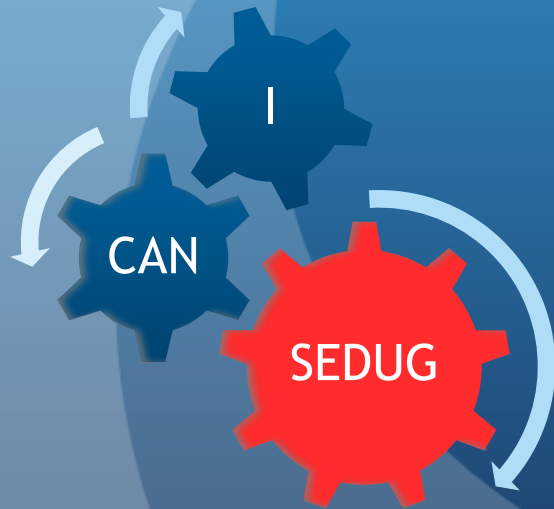


Keys to a Successful Business Intelligence Implementation

Linda Wu, Howard Community College
John Van Weeren, ASR Analytics



Howard's Background with BI

- History of using data and evidence based decision making
- Limited success with past reporting tools
 - Safari 7.x
 - Home grown, text file extracts
 - Excel
 - Consistency of data and query
 - Poor usability, high training costs, complexity
- Distrust, skepticism from users and executives
- Data sharing processes limited ability to move forward with quality initiatives

Turnaround Challenge

- Not an option to fail like past initiatives
- Needed to ensure a foundation of self-service
 - IT not resourced to implement and support 100%
 - Users need to own some level of query and reporting
- Needed quick wins to build support and buy-in
- Demonstrate ability to move to strategic analysis
- Must support wide range of use cases
 - Simple lists
 - Interactive analysis for Institutional Research, Planning
- Staying in line with vendor technology directions
 - Support and maintenance and customized to needs

How to Move Forward

- Select a BI platform that meets the need
 - Reliable, functional, affordable, usable
- Select a partner with combination of expertise
 - Higher education background and Datatel background
- Plan for moving forward
 - Go underground to avoid backlash, build secrecy
 - Choose high impact, high demand reporting needs first
 - Build strong core team of leaders to keep moving
 - Feed key users and leaders with tidbits to confirm requirements and build interest and excitement
 - Formal launch with quick start guides, support plan

