



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 decision-making, 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

Area	Functional Data Owner / Approver	Definitions			Reports/Dashboard Specs		
		# 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

