

Institutional Data as an Organizational Asset - UnderSTanding the University Through Cal AnSWers

Bridging the Gap 11/21/12

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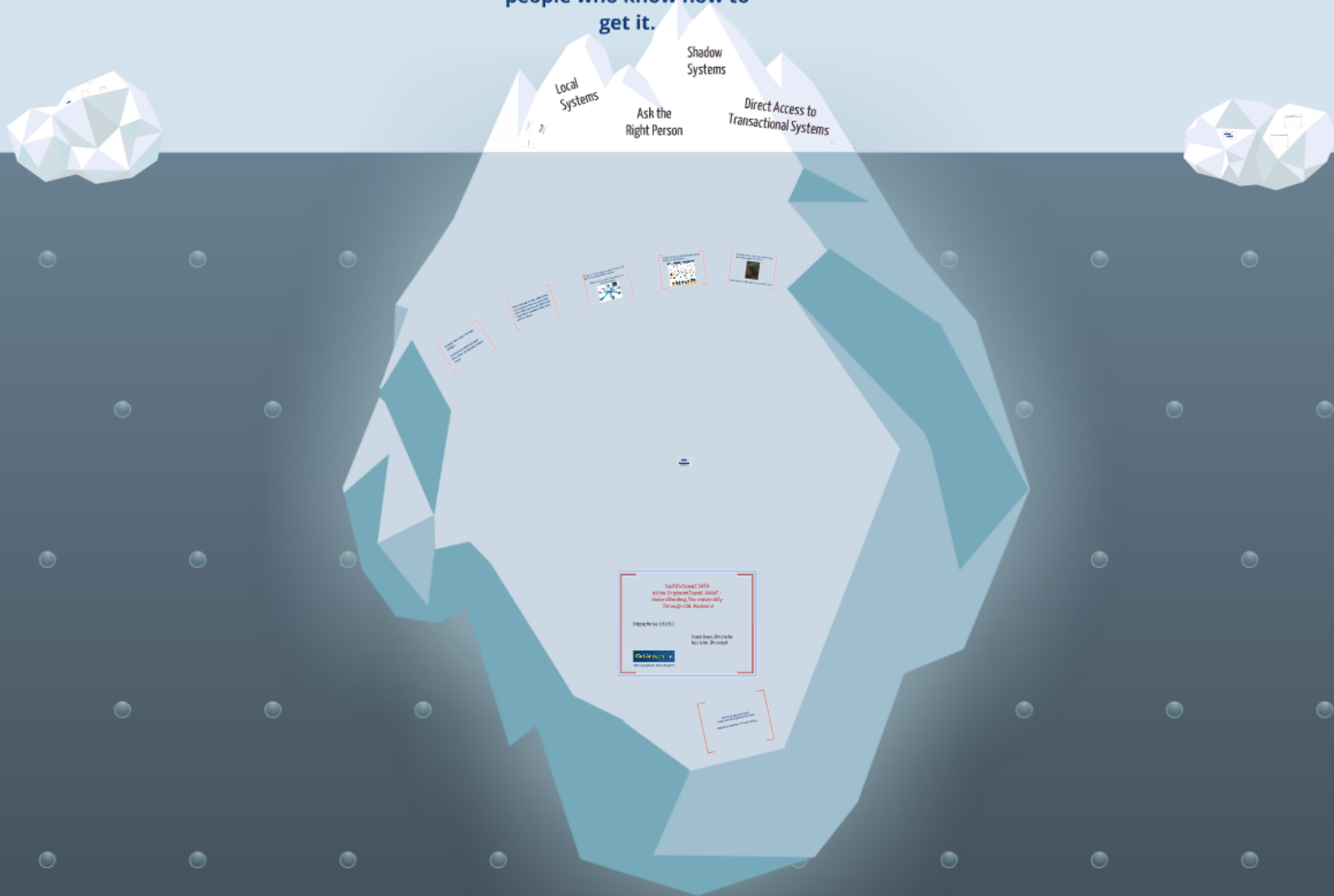


One Question, One Answer

**The University produces a
huge amount of operational data.**

Most of it, however, is hidden away...

A subset of institutional data is available to some people who know how to get it.



