VIRTUAL INSTITUTIONAL EFFECTIVENESS PROGRAM

Leveraging Data Throughout the Student Lifecycle—From Admissions Through Alumni

Institutional effectiveness (IE) is the process by which higher education institutions leverage data to perform ongoing self-evaluation, use those findings to measure outcomes, and plan for strategies designed to meet their mission and comply with accreditation standards and expectations. Edge's virtual IE (vIE) program is a service which provides access to professionals with experience and expertise building IE practices, to work with your team to mature the use of data at your institution, embedding IE into core operations.

Consisting of four steps or components, the vIE as a service model will benefit any institution looking to make better use of data in the decision making process. Each step provides tangible value, return on investment, and positive outcomes as your IE practice matures.

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Step 1

Define Your Data - "Locate, Organize, and Define"

Institutional Benefit of Completing Step 1: A unified practice and agreed-upon understanding of data governance and terminology across the institution, which aligns functional teams across the student lifecycle.

Assessing the current state of data governance and clearly outlining data field and fact value definitions at your institution is the first step in crafting an institutional effectiveness function. Often, departments across the institution have different definitions of terminology like full time student, an at risk student, a credit hour, or other data points. We'll work with your team to take stock of the current state and identify critical data flows and dependencies. From there, we can build and execute a strategy for accelerating the use of data across the institution.

Step 2

Build a Data Model - "Single Source of Truth"

Institutional Benefit of Completing Step 2: A unified data platform will be developed to serve as the engine for automated data reporting throughout the student lifecycle, from admissions to alumni. Reliable access to data and reporting will be configured for functional teams.

Once an agreed-upon understanding of data governance has been achieved, the multiplicity of data sources, coming from a variety of tools, platforms, and functional offices on campus, still makes uniting your data for effective use a challenge. We'll help to identify and architect a data warehouse, which will serve as the foundation for your business intelligence platform, designed to make institutional data as easy to access and use as possible. A well-architected data warehouse will enable functional teams to set up automated reports throughout the student lifecycle, and enable cross-functional teams to use data to create strategies for student success, enrollment and retention support, and other institutional goals.

Step 3

Operationalize Access to and Use of Data - "Turn Data into Information"

Institutional Benefit of Completing Step 3: An enterprise self-service reporting capability is developed. Functional teams across the institution generate regular reporting of the metrics which they can use to increase the operating unit's functional value and achieve the institution's mission and goals.

By leveraging regular, automated reports customized to the institution's definitions of the student lifecycle, functional teams will begin to identify barriers and bridges to desired outcomes for the student population. As a result of this consistent, measurable approach to the use of data, functional teams across campus can count on receiving regular, reliable intelligence to factor into long-term strategic plans and short-term tactical decision making.

Step 4

Execute Personalized Strategies for Student Success- "Turn Information into Action"

Institutional Benefit of Completing Step 4: Personalized actions are taken at the individual student level to positively impact outcomes.

True value in the effective use of data is realized when that data is used to trigger defined, impactful actions designed to improve student outcomes, enrollment, retention, and graduation rates. We'll work with your team to define data-based thresholds for action, specific intervention strategies, and benchmarks for success to measure the effectiveness of data-informed actions over time. This creates an automated, repeatable, reliable culture of continuous improvement.

Ready to use data to make an impact?
Connect with us at njedge.net/contact-edge