Analytics in Higher Education: Advancements and Challenges

The past few years have seen a wave of higher education institutions embracing Big Data, hoping to create more tailored student experiences, increase retention and generate interest from prospective students. Despite the surge of activity, there are still significant gaps and challenges facing the industry in the adoption of this technology. Let's take a look.

INVESTMENTS IN ANALYTICS

Today, the vast majority of institutions have made investments in analytics, with 80% investing in institutional analytics and 60% in learning analytics.

Institutional analytics

37%	43%	20%
MAJOR INVESTMENT	MINOR INVESTMENT	LITTLE OR NO INVESTMENT

Learning analytics

| 18%	42%	40%
MAJOR INVESTMENT	MINOR INVESTMENT	LITTLE OR NO INVESTMENT

Institutional analytics investments [1]

AREAS OF FOCUS

How are institutions using their data? When it comes to applying analytics to strategic decision-making, a recent study found that budgeting and enrollment were the two most popular areas of focus, with fundraising a distant third.
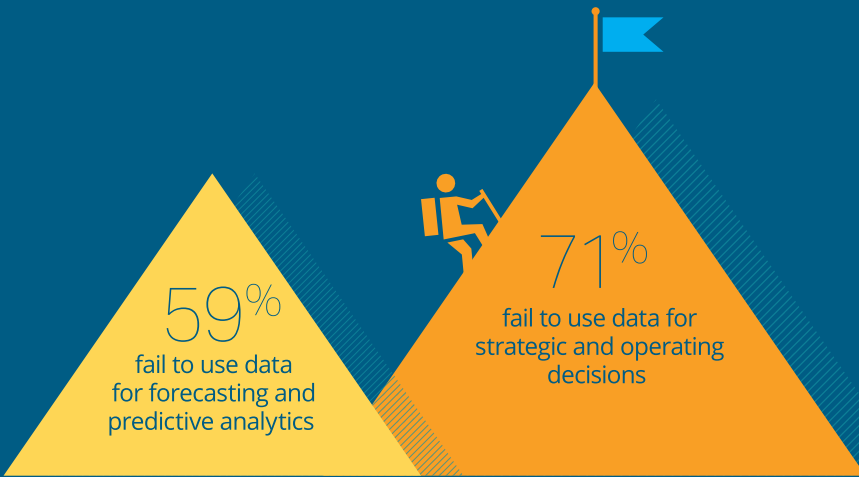
BUDGETING	55%
ENROLLMENT	53%
FUNDRAISING	22%
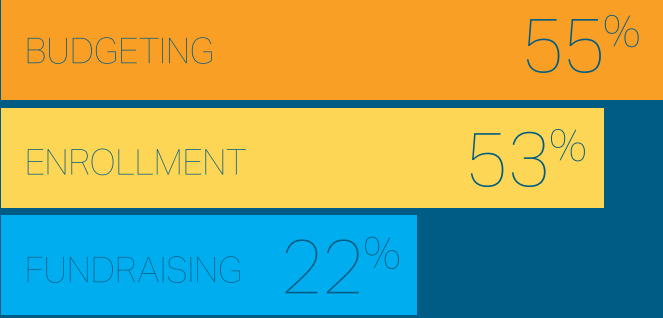
Top three uses for data and analytics among higher education institutions. (Multiple answers permitted). [2]

OPPORTUNITY GAPS

There are two major areas where institutions are failing to adequately leverage data and analytics—leaving them at a competitive disadvantage.
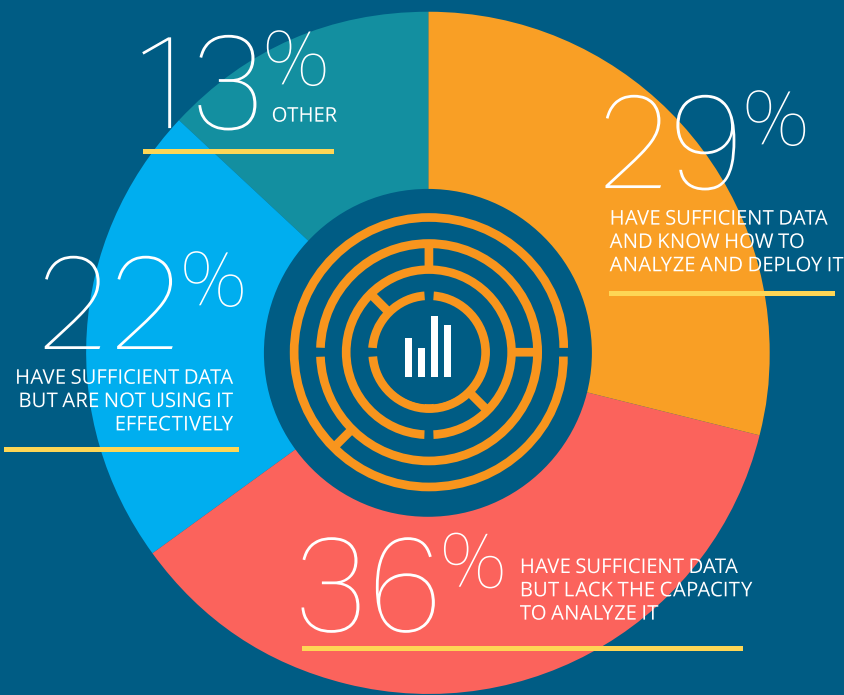
Major areas where institutions fail to leverage data. [3]

59% fail to use data for forecasting and predictive analytics

71% fail to use data for strategic and operating decisions

DATA ANALYSIS CHALLENGES

While many institutions have access to data, analyzing and deploying it remains a big challenge. In fact, less than a third of institutions have sufficient data and the resources to analyze it and use it for strategic decision-making.

