

DATA EXPLORATION SERIES



University Analytics
& Institutional Research

**Data Exploration Series:
Intro to Academic Analytics**

AGENDA & PRESENTERS

Christopher Cherry
IT Training & Support Specialist

Jessica Calderwood
Data Analyst

Ashley Hurand
Director, UAIR

- Introduction
- Academic Analytics overview
- Essential modules
 - *Benchmarking*
 - *Medical Insight*
 - *Research Insight*
 - *Alumni Insight*
 - *Analysis on Demand*
- Case Study: APR
- Resources



WHO WE ARE AND WHAT WE DO

UAIR is committed to providing data that empowers campus decision makers, informs policy and practice, and tells the Arizona story.



WHAT DO YOU WANT TO KNOW?

How do I access Academic Analytics?

How detailed is Research Insight?

What data does Academic Analytics provide?

Where does all the data come from?

How should I use this data?



ACCESS

- Request access to Academic Analytics through the Provost's Office
- Differing levels of access are available. Your options may be different than what appears in the following screenshots

The screenshot shows the University of Arizona Office of the Provost website. At the top, there is a red header with "THE UNIVERSITY OF ARIZONA" and a search bar. Below the header, the "Office of the Provost" logo is displayed. A navigation menu includes links for Home, Faculty Resources, Student Success, Academic Excellence, Academic Success Goals, Initiatives, Administrative, and Communications. The breadcrumb trail shows "Home > Academic Analytics". The main content area has a dark blue header with "Academic Analytics". Below this, there is a photograph of a woman smiling while working on a laptop. To the right of the photo, there is text explaining that the University of Arizona provides a subscription to Academic Analytics (AA), a powerful business intelligence tool for academic leaders and campus users. The text describes AA's capabilities in aggregating, curating, visualizing, and contextualizing data on faculty research and scholarly activities. It also mentions that AA offers comparative faculty productivity data on academic departments and Ph.D. programs nationwide, structured to facilitate discipline-specific comparisons. Below the text, there is a dark blue button labeled "Academic Analytics Portal". At the bottom of the page, there is a section titled "Academic Analytics Access" with a paragraph explaining that to streamline the access process, users are kindly requested to complete a form using a link provided. Below this paragraph is another dark blue button labeled "click here to request access".

THE UNIVERSITY OF ARIZONA

Search this site

Office of the President Strategic Imperatives

Office of the Provost

Home Faculty Resources Student Success Academic Excellence Academic Success Goals Initiatives Administrative Communications

Home > Academic Analytics

Academic Analytics



The University of Arizona provides a subscription to Academic Analytics (AA), a powerful business intelligence tool for academic leaders and campus users. AA aggregates, curates, visualizes, and contextualizes data on faculty research and scholarly activities, enabling informed decision-making through user-friendly analytics. Academic Analytics offers comparative faculty productivity data on academic departments and Ph.D. programs nationwide, structured to facilitate discipline-specific comparisons.

If you don't have access, please refer to the information below to request access. If you have access, log into the Academic Analytics portal using your NetID and password.

[Academic Analytics Portal](#)

Academic Analytics Access

To streamline the access process, we kindly request that you complete the form using the link below. This form will help us determine the appropriate type and level of access based on your specific needs.

[click here to request access](#)

ACCESS

- Request access through the Qualtrics form
- You must have an administrative purpose to use Academic Analytics
- Department level access is the default
- If you need College level data, you will need to submit the Dean's written permission alongside the form

Have you attended an Academic Analytics credentialing session before?

Yes

No

What access would you like to request? Select all that apply.

Academic Program Benchmarking

Research Insight

Alumni Insight

Medical Insight

What level of access you are requesting?

Department Level

College Level

NEXT



ACADEMIC ANALYTICS OVERVIEW

ACADEMIC ANALYTICS

Overview

- Academic Analytics aggregates, curates, visualizes, and contextualizes data on faculty research and scholarly activities, enabling informed decision-making through user-friendly analytics.
- Offers comparative faculty productivity data on Colleges, academic departments and Ph.D. programs nationwide, structured to facilitate discipline-specific comparisons.
- The University of Arizona subscription to AcA currently includes the following modules:
 - *Benchmarking*
 - *Medical Insight*
 - *Research Insight*
 - *Alumni Insight*
 - *Analysis on Demand*



Academic Analytics Gets Elevated With AI

Industry Insight and Research Insight improvements are underway, and we've released several exciting AI powered enhancements to these tools. Visit the Industry Insight and Research Insight landing pages to learn more!

Academic Analytics is launching an AI powered chat agent that can provide conversational results to questions about scholars, research, funding, portal features, and more. **Development of this AI Assistant is still underway**, so you might ask it questions that it cannot yet answer. Please don't hesitate to reach out with suggestions for additional capabilities!

[Chat with AI Assistant](#)

News & Events

Latest News [VIEW ALL](#)

FEBRUARY 18 8:00 AM MST
New Views in Medical Insight

DECEMBER 19 8:25 AM MST
Happy Holidays!

Upcoming Webinars [VIEW ALL](#)

There are no items to display at this time.

Strategic Tools

Information to better understand and support scholars and research

<p>Peer Analysis </p> <p>How is the scholarship of your faculty and units positioned among peer universities?</p>	<p>Placements & Outcomes </p> <p>Where are your alumni now?</p>	<p>Discovery Tools </p> <p>How can you grow and showcase your research enterprise?</p>
<p>Benchmarking</p> <p>Explore your institution's research activity and</p>	<p>Alumni Insight</p> <p>Explore the careers of bachelor's, master's</p>	<p>Research Insight</p> <p>Discover subject matter experts, funding, honorific</p>

DATABASE SCOPE

- Who is included?
 - *Varies by module*
- What scholarly activity is included?
- What is the time frame?
- What other institutions are available for comparison?



DATABASE SCOPE

	Benchmarking	Medical Insight	Research Insight	Alumni Insight
Scholarly Activity	✓	✓	✓	✗
20+ Year Time Frame	✓	✓	✓	✗*
Comparison Institutions	✓	✓	✗	✗
Aggregate Faculty Data	✓	✓	✗	✗
Individual Faculty Data	✗	✗	✓**	✗

*Alumni Insight provides access to a 10-year time frame.
 **Research faculty data collected twice a year compared to once a year for other tools



DATABASE SCOPE

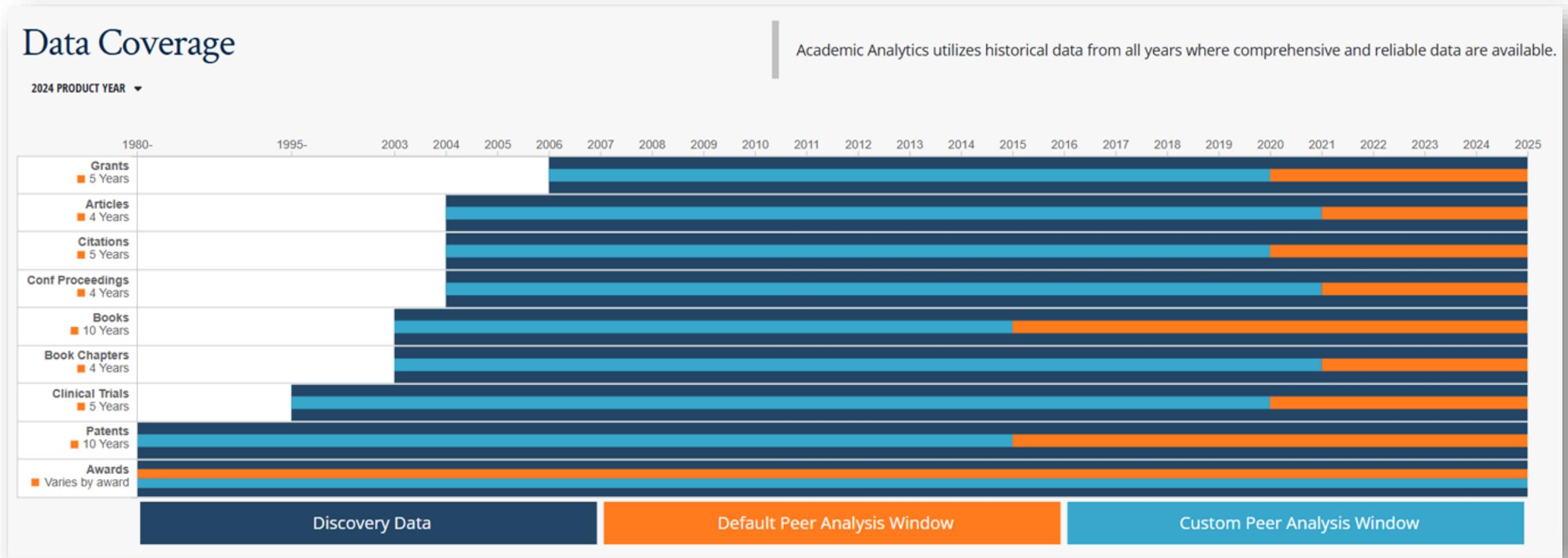
What Scholarly Activity is Included?

