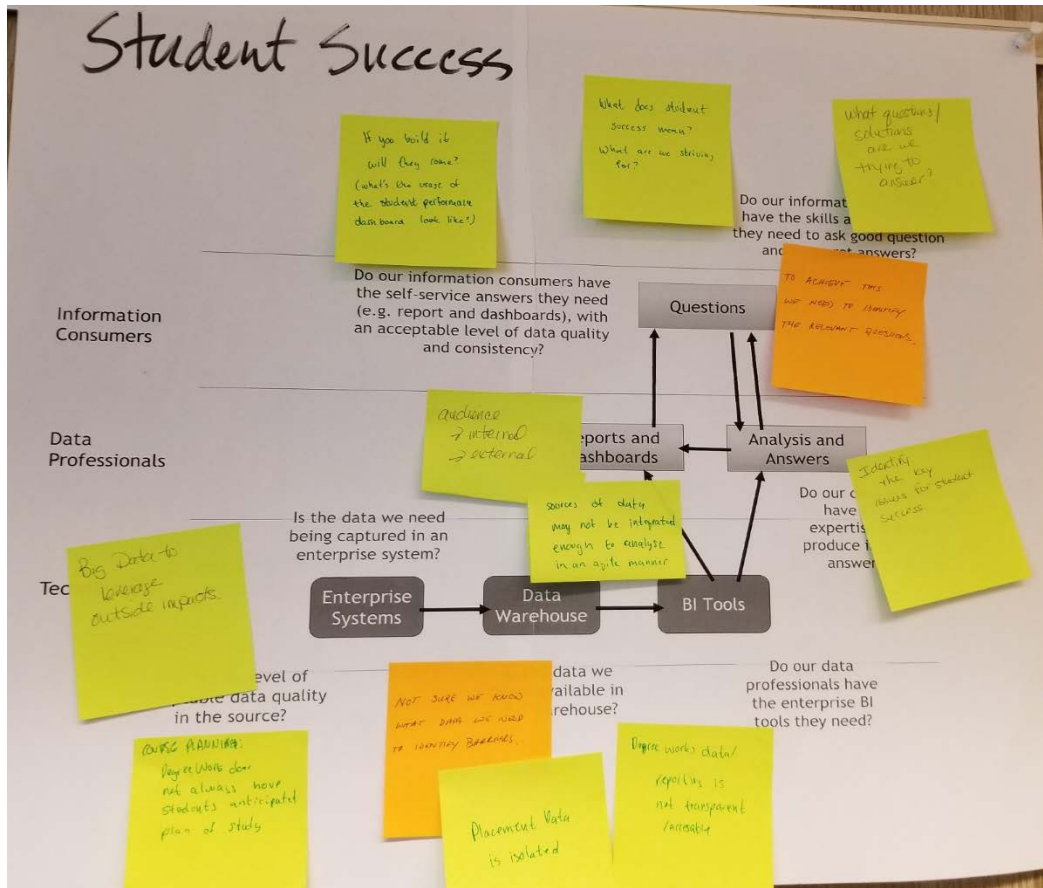




# BI Strategy part 2: What needs to be done



# BI Strategy part 2: What needs to be done





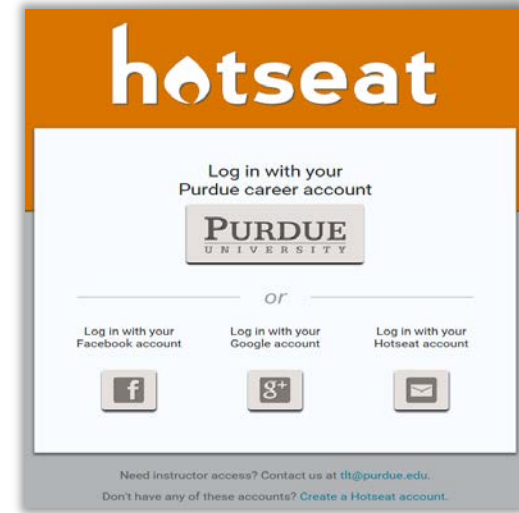
# Next Steps

- Review and consolidate the items identified for each area to determine where we should focus
- Consider what we have the capacity to take on
- Identify new projects and initiatives where needed
- Establish priorities

# HOTSEAT - BI-SPC Sub-Committees Feedback

From a computer or your phone:

- <https://www.openhotseat.org/Login>
- Login in with your Purdue career account
- Click on the Public Spaces Icon
- Scroll down to  
\*\*\*\*\*BI Advisory Committee - June 12, 2018\*\*\*\*\*



\*\*\*\*\*BI Advisory Committee - June 12, 2018\*\*\*\*\*

Hide

BI-SPC Subcommittee on Data Quality

BI-SPC Subcommittee on Professional Development

- Click on “BI-SPC Subcommittee on Data Quality” to begin

# Data Governance Update

Office of Institutional Research, Assessment & Effectiveness

BI-Advisory  
June 2018





We are a data community.  
We ALL do 'data governance.'

