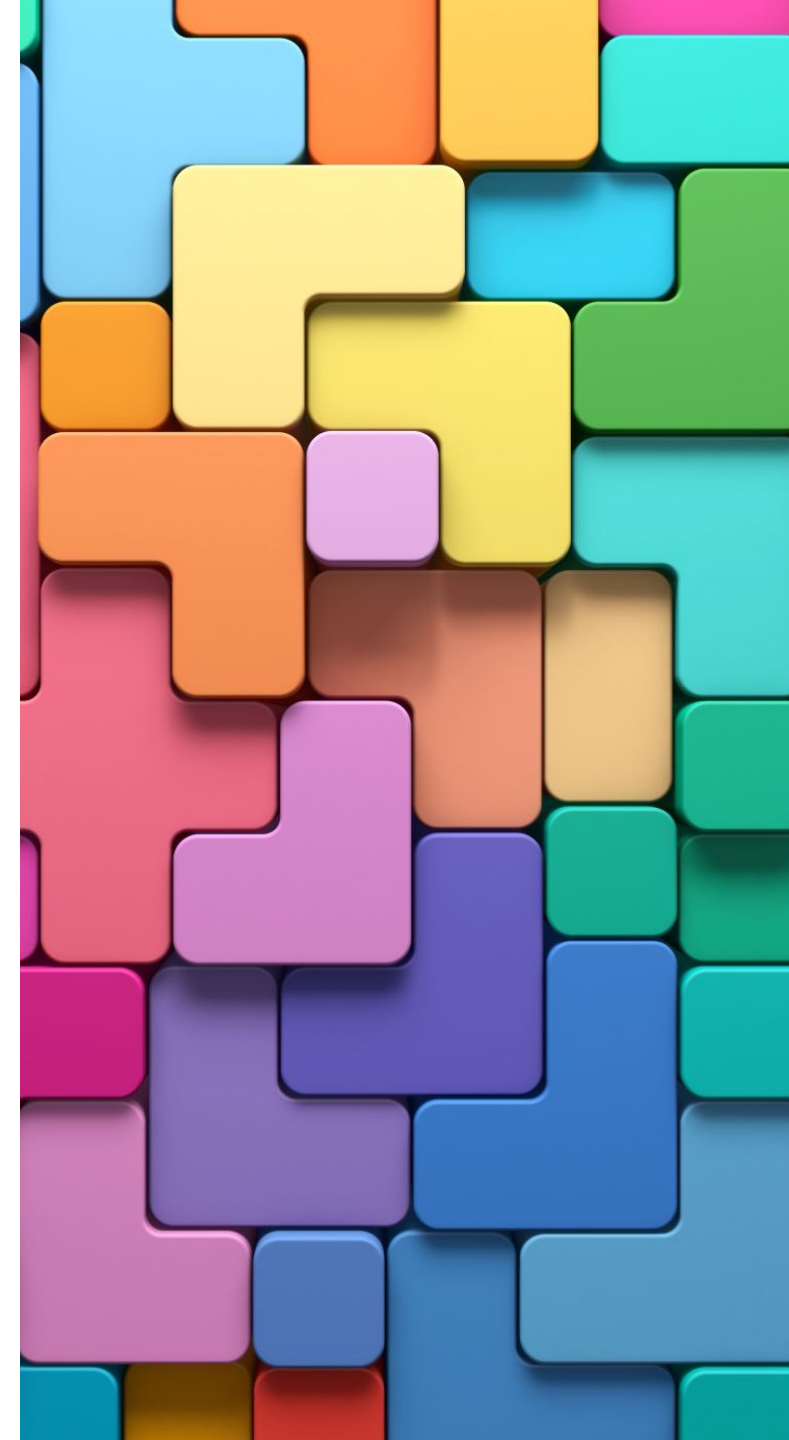


CDOs' Perspectives on the Role of IR in Data Strategy

Ravneet Chadha, University of Arizona
Olivia Kew-Fickus, Vanderbilt University
Brad Weiner, University of Colorado Boulder
Benjamin Wiles, Clemson University
Katie Wilkinson, University of Missouri



“a strong sense of urgency”

“unleash the power of data and analytics”

What is the difference between a CIRO and a CDO?





