Business Intelligence Advisory Committee

January 31, 2019

Agenda

- Introductions – Andrea Pluckebaum

- Update on BISPC & Transformation – Aaron Walz

- Vision – Keith Gehres

- Professional Development Subcommittee of BISPC Update – David Robledo

- Official Seal, Grad School Roadmap, & Data Cookbook – Sarah Bauer

KEITH GEHRES, REGISTRAR

BISPC PROFESSIONAL DEVELOPMENT SUB-COMMITTEE

BIAC Update 1-31-2019
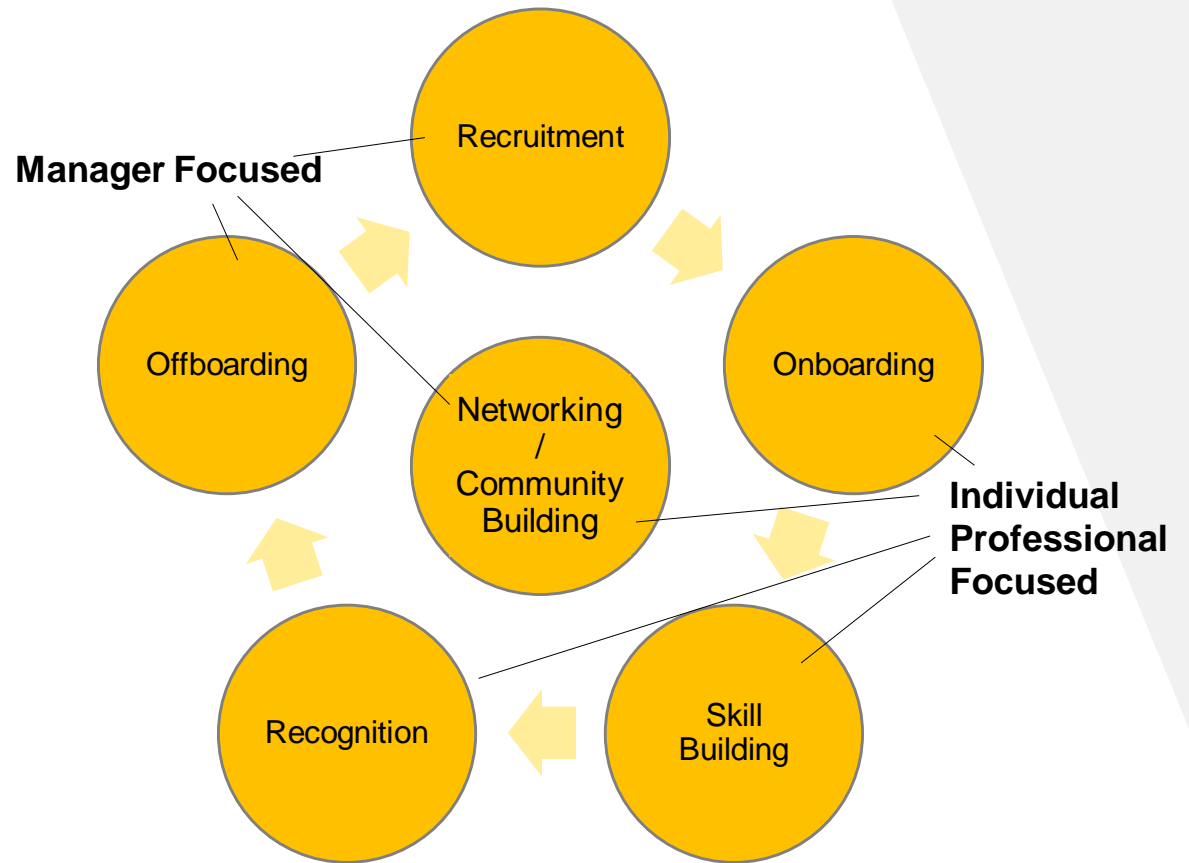
MEMBERS & METHODOLOGY

- Co-chairs: Paula Kayser (BICC), David Robledo (Engineering)
- Members: Eileen Chen (FP&A), Kendal Kosta-Mikel (Science), Steve Lipps (EMAR), Sarah Roberts (OIRAE), Abby Snodgrass (Agriculture)
- Broad representation of data community & of career level (early, mid, senior)

Charge: Recommend a list of best practices, tools and standards that can be used to guide Purdue's data community members and their managers to maximize the recruitment, retention and professional development of our data community members.

WHO ARE WE SERVING?

- What is this "data community?"
  - This was a bit difficult to define, but HCM helps us narrow it down.
  - HCM Job Subfamily = "Assessment and Analytics" or are members of the BI Governance (Advisory & Strategic Priorities)
  - Highly decentralized
- Why worry about their managers?
  - Only about one-half of these data-professionals report to other data people → are large portion may have management unfamiliar with the intricacies of Purdue's data systems and processes.

