experience:LIAISON

SEATTLE | FEBRUARY 15-16, 2023

Presenter

Jeff Morgan

Product Manager

How is this presentation going to help you?

1. Reframe what it means to use data to make decisions as real people, not computers

2. Increase your confidence in proposing creative new ideas to leadership

3. Gain some immediately useful (and honest) ways to use data to propel your career in Strategic Enrollment Management

From the 2019 Joint Statement from AIR/Educause/NACUBO:

"Analytics is the use of data, statistical analysis, and explanatory and predictive models to gain insight and act on complex issues."

"Data analytics initiatives are most effective when they target clear, measurable outcomes..."

Analytics Can Save Higher Education. Really.

A Joint Statement on Analytics from:

air ASSOCIATION FOR INSTITUTIONAL RESEARCH   NACUBO   EDUCAUSE

Source - https://changewithanalytics.com/statement/

LIAISON

Why do you care about data?

Are you being totally honest right now?

One *Honest* Reason

"...a large portion of consumerism is designed to achieve the same thing... people are seeking to <u>impress each other</u>, or they are seeking to <u>impress themselves</u>."

Sutherland, Rory. *Alchemy*. London: WH Allen, 2019

LIAISON
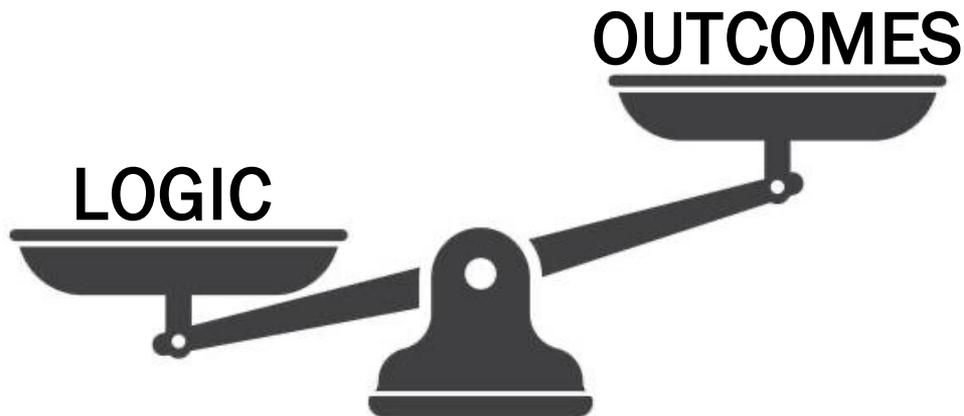
"It is better to be vaguely right than exactly wrong."

Read, Carveth. *Logic, deductive and inductive* (1898), p. 351

Think About It

|	OUTCOMES	
L O G I C	Good Logic Bad Outcome	Good Logic Good Outcome
	Bad Logic Bad Outcome	Bad Logic Good Outcome

O U T C O M E S

How Others Will React to Your Decisions

Good Logic
Bad Outcome

Good Logic
Good Outcome

LOGIC

Forgiving Patient

Impressed Elated

Furious Retaliatory

Incredulous Contented

Bad Logic
Bad Outcome

Bad Logic
Good Outcome

OUTCOMES
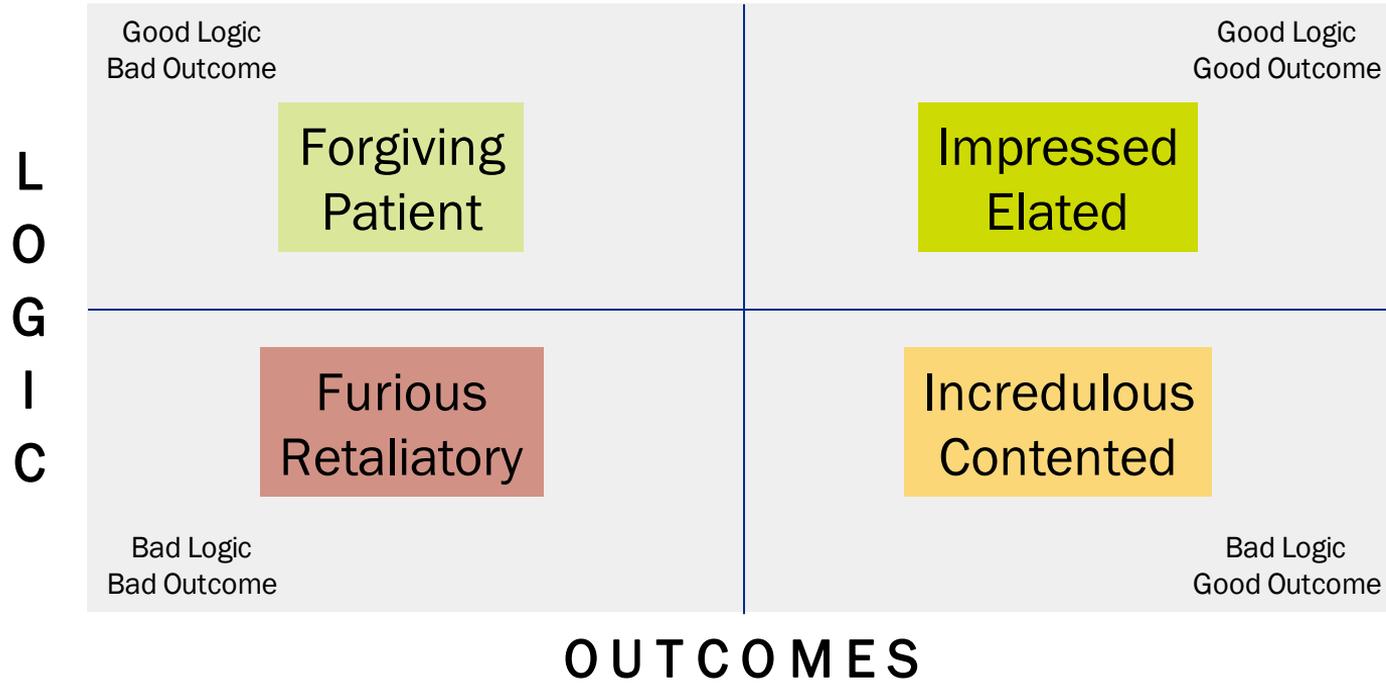
Where do "good" ideas come from?