GO BIG—
MAKE AN INSTITUTIONAL
COMMITMENT TO ANALYTICS.



ANALYTICS IS A TEAM SPORT—
BUILD YOUR DREAM TEAM.



INVEST WHAT YOU CAN—
YOU CAN'T AFFORD NOT TO.





Explore the
role of CDO
'IRL'

Consider
with you
what IR and
CDOs share
... and may
not share

Consider
how IR can
be integral
to an
institutional
data
strategy

Not get
thrown out
of the
conference!

**SO BEFORE WE GO FURTHER –
WE WANT TO KNOW A LITTLE ABOUT YOU.**

TO ANSWER QUESTIONS PLEASE VISIT

[HTTPS://POLLEV.COM/AIRFORUM2023812](https://pollev.com/AIRFORUM2023812)

**SURVEY ITEMS ARE ANONYMOUS AND
LIMITED TO THIS PRESENTATION.**

Brad Weiner, CU Boulder



Reports to

- Chief Financial Officer

Direct reports

- Deputy Chief Data Officer
- IR
- Assessment/Insights/M Measurement
- Data Science
- Faculty Information System
- Analytics Engineering

Responsible for

- Campuswide Data Strategy
- Data Enablement/Data Governance/Data Literacy
- Management and Leadership Centralized Data Team
- Building Data Culture as the “Data Lorax”
- Scaling Analytic Capacity on Campus with People and Tech

Experience working in IR:

- Satellite analyst who worked a lot with IR, but never officially IN IR.

Other Experience:

- Analyst
- Data Scientist in Ed Tech Company
- Led Data Science Teams in Ed Tech Company and CU Boulder

Ben Wiles, Clemson



Reports to

- Academic Affairs (Institutional Effectiveness and University Executive Committee)

Responsible for

- Enterprise Information Management Plan including:
 - integration;
 - architecture;
 - privacy and security;
 - policy and processes;
 - data standards,
 - quality, and validation;
 - data warehousing, access;
 - enterprise intelligence and data management support

Experience working in IR:

- Inaugural Director for Institutional Effectiveness (parallel to IR office)

Other Experience:

- Assistant Head, Department of Mathematics
- Affiliate Faculty, Department of Engineering and Science Education
- Instructor, Department of Management

Olivia Kew-Fickus, Vanderbilt



Reports to

- Chancellor's Office

Direct reports

- Institutional Research & Assessment
- Data Governance & Solutions
- Academic Partnering
- Administrative Partnering

Responsible for

- Campuswide Data Strategy
- Data Governance and Data Quality
- Data Consulting and Data Partnership with business units
- Data Solutions in partnership with Data Engineering in IT
- Reporting and Analytics (including Tableau)
- Institutional Research and Surveys

Experience working in IR:

- Worked in strategic planning in United Kingdom for 7 years, overseeing a data unit
- Hired at Vanderbilt as Executive Director of IR before becoming CDO

Other Experience:

- International Development and Programs
- Research Grants and Contracts
- School Manager, School of Education
- Special Assistant to the University President

Ravneet Chadha, Arizona



Reports to

- Chief Information Officer

Direct Reports

- Administrative Data
 - Customer Experience & Support
 - Data Engineering
 - Data Science
 - External & Institutional Reporting
 - Student Data
 - Systems Architecture & Security
- (Team of about 45 professionals including but not limited to BI Developers, Cloud Engineers, Customer Support Specialists, Data Analysts, Data Engineers, Data Scientist)

Responsible for

- Management of campus-wide IR Functions
 - Federal and state reporting, data science analyses, campus-wide research, peer analyses
- Strategy and vision for analytics & reporting
 - Including Interactive Fact Book (Tableau) & Self-Service Internal Reporting Tool (Oracle)
- Strategy and evangelism for the Enterprise Data Warehouse
 - Maintain data assets that support policy-making for campus leaders
- Data governance, data privacy, data security
- Building strong data culture, data literacy, training & communications

