ABHE CONFERENCE

Creating Wins
with Big Data & Predictive Analytics
Introductions

Gerald Stanley
President/CEO
of Inroads Analytics
“If you can’t explain it SIMPLY, you don’t understand it well enough”

ALBERT EINSTEIN
Data is ...

Big    Messy    Complex    Subjective
The good news is...

- Analytics Tools are more prevalent
- Infrastructure can handle it
  - CRM, Cloud Services
- Data Scientists are readily available
Are you ready?
Wisdom from Willy...

- I told you I hadn’t got it quite right yet
- It always goes wrong when it comes to the ...
- What are you doing now? You’re blowing up like a balloon.
- Somebody do something... call a ...
- It happens every time
Lack of preparation can have a **costly effect** on your organization!
Creating Wins with Data

1. Strategic Data Plan
2. The Winning Team
3. Execution
4. Ethical Data Practices
Strategic Data Plan
Preparing for Prediction

https://inroads.link/05d8bd
Strategic Data Plan

• What do you want to **accomplish**?
  *Enrollment* - Markets, Who to Prospect, Retention, etc...
  *Resources* - Career Services, Health Services, Chapel, etc...

• Do you have supporting **systems**?
  *CRM, Student Info System, etc*...

• What **current data** do you have available?

• What **new data** do you need to collect?
Strategic Data Plan (cont.)

• What’s a reasonable **timeline**?
  *3 Years is the minimum*

• Who’s is your **champion**?
  *Institutional Champion*
  *Department Champion*
The Winning Team
The winning combination

- **Business**
  *Champions*

- **Information Technology**
  *Data & Systems*

- **Data Science**
  *Science & Analytics*
Real Example #1

- **Business**
  - Vice President of Enrollment

- **Information Technology**
  - Enterprise Data Systems Manager

- **Data Science**
  - Institutional Research
Real Example #2

- **Business**
  - *Vice President of Finance*

- **Information Technology (IT)**
  - *Operations Manager*

- **Data Science**
  - *3rd Party*
Real Example #3

- Business
  Provost

- Information Technology
  Chief Data Officer

- Data Science
  3rd Party
Execution
"A good plan, violently executed now is better than a perfect plan tomorrow."

GEORGE PATTON
Plan Execution: Year One

- Find Data *(Business/IT)*
- Build Export Tools *(IT)*
- Flatten/Clean/Normalize Data *(Science)*
- Build/Test Data Models *(Science)*
- Launch Data Models *(Science)*
- Acceptance *(Business)*
- Strategize *(Business)*
Plan Execution: Year Two+

• Introduce New Data (Business)
• Flatten/Clean/Normalize Data (Science)
• Build/Test Data Models (Science)
• Launch Data Models (Science)
• Acceptance (Business)
• Strategize (Business)
Plan Execution: Year Two+

- Introduce New Data
- Flatten/Clean/Normalize Data
- Build/Test Data Models
- Strategize
- Acceptance
- Launch Data Models
Execution: Marketing

• Locate New Markets

• Reduce Spending
  Mailers
  Digital Marketing (PPC, Re-Marketing, etc...)

• Focused Name Buying
Execution: Sales/Recruiting

• Realize Efficiencies
  Focus on High Probability Ranges
  Strategic Calling
  Less Time on Low Probability Candidates

• “What If” Scenarios
  Differential Discounting
  Focus Efforts
Execution

- Academics
- Career Development
- Retention
- Campus Resources
Ethical Data Practices
Ethics in Data

• Policies Drive Systems
  *Data Does Not Drive Policy!*

• Data “Informed” Decisions
  *Not Data Driven*

• Transparency
  *What is Driving the Probabilities Scores*
Ethics in Data

• Vetting
  *Important for 3rd Parties*

• Purging
  *Remove Outdated Data*

• Opt Out
  *Build Rapport with Public*
Case Study
Taylor University

15% Increase in 2018

Results

1st, 4th & Target

Largest Freshman Classes

Predictive Analytics changed the way that Taylor University does admissions: Proactive, Efficient, Strategic, etc…
Working Example
Questions from today’s training?

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