Planful Implementation – It's More than Just the Tech

AIR Forum 2024
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Agenda

- Background
- Implementation Philosophy
- Implementation Strategies
- Moving Forward and Lessons Learned

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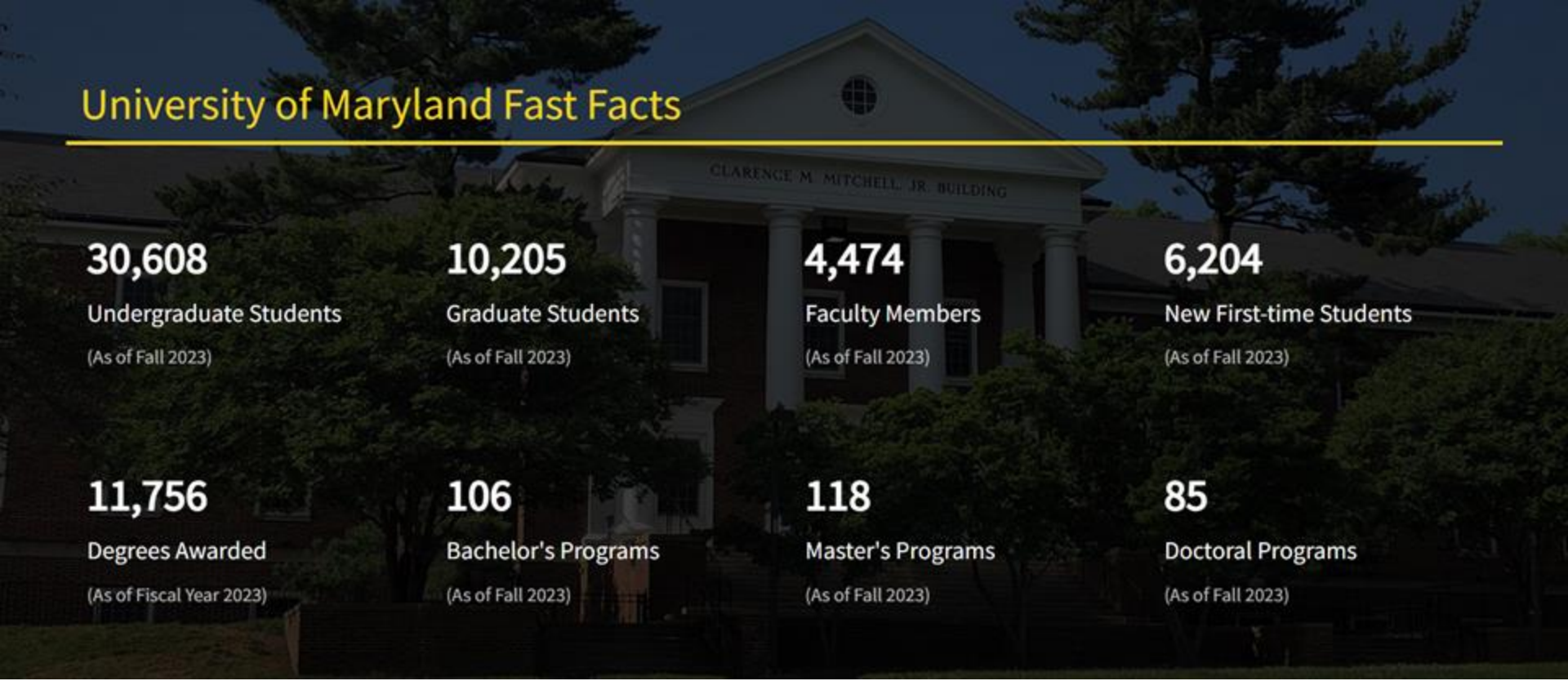
Background



University of Maryland Fast Facts

30,608
Undergraduate Students
(As of Fall 2023)

10,205
Graduate Students
(As of Fall 2023)

4,474
Faculty Members
(As of Fall 2023)

6,204
New First-time Students
(As of Fall 2023)

11,756
Degrees Awarded
(As of Fiscal Year 2023)

106
Bachelor's Programs
(As of Fall 2023)

118
Master's Programs
(As of Fall 2023)

85
Doctoral Programs
(As of Fall 2023)

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ACADEMIC ANALYTICS

Maryland's Strategic Plan

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Fall 2022 Context

How did I get here?

But I thought we had 3 Nobel Laureates?