Experience working in and with IR

- Worked with IR for 16 years; leading for the last 5 years

Other Experience

- Associate Vice President
- Executive Director for BI & IR
- BI Developer
- Business/Data Analyst
- Multiple years of IT/Data related consulting in higher education
- Select Professional Affiliations: AAUDE, AIR, EDUCAUSE, HEDW, HEUG
- Thought Leader and Committee Member for multiple strategic initiatives at UArizona

Katie Wilkinson, Missouri



Reports to

- Provost (MU Campus)
- CFO (System)

Responsible for

- System IR & flagship campus IR
- MU Analytics: Business-aligned Service Delivery
- IT Data Management & Integration

Background & experience

- Software engineering and service operations leadership
- Analytics delivery (business side and IT side)
- Data Management & Integration leadership
- Healthcare innovation & research (bio-medical informatics)

IR experience

- 10 months with campus & system
- I googled: "What is the difference between IR, IE, and Analytics..."

If you ask the wrong question....

- Is higher education different?
- How does IR fit into broader data strategy?
- How can we elevate that impact?

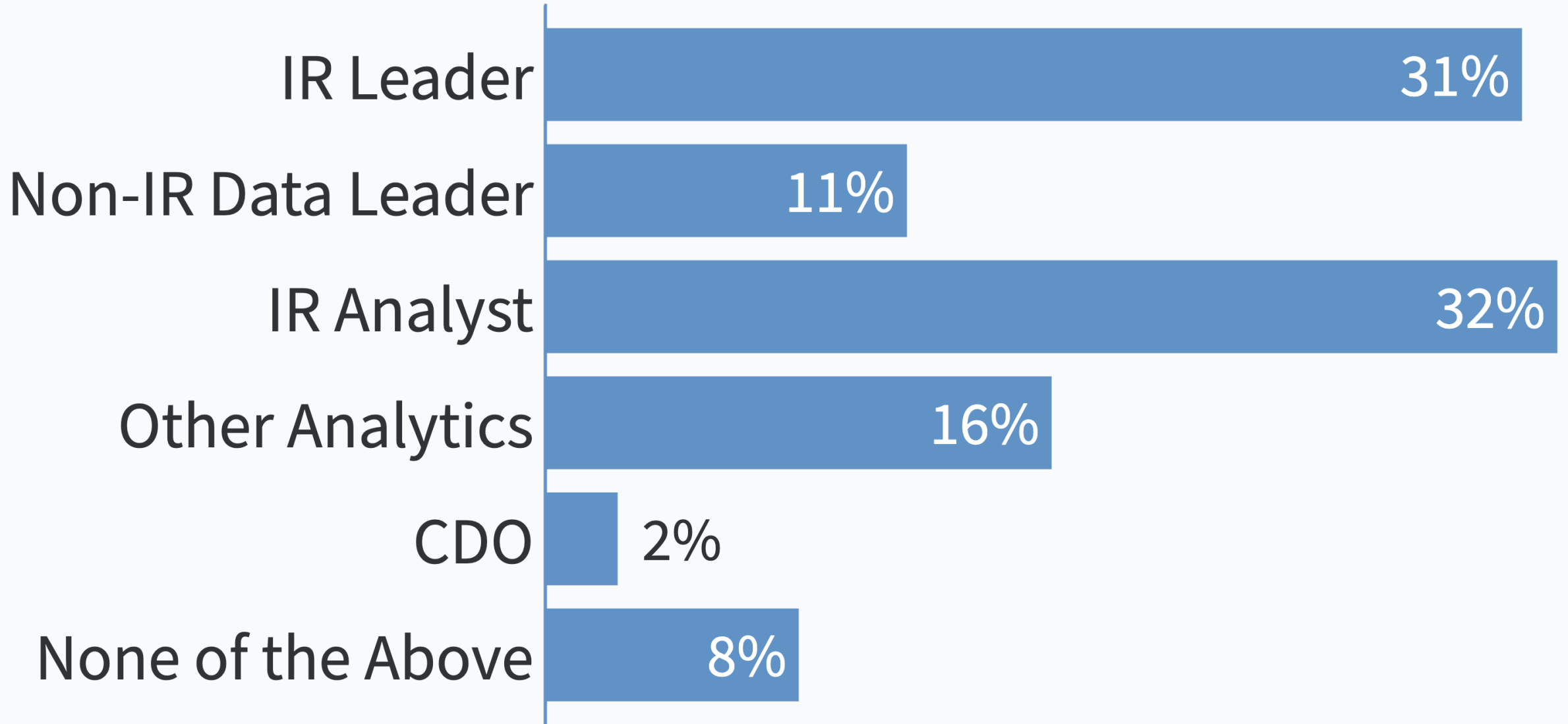


Panel discussion questions and discussion

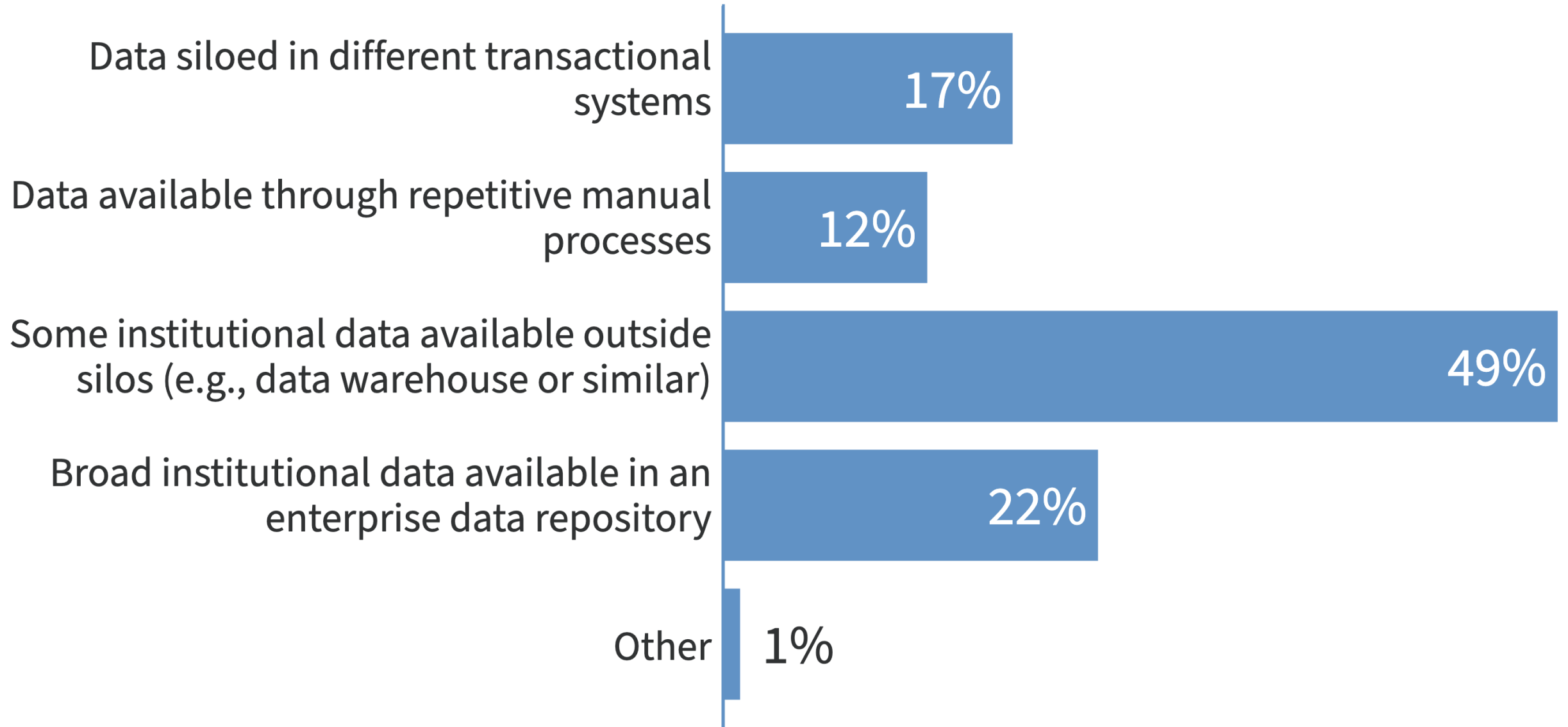


Survey Results

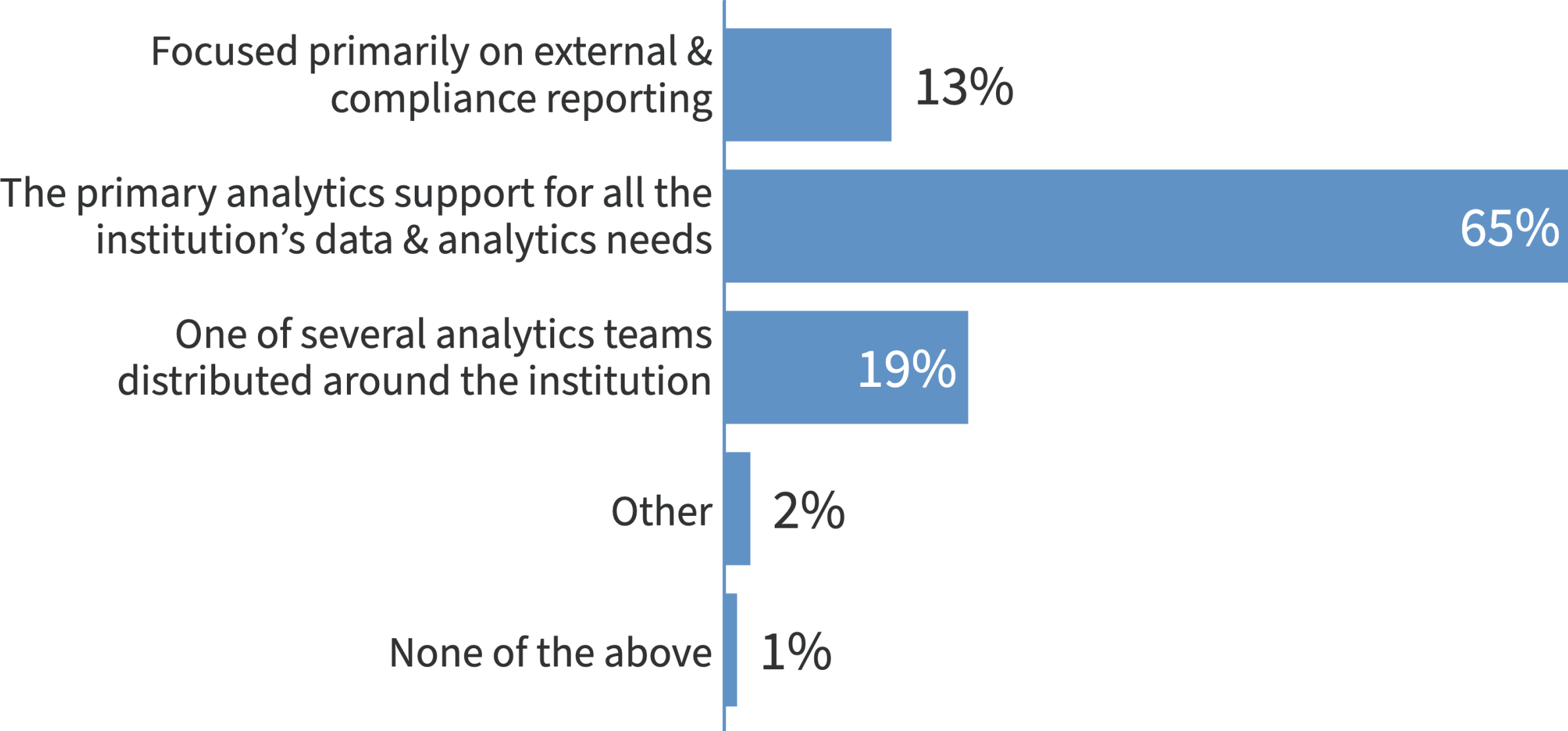
What is your current role?



