ANALYTICS COMMUNITY OF PRACTICE

MONTHLY NEWSLETTER

Hello, Analytics Community Practice Members, we are excited to present a new layout for the monthly newsletters! This month we have an article featuring Deborah Staley, who is presenting the BIWorkshare: Admissions & Analytics on September 14th at 10am. We also wanted to update you on many events going on this month related to data and analytics. Lastly, we want to build a more robust analytics community, so please fill out the survey at the end of the newsletter. Your feedback is always helpful!

ARTICLES

BIWORKSHARE PRESENTS: DEBORAH STALEY

Admissions & Analytics

SEPT 14TH 10AM - 11AM

JOIN VIRTUALLY

[click here](#)

Role at UofSC: As part of the Undergraduate Admissions IT group, I am the Business Intelligence Analyst. My unit's responsibilities include database administration, system integration/access, and report writing within the Student Information Systems (SIS) for Admissions.

What role does Analytics play in your office? : Analytics is crucial in our office due to the significant impact data analysis has on decision making for Admissions. Decisions range from product purchase, student engagement platforms, publications, application processing, data integrity, and security of systems. With the magnitude of data, Admissions uses trend analysis and predictive modeling to fine tune business practices. For example, data utilization brings insight for yearly cohort strategic planning, workflow efficiencies, system integrations, and collaborative project enhancements.

What role does analytics play in higher education, and what advents/technologies do you see on the horizon? : It is a game changer for Enrollment Management to better recruit, retain, and serve students. Most institutions use multi-platform data tools to triangulate outcomes for interpretation and communication of institutional data. As for the horizon, I see even more tools being created by vendors. But whichever technology is chosen by an institution, data integrity and consistency should stay intact while choosing the right tool for the mission of the university.

Favorite data visualization and/or analytics tools? : SAS ☺

Why is it your favorite data visualization and/or analytics tools?: I am an old school programmer who started with C++ and Cobol at an insurance software company. When I started working at UofSC, the main languages were Cobol and SAS. SAS quickly became my preference because of the cool coding graphics using chart procedures, GMAP, and overlay of HTML. However, Tableau is creeping up on me as a good one.

In your job, are you limited on tool and/or programming languages?: Within Admissions, we have a plethora of tools which range from Cognos and Tableau to internal analytics tools provided by our CRM, application platforms, or vendor sites. Our two main programming languages are SQL & SAS.

If you have used other analytics tools in the past, how do they compare to your current environment?: It is hard to compare previous analytics tools from the past to current. I feel that in the current environment there are so many analytics tools which in the past you were limited in software choices and accessible training classes. Today, you can learn a language or tool through online classes, webinars, and readily available training documents.
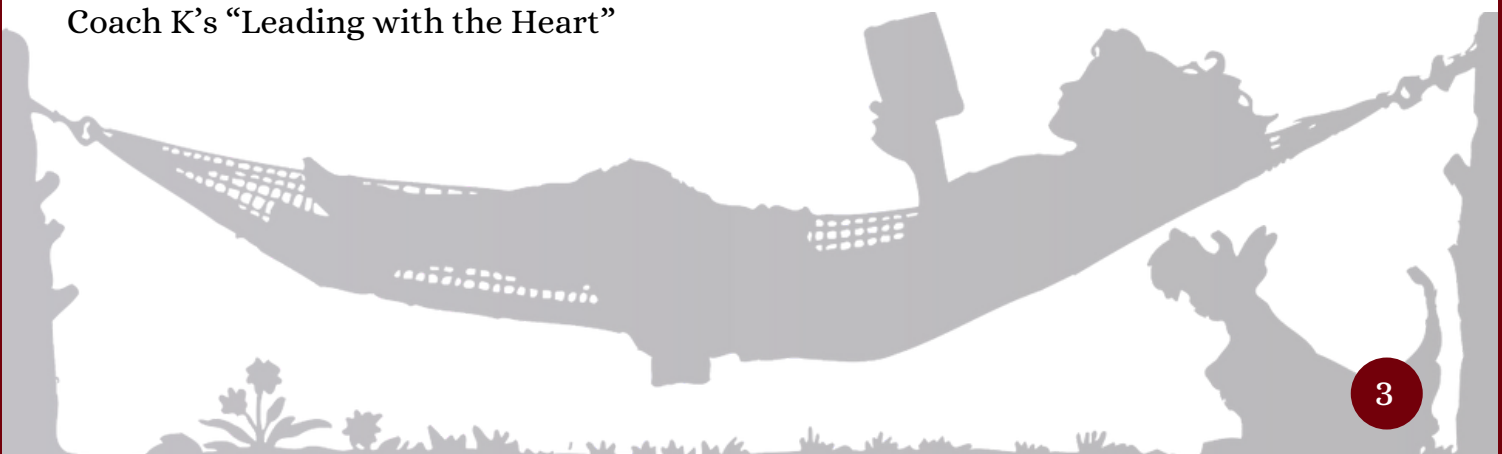
How did you learn about the ACP? : Caroline Maulana encouraged me to join when she started the group since we were working together on the HelioCampus implementation project.