- Data an institutional asset
- Quality data for decision-making
- Clear definitions and report/dashboard specs
- Documentation of reporting business logic (move toward common understanding across the community)
- Effective use of this university asset

<http://www.purdue.edu/oirae/DataGovernance.html>



# DATA GOVERNANCE



## Official Seal List

### In Progress:

Enrollment  
Retention and Graduation Rates  
Admissions  
Degrees Awarded  
Time-to-Degree

## Testimonials



**Kristina Wong Davis**

Vice Provost for Enrollment Management

"Data is such an important tool for decision-makers across the institution. It is essential that we all have a common understanding of what those various data elements are in order to appropriately analyze and interpret. The Purdue Data Cookbook will be a fundamental resource in building an understanding of our institutional data."

## Articles

## Data Governance

Data are an institutional asset. Quality data along with standard, consistent data definitions, business logic and reporting practices allow for efficient operations as well as strategic decision-making. Data governance allows for the most effective use of this valuable, growing asset. It builds relationships among stakeholders by creating a focus across subject areas that allows for new perspective and vision. Strategic decision-making based upon a common understanding of University data is vital for successful institutional initiatives.

### Data Governance at Work

- **Data Cookbook available and Phase 2 has begun**
  - 140 approved definitions
  - 315 people with accounts
  - Phase 2 - March - July 2018
  - Use your Purdue career account to create an account  
<https://purdue.datacookbook.com>
- **Data Quality Projects**
  - Official Seal for certified Purdue Data - task force
  - STEM and ICE indicator fields in Cognos student data
  - Graduate Student improved data reporting assessment project

For questions please contact: [DataGovernance@purdue.edu](mailto:DataGovernance@purdue.edu)

# Official Seal - Data Certification Task Force

**Purdue**TODAY

April 30, 2018 Current web edition

## Faculty and Staff News


### Purdue starts data certification program for key reports and dashboards

Purdue will begin putting a seal of approval on more than three dozen reports and dashboards integral to high-level discussions and decision-making. The seal certifies the report data as vetted and approved, with any shortcomings clearly identified.

#### Other Stories

- Purdue Today summer schedule
- This week's 'Thumbs Up' recipients

#### In the Spotlight



Find Info For - Apply News President Shop Visit Give Emergency Q

**PURDUE** UNIVERSITY Information Technology

About - Connections & Accounts - Security - Teaching & Learning - IT Services - Research Computing - Shopping - Help -

Newsroom / Purdue starts data certification program for key reports and dashboards

## NEWSROOM

### Purdue starts data certification program for key reports and dashboards

Key reports used by University leaders to make high-level, strategic decisions will soon carry a seal that certifies the report's underlying data and associated calculations, making them the authoritative source for information on a subject.

Gerry McCartney, executive vice president for information technology and chief information officer, says the change, while relatively small, packs a punch.


"The goal is to end situations where we have multiple reports, often with conflicting numbers, from which decision-makers somehow have to glean the necessary information," McCartney says. "Now, we'll have one certified version of each of these key reports that can be used to make informed decisions."

The creation of the seal and the process for certifying reports was spearheaded by the Office of Institutional Research, Assessment and Effectiveness as part of Purdue's data governance initiative. OIRAE also implemented Data Cookbook, an online repository of data definitions, in November in connection with the project.

The seal lets users know that a report is the University's authoritative source for information on the subject, vetted and approved with any shortcomings clearly identified.

Diane Beaudoin, Purdue's chief data officer, says the seal and certification process were developed by a **campus-wide task force of leaders and data owners**. The group identified approximately 40 reports from the student, business and research areas. The official seal task force will begin its vetting process with the reports and dashboards for enrollment and for retention and graduation rates.

Anyone who has data quality comments on either of these reports is welcome to email their concerns to [datagovernance@purdue.edu](mailto:datagovernance@purdue.edu).



## Official Seal - Certified Data

- Task Force
  - Data will be vetted, reproducible, clearly defined
  - Definitions and reports/dashboards documented in Data Cookbook
  - Reports have been identified by upper executives
    - Admissions, Student, Finance, Capital, HR, Research
  - Process and Education subcommittees
- First reports:
  - Enrollment
  - Retention and Graduation Rates
- Next reports are:
  - Admissions
  - Degrees Awarded
  - Time-to-Degree



# Official Seal - Data Quality

- First reports - Enrollment and Retention/Graduation Rate
  - Call went out for Data Quality Issues
  - Collected from data managers, central offices, known issues
  - Same process for Admissions, Degrees and Time-to-Degree (due June 15)
- If others want to submit data quality items, a running list of the reports being worked on is located on the Data Governance website:  
<https://www.purdue.edu/oirae/DataGovernance.html>



The image shows a banner for the Data Governance website. The banner features the text "DATA GOVERNANCE" in large, bold, blue and green letters. Below the text are several icons: a group of people, a gear, a magnifying glass, a bar chart, and a lightbulb. To the right of the banner are four smaller icons: "DATA COOKBOOK" (gears), "REPORTING AT PURDUE" (microphone), "DATA QUALITY" (bar chart), and "BIQC" (group of people).

