Organizing Data Analytics at St. Cloud State University
Create transparency by simply making data more easily accessible to relevant stakeholders in a timely manner

Enable experimentation to discover needs, expose variability and improve performance

Segment populations to customize actions and to tailor products and services precisely to meet those needs

Replace/support human decision making to improve decision making, minimize risks, and unearth valuable insights

Innovate to create new or enhance existing business models, products and services

Source: McKinsey Global Institute 2012
Structure of data analytics at SCSU

- Office of Strategy, Planning & Effectiveness
- Dedicated IT Staff
- Client Partner
- Faculty Experts
- Graduate and Undergraduate Students
Approach to data analytics at SCSU

Step 1: Question assumptions embedded in your practice
Step 2: Assemble your team
Step 3: Build the best data set possible
Step 4: Tell the story
Step 5: Be explicit about the action
Step 6: Use what you found to challenge more assumptions
Questions?

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