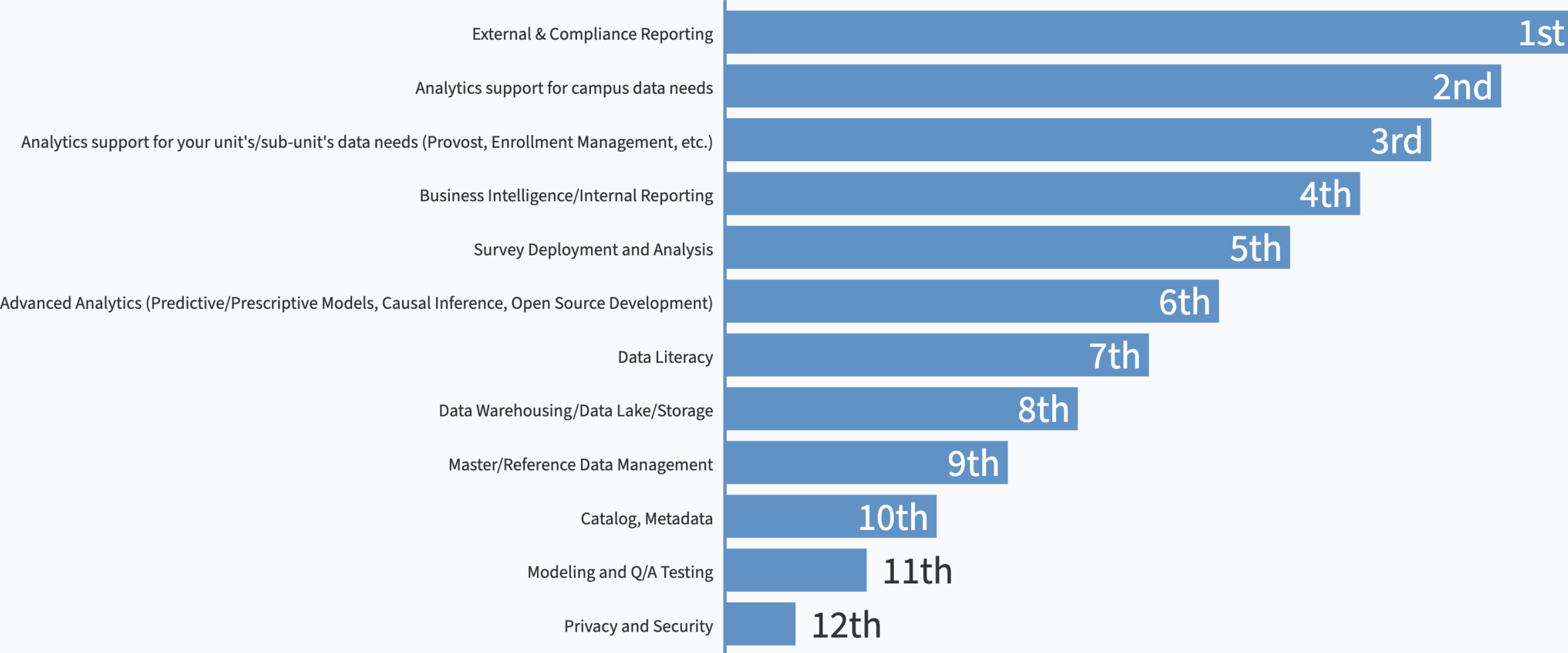
What is your institution's level of data availability?



