Goal Initiative #:

Initiative Title:

Initiative Chairs(s):

President Bradley and Provost Maynard have requested Student Success Council input on what has been achieved in 2014-15 by Goal 1-3 initiatives of the ISU Strategic Plan. In addition, they would like to begin looking at the future of these initiative projects and how they can be integrated into the normal university operations. This input will be used as one source of guidance to inform 2015-16 budget allocations and related 2015-16 planning. To assist the Council and in preparation for your report-out, initiatives are asked to submit this brief (5 pages maximum) report by 1 week prior to your report-out date.

1. **Specific accomplishments/achievements since 2013-14 report (***briefly explain using bullet points, noting any changed/adapted***):**
   a. Blue Reports Phase 1 Release – new and improved version of the data warehouse now providing information on enrollment, retention, graduation, and courses.
   b. Expansion of Talisma CRM to support ISUOnline Marketing efforts and drive an increase in enrollment.
   c. Expansion of CRM into ORR, Financial Aid (May 2015)
   d. Ahead of benchmark goal in number of campus offices with CC Data collection processes in place.
2. **Objective/Actions Not Achieved (***briefly explain using bullet points***):**
   a. Co-Curricular data on Blue Reports dashboards – not prioritized high against other interests. Planned for summer of 2015
   b. Not moving forward on tracking internships in the data warehouse. Data is being tracked, but tracked elsewhere.
3. **Benchmark table and benchmark detail:**
   a. CC Data areas still being added
   b. CC Dashboards – Fall 2015
   c. Academic Dashboards – Fall 2015
   d. Internships – Tracked internally at CCE
   e. Departments Using CRM – Full Speed Ahead
   f. Colleges Tracking and Using Attendance – Great Progress
4. **Total Funding Allocation for 2014-15:** $90,000

5. **Expenditures as of report date (*include both expenditures and encumbered costs*):**
   a. Consultant Project Costs: $30,000
   b. Consultant Travel: $294
   c. Pyramid License: $14,147
6. **Anticipated Remainder June 30, 2015:** $30,000
7. **Initiative accomplishments since inception of strategic plan:**
   a. Campus now highly aware that we are data oriented
   b. 28 Areas now tracking CC Data
   c. Data Warehouse implemented
   d. Data Warehouse rebooted
   e. CRM going Enterprise Wide
   f. Attendance tracking being aggressively investigated/piloted
8. **Looking ahead, what recommendations do you have for the future of this initiative:**
   a. CRM
      i. Must keep our project resources focused on expanding adoption of Blue Reports and CRM
   b. Blue Reports
      i. Enrollment Data/Retention Data/Graduation Data is available
      ii. Must continue improving collection and report of CC Data/Career Data
   c. Attendance
      i. Tracked and available as part of student profile
      ii. Blue Reports? MapWorks? Banner?

9. **What barriers do you anticipate for full implementation of these recommendations?**
   a. Adoption – non-data oriented staff and faculty aren't quick to adopt regular usage. High-level executives can't be forced to use instead of asking someone else to do it.
   b. Competing Priorities – IR responsibilities often pull resources away
   c. Technology – sometimes the software keeps us from doing things the way we want to
   d. Cost – funding is always an issue in this environment

10. **At this point in the implementation of the strategic plan, do you believe that there are new points of emphasis for your initiative? If so, please explain.**

    Blue Reports
    a. Moving more CC Data into the data warehouse and creating reports and dashboards for the campus
    b. Additional data:
       i. All faculty using Blackboard to provide useful data
       ii. Student attendance with reliable consistent methods

     c.   Internship Data – not collecting in Banner

For the CRM

     a.   Supplementing the School of Graduate and Professional Studies efforts to recruit larger numbers of students.

     b.   Moving the offices involved with Sycamore Express onto the CRM to manage student interactions.

11. Looking back from this point in the implementation of the strategic plan, do you see any missed opportunities related to your initiative? I don't see missed opportunities necessarily, but some things could have been planned and resourced in a different way that would have saved time and money.

12. Has this initiative been sufficiently integrated into your operations? Parts of this initiative have been integrated into baseline budget over the years. The work done is often related to projects that are funded through other initiatives or other baseline funding. However, we believe that an initiative like this should remain active as new and innovative work is constantly being done and requires one time to money to start up. This is the nature of technology, data, and our President.

13. Do you see opportunity for this project to work more closely with another initiative(s) or University department such that greater impact might be possible (*briefly explain)?* Not at this time. This initiative is already working closely with other initiatives.