**A subset of institutional
data is available to some
people who know how to
get it.**

Local
Systems

Ask the
Right Person

Shadow
Systems

Direct Access to
Transactional Systems

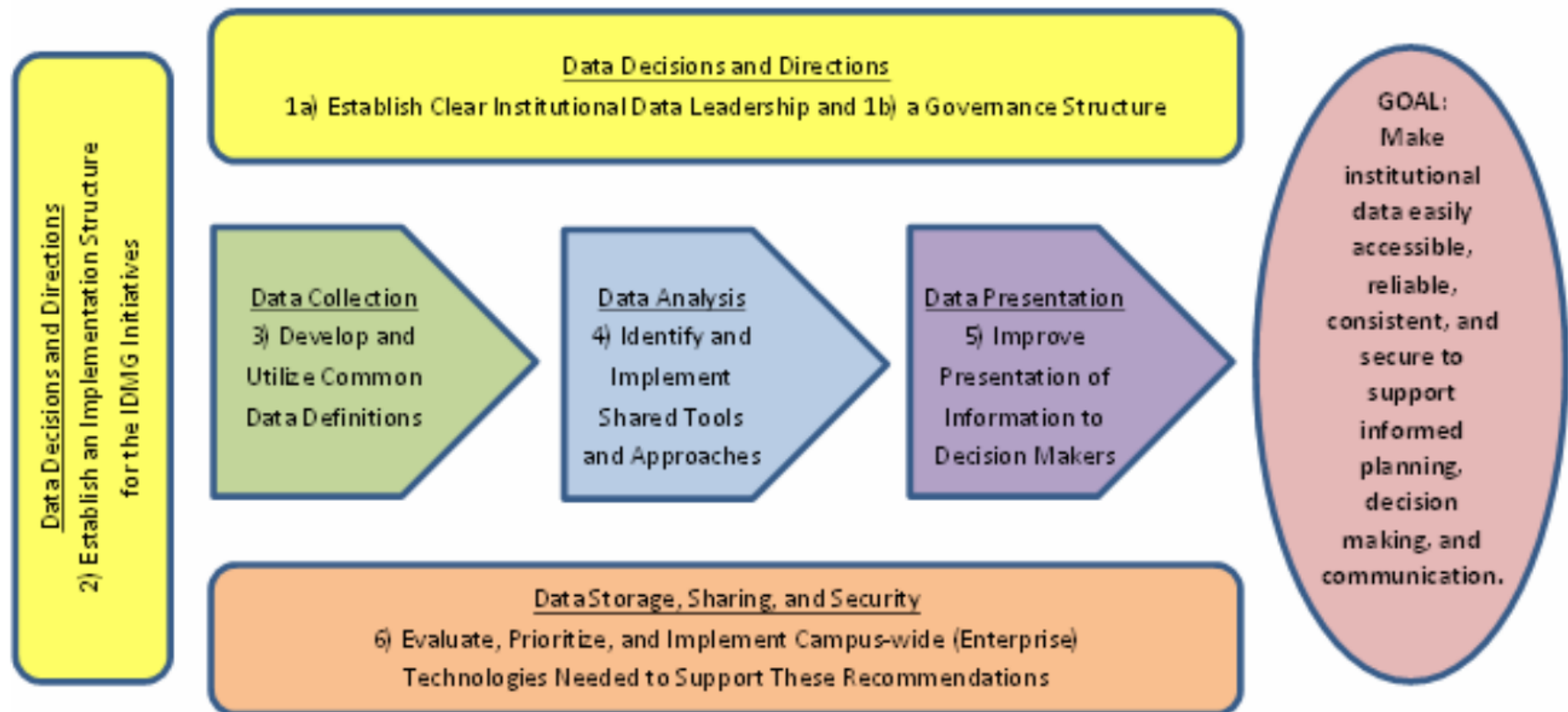


**But that doesn't really help everyone else,
or the University.**



That's why Berkeley created the Institutional Data Management & Governance Initiative (IDMG), now led by AVC-CFO Erin Gore.

IDMG Roadmap Recommendations





**And here's an IDMG big idea:
For almost any organization, its own
operational data is one of the most
important assets that it has.**



**When life gives you icebergs,
make ice cubes.**

So how does that change things?