Data Governance Update
Office of Institutional Research, Assessment & Effectiveness

BI-Advisory
January 2019

Home   Directory   Accreditation   Dashboards ▾   Rankings/Surveys ▾   Publications ▾   Data Governance ▾   Resources

DATA GOVERNANCE

DATA COOKBOOK

Training Videos
REPORTING AT PURDUE

DATA QUALITY

BICC

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**

PURDUE
UNIVERSITY   Office of Institutional Research,
Assessment and Effectiveness
INFORMATION TECHNOLOGY

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

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

o Official Seal

o Graduate Student Reporting

o Data Cookbook

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

Official Seal

o Task Force
  o Data will be vetted, reproducible, clearly defined
  o Definitions and reports/dashboards documented in Data Cookbook
  o Reports have been identified by upper executives (approx. 40)
    o Admissions, Student, Finance, Capital, HR, Rese
  o Process and Education subcommittees

o First reports:
  o Enrollment
  o Retention and Graduation Rates
  o Admissions
  o Degrees Awarded
  o Statement of Financial Activity – will be 1st Finance report

o Data Quality Transparency
  o Departmental mapping clean-up scheduled Q1 2019

Official Seal Task Force Members

- Chair, Diane Beaudoin – OIRAE
- Sarah Bauer - OIRAE
- Richard Frisbie - Education
- Steve Lipps – Enrollment Management
- Kevin Maurer – Student Life
- Jamie Mohler – Graduate School
- David Robledo – Engineering
- Kathy Thomason - Comptroller
- Tonya Yoder – Financial Planning & Analysis
- Stephanie Willis – Research

Official Seal - Data Cookbook

PURDUE
UNIVERSITY.

data cookbook.
Quick definition lookup...

Home   Definitions   **Specifications**   Quality   Data Systems   Organization   Community

ACTING AS ADMINISTRATOR

SPECIFICATION: DASHBOARD - DATA DIGEST   ☐ Comment (*1 comment*)
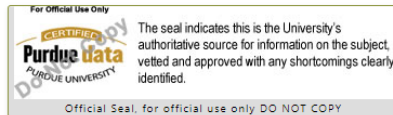
Student Enrollment, Data Digest, Census

★ On my watch list

Approved   Version 5   *Request a Change*   *Show workflow*

| Overview | Data Items | Display | Technical | Attachments |

Purpose ⓘ

For Official Use Only
CERTIFIED
Purdue data
PURDUE UNIVERSITY
DO NOT COPY
The seal indicates this is the University's authoritative source for information on the subject, vetted and approved with any shortcomings clearly identified.
Official Seal, for official use only DO NOT COPY

The official enrollment dashboard for the West Lafayette, Polytechnic statewide locations and regional campuses. A headcount enrollment, and FTE are captured on the Census snapshot date.

Description ⓘ

A student enrollment will be counted if that student is registered for at least one course on the census snapshot date.

🏛 FUNCTIONAL AREAS ⓘ   ✎
Institutional Research IR

📄 RELATED SPECIFICATIONS ⓘ   ✎
No Related Specifications

🏷 TAGS ⓘ *Usage*   ✎
Official Seal

☼ QUALITY ISSUES (0) ⓘ   ✎
No Quality Issues

🗗 COLLECTIONS ⓘ
No collections

•◦₁ MILESTONES:
No milestones

Graduate Student Reporting
Data Governance Project

Graduate Student Reporting
Data Governance

Goals
o Accurate, trusted graduate student data
o Data well-defined and understood
o Identify pain points, implement solutions

Summer 2018 - 8 Pain Point Info Gathering Sessions
o All Colleges
o Central Offices
o 65 Participants

Outcome
o Operational Items
o Analysis, Priorities, Roadmap

DATA GOVERNANCE

Graduate Student Reporting
Data Governance

Executive Sponsors
o   Linda Mason
o   Diane Beaudoin
o   Jamie Mohler

Graduate School
o   Don Brier
o   Jeff Bridgham
o   Karis Waibel

OIRAE
o   Sarah Bauer

College Data Manager
o   Andrea Pluckebaum, Krannert

Graduate Student Reporting
Current Roadmap

- Fellowships
- Distance aka Online
- Classification
- Cognos 11 for Grad School Database Reporting
- Banner interfaces to Grad School Database
- Assessment of Concentration reporting
- Interdisciplinary
- Comparison of Grad School Dashboards used for 5-year reviews with Data Digest dashboards
- Education - Census, FRZ, Official, Snapshot, Operational

DATA GOVERNANCE

Data Cookbook

Data Cookbook

Data Cookbook software
- o Part of the bigger Data Governance effort
- o Enterprise source of data definitions, <u>standard</u> reports and dashboards
- o Source of official certified data definitions and reports/dashboards

In Progress
- o Data Digest dashboard Specs
- o Imported Cognos metadata for Student standard reports into Cookbook (190 reports)
- o Student standard report specs work begun
- o Drafts of definitions for additional subject areas
  - o FI
  - o Distance
- o New definitions, new versions of definitions
  - o New <u>versions</u> of definitions even better - means they are being used, being refined
  - o Graduate student nuances added
  - o Fellowship definitions approved

Value of Data Cookbook
- o Enterprise repository of institutional knowledge
- o Anyone with a Purdue career account can use, add comments
- o Great resource for new and current staff
- o Anyone with an account can add a comment to any definition or spec

Functional Data Owners

- Admissions – Steve Lipps
- Alumni/UDO – Greg Kapp
- Finance – Transformation Team
- Financial Aid – Steve Lipps
- Human Resources – Transformation Team
- Instructional Activity – Diane Beaudoin
- Physical Facilities – Transformation Team
- Research – Stephanie Willis
- Space – tbd
- Student – Steve Lipps
- Student Life – Kevin Maurer

data cookbook by the Numbers

- Over 425 accounts
- Over 165 approved definitions, many more in the queue
  - Many have been revised, so more complete
  - Graduate student nuances have been added, part of workflow

- Specs (report/dashboard)
  - Student template
  - Data Digest dashboard specs
  - Focus is on more specs (which means more definitions)

College Perspective, System Admin, Functionality Review
Kendal Kosta-Mikel, College of Science Data Manager

Create an Account (Purdue career account)
https://purdue.datacookbook.com
Or Google 'Purdue Data Cookbook'

Data Governance / 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

sarah@purdue.edu

Questions?