

Project Details

Title	Using Data to Enhance Decision Making through Business Intelligence	Status	DRAFT
Category	7-Measuring Effectiveness	Updated	
Timeline		Reviewed	
Planned Project Kickoff	01-04-2011	Created	11-01-2011
Target Completion	01-06-2015	Last Modified	11-01-2011

- **1:** Describe this Action Project's goal in 100 words or fewer:
- **A:** *We have been live in our administrative software system, Banner, for approximately, two ½ years and have been able to collect a lot of data. However, at this point, we have only been collecting it and not leveraging the data to make informed decisions. As the education system is evolving, it is more critical than ever to gather data to present information in an easy to read format that is at the hand of the decision maker at the time it is needed. In addition, it is critical for decision makers to have predictive analysis to forecast when making decisions for the future. Information is power.*
- **2:** Describe briefly your institution's reasons for taking on this Action Project now -- why the project and its goals are high among your current priorities:
- **A:** *As stated, MPTC recently implemented new administrative software, Banner, and is now at the point to leverage the data. We have focused up to this point on the processes and inputting the transactions into Banner. The College staff have had limited data to make informed decisions. It is critical for the College staff to have information as information is power. The College is looking to meet enrollment goals, maximize funding opportunities, and increase student success. To achieve these outcomes, staff needs to have the information to make the right decisions which will better support the students and the community it is serving. The College has purchased various reporting tools, Argos and Cognos, to support the Business Intelligence directive. The College has also purchased Operational Data Store (ODS) as the reporting database which will allow us to quickly put into action report development. The College is at the point to focus on incorporating these technology resources as we have a good data set from the past two ½ years for trend reporting as well as for predictive analysis.*

- **3:**List the organizational areas -- institutional departments, programs, divisions, or units -- most affected by or involved in this Action Project:
- **A:** *Institutional Research within the Strategic Advancement System will be the area most accountable for the implementation of this Action Project. In addition, Information Technology will also support the project as the staff will build additional reporting tables and structures to meet the reporting requirements. In addition, all other systems will be impacted and will benefit from Business Intelligence.*

Academics as a system will be an area directly affected by the project as they will have improved reporting to make better decisions to support Student Success. Additionally, strategic planning, Human Resources, and Finance will be involved with report specification.

- **4:**Name and describe briefly the key organizational process(es) that you expect this Action Project to change or improve:
- **A:** *The report request process will be implemented through this Action Project. This will allow for the documentation of existing reports for users to review when in need of information as well as a request system if the user has a new need that is not met through an existing report. In addition, the program viability process is expected to improve as the Deans and Vice President of Academics will have timely and accurate information to make informed program decisions.*
- **5:**Explain the rationale for the length of time planned for this Action Project (from kickoff to target completion):
- **A:** *The first year of this Action Project will be to focus on processes and the improvement of data integrity. The College needs to ensure processes are followed and there are mechanisms to ensure the data is accurate. This may involve the creation of edit and/or audit reports. In addition, the College will focus upon key processes to support initial report demands. An example of such process definitions is the enrollment funnel report. Throughout the initial first year of the project, it is planned to create strategic reports/cubes to provide enrollment, headcount, FTE, and retention information. The second year, the College will incorporate additional strategic reports as well as provide more trend/historical data. The third year will focus on predictive analysis so that based on institutional data, as well as other internal/external factors, the College will have information to make more informed strategic decisions. The approach of moving towards Business Intelligence requires a buildup from initial data gathering to the predictive analytics. In addition, an objective of this project is to assist the staff learning how to use and analyze*

the data. Obviously, information will be presented in graphics and/or charts which will accelerate the use and understanding of the data.

- **6:** Describe how you plan to monitor how successfully your efforts on this Action Project are progressing:
- **A:** *The focus of this Action Project is also incorporated into the strategic goals of the College. Therefore, the progress for this project will be assessed and reported to the constituents of the College at mid-year and end-of-the-year. In addition, there is a Data Team that has been organized to work through data integrity, data analysis while providing guidance to meet state and federal reporting requirements. This team consists of members from each of the systems of the College and each member will be responsible for sharing information from the Data Team to their respective system as well as sharing information from their respective system to the Data Team.*
- **7:D** Describe the overall "outcome" measures or indicators that will tell you whether this Action Project has been a success or failure in achieving its goals:

Goal/Metric	Objective	FY 2011-2012	FY 2012-2013	FY 2013-2014	FY 2014-2015
GOAL: Provide single source, actionable information and reports to support organizational decision making					
	Provide actionable, strategic information	minimum of 3 strategic requests	minimum of 3 strategic requests	minimum of 3 strategic requests	minimum of 3 strategic requests
	Manage College data and reporting processes	Develop data and reporting standards. Operationalize Data Team and Banner Operational team	Develop audit processes	Continue development of audit reports and reduce errors	Continue development of audit reports and reduce errors

	Develop the data warehouse structure.	Build out the data warehouse for two areas	Build out the data warehouse for two areas	Build out the data warehouse for two areas	Build out the data warehouse for two areas
	Implement predictive analytics.	N/A	N/A	Develop three predictive analysis reports	Develop three predictive analysis reports