Activity	Sources
Journal Articles	Crossref
Honorific Awards	Awarding Agencies
Books	Baker & Taylor, The British Library
Book Chapters	Baker & Taylor
Citations	Crossref
Conference Proceedings	Crossref
Grants	Federal Funding Agencies
Patents	patentsview.org
Clinical Trials	NIH National Library of Medicine



DATABASE SCOPE

What is the Time Frame?



DATABASE SCOPE

What Other Institutions are Available for Comparison?

- Not all other institutions participate in Academic Analytics' database
 - *Some smaller institutions don't participate*
 - *Departments or programs that don't grant a PhD or have attached faculty may not be available for comparison*

The screenshot displays the Academic Analytics Portal interface. At the top, the University of Arizona, The logo is visible, along with the user name JESSICA CALDERWOOD. The navigation menu includes Benchmarking, Medical Insight, Research Insight, Alumni Insight, Industry Insight, Analysis On Demand, Resources, and Help. The main content area shows the University of Arizona, The profile, with tabs for Overview, Comparison, Works, Faculty, Units, and Taxonomies. The Comparison tab is active, displaying a table of comparing institutions.

Institution 1	SRI	Carnegie RA	Carnegie IC	Sector	State	AAU Member	IPEDS	Land Grant
Gerstner Sloan-Kettering Graduate School of Biomedical Sciences	1.4	Not Designated	Not Designated	Private	NY		458511	Not Designated
Cold Spring Harbor	1.1	Not Designated	Not Designated	Private	NY			Not Designated
California Institute of Technology	1.0	Research 1: Very High Spending and Doctorate Production	Special Focus: Technology, Engineering, and Sciences	Private	CA	AAU Member	110404	Not Designated
City of Hope Graduate School of Biological Sciences	1.0	Not Designated	Not Designated	Private	CA		441238	Not Designated
Princeton University	1.0	Research 1: Very High Spending and Doctorate Production	Mixed Undergraduate/Graduate-Doctorate Medium	Private	NJ	AAU Member	186131	Not Designated
Stanford University	1.0	Research 1: Very High Spending and Doctorate Production	Mixed Undergraduate/Graduate-Doctorate Large	Private	CA	AAU Member	243744	Not Designated
Harvard University	0.9	Research 1: Very High Spending and Doctorate Production	Mixed Undergraduate/Graduate-Doctorate Large	Private	MA	AAU Member	166027	Not Designated

ESSENTIAL MODULES

BENCHMARKING

BENCHMARKING

Who's Included?

- Benchmarking *generally* includes faculty who are **tenure/tenure-eligible** (T/TE) or **continuing/continuing-eligible** (C/CE) in PhD-granting academic or clinical units.
- The ACA faculty database is based on the **previous year's** employee workforce snapshot. The database almost always lags at least one year behind, and updates regularly each year in October.
 - *The database currently reflects the Fall 2024 snapshot and will update to the Fall 2025 snapshot when the database refreshes in November 2026.*
- Faculty who hold **dual titles** will be associated with their primary department only
 - *A custom faculty list can be created with cross-departmental faculty as long as they meet the other requirements above.*



BENCHMARKING

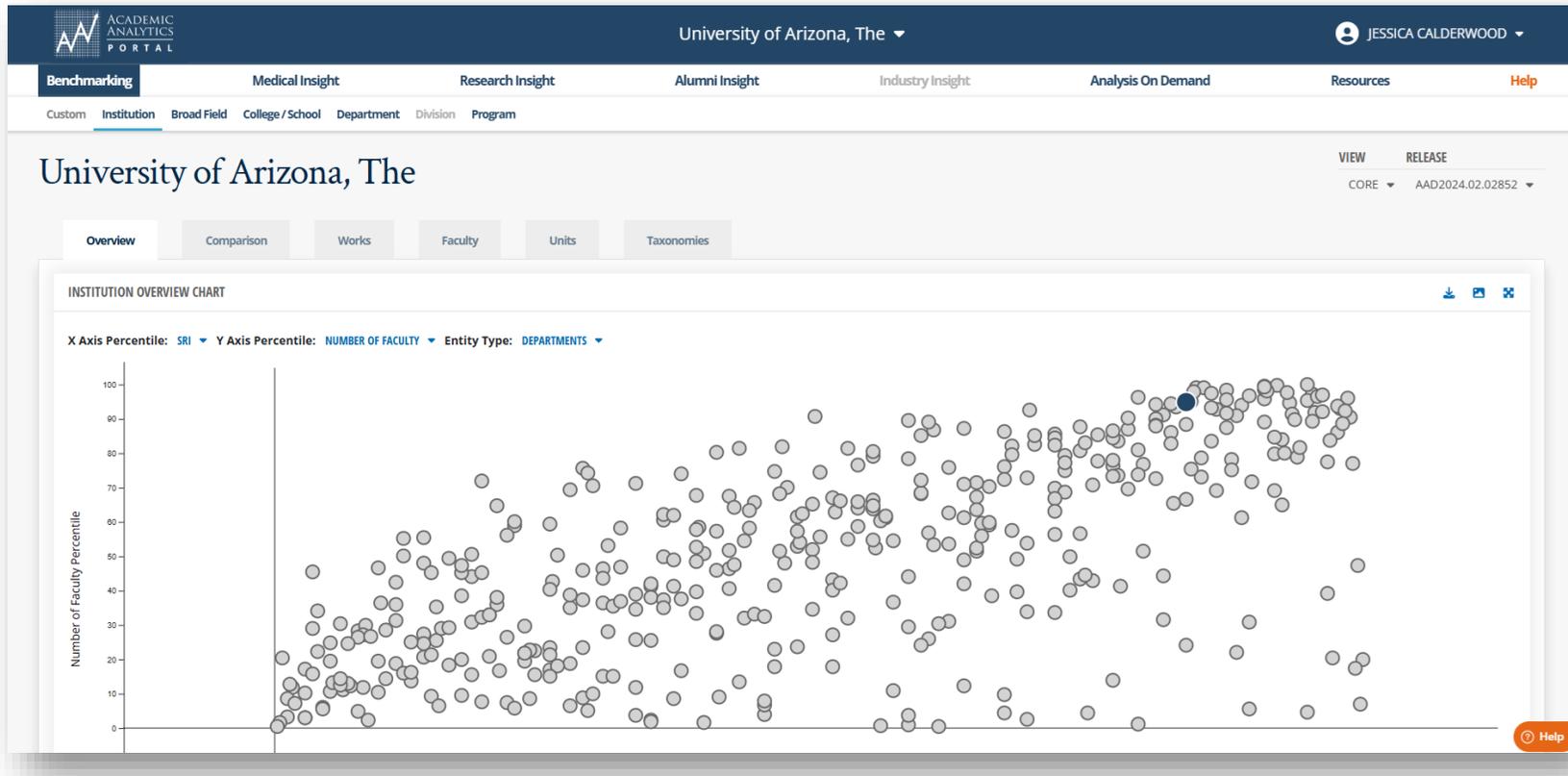
- Data-driven metrics to assist in strategic planning, program/department review
- Support faculty development with trends from current & aspirant peers
- Identify research active, but under-recognized faculty
- Discover trending research topics

Academic Analytics Benchmarking is available for PhD-granting departments or units with attached faculty.