If you treat institutional data like an organizational asset:

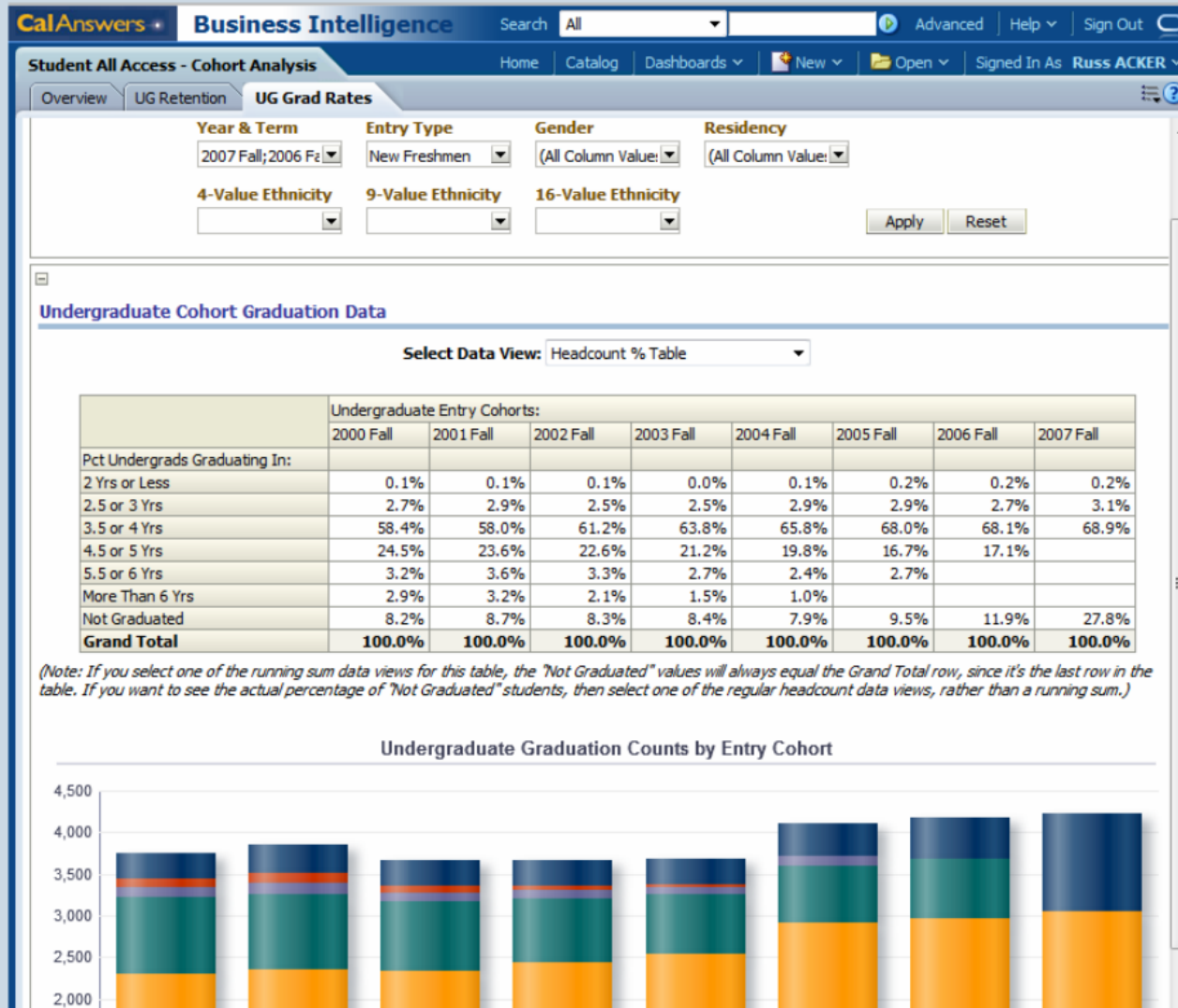
**Data belongs to the University,
so everyone has access to the
data they need to do their jobs,
regardless of where that data
gets created.**

To store all this data, we use an Enterprise Data Warehouse (EDW), so that:

People can go to a single source of integrated data;



People can access data using common, browser-only software;