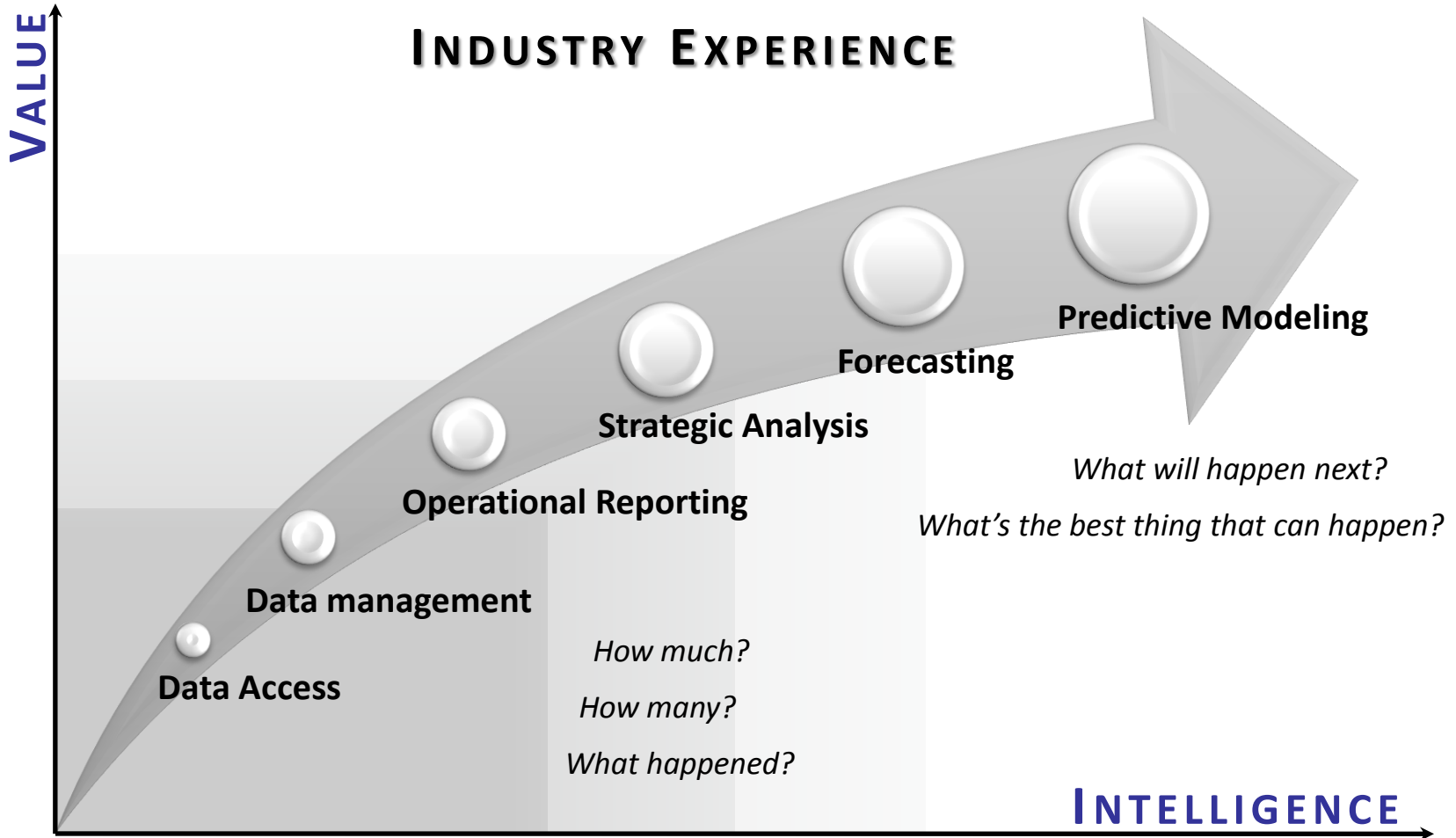
Demonstration

Howard Community College InfoView

Future Glance

- Expand subject areas and user communities
- Work towards more analytic oriented needs
 - Bigger institutional and financial benefits
- Begin support migration
 - More internal support infrastructure
 - More training on advanced capabilities
- Address data capture weaknesses
 - Inconsistent use of codes and entries
 - Data missing that is valuable for measures, analysis
 - Expand data governance process and ownership