What do you mean we do that by hand?

Somebody get me an API, stat!

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ACADEMIC ANALYTICS

About Academic Analytics, LLC

Academic Analytics provides reliable, accurate, and updated data that make it simple to assist academic leadership in decisions that matter most.

Academic Intelligence

Data-Driven Decisions

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ACADEMIC ANALYTICS

440,000
Faculty Members

10,084
Ph.D. Programs

12,414
Departments

463
U.S. Universities

What We Do

Collect Data → Clean Data → Organize Data → Analyze Data → Provide Solutions

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Example Analyses and Use Scenarios

Strategic Planning
How does our research profile compare to peers? What are our strengths and weaknesses relative to benchmark groups?

Program Review
What is the comparative research strength of a program undergoing review?

Retirement/Retention Planning
What will be the impact of upcoming departures or retention scenarios? Which faculty are most vulnerable to being recruited by other institutions?

Building/Assessing New Institutes
What would be the research strength of a new institute or center we hope to create?

Assembling Teams/ Building Interdisciplinary Units
Who are the subject matter experts who could contribute to the strongest interdisciplinary team? Who have we potentially overlooked in our search process? What would be the research strength of a new institute or center we hope to create?

Faculty Recognition
Which faculty are potentially under-recognized? What are the awards for which they might be most competitive? How do we maximize our awards effort?

Faculty and Graduate Student Mentorship
What milestones can we observe in successful faculty careers at peer institutions? How can we use this to strengthen our mentorship practices?

Faculty Hiring
What will be the impact of our hiring priorities? Where can we allocate new resources to maximum impact?

Assessing Doctoral Programs
What is the placement of our doctoral graduates who are now among faculty of other institutions? What patterns can we observe in their careers?

Collaborative Networks
Who has published articles or received grants together in a particular theme? What does this suggest about the various collaborative networks across campus? Who should we encourage to work together in the future?

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Current Subscribers

Atlanta University Center Consortium:
- Clark Atlanta University
- Morehouse College
- Morehouse School of Medicine
- Spelman College

Auburn University
Baylor University
Binghamton University - The State University of New York
Boston College
Boston University
Bowling Green State University
Brandeis University
Brown University
Claremont McKenna College
Clemson University
Colorado School of Mines
Columbia University
Cornell University
Dartmouth College
Emory University
Florida A&M University
Florida International University
Florida State University
George Washington University
Georgia State University
Harvard University
Howard Hughes Medical Institute
Howard University
Illinois State University
Indiana University Bloomington
Indiana University - Purdue University Indianapolis
Institute of International Education
Iowa State University
Johns Hopkins University
Lehigh University
Louisiana State University
Massachusetts Institute of Technology (M.I.T.)
Michigan State University
Missouri University of Science & Technology
Montana State University
NEOM
New Mexico State University
New York University
New York University Abu Dhabi
North Carolina A&T State University
North Carolina State University
Northeastern University
Northwestern University
Northern Arizona University
Oak Ridge Associated Universities
The Ohio State University
Oklahoma State University
Oregon State University
Pennsylvania State University
Princeton University
Purdue University
Rice University
Rochester Institute of Technology
Rutgers University - New Brunswick
Saint Louis University
San Diego State University
Southern Methodist University
Stanford University
Stony Brook University - The State University of New York
Syracuse University
Tarleton State University
Texas A&M University
Texas Christian University
Texas State University
Texas Tech University
Tufts University
Tulane University
The Catholic University of America
The University of Alabama
The University of Arizona
The University of Chicago
The University of Iowa
The University of Kansas
The University of North Carolina at Charlotte
The University of North Carolina Greensboro
The University of Oklahoma
The University of Texas at Arlington
The University of Texas at Austin
The University of Texas at Dallas
The University of Texas at El Paso
The University of Texas Rio Grande Valley
The University of Texas at San Antonio
The University of Texas System
The University of Utah
The University of Vermont
University of Arkansas - Fayetteville
University at Albany - The State University of New York
University at Buffalo - The State University of New York
University of California - Santa Cruz
University of Central Florida
The University of Colorado- Anschutz Medical Campus
University of Colorado Boulder
University of Colorado Denver
University of Connecticut
University of Delaware
University of Denver
University of Florida
University of Georgia
University of Hawaii – Manoa
University of Hong Kong
University of Houston
University of Illinois Chicago
University of Illinois at Urbana-Champaign
University of Kentucky
University of Maryland at College Park
University of Massachusetts - Amherst
University of Miami
University of Michigan
University of Minnesota - Twin Cities
University of Mississippi
University of Missouri - Columbia
University of Missouri - Kansas City
University of Missouri - St. Louis
University of Missouri - System
University of Nebraska - Lincoln
University of Nevada - Las Vegas
University of Nevada - Reno
University of Notre Dame
University of Pennsylvania
University of Pittsburgh
University of Rochester
University of South Carolina
University of South Florida
University of Virginia
University of Washington
University of Wisconsin - Madison
University of Wyoming
Vanderbilt University
Villanova University
Virginia Commonwealth University
Virginia Polytechnic Institute and State University (Virginia Tech)
Washington State University
Washington University in St. Louis
West Virginia University
Yale University