BENCHMARKING

CORE -Institution Overview



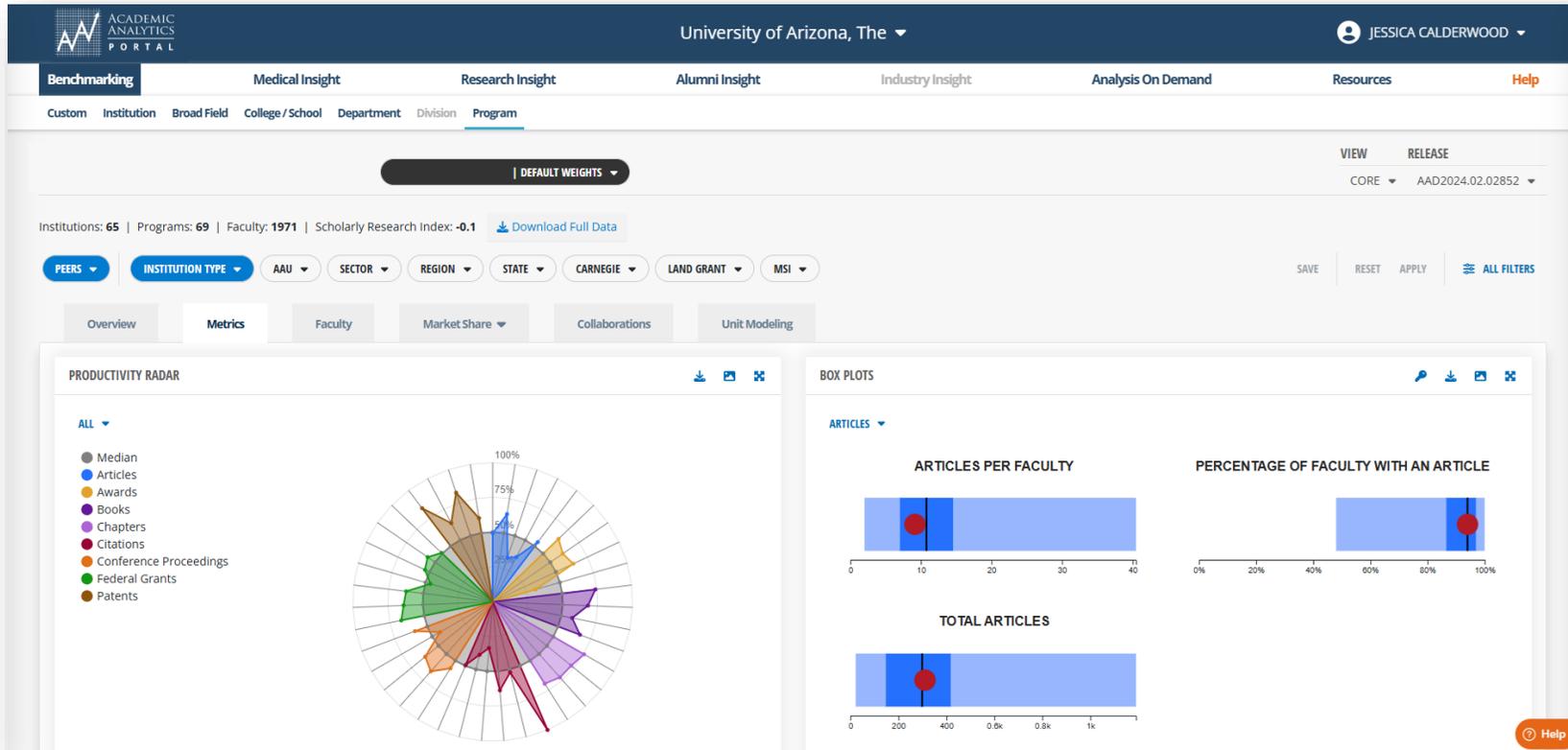
- Comparisons available at various levels:

- *Institution*
- *Broad Field*
- *College/School*
- *Department*
- *Program*
- *Division (Expanded View)*

- Expanded view includes College of Medicine & other clinical departments

BENCHMARKING

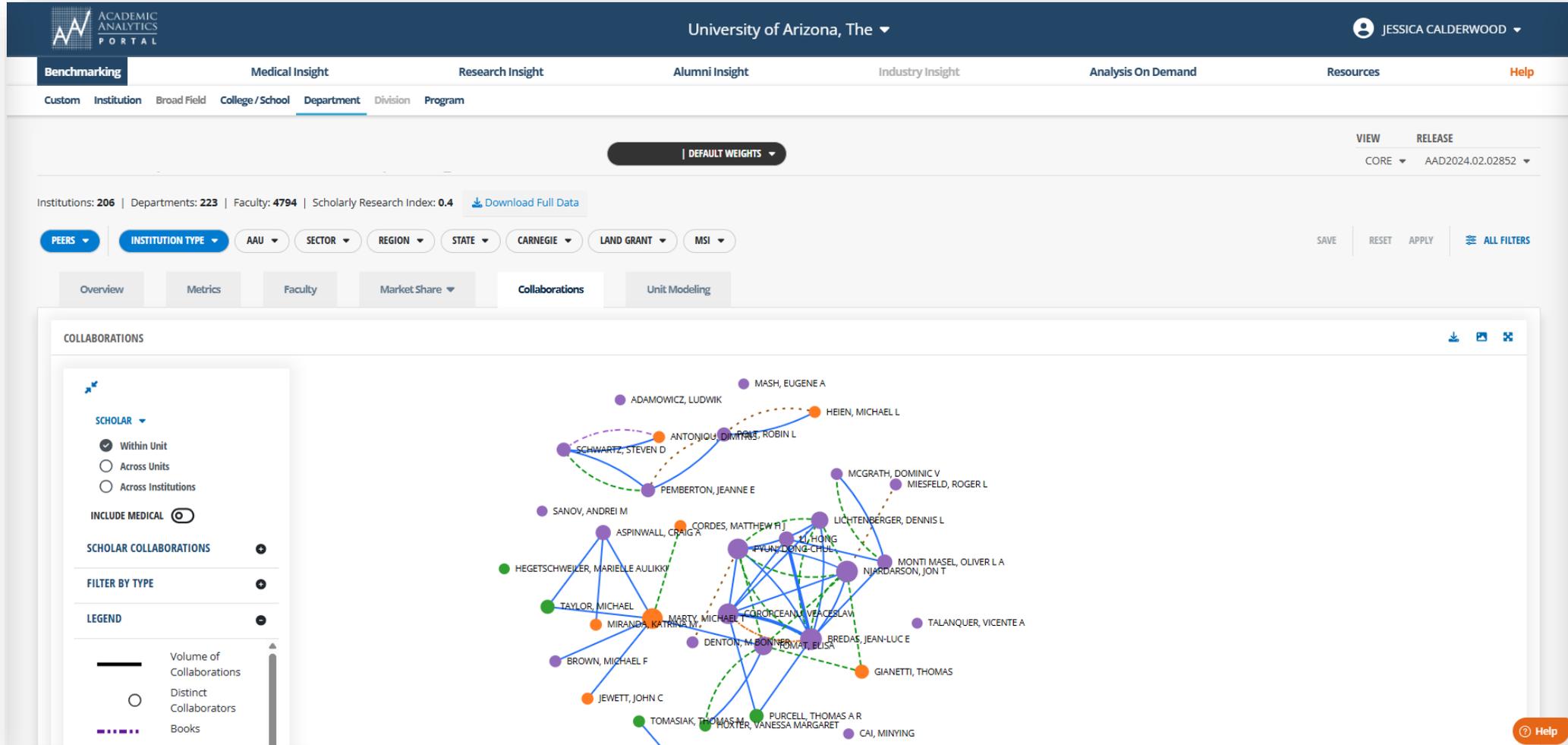
CORE - Program Metrics



- Benchmarking comparisons are not meant to represent all faculty scholarly activity, but provide a snapshot that can be compared across institutions
- Ranking and percentile evaluations are not official rankings, meant for comparative purposes only

BENCHMARKING

Collaborations



MEDICAL INSIGHT

MEDICAL INSIGHT

Provides comparative analytics of research metrics for department faculty at medical schools and centers.

