

# Strategic Plan – Initiative Work Plan FY2015

**Initiative Name** Enhance the gathering and Use of Information

**Date** 5/31/2014

**Goal #** 1 **Goal Chair(s)** John Beacon, Carmen Tillery, Josh Powers

**Initiative #** 9 **Initiative Chair(s)** Mike Snyder

**Thesis Statement** The goal of the Data Warehouse Enhancement Project (Blue Reports) is to improve the reporting capabilities of the key University personnel in support of the new Provost, the Office of Student Success, and the University College. This will be accomplished by narrowing and sharpening the focus of our data warehouse activities to only functionality and technology the University is actively requesting.

## **1. Introduction/Background – What?**

In late 2009 Indiana State purchased a data warehouse platform from Blackboard Analytics (formerly iStrategy) which included three modules: Student, Finance, and Human Resources.

Shortly thereafter the Student module was implemented by a small team with representation from OIT, IR, ORR, and Admissions. Approximately 30 dashboards were created, published, and rolled out to Cabinet, PAC, and the Deans and Chairs for each college. Since then, no additional modules or dashboards have been implemented and little work has been done to augment what exists.

Additional resources have come online and OIT has engaged staff from Blackboard Analytics in order to plot a course forward that suits the current goals of the University.

## **2. Proposal/Purpose/Justification – Why?**

Over the past years various uses for the data warehouse have been discussed by those in the technology arena. Multiple modules have been purchased and at least 29 dashboards and reports have been built out, but only a fraction of this work has been based on actual documented need as voiced by faculty and staff. This has led to some user adoption issues and money spent on technology the University is not using. Discussions were held and options were laid on the table ranging from pulling the plug to doubling down on our investment to finally get the “desired payback”. Ultimately it was decided that the proposal put forth would be laser focused on projects put forth by those willing to persistently state an unmet need. This focus produced the following project list.

1. Academic Dashboards
2. Student Success Reports
3. IR Reports
4. CC Data Dashboards

## **3. Discussion of Past Years Results – Benchmark Successes?**

In the previous year the Data Warehouse operating system and database software was upgraded, Pyramid Analytics has been installed to enhance the presentation layer’s capabilities and ease of development, and CC Data has been placed in the warehouse. Resources were limited as the CRM was prioritized over data warehouse work. Also, the University stopped paying for the modules it was not using.

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## **4. Work Plan, Next Fiscal Year – Action Steps – Process – How?**

1. Develop project plan.
2. Engage Blackboard and Pyramid consulting resources to assist with best practices and issues we encounter.
3. Gather requirements for dashboards.
4. Build Blue Reports main site.
5. Make necessary data modeling changes to warehouse.
6. Make necessary OLAP changes to warehouse.
7. Develop dashboards.
8. Release.

Ideally, once development begins, we will follow a quarterly release schedule to make measureable, regular progress that benefits the users.

## **5. Reporting and Deliverable Schedule – When?**

There will be two methods for project status reporting delivery.

- Bi-Weekly Status meetings
- Monthly status emails delivered to the key stakeholders

The following is a tentative, high-level deliverable schedule.

Jun to Sep – Documentation

Sep to Dec – Development then release 1

Jan to Mar – Development then release 2

Apr to June – Development then release 3

## **6. Budget – How Much, a General Discussion of Funds Use?**

Bb Consulting - \$56250 for 250 hours at \$225/hour (\$30,000 of this is already in the account unused from this year.)

Backfill temp to release Julie Cuffle - \$42500 salary prorated for portion of fiscal worked; \$10000 benefits

## **7. Stakeholders and Management Plan – Who?**

### Project Tasks

Project Manager – Ray Beuchler

Data and Dashboards – Linda Ferguson

Initiative Chair – Mike Snyder

Bb Analytics Consultants – Bob Taticek, Amy Houy, Paul Storm

Bb Analytics Regional Sales Manager – Maria Cvitkovic

### Business Champions

Lisa Spence – CIO and AVP for Academic Affairs

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Dan Bradley – President

Biff Williams – Provost

Linda Maule – Dean, University College

Josh Powers – AVP for Academic Affairs, Student Success

Bob Guell – Professor, Economics

## **8. Outcome Assessment & Future Testing**

(How will we know that we were successful?)

1. Are stakeholders such as Bob English, Linda Maule, Josh Powers actively viewing attendance dashboards?
2. Are we beginning to produce data and resulting analysis for action to improve student success, especially in the University College?

## **9. Line Item Budget Discussion that tracks Budget Templates ...**

(These sections also need to be as long as is necessary to articulate each of the budget line items.)

Line 13 – Julie Cuffle has been supplementing the CRM work effort. She needs to be free to work on the data warehouse projects. One time money will be used for a CRM position to free Julie.

Line 17 – Benefits for the CRM position

Line 46 – Bb Analytics consultants for data modeling, functionality and best practices consultation, and dashboard best practices.