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Implementation Philosophy

Rationale for Academic Analytics

Identify research funding opportunities

Track UN Sustainability activities

Track activity and opportunities for "Grand Challenge" grant recipients

Track honorific awards received; identify opportunities and pathways for faculty recognition

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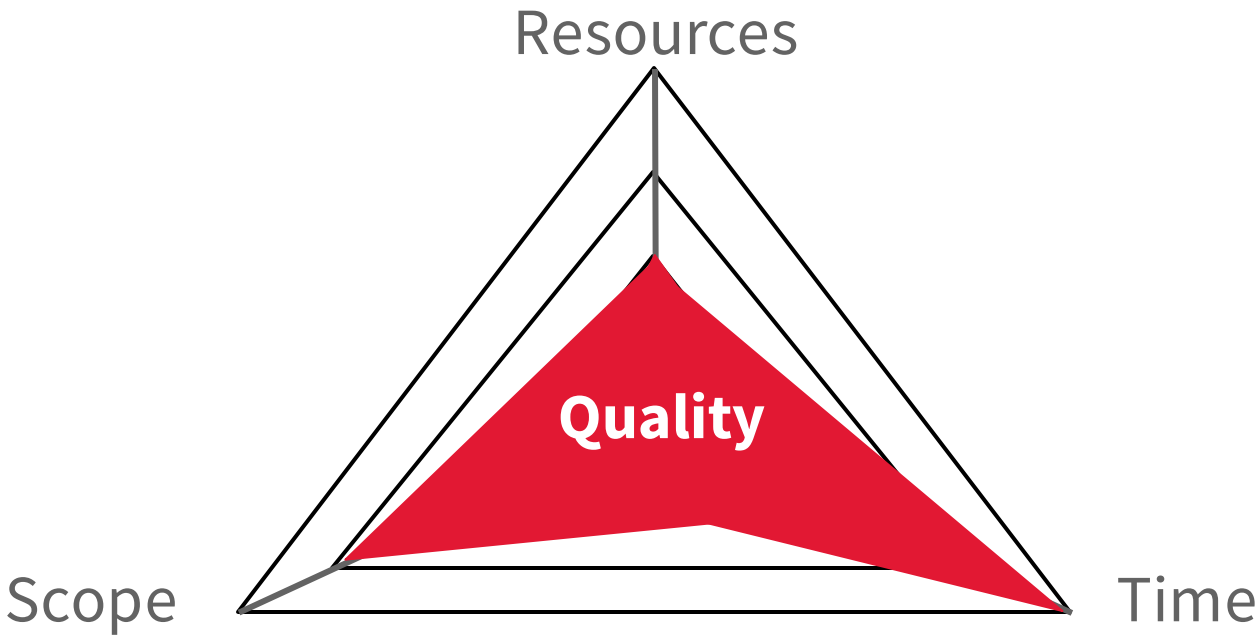
You can't have everything, all at once



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Scope Setting Principles

Does it promote faculty development?

Does it require additional resources?

Does it involve additional groups of users that would need support?

Data Usage Agreement Suggestions

Provide General Explanation of Tools

Outline Institution's Principles of Use

Outline How Tools Should and Should NOT be Used

Outline Who Will Gain What Level of Access

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Data Usage Details to Consider

Academic Analytics is a tool, not the tool, best utilized in conjunction with

1. additional relevant campus-based data;
2. other analytical tools; and
3. the collective knowledge and understanding of institutional users to contextualize this information.

As such, Academic Analytics is not designed for summative evaluative purposes, as it can't possible take into consideration everything one would need to consider. Rather, it is best used for formative purposes.