- Data Digest
- Open Payments
- Compare Centers, like the University of Arizona Cancer Center, to similar centers across the country



MEDICAL INSIGHT

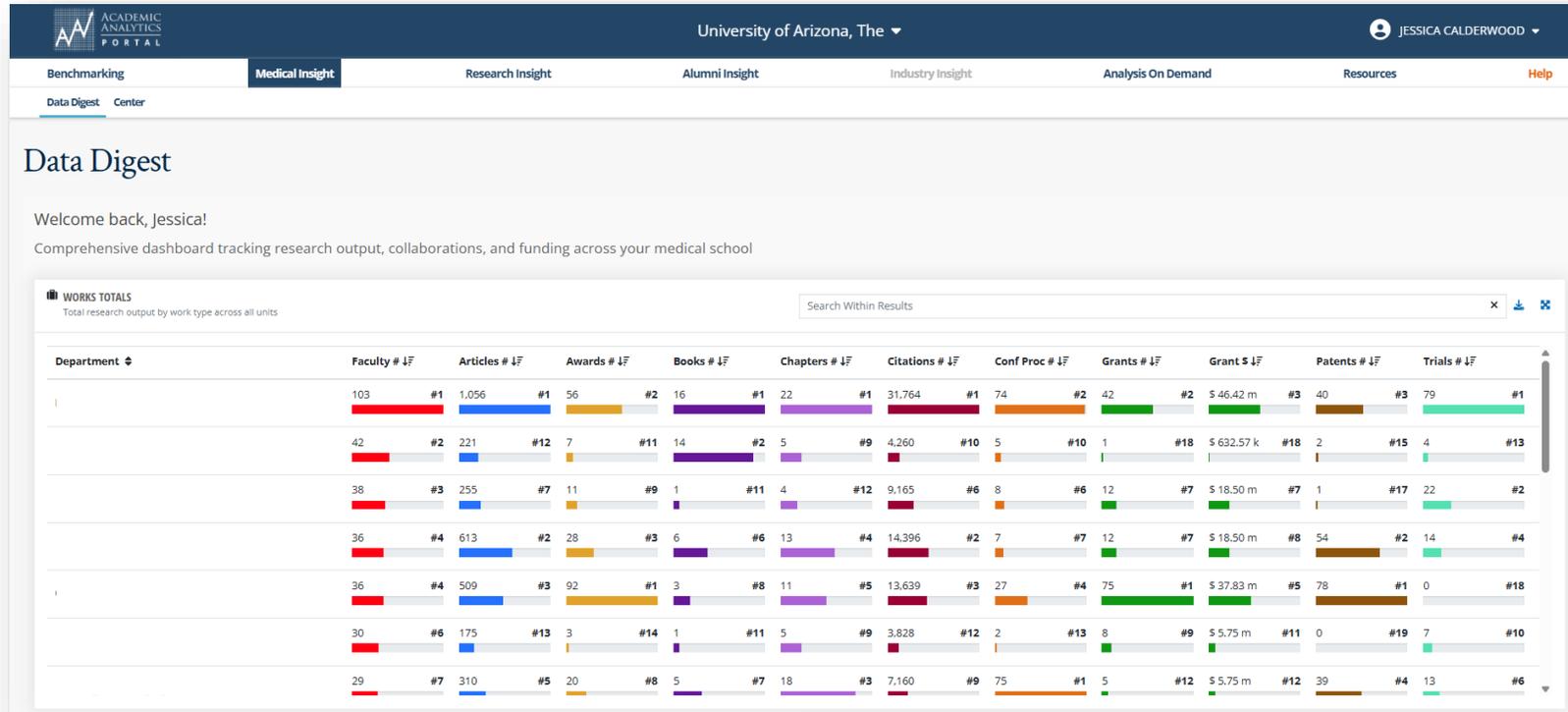
Who's Included?

- **Utilizes the same faculty pool as Benchmarking**
 - *Tenure/tenure-eligible (T/TE) or continuing/continuing-eligible (C/CE) faculty in PhD-granting clinical units captured during the previous year's employee workforce snapshot.*
- **Career-track faculty with a significant clinical expectation**



MEDICAL INSIGHT

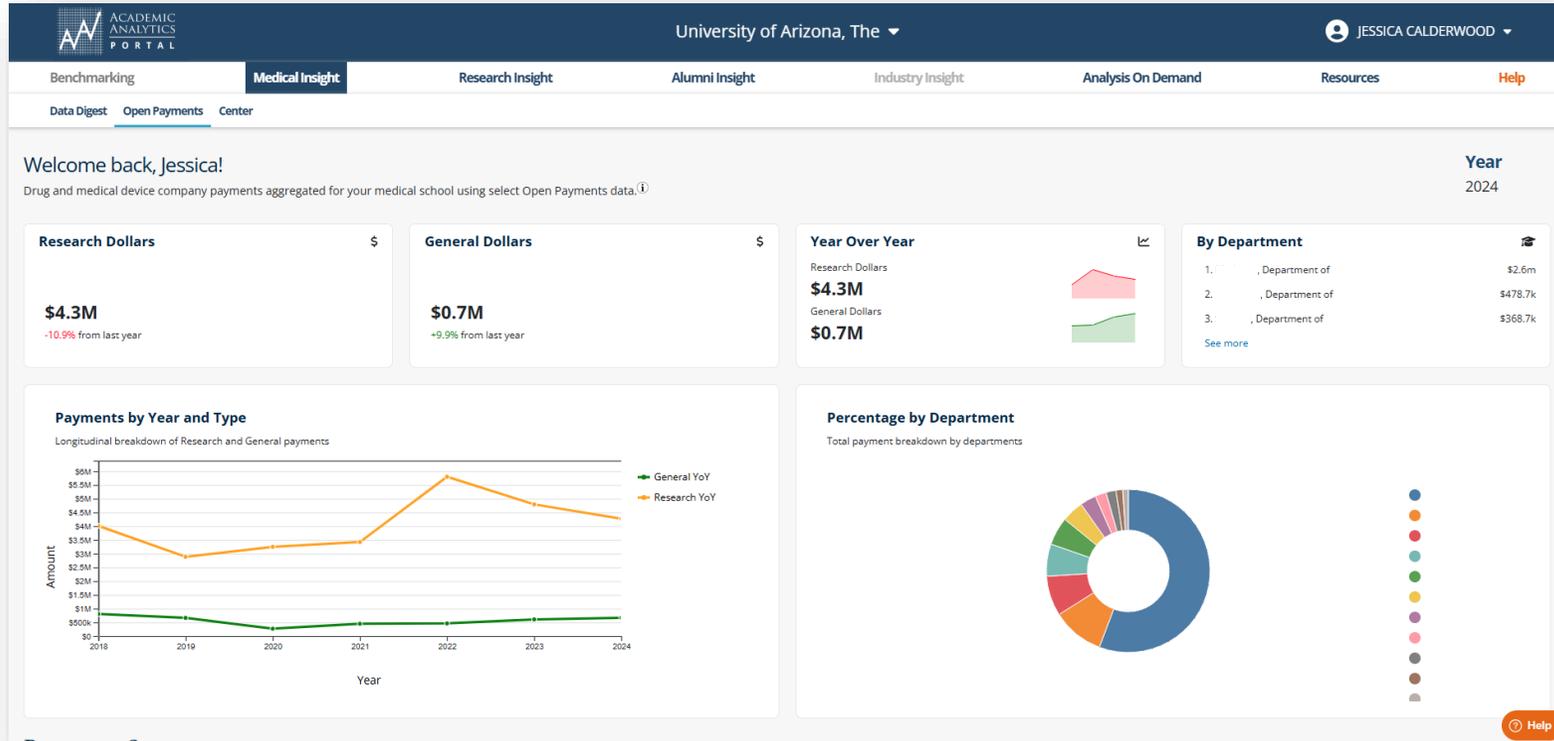
Data Digest



- Data Digest tracks research output, collaborations, and funding for the College of Medicine