**Official Seal List**

**In Progress:**

- Enrollment
- Retention and Graduation Rates
- Admissions
- Degrees Awarded
- Time-to-Degree

**Data Governance**

Data are an institutional asset. Quality data along with standard, consistent data definitions, business logic and reporting practices allow for efficient operations as well as strategic decision-making. Data governance allows for the most effective use of this valuable, growing asset. It builds relationships among stakeholders by creating a focus across subject areas that allows for new perspective and vision. Strategic decision-making based upon a common understanding of University data is vital for successful institutional initiatives.

**Data Governance at Work**

- **Data Cookbook** available and Phase 2 has begun

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Send Data Quality items to:

[datagovernance@purdue.edu](mailto:datagovernance@purdue.edu)



# Data Cookbook

## Data Cookbook software

- Part of the bigger Data Governance effort
- Enterprise source of data definitions, standard reports and dashboards
- Source of official certified data definitions and reports/dashboards

## In Progress

- Upgrade including enhanced report /dashboard documentation functionality
- Evaluating additional functionality for a future release
- New definitions, report/dashboards, subject areas being added

## Value of Data Cookbook

- Enterprise repository of institutional (tribal) knowledge
- Anyone with a Purdue career account can use, add comments
- Great resource for new and current staff



Create an Account (Purdue career account)

<https://purdue.datacookbook.com>

Or Google 'Purdue Data Cookbook'

## Functional Data Owners

- Admissions - Steve Lipps
- Alumni/UDO - Greg Kapp
- Finance - Transformation Team
- Financial Aid - Joel Wenger
- Human Resources - Transformation Team
- Instructional Activity - Monal Patel
- Physical Facilities - Transformation Team
- Research - Stephanie Willis
- Space - Kim Rechkemmer
- Student - Kylie Edmond, Steve Lipps
- Student Life - Kevin Maurer



# Data Cookbook by the Numbers

Data Cookbook by the Numbers - May 2018									
Number of User Accounts	Nov '17	Dec '17	Jan '18	Feb '18	Mar '18	Apr '18	May '18	June '18	
	186	242	252	263	280	293	310		
Area	Functional Data Owner / Approver	Definitions (Phase 1)			Reports/Dashboard Specs (Phase 2)				
		# In Process	# Approved	Total	# In Process	# Approved	Total	Increase in Approved Definitions since end Phase 1 *	Increase in Approved Specs (begun in Phase 2)
Admissions	Steve Lipps	10	15	25	2	0	2	2	
Alumni/Univ Development	Greg Kapp	0	18	18	0	0	0		
Blackboard Transact	Rich Wells	7	0	7	0	0	0		
Digital Education	Sarah (Bischoff) Roberts	1	1	2	0	0	0		
Finance	Transformation Team	3	0	3	0	0	0		
Financial Aid	Joel Wenger	0	23	23	0	0	0		
Human Resources	Transformation Team	15	0	15	0	0	0		
Instructional Activity	Monal Patel	0	1	1	0	0	0		
Physical Facilities	Diane Windler	31	0	31	1	0	1		
Research	Stephanie Willis	0	4	4	0	0	0		
Space	Kim Reckhemmer	0	2	2	0	0	0		
Student	Kylie Edmond/Steve Lipps	19	66	85	4	0	4	3	
Student Life	Kevin Maurer	0	5	5	0	0	0		
Purdue	OIRAE	0	1	1	0	0	0		
TOTAL		86	136	222	7	0	7	5	0
<i>Shading indicates active work being done in that functional area</i>									
Ongoing Progress	<p>* 86 Definitions in Process, scheduled to be approved in June + additional ones as part of Official Seal and FI Transformation projects.</p> <p>Many new versions of Admissions/Student definitions based upon feedback from Provost area, Official Seal work and user feedback</p> <p>Blackboard Transact beginning to enter definitions, will write specs next</p> <p>EMAR/Registrar merger of reporting areas occurred, effective June 1.</p> <p>EAM - still in Transformation shakeout, beginning to review 31 draft definitions. Need to include Russ Wetli next.</p> <p>FI identifying sub-functional areas to begin entering definitions and standard reports</p>								
College of Science Data Manager, Kendal Kosta-Mikel, is on the core team of Data Cookbook.									

# Data Governance / Data Cookbook



<https://www.purdue.edu/oirae/DataGovernance.html>

**data**cookbook

Create a Data Cookbook account:

<https://purdue.datacookbook.com>

Also available under OneCampus

Or Google 'Purdue Data Cookbook'

Feedback or questions:

[datagovernance@purdue.edu](mailto:datagovernance@purdue.edu)

[sarah@purdue.edu](mailto:sarah@purdue.edu)



# New BICC Website

- [www.purdue.edu/bicc](http://www.purdue.edu/bicc)
- Mostly same content, just redesigned
- Streamlined layout
- More intuitive
- Email [bicc@purdue.edu](mailto:bicc@purdue.edu) if need assistance with finding former favorites or if have questions

# Questions?

