

Plan for Pitt 2025

Focus Group Notes

Date: February 20, 2020

Theme: Data and Analytics

Thematic Focus Groups

Each group addressed this set of questions for their assigned topic:

1. How do you see this theme play out at Pitt?
2. What does Pitt do well in this area?
3. What could Pitt do better?
4. How do you see this topic relating to each of the six Plan for Pitt goals?
5. Now that we have more information about this theme, is it important to Pitt's success? Why or why not?

THEME: Data and Analytics

1. How do you see this theme play out at Pitt?
 - Pitt's decentralized nature presents challenges in this area – systems don't talk, inconsistencies amongst different areas
 - The systems we have do not always give us the information we need
 - Different areas identify things in different ways that make data reporting difficult and inconsistent
 - There is not a centralized governance and process so that there is more consistency or central systems for data
2. What does Pitt do well in this area?
 - The Business Intelligence unit (Pitt IT) provides tools and access for the University that is meaningful and useful
 - The adoption of sales force
3. What could Pitt do better?
 - Often times it is a top down decision and primarily IT people are consulted with and without input from non-IT people giving their opinions
 - We don't have convening bodies to figure out what various areas need
 - An environment that brings the relevant people together
 - Formal, functional areas groups should be formed, consulted and be a part of decisions
 - ****Huge example of area of need****
 - Pitt does not have a centralized financial reporting system that accounts for encumbrances. Departments use IT works / department managers to do this
 - The University tends to find tools that need use versus problems that need a solution
4. How do you see this topic relating to each of the six Plan for Pitt goals?

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5. Now that we have more information about this theme, is it important to Pitt's success? Why or why not?

- Themes
 - Research about Pitt (institutional research)
 - Research at Pitt (research)
 - How to collect data
 - Share data
 - Different process / procedure / tools across disciplines / schools / departments (lower vs. upper campus)
 - External v. internal data sources
 - Data silos -> lack of "talking" across departments and schools
 - Lack of sharing data, resources, information
 - Schools have adopted, created systems that "work", but not able to share
 - Collecting data
 - Teaching center
 - Answering questions from Provost office about who attends workshops
 - Graduate students
 - Not just about recruitment, job placement but data from current students
 - Sensitive data
 - Sharing, collecting
 - Deidentify to prevent retribution, issues
 - Implications of data
 - How do we use data to determine, change policy and procedures?
 - Dental-repetition of process, costs of application
 - Sharing data across campus
 - Data from departments, centers
 - Data repository
 - Data warehouse is financial, student information
 - A central place for data, but in a standardized form (deidentify, centralized security)
 - data dictionary
 - formalized by other bodies
 - university-based
- Many people involved – IT, departments, administrations
 - Project Management Team

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- What does Pitt do well?
 - It's "person" department specific – driven by people who have worked to find solutions to their specific problems
 - Research school – knows the importance of data
 - But many people still prefer Excel
 - Are we using the most effective tools? (i.e., Tableau for data visualization)
- Improvements
 - More training for people to use new tools
 - Integration of different systems
 - Documentation – sharing "best practices" across University?
 - How do we prevent reinventing the wheel? Departments have created working systems – but do we share that information across?
 - Pitt provides tools – are they the most up to date?
 - UPMC complication – external applications and programs for specific programs
- 6 goals
 - If we had the data, the numbers then we can determine our work and success in these goals
 - I.e., Educational Excellence – can we use data to determine if we're doing this well
 - Foundational Strength – use data to make better decisions, improve communication
- How are things impacting student success?
 - Construction on student expectations and success
- Analytics
 - Sharing and training in other data systems (Python)
 - Sharing across to reduce redundancy

Theme	Do Well	Do Better	6 Goals
Increase tools	Pathways	Each area independent	1. Student improvement via interaction
Increase data	Groups like Tableau	Communication expert partners example	2. Could help submission via capability knowledge

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Ethical implications moving	Admissions	OMETs	3. Through data collection analytics
Security	Academic offerings	Academic offerings coordination	4. Better admissions – faculty recreation
Pitt IT appendix group			5. I + H comparisons
Important – yes, if done correctly			6. Alumni outreach gift giving