DIVISION OF STRATEGY, MARKETING, COMMUNICATION & ADMISSIONS (SMCA)

Enterprise Decision Support (EDS) 2011-2012

Measurement 2.1:

Improve and enhance existing business intelligence applications to facilitate user efficiency.

➤ **Target:** Optimize existing applications based upon user feedback to meet evolving user data needs.

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Mission: The mission of Enterprise Decision Support (EDS) is to provide data integration services and actionable information solutions through the delivery of business intelligence applications and other knowledge management tools to support executive and operational decision-making and planning by the university community (including the Board of Trustees, the various colleges, departments and other academic and administrative units) and to provide information for external agencies and the Florida Board of Governors. Enterprise Decision Support endorses the university strategic plan to increase interdisciplinarity, partnerships, and sustainability (IPS).

Measurement 2.2:

Develop and implement additional business intelligence applications.

➤ **Target:** Create and release 5 new major applications.

Results 2.1:

- Feedback from Pegasus Mine Portal (PMP) users was provided via email and telephone; responses were tracked in Issue Tracker system and/or Project Management system.

- Eight (8) Reporting Database Service (RDS) customized and general queries were improved.

- Additional student demographic and honors data elements were added to Degree-related tables and reports in response to user requests.

Outcome 2:

Increase functionality of the Pegasus Mine Information Portal

Results 2.2:

- 3 applications were created for the **College of Engineering & Computer Sciences** to load data on demand.

- 2 applications were created for the **College of Graduate Studies** to display projected graduation and retention rates.

- 3 applications were created to display **Science, Technology, Engineering, and Math (STEM) to STEM** program retention of undergraduate students.

Implemented Changes (Success Story):

- Identified weaknesses in data collection measures for obtaining user feedback which can be used for technology improvements and enhancements, and improved closed loop feedback processes.

- Incorporated results to shape the EDS Assessment plan for 2012-13 by revising measurement approaches, collecting and analyzing additional data and information, and changing methods of data collection.

Significance & Impact of Implemented Changes

- As a new department of Institutional Knowledge Management (IKM), the assessment process for EDS has provided a vehicle through which we have shaped our mission, vision and strategic goals. We have also changed our approach to assessment by involving the entire EDS team in setting objectives and identifying measures and targets to help us meet them. The annual review of results during the past two years by the EDS team has enabled us to fine-tune and focus on measures that result in operational improvements as opposed to only describing on-going operations.

- The implemented changes will enable EDS to develop new knowledge management processes to support existing and unmet university reporting needs and to ensure that development resources are intelligently applied to provide usable solutions.