MEDICAL INSIGHT

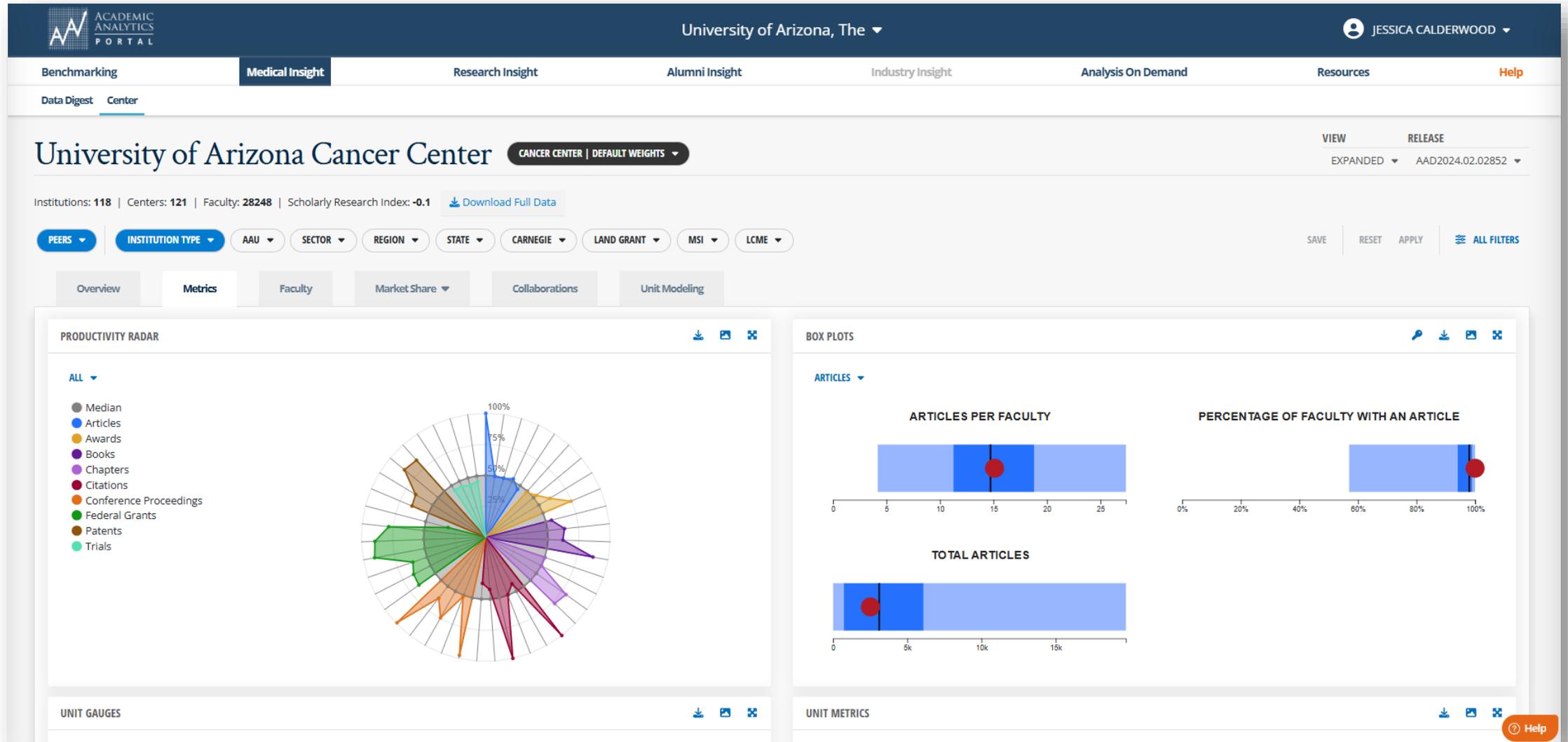
Open Payments



- Open Payments shows dollars paid to faculty from pharmaceutical and/or medical device companies

MEDICAL INSIGHT

Center – Metrics



RESEARCH INSIGHT

RESEARCH INSIGHT

Use data-informed intelligence to identify, support, and strengthen outstanding university research teams and enterprises.

- Identify subject matter experts on campus
 - *Collaborations and research network*
 - *Research specialties*
- Explore honorific awards
- Find tailored funding prospects
- Expanded faculty database



RESEARCH INSIGHT

Who's Included?

- **Tenure/tenure-eligible (T/TE) or continuing/continuing-eligible (C/CE) faculty**
 - *Career-track faculty with a significant clinical or research expectation*
 - *Administrative-only faculty*
 - *Faculty associated with non-PhD granting departments or programs*
- Affiliates (Designated Campus Colleagues) associated with clinical departments
- Faculty list is updated **twice per year** to reflect workforce changes



RESEARCH INSIGHT

Overview

The screenshot shows the 'Research Insight' page for the University of Arizona. The page is part of the 'ACADEMIC ANALYTICS PORTAL' and is accessed by 'JESSICA CALDERWOOD'. The main navigation includes 'Benchmarking', 'Medical Insight', 'Research Insight' (selected), 'Alumni Insight', 'Industry Insight', 'Analysis On Demand', 'Resources', and 'Help'. Sub-navigation includes 'Overview', 'Scholars', 'Funding', and 'Honorific Awards'. The 'Research Insight' section is titled 'University of Arizona, The Scholars and Work Activities' and features a row of eight data cards: SCHOLARS (3K), ARTICLES (98K), AWARDS (2K), BOOKS (2K), CHAPTERS (8K), CONF PROCS (13K), GRANTS (5K), and TRIALS (670). Below this is a list of three main categories: 'Scholars' (Identify scholars across a broad range of topics and areas of expertise), 'Funding' (Discover funding opportunities in particular research areas, for individuals, or for teams), and 'Honorific Awards' (Review previous Award recipients and fields of study, as well as institution specifics like Carnegie Classification). A 'TOTAL DATA COVERAGE' table is on the left, and a 'Help' button is in the bottom right.

TOTAL DATA COVERAGE	
SCHOLARS	462,790
INSTITUTIONS	526
FUNDING OPPORTUNITIES	3,893
ARTICLES	9,446,159
AWARDS	361,437
BOOKS	243,227
BOOK CHAPTERS	935,507
CLINICAL TRIALS	98,624
CONFERENCE PROCEEDINGS	1,078,691
GRANTS	583,728
PATENTS	189,115

- Deep dive into Work Activities like Articles, Books, etc
- Explore suggested Funding Opportunities and Honorific Awards for specific faculty
- Review previous Award recipients and fields of study, as well as institution specifics like Carnegie Classification

RESEARCH INSIGHT

Scholars



University of Arizona, The

JESSICA CALDERWOOD

Benchmarking Medical Insight **Research Insight** Alumni Insight Industry Insight Analysis On Demand Resources Help

Overview **Scholars** Funding Honoric Awards

Research Insight

Scholars

SEARCH BY RESEARCH TOPIC SEARCH WITHIN MY INSTITUTION

ALL FILTERS

RELATED TERMS

SEARCH SAVE SEARCH

2,655 Scholars Networks Recent Activity

Search Within Page

1 2 3 ... 14

DOWNLOAD

INST	NAME	RC-INDEX	COLLABS	ARTICLES	ARTICLES (CLINICAL)	AWARDS	BOOKS	CHAPTERS	CITATIONS	CITATIONS (CLINICAL)	CONF PROCS	GRANTS	GRANT \$
UA	ABBOUD, GEBRAN MD, 2004 Gastroenterology and Hepatology, Division of	13	-0.6	16	11	0	1	0	1	430	0	0	\$0
UA	ABDELSATTAR, JAD MD, 2012 Surgery	32	0.3	76	30	0	0	1	0	439	0	1	\$0
UA	ABDULRAZZAQ, MOHAMMED MBBS, 2006 Cardiology, Division of	6	-0.4	5	6	0	0	0	0	8	0	0	\$0
UA	ABECASSIS, MICHAEL M I MD, 1983 Surgery	333	1.6	1k	303	25	1	0	4	27k	13k	6	\$38m
UA	ABLIN, RICHARD J PhD, 1967	56	1	40	52	0	0	2	2	405	0	0	\$0

