Driving Action Thru Analytics (DATA) Strategic Plan
Phase I—August 15, 2013-May 16, 2014: Initial Planning and Establishment of Institutional
Goals and Student Risk Factors

Objective	Start Date	End Date	Responsible Persons	Requirements	Expected Outcome	Status
I-1. Establish Data Committee	Sept 15, 2013	Sept 15, 2013	MIC, Dir. of IR, Dir. of IE	Time	Committee and mission approved and operating	Completed
I-2. Define and announce state performance metrics and institutional goals.	Jan 6, 2014	Feb 3, 2014	President, Provost, and VP Finance	Time	Metrics and goals are presented to VU stakeholders	
I-3. Hire additional MIC staff	Jan 13, 2014	Feb 3, 2014	MIC	Budget approval for 1-2 year temporary position	Staff member hired and ready to work	On Hold – awaiting approval
I-4. Establish baseline data for state performance metrics.	Dec. 1, 2013	Oct 25, 2013	Budget Office, MIC, Director of IR	Time	Baseline data available	Completed
I-5. Create access to state performance metrics data.	Jan 13, 2014	Feb 28, 2014	MIC	Reallocation or allocation of resources as needs determine	Data is accessible on-line for upper management, displaying state performance metrics.	In Progress
I-6 Training on accessing state performance metrics data.	Feb 24, 2014	Mar 7, 2014	Budget Office, MIC	Time	Initial training is complete for upper management	
I-7. Identify KPI (Key Performance Indicators) for institutional goals.	Mar 10, 2014	Mar 21, 2014	President, Provost, and VP Finance			
I-8. Create access to KPI's (Key Performance Indicators) for institutional goals.	Mar 24, 2014	Apr 7, 2014	MIC	Reallocation or allocation of resources as needs determine	Data is accessible on-line for operational management, displaying key performance indicators.	
I-9. Complete a study of current institutional data to identify 5-8 essential student retention risk factors	Jan 6, 2014	Feb 28, 2014	Director of IR, Dir. of IE, Dean of Students, Res. Hall Director, Jasper and Faculty reps	Time	Report identifying key risk factors	

I-10. Identification of data access to support student retention efforts.	Mar 24, 2014	Apr 7, 2014	Director of IE, Director of IR, MIC	Time	Data and access defined.	
I-11. Identification of users needing access to student retention data.	Apr 10, 2014	Apr 14, 2014	Director of IE, Director of IR, MIC	Time	Users defined.	
I-12. Create data access to student retention data, such as risk factors.	Apr 17, 2014	Apr 28, 2014	MIC, Director of IE	Reallocation or allocation of resources as needs determine	Student profile data is accessible on-line so actions can be taken proactively.	
I-13. Training on accessing student retention data.	May 12, 2014	May 16, 2014	Director of IE, Director of IR, MIC	Time	Initial training is complete.	
I-14. Compilation of all existing reports, sorted by business area	Jan 28, 2014	May 16, 2014	Data Committee	Time	Inventory completed and accessible by users	
I-14 Inventory and evaluate existing data sources for potential warehouse use	Feb 24, 2014	May 16, 2014	Data Committee	Time	Inventory completed; essential data identified	

Driving Action Thru Analytics (DATA) Strategic Plan
Phase II—May 2014-December 15, 2014: Establishing Program KPI's and Improving Student Profile Access and Use

Objective	Start Date	End Date	Responsible Persons	Requirements	Expected Outcome	Status
II-1. Communicate Phase I Success/Accomplishments	May 15, 2014		President, Provost, and other key project leaders	Time	Presentations, emails, press releases of details	
II-2. Plan for continuing data access training needs and present it	May - April 2014		Data Committee and Professional Development Committee	Time, cost of travel for trainers and visitors	Professional Development Plan for key dates complete and MIC delivering both planned and as-needed	
II-3. Develop an on-going communication plan for Action Project progress,	June 1, 2014		President, Provost, and other key project leaders	Time	Plan for regular reporting—dates, sources, responsible persons--	