Many clients are actively utilizing Academic Analytics as a **faculty development tool** - both for individual faculty, as well as departments, programs, institutions, and centers.

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Implementation Strategies

Roll Out Timeline

STEP 1

Submit Faculty Roster and receive Faculty Verification File from Academic Analytics.

Meet Academic Analytics Account Manager who will provide support.

STEP 2

Assign Data Liaison(s), create data governance policy, identify objectives for tools, and develop implementation timeline.

Design internal marketing plan to promote adoption.

Train key users.

STEP 3

Send out strategic communication

Train central administrators.

Host Academic Analytics visit to campus.

STEP 4

Send out strategic communication

Host Academic Analytics visit to campus – anchor visit to established leadership meeting when possible.

Train college leadership.

STEP 5

Send out strategic communication

Train department leaders.

After this, begin to move to maintenance stage.

Cultivate adoption with updates and engagement opportunities

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Building Blocks for Success

Central Ownership

User Support

Communication

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Project Planning Pitfalls

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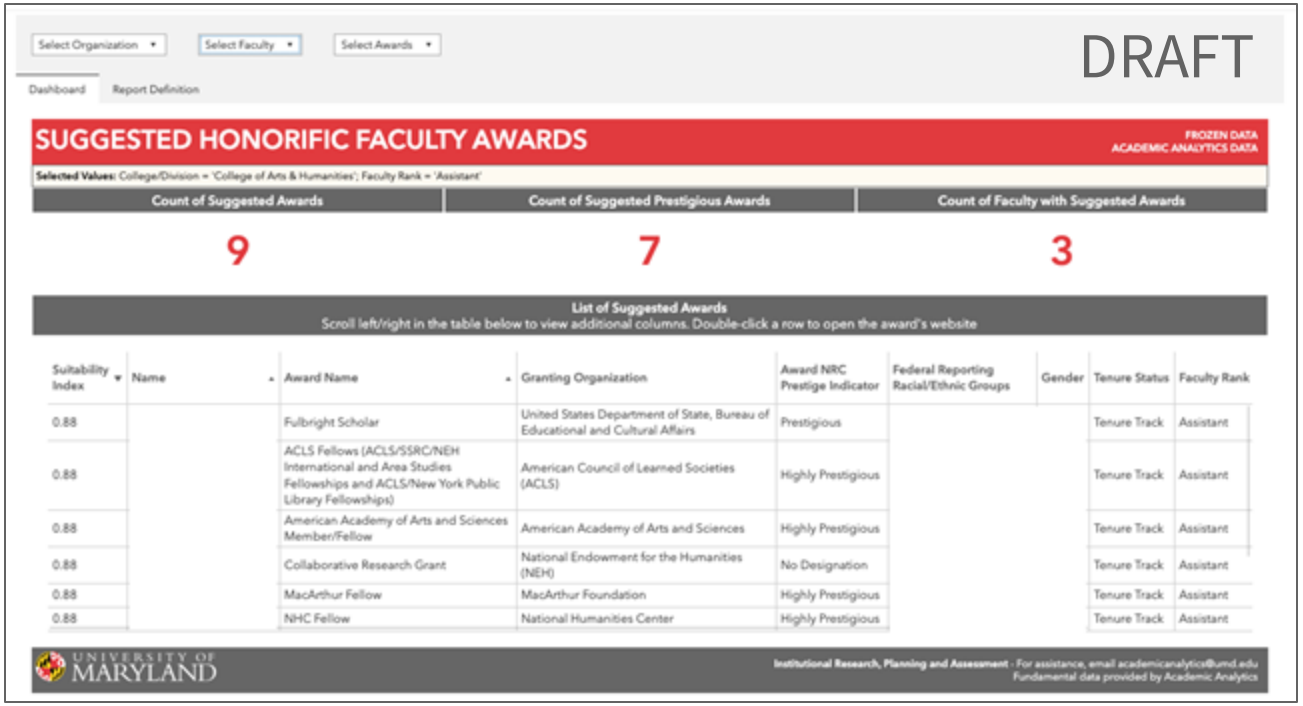
Choose the Right Tool in Your Toolbox



Select Organization | Select Faculty | Select Awards

DRAFT

Dashboard | Report Definition

SUGGESTED HONORIFIC FACULTY AWARDS

FROZEN DATA
ACADEMIC ANALYTICS DATA

Selected Values: College/Division = 'College of Arts & Humanities'; Faculty Rank = 'Assistant'