BI Value Curve



Fostering a Culture of Evidence

Culture of Evidence

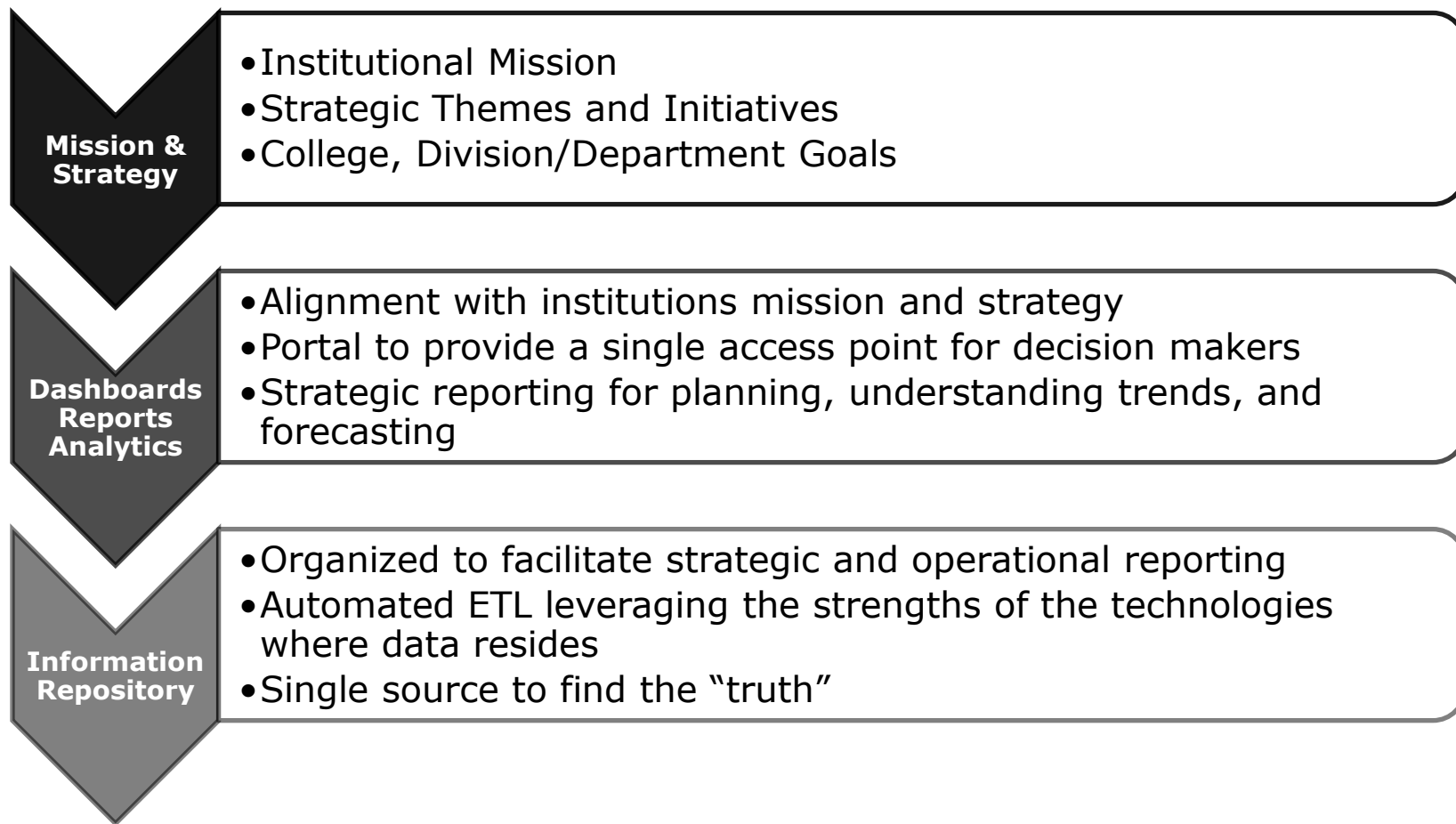
The outcome of a deliberate strategy to make decisions through the analysis of data.

Building a Culture of Evidence Using Business Intelligence, by Graham Tracey,
Campus Technology, March 2008