PROJECT

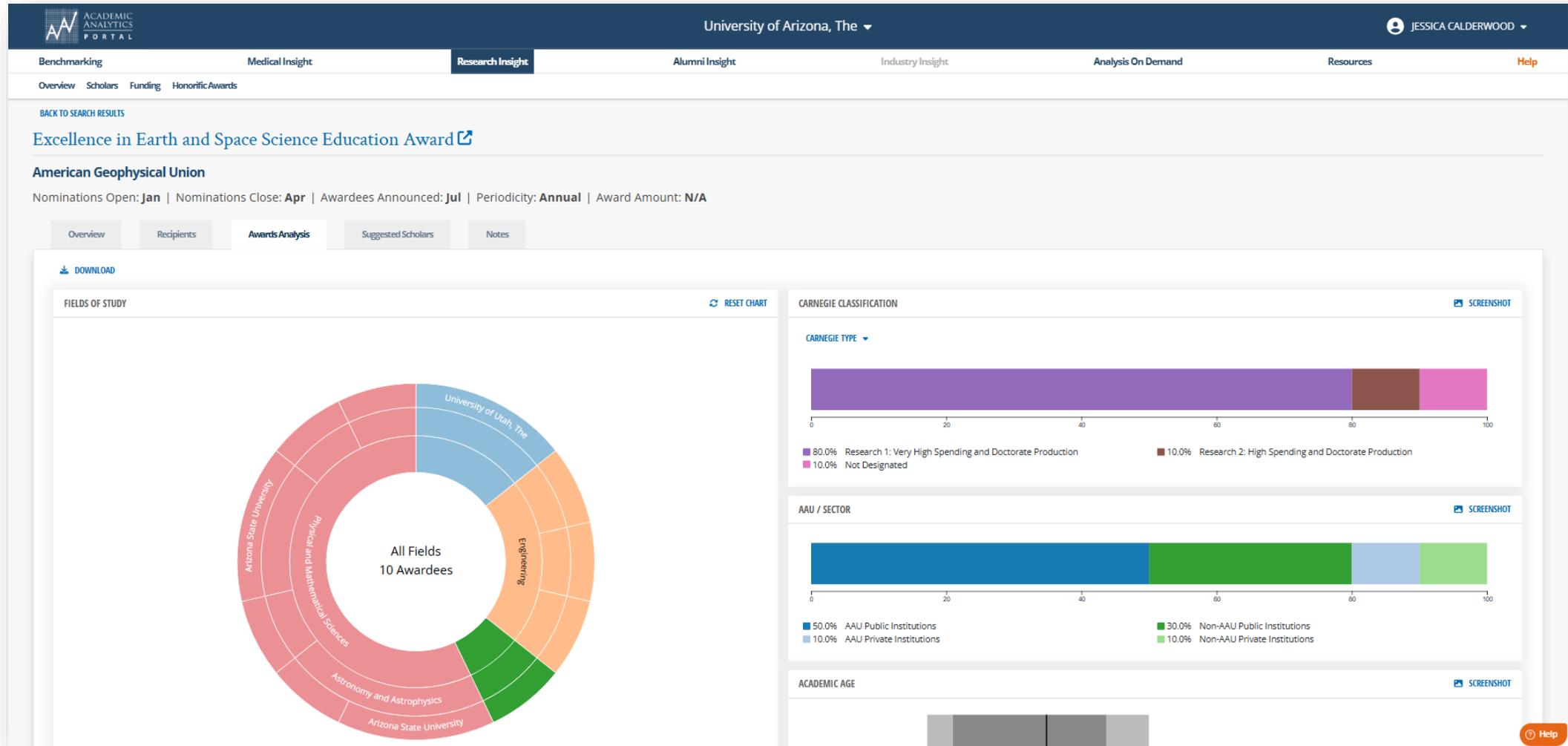
+

Help



RESEARCH INSIGHT

Honoric Awards - Award Analysis



ALUMNI INSIGHT

ALUMNI INSIGHT

Use data-informed intelligence to identify, support, and strengthen outstanding university research teams and enterprises.

- Find your PhD alumni
- Showcase degree outcomes to prospective students
- Incorporate graduate career paths in program review process
- Utilize data for training grant applications and renewals



ALUMNI INSIGHT

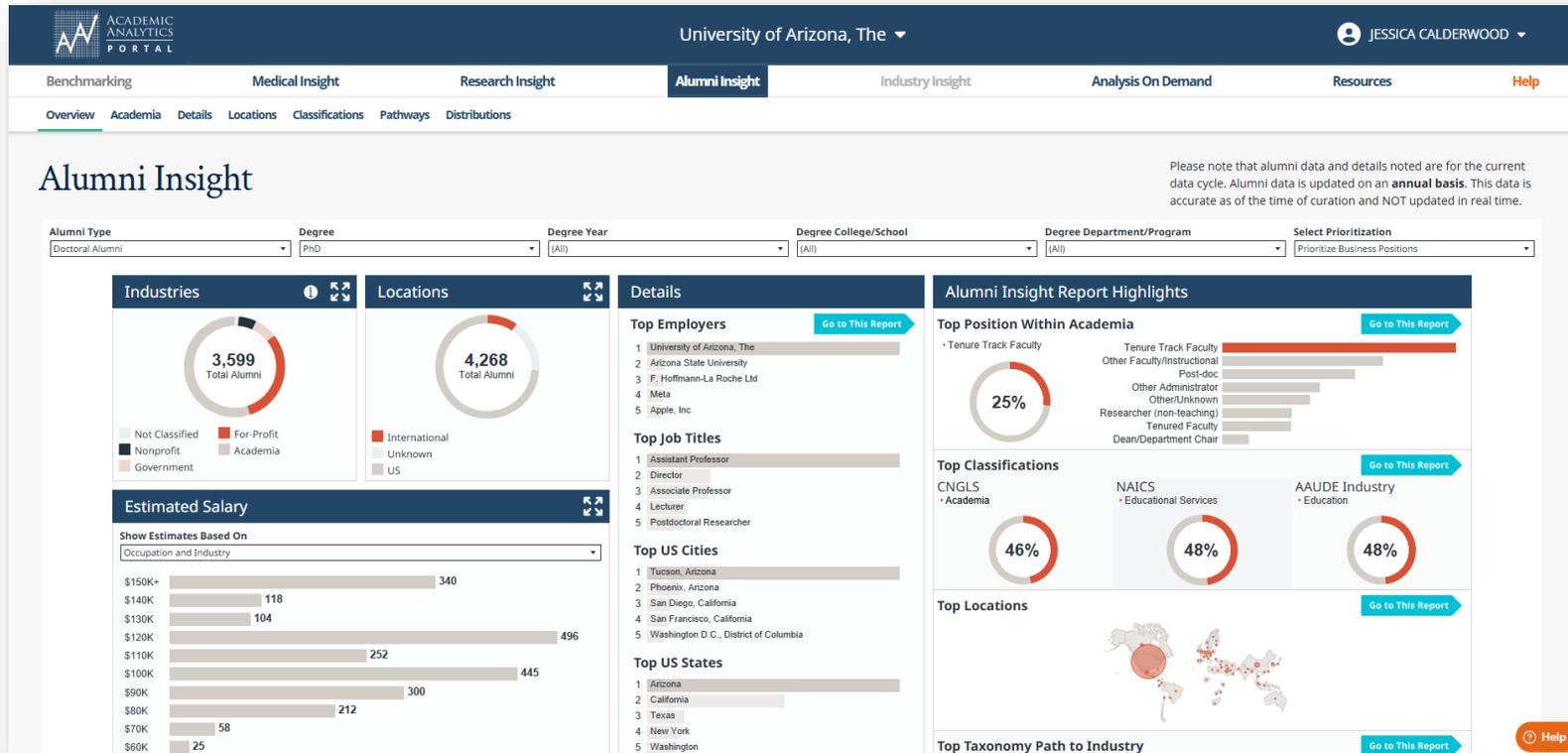
Who's Included?

