

# BUSINESS ANALYTICS COMMITTEE

## Purpose:

Oversees the use of analytical application projects to align with and support the University's strategic goals by endorsing or sponsoring analytical initiatives that foster the gain of valuable knowledge from data to provide insight to recommend action or to guide executive decision making

## Charge:

For NKU to achieve its desire to be a data driven university, it should strive to apply analytics to improve institutional performance. This committee should be involved in activities such as, but not limited to:

- Develop overall strategy and plans for reporting and analytics
- Inventory campus requests for analytical application projects and recommend priorities to the IT Policy Council (ITPC); coordinate analytical activity across the institution
- Review formal business requirements for approved analytical projects
- Oversee approved analytical projects to ensure institutional initiatives are properly scoped, executed, and communicated
- Understand the use or purpose of the existing analytical software products and recommend additional analytical software products
- Advise on administrative issues related to analytics projects (e.g., security, training, campus communication)
- Research best practice measurement practices to ensure return on investment (ROI)
- Function as a source for issue escalation and facilitate resolution of matters negatively impacting analytical project progress
- Promote analytics at an executive and senior management level
- Approve presentation standards and best practices for the licensed analytical software products

## Membership Guidelines:

- Chief Information Officer (Co-Chair)
- Executive Director of Planning and Institutional Research (Co-Chair)
- Membership is composed of divisional representatives appointed by the Vice Presidents.
- Total membership annually is approximately 10 members.

## Membership Appointment:

Division Vice Presidents

## Membership Terms:

All committee members serve at the discretion of the Committee Co-Chairs.

## Frequency of Meetings:

Monthly or Bi-monthly

## Expected Lifespan:

Ongoing

## Reporting Requirements:

N/A

## Operating Procedures:

N/A

## Relationship to Other Committees:

## Typical Date of Membership Turnover:

Varies

## Responsible Office:

Office of Information Technology (IT)

## Administrative Contact Name & Position:

Tim Ferguson ([fergusont1@nku.edu](mailto:fergusont1@nku.edu))

## Website:

N/A

## Membership Roster (2020-21)

NAME	TITLE	DEPARTMENT	COMMITTEE ROLE	EMAIL
<b>Leadership</b>				
Tim Ferguson	Chief Information Officer (CIO)	Office of Info. Technology (IT)	Co-Chair	<a href="mailto:fergusont2@nku.edu">fergusont2@nku.edu</a>
Shawn Rainey	Executive Director, Planning & Institutional Research (IR)	Planning & Institutional Research	Co-Chair	<a href="mailto:rainey1@nku.edu">rainey1@nku.edu</a>
<b>Other Members</b>				
Ryan Padgett	Assistant Vice-President	Enrollment & Student Success		<a href="mailto:padgettr1@nku.edu">padgettr1@nku.edu</a>
Mike Hales	Chief Financial Officer (CFO)	Office of the Chief Financial Officer		<a href="mailto:halesm1@nku.edu">halesm1@nku.edu</a>
Kimberly Scranage	Vice President	Enrollment & Degree Mgmt.		<a href="mailto:scranagek1@nku.edu">scranagek1@nku.edu</a>

<b>NAME</b>	<b>TITLE</b>	<b>DEPARTMENT</b>	<b>COMMITTEE ROLE</b>	<b>EMAIL</b>
Don Stinson	Director	Office of Info. Technology (IT)		<a href="mailto:stinsond1@nku.edu">stinsond1@nku.edu</a>
Amy Ishmael	Assistant Director	Institutional Research		<a href="mailto:ishmaela2@nku.edu">ishmaela2@nku.edu</a>
Amy Racke	Asst. Dean/Director of Advising Center	College of Arts and Sciences		<a href="mailto:rackea@nku.edu">rackea@nku.edu</a>
Brandon Nesbitt	Sr. Business Systems Analyst	Office of Info. Technology (IT)		<a href="mailto:nesbittb@nku.edu">nesbittb@nku.edu</a>
Souren Paul	Chair	Business Informatics		<a href="mailto:pauls1@nku.edu">pauls1@nku.edu</a>
Michael Schuler	SAP BI Solutions Architect	Office of Info. Technology (IT)		<a href="mailto:schulerm1@nku.edu">schulerm1@nku.edu</a>