# Analytics Practitioner Network

The following is an outline of a proposal to form an analytics practitioner community in higher education:

**Description:**

- A higher education professional network focused on schools and suppliers who are actively using **analytics** to support the **student lifecycle**

**What is the goal of the group:**

- To share stories, approaches, and best practices so that we can build off of each other's successes and failures. Institutions and suppliers who have analyzed large data sets, built models, and implemented solutions are in a good position to be able to help each other achieve the goal of student success

**What do we mean by "analytics":**

- There are three sections to the analytics scope:
    - **Aggregation** (gathering data from multiple or unique sources)
    - **Analysis** (using an advanced approach {predictive, clustering, etc.}…more than "just reporting"
    - **Application** (surfacing the analytic findings in an innovative way…visualizations or integrations)
- The school/supplier should be doing something more innovative/unique in one or more of these three areas

**What do we mean by "student lifecycle":**

- Enrollment
- Program retention
- Teaching & Learning
- Education-to-careers

It is my intent to network a group of analytics practitioners in order to foster collaboration and further the state of the art. I've been in the learning analytics space for a number of years and have not seen a group with this specific focus. There are numerous colleagues who have done an amazing job at fostering research, policy, and standards. I believe an additional focus on practitioners will also benefit those in the higher ed analytics space.

**Initial meeting at Educause 2016:**
Student Life-Cycle Analytics Special Interest Group
Wednesday, October 26 | 10:30am - 11:20am | Hilton, Executive Boardroom, Fourth Floor
https://events.educause.edu/annual-conference/agenda/student-lifecycle-analytics-sig

(Note: there is no formal need to RSVP, but for logistics purposes, ***please let Mike Sharkey know if you plan on attending*** {mike.sharkey@blackboard.com})

**Where does this group "live"?**

Ideally, I think this group should be under an existing higher ed umbrella organization so as to legitimize its existence. The initial meeting is at the Educause Annual Conference, but this group is still nascent and it is not an official Educause entity. A likely scenario is that if there is demand for this kind of a group, it would get labelled as an Educause Special Interest Group (SIG).

**Is this group affiliated with Blackboard?**

No. Mike Sharkey is coordinating this group in response to a perceived need in the higher education analytics space. While Mike currently works at Blackboard, there is no official or implied role of Blackboard associated with this group.

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