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LEARNING NEWSFLASH

Innovative Strategies and Tools to Enrich Knowledge

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INSTITUTIONAL ANALYTICS IN HIGHER EDUCATION

A report on *Institutional Analytics in Higher Education* was recently published by the EDUCAUSE Center for Analysis and Research. Institutional analytics differs from learning analytics, in that the former is geared towards improving college's business practices, while the latter is focused on improving student success. The report focuses on how analytics are currently being employed at institutions, as well as on the development and challenges facing institutional analytics at universities.

The report states that, though a majority of campuses labeled analytics as a "major priority" in at least some departments, the field is underdeveloped in most institutions. The departments that were found to be employing analytics to the greatest extent are institutional research, finance, IT, and advancement, with the first being by far the most developed.

The report also classified the use of analytics in universities into five factors, being: business analytics, student management analytics, learning analytics, faculty performance analytics and degree completion analytics. Student management analytics was found to be the most advanced factor. In addition, learning analytics strategies were found to be far more evolved than institutional analytics projects, with the main reason being a lack of investment and funding in the latter.

The link to the full report is shown below:

<http://tinyurl.com/inst-analytics>