INSTINCT
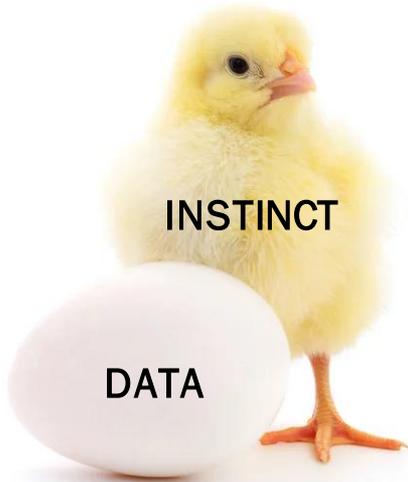
DATA

Most new and truly groundbreaking ideas have little to no historical data collected to support them.

The only way to collect the data from new ideas is to try them.

(...but you just said I need logic from data to support my new ideas?!?)

LIAISON

Hacks

secrets for improving your relationship with data... and maybe your boss(es)

DO THIS INSTEAD

Before you start a data project, ask yourself:

*"What action will
I take once
I have the answers?"*

Good answers...

- Reference specific resources

- Convey clear goals

- Have situational reasons for needing to be addressed

Bad answers...

- Sound specific but aren't

- Ambivalent towards the end-game

- Not tied to a problem anyone currently has

Hack #2: Don't _Expect_ Surprises

DO THIS INSTEAD	M.L. Models can...	M.L. Models cannot...
Ask yourself the dumb questions and be honest about the answers	Tell you what is true of the data

Be automated/make tasks and decisions easier | Predict something they've never seen before |

Hack #3: Don't Data Dump Your Analysis

DO THIS INSTEAD

"Increase the team's exposure to insights – not data"

Insights should be...

- Relevant to current objectives

- Actionable

- Visualized and summarized

Insights should not...

- Overwhelm

- Require significant explanation

DO THIS INSTEAD

Very impressive:

*Back up **your** ideas with more advanced analytics*

Objective		Goal	Result			Current	Delta
Gift Aid		**Minimize**	**9,421,386**			9,269,419	151,967

Constraints

Name	Value	Minimum		Result		Maximum	Current	Delta
Predicted Enrollment		2000	≤	**2000**			1849	151
High School GPA		3.50	≤	**3.62**			3.61	0.02
Total Net Tuition Revenue				$16,087,248			$14,733,813	$1,353,435
Discount Rate		42%	≤	**42%**	≤	45%	43%	-1%

Residency Type	Expected Family Contribution	1	2	3	4
	None	$2,000	$1,000	$1,000	$1,000
	$0	$16,000	$13,000	$13,000	$13,000
IN STATE	$1 - $5,000	$13,000	$13,000	$13,000	$13,000
	$5,001 - $10,000	$13,000	$13,000	$13,000	$13,000
	$10,001 - $20,000	$13,000	$13,000	$13,000	$13,000

Hacks

- Let the action you want to take drive your analysis

- Ask yourself the dumb questions and be honest about the answers

- Focus on sharing insights

- Use a little magic

LIAISON

Q & A

experience:LIAISON

SEATTLE | FEBRUARY 15-16, 2023

Thank You

• • • • •

Jeff Morgan
jmorgan@liaisonedu.com