- What type of alumni are captured in this tool?
 - *At this time, the University of Arizona has contracted with Academic Analytics to provide information on **PhD students only***
 - *Alumni must have completed a PhD during the last **ten years***
- How is alumni information captured and verified?
 - *AcA Alumni Insight uses a combination of web scraping and manual human searches in order to obtain alumni information. Each position's information is verified by three separate sources and reviewed by humans before being verified in the database.*
- What percentage of alumni are found?
 - *Academic Analytics currently reports an 84.3% find rate for PhD alumni*
- What is Prioritization?
 - *Alumni Insight allows differing prioritizations for alumni with multiple positions, business or academic*



ALUMNI INSIGHT

Overview



- Filter by:
 - Degree Year
 - College/School
 - Department/Program
- Explore specific positions within Academia by rank and institution type
- Locations within the US and abroad
- Industry Classifications
 - CNGLS
 - NAICS/SOC
 - AAUDE
- Pathways from graduation to employment industry and occupation classifications

ALUMNI INSIGHT

Classifications - Pathways

ACADEMIC ANALYTICS PORTAL

University of Arizona, The

JESSICA CALDERWOOD

Benchmarking Medical Insight Research Insight **Alumni Insight** Industry Insight Analysis On Demand Resources Help

Overview Academia Details Locations Classifications Pathways Distributions

Alumni Insight

Please note that alumni data and details noted are for the current data cycle. Alumni data is updated on an **annual basis**. This data is accurate as of the time of curation and NOT updated in real time.

Program Filters: Alumni Type: Doctoral Alumni; Number of Programs to Display: Top 10; Program(s): (Multiple values); Degree Year(s): (All)

Classification Filters: Taxonomy: AAUDE; Classification Type: Major; Classification Name(s): (All); Adjust Whitespace in Visual: 0.38969

Pathway from Graduation → Employment Industry and Occupation Classifications

Academic Program	AAUDE: Major
Anthropology	Alumni Not Located
Chemistry	Architecture and Engineering Occupations
Electrical & Computer Engr	Arts, Design, Entertainment, Sports, and Media Occupations
Geosciences	Computer and Mathematical Occupations
Language, Reading & Culture	Education, Training, and Library Occupations
Nursing	Finance Professional
Optical Sciences	Healthcare Practitioners
Physics	Legal Occupations
Psychology	Life Scientists
Sec Lang Acquisition & Teach	Management Occupations
	Not Classified
	Other Occupations
	Physical Scientists

Help

ANALYSIS ON DEMAND

ANALYSIS ON DEMAND

The Analysis on Demand feature in the Academic Analytics portal allows you to run custom Tableau reports, including:

- Stars and Rising Stars
- Highly Prestigious and Prestigious Awards Nomination Analysis
- International Collaborations and International Funding
- Trending Research Topics
- And many others



ANALYSIS ON DEMAND

University of Arizona, The

JESSICA CALDERWOOD

Benchmarking Medical Insight Research Insight Alumni Insight Industry Insight **Analysis On Demand** Resources Help

Standard Reports Custom Reports

Standard Reports ALL CONTENT TYPES

AAD2024.01.02842 Search Within Results

Load time less than 1 minute

AAU Phase I Membership Indicators Analysis

Explore a longitudinal view of institutional and peer group values for Phase I AAU Membership Indicators over the past ten academic years.

Longitudinal Faculty

Run Report

Load time less than 1 minute

Awards Analysis

Identify department faculty who are highly research active, but under-awarded compared to national peers.

Grants and Awards

Run Report

Load time less than 1 minute

Distribution of NRC Honorific Awards Analysis

Understand the academic age and quintile distribution of NRC Highly Prestigious and Prestigious Awards across institution faculty.

Grants and Awards

Run Report

Faculty Movement by Source and Destination (AAU Membership and Sector)

Faculty Research Productivity

Faculty Research Productivity by Department

Help

Additional analyses available by request

CASE STUDY: APR

CASE STUDY: APR

The Academic Program Review (APR) is a systematic review and evaluation of all academic programs that occurs once every seven years.

- UAIR provides specialized support for departments and programs participating in the Academic Program Review
- In addition to data support for UA-specific data (UAccess Analytics dashboards), UAIR also produces an AcA report including:
 - *Benchmarking Comparisons*
 - *AAU Public Peers in the same discipline*
 - *Top 5 peer institutions chosen by each unit*
 - *Alumni Insight analysis*



Table of Contents

- **Academic Analytics Benchmarking** – Slides 3 - 9

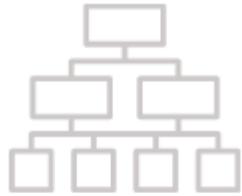
- Tips for Interpreting Radar Charts – Slide 4
- List of Faculty included in comparisons – Slide 5
- Comparison 1: AAU Public Institutions – Slides 6 – 7
- Comparison 2: Selected Peer Institutions – Slides 8 – 9

- **Alumni Insight** – Slides 10 - 14

- Industries of Employment – Slide 11
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- Location – Slide 14

- **Appendix** – Slides 15 - 24

- Academic Analytics Documentation - Slides 16 - 24
 - Data Coverage Windows – Slide 16
 - Sources for Comparative Data – Slide 17
 - Frequently Asked Questions – Slides 18-24

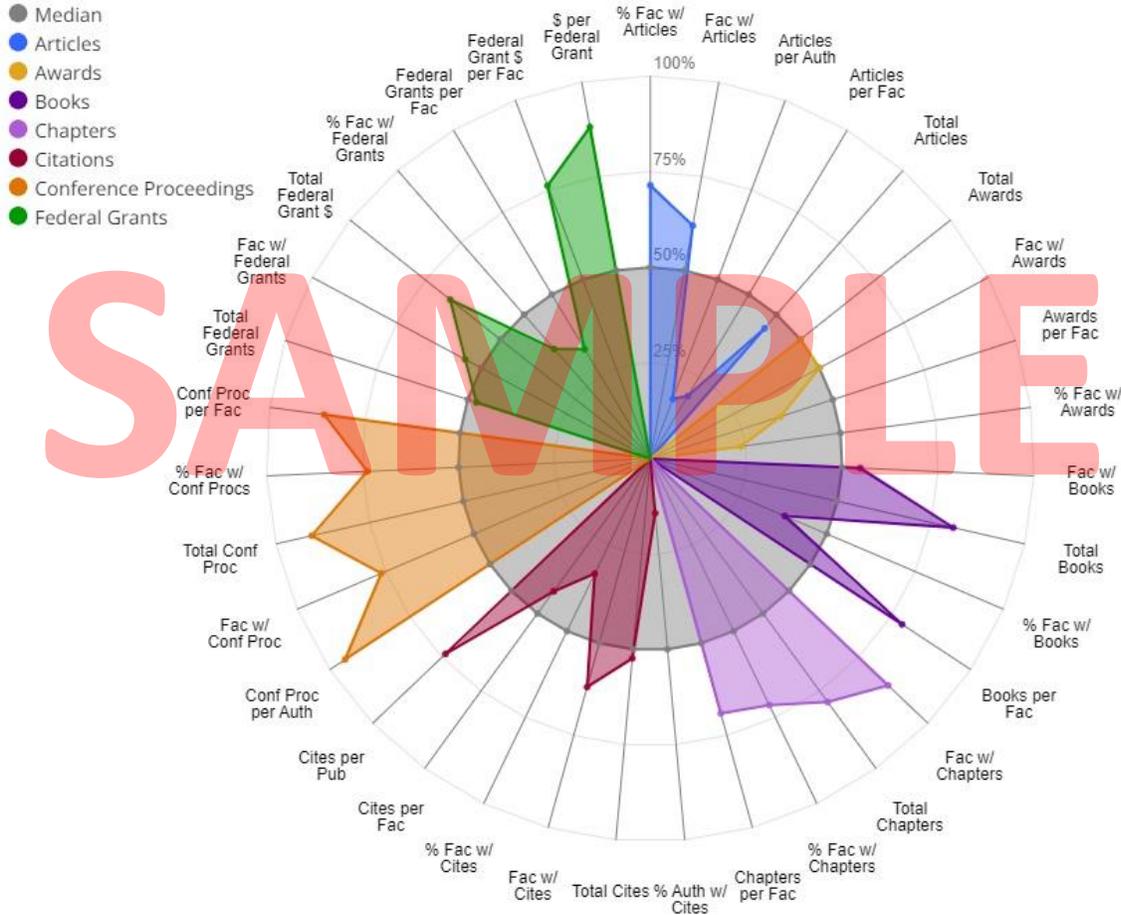


SAMPLE SLIDE



COMPARISON 1:

