WHO IS IDA+A?

INSTITUTIONAL DATA ANALYTICS + ASSESSMENT (IDA+A) IS PURDUE'S CENTRAL DATA OFFICE, HOUSED WITHIN THE OFFICE OF THE PROVOST.

Our mission is to **perform research, statistical and predictive analysis**, and reporting for campus leaders and decision makers in support of **evidence-based planning, evaluation and assessment**. We ensure that **well defined, quality data** is available to support the campus at-large.

KEY INITIATIVES 2024-25

Redesign and rebuilding of student data warehouse.

Implementing Elements, the faculty activity tracking tool.

Overhaul of financial aid data support due to the new FAFSA.

Operational excellence (e.g., student data auditing, academic organziational changes, Purdue in Indianapolis).

Additional reporting for compliance with new federal and state legislation.

Ongoing support of Energy and Utilities operations with an estimated savings of $1.27M/year.

AREAS WE SERVE

Office of the Provost:

- Diversity, Inclusion and Belonging (ODIB)
- Enrollment Management
- Faculty Affairs
- Graduate Students & Postdoctoral Scholars
- Purdue University in Indianapolis
- Student Life
- Teaching and Learning

Purdue University Online

University At-Large

LEADERSHIP

Senior Director & Chief Data Officer
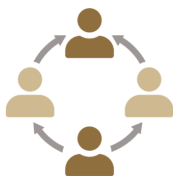Molly Amstutz

Analytics
Andrea Pluckebaum

Assessment
Anne Weiss

Data Engineering
Rajini Prabhu

Data Governance
Sarah Bauer & Kendal Kosta-Mikel

Data Science
Ian Pytlarz

VALUES

COLLABORATION

DATA INTEGRITY

CUSTOMER FOCUS

INNOVATION

STRATEGIC ALIGNMENT

PURDUE UNIVERSITY®

Institutional Data
Analytics + Assessment

Office of the Provost

2024-25

PROJECTS OVERVIEW

VICE PROVOST AREAS

DIVERSITY, INCLUSION AND BELONGING

Analytics Support: Program design, reporting, and data support for initiatives such as the Equity Task Force.

ENROLLMENT MANAGEMENT

Provide University Level Reporting Support: Operational financial aid, Bursar, Registrar, and Admissions projections.

Student Data: Stewardship of the student data warehouse and data quality initiatives.

FACULTY AFFAIRS

Faculty Review and Reporting: Oversee Elements software application for annual faculty reviews and activity reporting.

Job Satisfaction Survey: Administer longitudinal surveys to gauge faculty job satisfaction.

Research Server Management: Manage the faculty research server, Zeus, supporting advanced machine learning research.

GRADUATE STUDENTS AND POSTDOCTORAL SCHOLARS

Fulfill Data Requests: Student enrollment, retention, success, and plans of study.

Dashboards: Maintain updated graduate student recruitment and admissions data.

NIH Grants: Strengthen grant-driven research capabilities.

Exit Survey: Measure graduate students' satisfaction for future improvements.

PURDUE INDY

Supporting New Campus: Extending IDA+A support functions.

Transitioning Students: Support success by managing communication lists and storing plans of study for reporting and future strategy.

STUDENT LIFE

Student Engagement: Enhance participation in clubs, societies, and co-curricular activities.

Campus Well-Being: Investigate students' physical, mental, and emotional needs over time.

Efficient Roommate Matching: Optimize housing resources by facilitating ideal roommate pairings.

TEACHING & LEARNING

Student Success Initiatives: Provide data & analysis for the Data Mine, Civics Literacy, Undergraduate Research, IMPACT, Experiential Education, Innovation Hub.

Reporting: Fulfill reporting needs for Student Success Programs, Undergraduate Academic Advising, the Center for Career Opportunities, Summer & Winter Sessions, Purdue Polytechnic High School, and Athletics.

Brightspace data warehouse: Provide dashboards and reporting on usage and student success metrics.

Curriculum Management: Streamline Curriculog software data capture, reporting, and analysis during the academic proposal process.

Curricular Analytics: Conduct assessments for undergraduate degree requirements to improve student pathways to degree.

UNIVERSITY AT-LARGE

Reporting: Complete Statutory and Regulatory Compliance Reporting (IPEDS, ICHE, etc.).

Institutional Data: Provide institutional data to varying audiences via public and restricted dashboards including Data Digest, Management Dashboards, and Cognos student standard content.

University Data Governance: Facilitate Executive Data Council and Committee structures and actionable insights.

Administer Data Cookbook, the institutional source of metadata, containing definitions, reports, and dashboards.

Institutional Data Communications: Enhanced notifications to the data community providing timely, transparent updates.

Survey Admin: Provide survey support and sampling to campus partners and conduct large-scale surveys such as SERU (Student Experiences at Research Universities).

Campus Constructs: Development and measurement of institutional constructs (well-being, sense of belonging, etc.).

State-of-the-art Analytics Platform (PDAP): Support for advanced machine learning and AI applications, with automated data pipelines.

OTHER UNIVERSITY OFFICES

ADMINISTRATIVE OPERATIONS

Data assistance in space utilization improvements.

DINING

$100K annual savings on contracted tools and improving staff efficiency.

ENERGY & UTILITIES

Modeling and dashboarding to aid in operational efficiency.

PURDUE ONLINE

Track KPI's: Monitor enrollment trends, student progress, and course completion rates.

Actionable insights: Optimize offerings, identify growth opportunities, and enhance student support services.

Leverage AI: Integrate AI tools (e.g. Charlie, an AI writing assistant) to enhance student writing skills.

Surveying: Understand behavior through surveys like the Learner Experience Project and Best Places to Work.