Count of Suggested Awards	Count of Suggested Prestigious Awards	Count of Faculty with Suggested Awards
9	7	3

List of Suggested Awards
Scroll left/right in the table below to view additional columns. Double-click a row to open the award's website

Suitability Index	Name	Award Name	Granting Organization	Award NRC Prestige Indicator	Federal Reporting Racial/Ethnic Groups	Gender	Tenure Status	Faculty Rank
0.88		Fulbright Scholar	United States Department of State, Bureau of Educational and Cultural Affairs	Prestigious			Tenure Track	Assistant
0.88		ACLS Fellows (ACLS/SSRC/NEH International and Area Studies Fellowships and ACLS/New York Public Library Fellowships)	American Council of Learned Societies (ACLS)	Highly Prestigious			Tenure Track	Assistant
0.88		American Academy of Arts and Sciences Member/Fellow	American Academy of Arts and Sciences	Highly Prestigious			Tenure Track	Assistant
0.88		Collaborative Research Grant	National Endowment for the Humanities (NEH)	No Designation			Tenure Track	Assistant
0.88		MacArthur Fellow	MacArthur Foundation	Highly Prestigious			Tenure Track	Assistant
0.88		NHC Fellow	National Humanities Center	Highly Prestigious			Tenure Track	Assistant

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Institutional Research, Planning and Assessment - For assistance, email academicanalytics@umd.edu
Fundamental data provided by Academic Analytics

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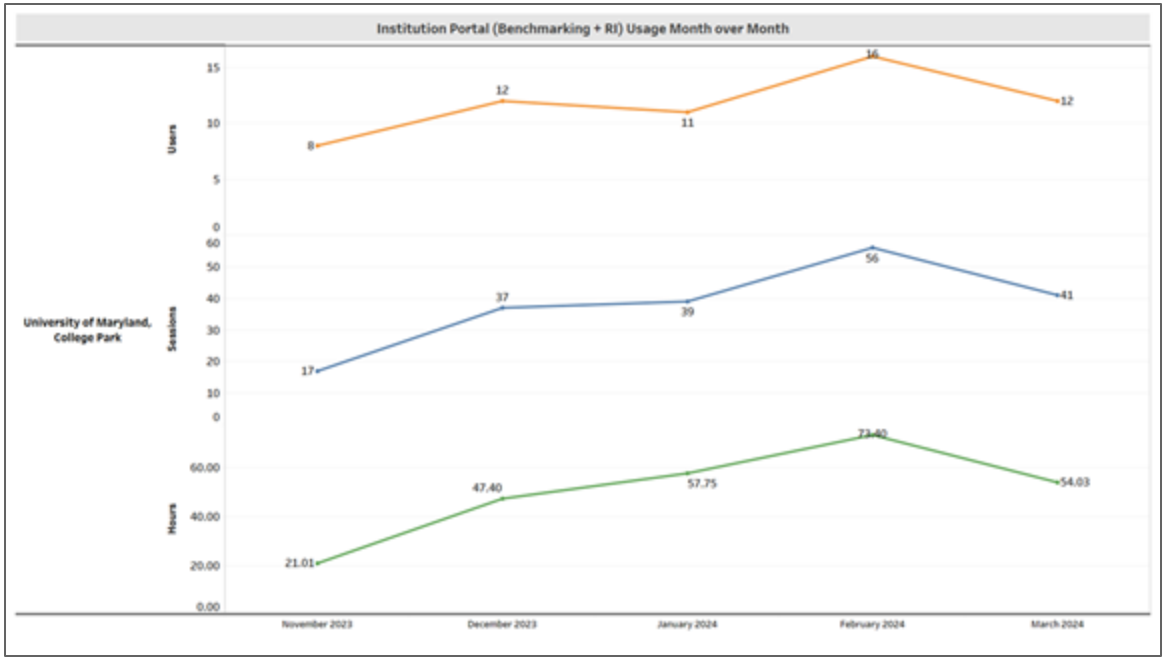
Tracking User Adoption



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Moving Forward & Lessons Learned

Lessons Learned

Cultivate Partnerships

Join users where they are.

You won't always get it right. Keep at it.

Think before you say "yes" to new users.

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Strategic Partnership (to be continued)

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Questions

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