Institutions' ability to analyze and deploy data. [4]

- **13%** OTHER
- **29%** HAVE SUFFICIENT DATA AND KNOW HOW TO ANALYZE AND DEPLOY IT
- **22%** HAVE SUFFICIENT DATA BUT ARE NOT USING IT EFFECTIVELY
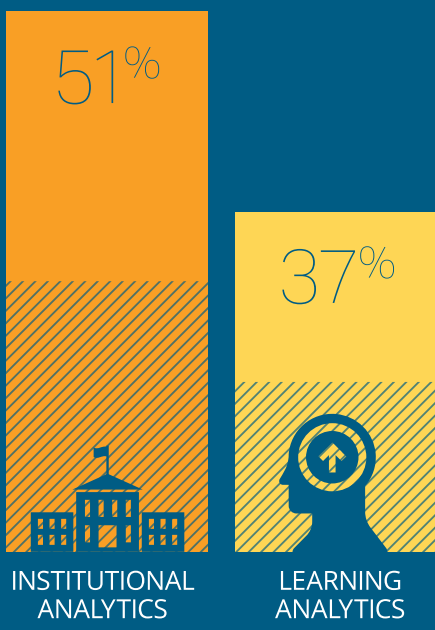- **36%** HAVE SUFFICIENT DATA BUT LACK THE CAPACITY TO ANALYZE IT
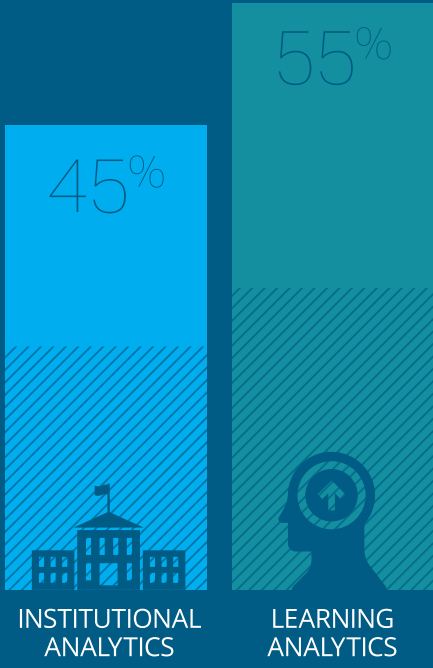
LEADERSHIP SKILLSETS

A leadership team that supports and understands analytics is a key to success, but only about half of presidents and chief academic officers (CAOs) are leaders or sponsors of organizational analytics efforts.

And many institutional board members lack the skills and training that is needed to understand and deploy this technology effectively.

Presidents

51%	37%
INSTITUTIONAL ANALYTICS	LEARNING ANALYTICS

CAOs

45%	55%
INSTITUTIONAL ANALYTICS	LEARNING ANALYTICS

Presidents & CAOs who are analytics sponsors [5]

90% MODERATE TO VERY LARGE NEED

5% MINOR NEED

5% NO NEED

Institutions with a need for board members to gain more skills to govern technology agenda. [6]

GAINING AN EDGE

With 80% of institutions invested in institutional analytics,

the higher education industry has embraced the use of data and is not looking back. But the industry hasn't fully realized the value that analytics can bring and there are currently gaps in knowledge, usage, and deployment which savvy institutions can use to gain a competitive edge. HelioCampus specializes in making complex data simple, driving meaningful conversations that fuel higher value analyses and spur action. Contact us today to see what happens when higher education meets business analytics.

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[1] EDUCAUSE Center for Analysis and Research, The Analytics Landscape in Higher Education, 2015. https://library.educause.edu/~/media/files/library/2015/5/ers1504cl.pdf
[2] KPMG, 2015-2016 Higher Education Industry Outlook Survey, 2015-2016. https://assets.kpmg/content/dam/kpmg/pdf/2016/06/co-gv-4-2015-2016-higher-education-industry-outlook-survey.pdf
[3] KPMG, 2015-2016 Higher Education Industry Outlook Survey, 2015-2016. https://assets.kpmg/content/dam/kpmg/pdf/2016/06/co-gv-4-2015-2016-higher-education-industry-outlook-survey.pdf
[4] KPMG, 2015-2016 Higher Education Industry Outlook Survey, 2015-2016. https://assets.kpmg/content/dam/kpmg/pdf/2016/06/co-gv-4-2015-2016-higher-education-industry-outlook-survey.pdf
[5] EDUCAUSE Center for Analysis and Research, The Analytics Landscape in Higher Education, 2015. https://library.educause.edu/~/media/files/library/2015/5/ers1504cl.pdf
[6] KPMG, 2015-2016 Higher Education Industry Outlook Survey, 2015-2016. https://assets.kpmg/content/dam/kpmg/pdf/2016/06/co-gv-4-2015-2016-higher-education-industry-outlook-survey.pdf