AAU Public Peers. Data Range 2016 - 2022



Metric	Percentile vs AAUP Institutions
% Fac w/ Articles	71%
Fac w/ Articles	62%
Articles per Auth	17%
Articles per Fac	19%
Total Articles	45%
Total Awards	50%
Fac w/ Awards	50%
Awards per Fac	36%
% Fac w/ Awards	24%
Fac w/ Books	55%
Total Books	81%
% Fac w/ Books	38%
Books per Fac	79%
Fac w/ Chapters	86%
Total Chapters	79%
% Fac w/ Chapters	71%
Chapters per Fac	69%
% Auth w/ Cites	14%
Total Cites	52%
Fac w/ Cites	62%
% Fac w/ Cites	33%
Cites per Fac	43%
Cites per Pub	74%
Conf Proc per Auth	95%
Fac w/ Conf Proc	76%
Total Conf Proc	90%
% Fac w/ Conf Procs	74%
Conf Proc per Fac	86%
Total Federal Grants	48%
Fac w/ Federal Grants	55%
Total Federal Grant \$	67%
% Fac w/ Federal Grants	38%
Federal Grants per Fac	33%
Federal Grant \$ per Fac	76%
\$ per Federal Grant	88%

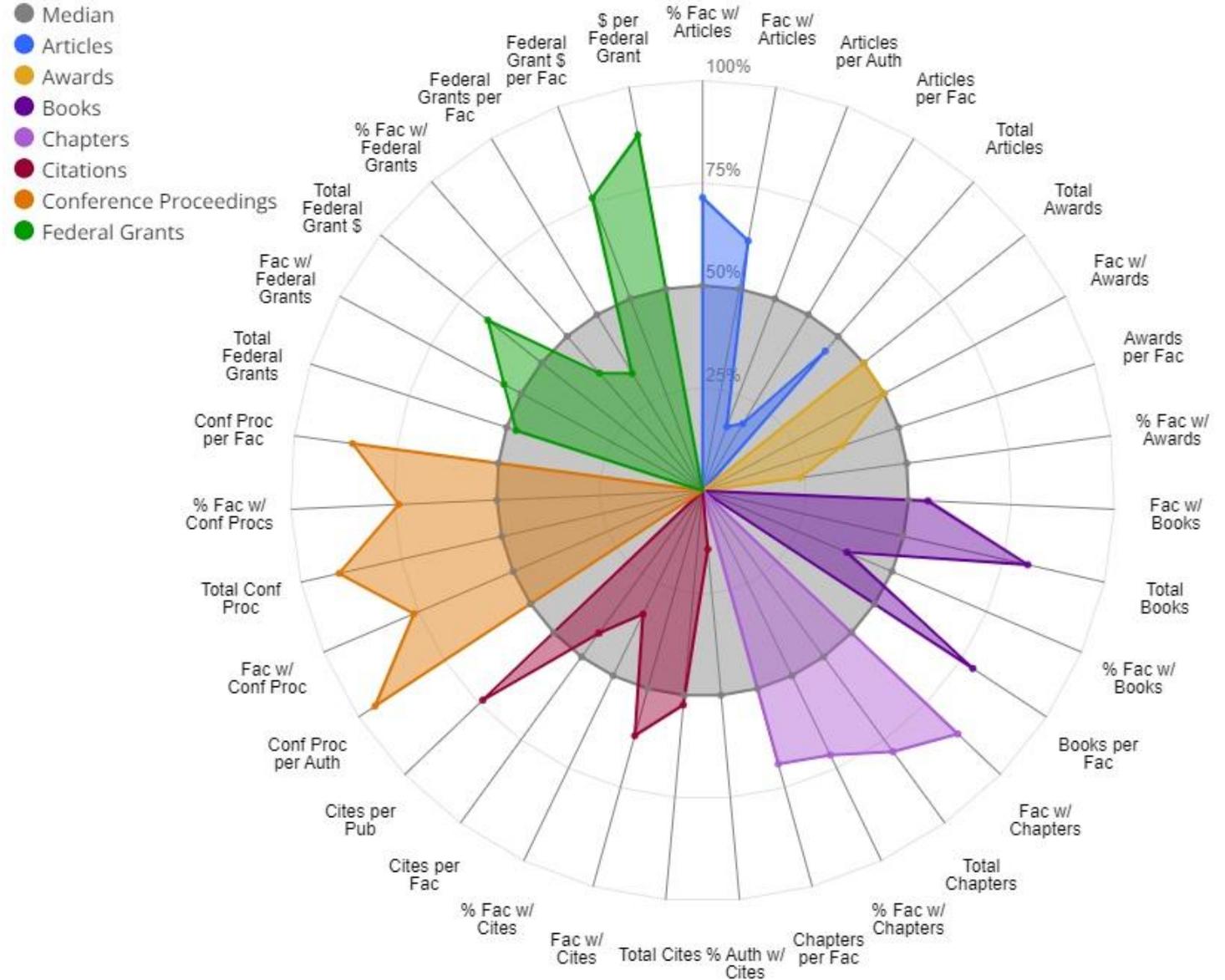
APR SELF-STUDY

Academic Analytics in Action

*“In all four categories, we are **generally above the 50th percentile, and often closer to the 75th**. The metrics for articles are our weakest point, but this may be influenced by **different publication cultures** between math, applied math, and mathematics education...”*

*...In both grants and citations, the total numbers are strong whereas the numbers per faculty member are weaker. This indicates widely **varying performance among faculty members**, with strong performers bringing up totals, and weaker performers reducing averages.*

*Finally, in awards, totals are near the 50th percentile, and averages are much lower, again indicating differential performance, but also a need to work harder on **nominating top faculty for external awards**.”*



RESOURCES

RESOURCES

Knowledge Base

- Academic Analytics provides a number of database resources, including:

- *Detailed Knowledge Base for frequently asked questions*
- *Robust data Downloads*
- *Training videos on demand*

The screenshot shows the 'Portal Support' website's Knowledge Base. The header includes the 'Portal Support' logo and navigation links for 'Home' and 'Knowledge base'. A search bar is prominently displayed with the text 'Hi, how can we help you?' and a placeholder 'Enter the search term here....'. Below the search bar, there is a 'Browse articles' section with a lightbulb icon and the text 'Explore How-To's and learn best practices from our knowledge base'. The main content area is titled 'Knowledge base' with a 'View all articles' link. Three featured articles are shown in a grid: 'About Academic Analytics', 'Database Content', and 'Alumni Insight User Guide', each with a stack-of-books icon. At the bottom, a cookie consent banner states: 'This Knowledgebase is licensed by the owner of the relevant web domain and uses HTTP cookies for essential functionality and to improve your experience. Click here for more information about the cookies used. Please refer to this site's Cookie Policy for more information.' with an 'Accept All' button.



RESOURCES

Videos

ACADEMIC ANALYTICS PORTAL

University of Arizona, The

JESSICA CALDERWOOD

Benchmarking Medical Insight Research Insight Alumni Insight Industry Insight Analysis On Demand Resources Help

Data Coverage Downloads Videos Release Notes Document Uploader

Videos

Filter Videos by ALL PRODUCTS

Training

4 Videos

Benchmarking Training
May 20, 2024

New User Training
March 25, 2025

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Benchmarking Training
ACADEMIC ANALYTICS

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14:48

Products Referenced: Benchmarking



QUESTIONS?

UAIR RESOURCES



Explore a curated list of UAIR materials:

- UAccess Analytics provisioning
- How to get started
- UAccess Analytics Certification in EDGE
- Data Literacy resources
- UAIR help and contact details



COMING SOON!



Registration opening soon!

- 22 exciting sessions
- Academic Analytics themselves!
- We'll be there too
- A day of learning and collaboration



University Analytics & Institutional Research

THANK YOU

