

CDO Update
BI Advisory Committee
April 9, 2019



#### Role of OIRAE

- Steward of data quality and integrity: definitions, sources, standards
- Responsible for providing general data for decisionmaking, awareness (dashboards)
- Conducts analyses on strategic questions directed by senior leadership
- Leads all mandatory reporting for accreditation, federal and state government, rankings, etc.
- Develops analytical tools to support strategic decisions and needs of campus



#### Role of CDO

- Lead university wide effort to gather, analyze and disseminate decision-making information
- Use innovative and emerging technologies in data analytics to report on areas of strategic importance
- Ensure timely, accurate and comprehensive reporting of data and information for all university-wide requests
- Define the University data library and advise on construction of an institutional data warehouse
- Meet all requirements for external reporting and accreditation

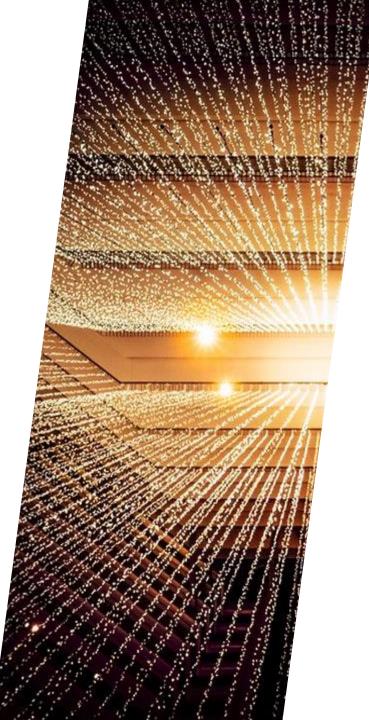


## Projects and Priorities

- HLC Accreditation visit October 14 and 15
- Create a 12 month calendar for the monthly OIRAE
   Briefings
- Work with Jay on a Data Governance Action Plan
  - Cookbook
  - Data Quality (or Official Seal)
  - Data Governance committees

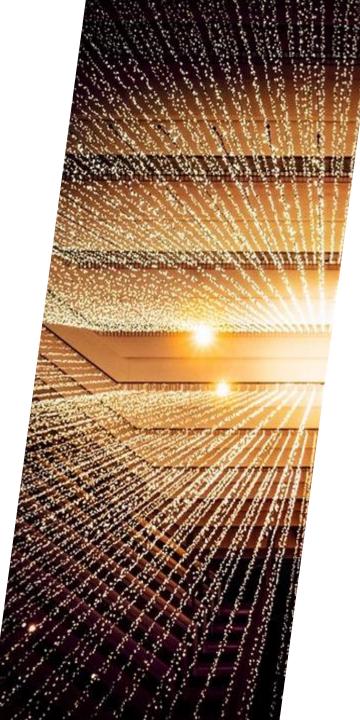
# Cookbook Status to Date

		Definitions			Reports/Dashboard Specs			
Area	Functional Data Owner / Approver	# In Process	# Approved	Total		# In Process	# Approved	Total
Admissions	Steve Lipps	7	18	25		33	0	33
Alumni/Univ Dev	Greg Kapp	0	18	18		0	0	0
Blackboard Transact	Rich Wells	18	0	18		0	0	0
Bursar	Steve Lipps	4	0	4		11	0	11
Finance	Transformation Team	56	0	56		22	0	22
Financial Aid	Jennifer Howells	0	23	23		0	0	0
Graduate School	M.Morgan (Fellowships)	0	4	4		0	0	0
Human Resources	Transformation Team	27	0	27		0	0	0
Instructional Activity	OIRAE	0	1	1		0	0	0
Online Learning	Chris Martin	6	0	6		0	0	0
Physical Facilities	TBD	28	2	30		1	0	1
Research	Stephanie Willis	0	4	4		0	0	0
Slate, Graduate	Jeff Bridgham	39	0	39		0	0	0
Space	TBD	0	2	2		0	0	0
Student	Steve Lipps	1	100	101		148	1	149
Student Life	Kevin Maurer	0	5	5		0	0	0
Data Digest /IR	Diane Beaudoin	0	3	3		13	6	19
TOTAL		186	180	366		228	6	234



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- Partner IDAP with Dr. John Gates to work on "Closing Achievement Gaps" component of provost's Teaching & Learning Excellence Initiative



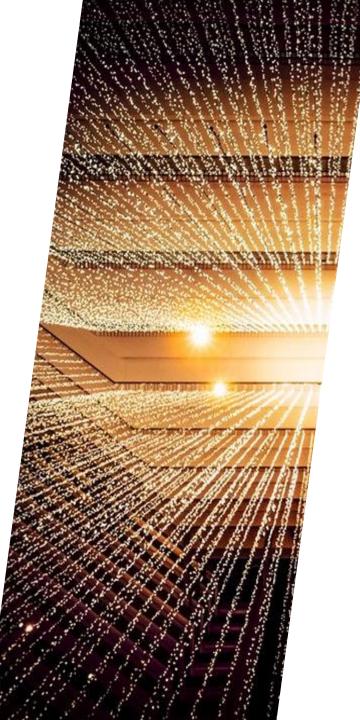
## Re-launch of OIRAE and IDAP

- New name is coming
- WorkZone project intake system
- Data Digest focus groups
- IDAP

#### **IDAP VISION**

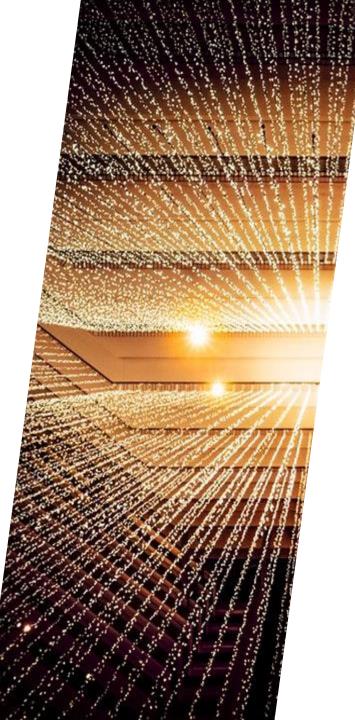
Serve as internal consultants that provide the means for Purdue units to change, optimize, and augment using non-traditional data sources and predictive modelling.





### IDAP VISION & SERVICES

- Predictive Modelling
  - Classification pipeline is mature and established
  - Simple engagements ~2-3 months
  - Controlled internally no vendors, no black box
- Access to Data Lake
  - Dozens of databases in one place
  - Many new datasets
    - Card Swipes
    - Network Logs
    - Blackboard Click-Path
- Faculty Research in IDAP Environment
  - Access to the Data Lake's data & high-powered compute on Raiden
- Degreeworks
  - Scribe code has been imported and parsed in IDAP
  - Use-cases that cannot be accomplished from the ODS can be customized in IDAP without interfacing with a vendor



## **IDAP VISION & SERVICES**

- How can we help you?
  - Utilize WorkZone to request this work
- Monthly Analytics Roundtable
  - Learn about what work is being done on campus
  - Discuss/propose ideas for new work