institutional KPI's, and evolving expectations					complete	
II-4. Identify or create 5th week survey of first-time students (Map-Works, Noel-Levitz, other?)	June 15, 2014		President, Provost, Dir. of IE	Time and budget approval, as needed for implementation	Survey selected for administration, Fall 2014	
II-5. Develop a budget for expanded data warehouse environment	August 1, 2014		Data Committee recommendation and MIC review	Time	Budget submitted for consideration	
II-6. Review list of data users for expansion of users	Sept 1, 2014		President, Provost, MIC personnel, Dir. of IR, Dir. of IE	Time	Decisions about additional users complete	
II-7. Survey data users to determine value of tools and expanded data needs	Sept 1, 2014, and Mar 15, 2014		Data Committee	Time	Report of success of tools, issues complete	
II-8. Provide training for the development of program KPI's to support University metrics	Sept 10, 2014		Provost, Dir. of IE	Time	Training presented	
II-9. Implement a plan to administer 5th week student survey	Sept 15, 2014		Provost, Dir. of IE, Dir. of IR	Time	Plan and training complete	
II-10. Establish institutional glossary of key data terms	Oct 1, 2014		Data Committee	Time	Glossary is on-line	
II-11. Identify data standardization issues, needs, tools for integration of data in warehouse environment	Oct 1, 2014, and Apr 15, 2015		Data Committee and MIC	Time	Report of data standardization issues, needs, tools	
II-12. Enhance dashboards, data blocks, cubes as needed for retention, KPI's, assessment	Oct 1, 2014, and Apr 15, 2015		MIC	Time	Data tools will be enhanced to meet needs	
II-13. Review retention risk factors for 2013-14 to confirm validity	Dec 1, 2014		Dir. of IR	Time	Report prepared	
II-14. Academic	Jan 20,		College Deans	Time	All academic	

					programs have approved KPI plans	
program's identify KPI's supporting institutional KPI's and program review; submit plans to dean's and provost's office	2015				programs have approved KPI plans	

Driving Action Thru Analytics (DATA) Strategic Plan
Phase III—January 2015-December 15, 2015: Closing the Loop

Objective	Start Date	End Date	Responsible Persons	Requirements	Expected Outcome	Status
III-1. Communicate Phase II Successes/Accomplishments	May 15, 2015		President, Provost, and other key project leaders	Time	Presentations, emails, press releases of details	
III-2. Academic KPI plans reviewed and approved	May 15, 2015		Deans, Provost	Time	Approved plans on file	
III-3. Assess project successes: access and use of student profile data, impact on retention and institutional KPI's	Sept 20, 2015		Dir. of IR, Dir. of IE, Data Committee	Time	Assessment report complete	
III-4. Non-academic programs establish KPI's that support institutional KPI's and program review; submit plans to appropriate supervisor's office	Oct 30, 2015		Area supervisors and VP's	Time	All non-academic programs have approved KPI plans	
III-5. Complete study to predict three classes of students: those likely to persist, those who might persist, those unlikely to persist	Oct 30, 2015		Dir. of IE, Dir. of IR	Time	Report complete and ready for use to analyze Fall 2015 students	
III-6. Use project assessment to implement needed student profile, KPI/student retention issues, and warehouse improvements	Feb 1, 2016		President, Provost, VP's, Deans, MIC, Dir. of IR, Dir. of IE	Time and financial resources as needed based on results	Specific improvements are implemented	

III-7. Survey personnel to establish data needs and next warehouse projects	Feb 15, 2016		Data Committee	Time	Report of new warehouse needs complete	
III-8. Develop 3-year strategic plan for new warehouse and analytics projects	Apr 1, 2015		Data Committee	Time	Strategic plan complete	
III-9. Complete budget to meet the needs of strategic plan for new warehouse and projects	Apr 15, 2015		Data Committee	Time	Budget complete	
III-10. Close Action Project	May 15, 2016		Dir. of IE	Time	Completion finalized on AQIP Action Project site	