

2007-2012 Performance Goals for Enterprise Information Management

Revised on June 11, 2010

Enterprise Information Management is a university-wide administrative decision-support unit that evolved in April 2007 from a consolidation and reorganization of KSU's Office of Institutional Research and Center for Institutional Effectiveness. The Executive Director and Chief Data Officer's performance goals for EIM's productivity over the next five years fall into five key objectives:

- Improve Access to Strategic Information
- Improve Interpretation and Consistency in Information Reporting
- Improve KSU's Data Quality
- Improve Analytical Support for Strategic Initiatives
- Improve Professional Contributions to Information Management

Improve Access to Strategic Information

Enterprise Data Warehouse Creation. Utilize SAS Solutions of Financial Intelligence, Human Capital Intelligence, and Strategy Management to perform the integrative and transformational functions needed to capture enterprise metadata from "silo" operational databases to populate KSU's enterprise-wide data warehouse.

Enterprise Data Marts Creation. Employ the data management functions of SAS to deliver decision-support information from the data warehouse to KSU administrators using user-friendly data marts.

Expand Self-Service Access to Information. Expand and refine KSU's Virtual Information Center such that users can satisfy their ad hoc needs for information and data analysis directly through interactive Web-based reports, query functions, drill down/drill through cube features, and automated dashboard analytics.

Make the KSU *Fact Book* Dynamic. Migrate from the annual static update of the KSU *Fact Book* that is currently published on the Web to a continuously updated, dynamic, and interactive Web-based information resource, from which an archival "Fact Book" can be constructed and stored annually for reference as needed.

Facilitate SAS Toolset Training. Facilitate technical staff and end-user training in the use of the SAS analytic software toolset.

Improve Interpretation and Consistency in Information Reporting

Provide Interpretive Analysis of Data Summaries. Generate visual and verbal interpretations of statistical tables and numerical summaries to facilitate their use for informed decision-making.

Provide Enterprise Analytics. Use sophisticated SAS toolsets to support graphical and predictive analytics and data mining functions at the institutional and operational unit levels, incorporating dashboards for visual analysis at the desktops of administrative users.

Report Accurate and Consistent Data to External Agencies. Assume responsibility for the coordination, production and transmission of all routine KSU statistical reports and data to external agencies, optimizing consistent use of standardized data. Those include: 1) the federal IPEDS reports; 2) the BOR FARS, RUR, ADM, and other USG statistical reports; 3) the SACS/COC annual reports; 4) the AAUP, CUPA, USNWR, and College Board Common Data Set Reports; among others.

Provide Technical Consultation for Unit-Level Data Management, Extraction and Analysis. Provide technical direction and consultation to produce accurate and timely unit-level and program-level information and analysis for program accreditation reporting and ad hoc report needs. Give trouble-shooting assistance for unit-level database problem solving involving faculty information system, housing reconciliation, etc.

Improve KSU's Data Quality

Establish Enterprise Metadata Standards. Establish and document KSU's business practices for routinely capturing and maintaining essential metadata from the "live" Banner, PeopleSoft, ADP, and Blackbaud Raiser's Edge operational database systems to populate KSU's data warehouse, scrubbing data for the warehouse and institutional reporting as needed.

Monitor Data Quality Control. Interface error-checking systems with operational databases to routinely inform managers of data integrity issues that require correction and/or improved business practices in data capture and maintenance.

Facilitate Operational Database Rehabilitation. Facilitate the rehabilitation of weak operational database systems (such as EMS for events management) and their supporting business practices to optimize data integrity and usefulness.

Improve Analytic Support for Strategic Initiatives

Develop and Support the KSU SACS Web Site. Develop and provide technical support for the implementation, use, and continued improvement of the KSU SACS web site.

Expand RPG Tracking System Support. Expand and provide technical support for the RPG Tracking System and related statistical and interpretive analysis.

Coordinate Bi-annual NSSE Administration. Facilitate NSSE sampling and administration and conduct related data analysis every two years.

Improve Professional Contributions to Information Management

Facilitate the Expansion of KSU's Participation with the SAS Institute, Inc. Ensure that KSU's representation with SAS through research and development visiting teams, participation in improvement programs, and attendance in annual meeting programs remains strong and grows.

Make Peer-Reviewed Leadership Contributions. Present and conduct presentations and workshops at professional meetings of SAS, AIR, Educause, etc. to share lessons learned and successful strategies for the advancement of enterprise information management, and analytics for colleges and universities. Move some of those professional contributions from presentations into publications.