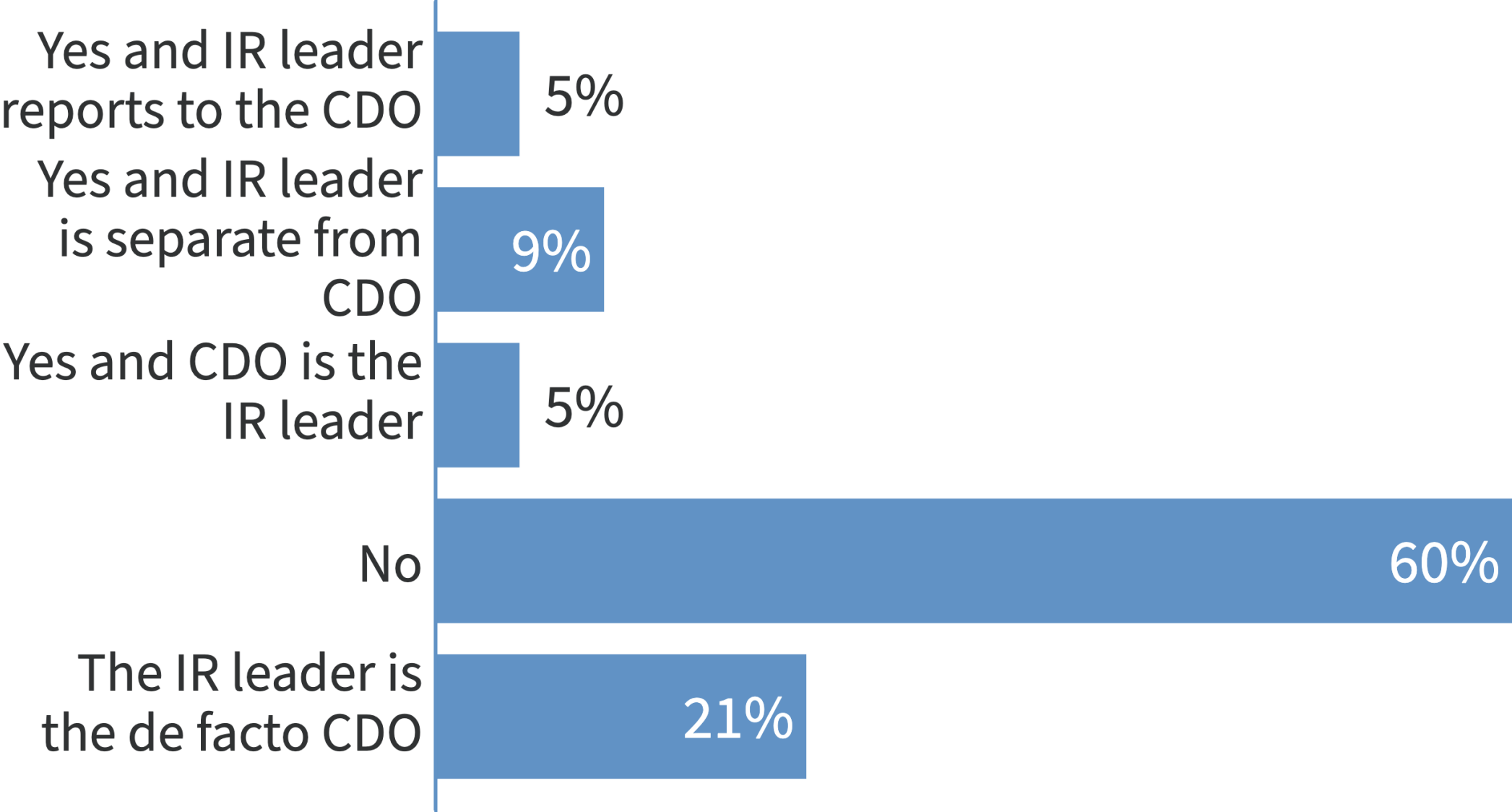
Which of the following best describes your IR office?



To the best of your knowledge, please rank order your IR office's priorities



Does your institution have a Chief Data Officer position?



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