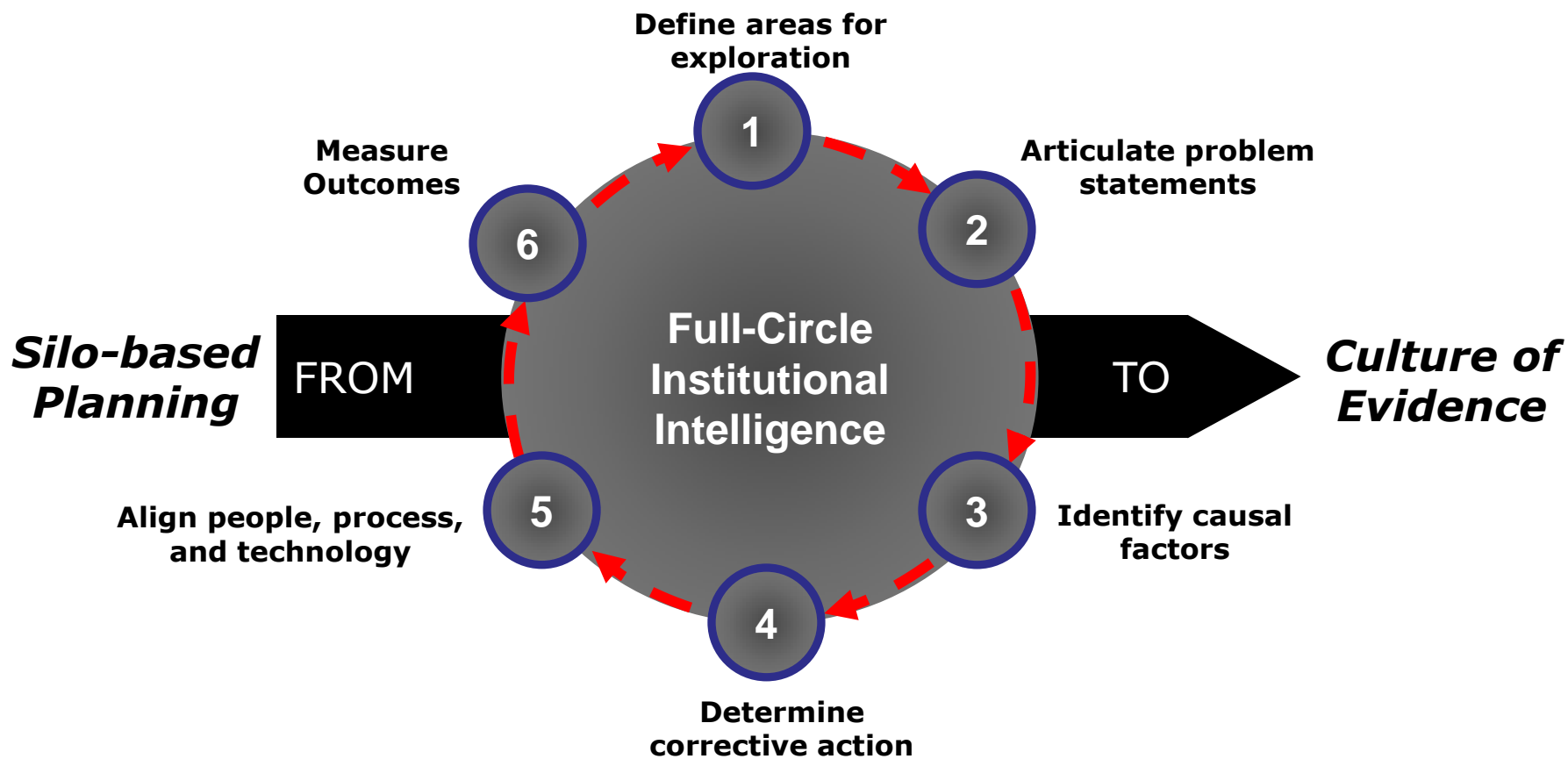
Fostering a Culture of Evidence

- Pervasive Management Initiative
- Cannot be forced; must occur organically
- Implement BI; Foster the Culture
- Long-term program; not a single project

Developing Line-of-Sight



Full-Circle Institutional Intelligence



Investigative Questions

- Why do you need this information?
- What would you do differently if you had it?
- What kinds of decisions will you make with this information?
- What business processes will be impacted by the decisions that are made from this data?
- How will the people, processes, and technology be affected by these decisions?
- How does this support the strategic goals of the institution?

Next Steps

- Develop an Institutional Intelligence strategy and roadmap that is both comprehensive and easy to understand
- Align stakeholders (leadership, IT, End-users) around a common vision for Institutional Intelligence
- Ensure alignment with strategic initiatives and goals with information access needs