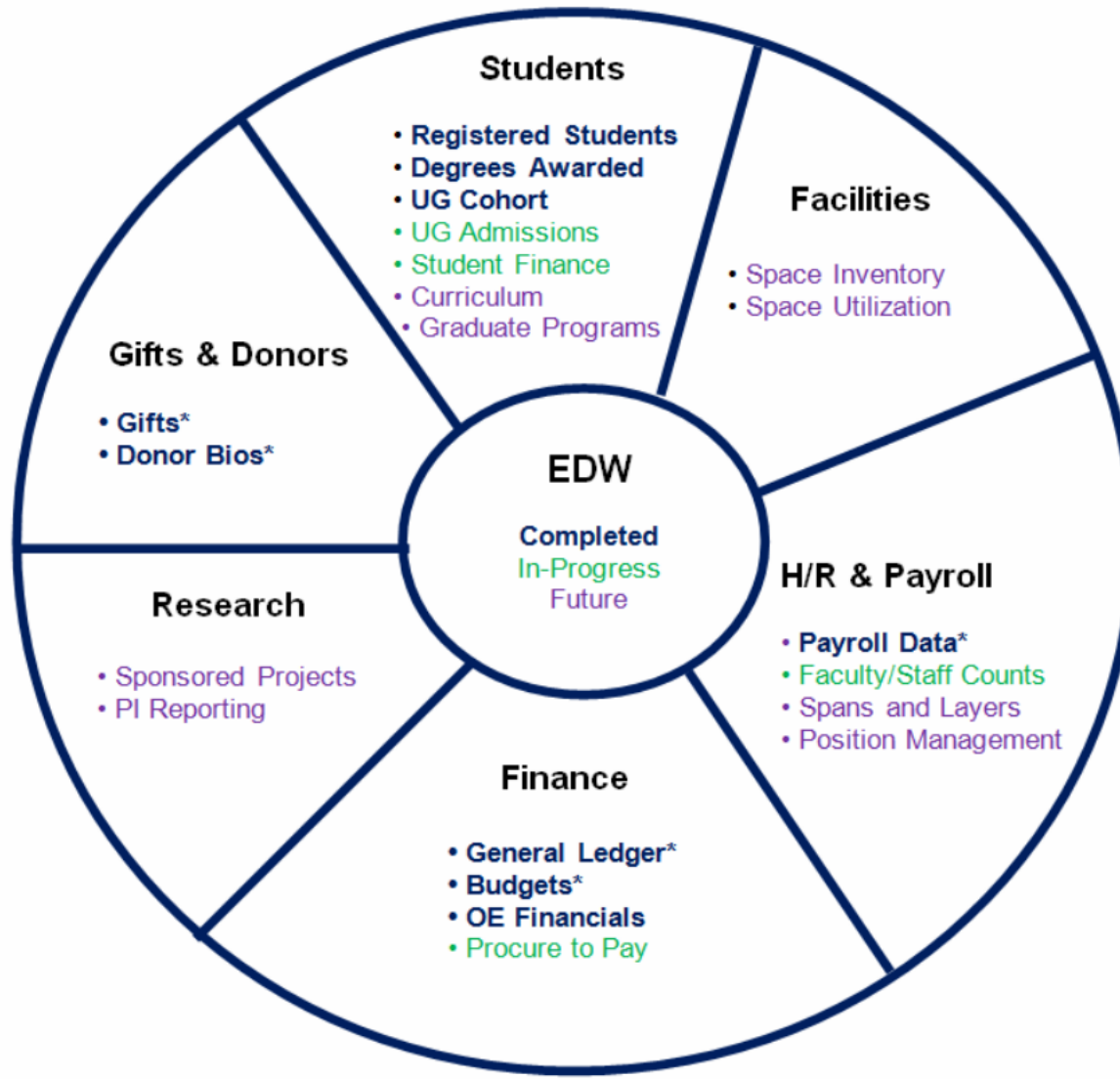
Sensitive data stays safe, rather than getting propagated all over.



Security roles limit who can see what data.

So that's the freezer.

What about the ice cubes we store there?



* In the EDW, but not yet Cal Answers.

There's plenty to do, but a lot's happening.