What other reporting software are you interested in learning?: As each year brings new initiatives and projects, I am open to learning new tools as it keeps us on the cutting edge of technology. Additionally, educational growth is a key motivator in my professional career.

What/who inspires you? To be honest, it is truly children and animals. Their capacity to trust and love with resilience during difficult times.

Book recommendations (work related or not): Do IT forums count? Hee hee. I spend most of my spare time outside, but if I had to choose there would be two – one I read when I was in middle school and the other as a young adult.

Clebe McClary's "Living Proof"
Coach K's "Leading with the Heart"

EVENTS

THIS MONTH ALL LISTED EVENTS ARE FREE TO ATTEND!!

SEPT 12-16TH @12:00 - 9:00PM

LOCATION: Virtual event hosted by Hopin

The Black Is Tech Conference is back for it's 4th Year. Taking place from Sept. 12 - 16, 2022, the event will bring 25,000+ Black and Brown tech professionals, entrepreneurs and students for 5 full days of Learning, Networking, Recruitment, Entertainment and so much more.

This Year, the event is still mainly VIRTUAL but we are also adding some smaller IRL events in the Atlanta area (IRL events to be confirmed and announced in June 2022). The event will also include some Pre-Conference events the week before from Sept 6- 9, 2022.

WHAT TO EXPECT AT THE CONFERENCE:

OVER 200 SPEAKERS
70+ COMPANIES RECRUITING
25000+ ATTENDEES
5000+ FOUNDERS
500+ COMPANIES REPRESENTED.
80+ SPEAKING SESSIONS & WORKSHOPS
5 FULL DAYS OF ACTUAL EVENT PROGRAMMING ONLINE
LOTS OF NETWORKING AND CONNECTIONS AND LOADS OF
ENTERTAINMENT

Register now

HIGHER EDUCATION TABLEAU COMMUNITY

SEPT 13TH @3:00- 4:30PM

LOCATION: Virtual event on Zoom

This is an opportunity for you to connect and meet virtually with your Higher Education Tableau Community, as part of the greatest data community in the world!

You'll have the chance to share best practices, connect with others, hear from incredible guest speakers and learn new approaches to Tableau with other users

Register now

SEPT. 13TH @7:00PM

LOCATION: Research Computing Lab at 1430 Senate Street

The lab is on the first floor which is visible from the lobby. You should enter through the large bronze doors on Senate street.

PARKING: Lots of meter spaces all around the building (which should be free at 7pm), surface lot connected to building (shouldn't be an issue at this time), Pendleton Garage has meter spaces.

WHAT TO BRING: Nothing is required but you can bring your own device if you like. We will have a lab along with distributions on flash drives to install.

PIZZA AND REFRESHMENTS PROVIDED!

INTRODUCTION TO TEXT ANALYSIS

SEPT. 15TH @2:50-3:50PM

LOCATION: University Libraries Virtual event

Curious about text analysis and all that it entails? Join this brief, very introductory, overview of what you need to know to get started.

Instructor: Kate Boyd

[Register now](#)

SIMPLE TEXT ANALYSIS WITH VOYANT

SEP. 19TH @12-12:50PM

LOCATION: University Libraries Virtual event

Learn the basics of text analysis using Voyant, an entry level tool for analyzing and visualizing digital texts.

Instructor: Amie Freeman

[Register now](#)

INTRODUCTION TO TEXT ANALYSIS

SEPT. 21ST @3:30–4:30PM

LOCATION: University Libraries Virtual event

Curious about text analysis and all that it entails? Join this brief, very introductory, overview of what you need to know to get started.

Instructor: Kate Boyd

[Register now](#)

HOW TO BUILD AN ANALYTICS DASHBOARD THAT REALLY DELIVERS VALUE

SEPT. 22ND @7:00–8:00AM

LOCATION: Virtual event Hosted by Demio

Analytics cannot be understood in isolation! Instead, to be an effective Product Manager, you need to learn how to plan an impactful - and realistic - overview of your key metrics.

Join this hands-on, live session, where you'll learn how to plan a real analytics dashboard with Mixpanel.

[Register now](#)

CONTRIBUTING TO THE COMMUNITY

Did You Know?

The new ACP **Microsoft Teams Site** is a great way to spread the word about coming events and opportunities! In an effort to reduce email traffic, we encourage you all to send communications via the Microsoft Teams Site. All events shared will also be included in the newsletter, which will continue to go out via the listserv.

As always, the following links and email addresses can be used for the specified purposes:

- To contact the list owner: ANALYTICS-request@LISTSERV.SC.EDU
- Click here to join the Analytics Community of Practice

We would also appreciate if you could spent a few moments to complete this **survey** to help us build a more robust analytics community. Your feedback is always helpful!