EDW PROJECT PIPELINE					Q3 2012			Q4 2012				Q1 2013			Q2 2013			Business	Data	Project	
Updated: 11/9/2012					Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Analyst	Analyst	Manager		
#	Subject Area	Project / Enhancement Name	Priority	LOE	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12					
Completed	1	Finance	Procure to Pay - Sprint 0,1		H																
	2	Finance	BAIRS Transfers, Report Changes for Cal Planning		M																
	3	Finance	Procure to Pay - Sprint 2		H																
	4	Finance	COA Changes BAIRS/CalPlan		L					Rollout & Communication											
	5	Student	Summer School Reporting		L				Go live with Fin Aid												
	6	Student	Student July Release		M																
	7	Student	Student August Release		M																
	8	Student	Student September Release		M																
	9	HR	HR Security / HR Census, E&I		M				Support & Communication												
	10	Tech	Informatica Upgrade		M																
	11	Tech	Browser Security		L				Rollout & Communication												
In Progress	12	All	Enterprising Chart of Accounts	2	L					Go live with Fin Aid								Kelle	Dale	Aravind	
	13	Finance	Procure to Pay	1	H					Sprint 3		Sprint 4		Sprint 5		Sprint 6		Danny	Sameer	Karen	
	14	Finance	Cal Planning	1	H		Phase 3										Tina	Peter			
	15	Finance	Position Management	2	M													Alfred	Mark	Ryan	
	16	Finance	Principle Investigator (PI) Portal	1	M													Keo	Keo		
	17	Student	OE Student Finance Awards	1	H	Phase 1					Phase II				Phase III		Kelle	Dale	Aravind		
	18	Student	Student Applicant	2	M													Dubrow	Max	Aravind	
	19	Student	OE Student Curriculum	1	H													Jenna	Greg	Aravind	
	20	Student	Student Footprints Releases	3	M													Russ	Max		
	21	HR	OE HR / UCPath	2	H			Prep											TBD	TBD	TBD
	22	Tech	Office Integration / Active Directory	3	L															Peter	
	23	Tech	OBIEE Functionality Enhancements	3	L			Prep			BI Publisher, Delivers, Shared Folders									Josh	Peter
Upcoming	24	Finance	OE Financials		H																
	25	Student	Online Course Evaluation		TBD																
	26	Student	Grad Div		TBD																
	27	HR	OE Spans & Layers		TBD																

▲ Current

- "In Progress" EDW Project timelines are for estimation and planning purposes only.
- "Upcoming" EDW Project activities are dependent on scope, budget, resource constraints, sign-offs, etc.

What you can do to help:

- **Get access to Cal Answers. It's easy; just go to <http://ist.berkeley.edu/edw>. (We'll show you that next.)**
- **Learn how to use Cal Answers. There are lots of job aids at <http://ist.berkeley.edu/edw>, with more training choices coming soon.**
- **Use Cal Answers as your first source to answer questions in the subject areas available.**

Demo

Cal Answers consists of two parts, both of which help you answer questions about the University:

- **Dashboards (predefined, interactive reports)**
- **Analysis (visual query tool)**

<http://ist.berkeley.edu/edw>

Question #1

How many students were attending UC Berkeley in Fall 2012?

- A. 40,735 (28,251 Undergrads & 12,484 Grad Students)
- B. 35,899 (25,774 Undergrads & 10,125 Grad Students)
- C. 32,128 (23,269 Undergrads & 8,859 Grad Students)
- D. 30,002 (21,264 Undergrads & 8,738 Grad Students)

Question #2

Of the new freshmen who entered in Fall 2004, what percentage graduated from UC Berkeley in the federal-standard six years?

A. 58.2%

B. 68.8%

C. 88.6%

D. 91.1%

Question #3

Last month, in October 2012, how much did UC Berkeley spend on supplies from Office Max?

- A. About \$10,000
- B. About \$75,000
- C. About \$200,000
- D. About \$350,000

And QueSTion #4

I work with particular cohorts of newly admitted students (both freshman and transfer students) each summer, and would like to be able to discern longitudinal trends for these 600-700 students around first-year retention, courses taken during the first two semesters, selection and/or change of major and college, and time to graduation.

Questions?



<http://ist.berkeley.edu/edw>

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