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About Academic Analytics

Academic Analytics is a full-service provider of business intelligence solutions for higher education leaders. Founded in 2005 to address the growing need for accurate and timely strategic data in the higher education environment, Academic Analytics provides its clients with comprehensive data on faculty research activity and custom solutions drawn from nuanced national benchmarks and peer comparisons. These data allow university leaders to make strategic investment decisions, benchmark scholarly research activity, review academic units with discipline-relevant comparisons, and substantiate accreditation. The company is guided by feedback from subscribers as well as a steering committee drawn from four key institutions in the AAU Data Exchange.

About the Academic Analytics Database

The primary database includes data on the basic areas of scholarly output. The two core modules, *Comparative Data* and *Faculty Counts*, offer basic benchmarking and analysis capability. An additional module, *Faculty Details*, offers additional layers of analysis capability.

The comparative database is organized by Ph.D. programs, departments and at the individual faculty member level. The comparative database includes information on over 230,000 faculty members associated with more than 9,700 Ph.D. programs and 11,000 departments at 385 universities in the United States and abroad. The data include the primary areas of scholarly research activity:

- **The publication of scholarly work as books**
- **Journal articles**
- **Conference proceedings**
- **Citations to journal articles and conference proceedings**
- **Research grants**
- **Honorific awards**

These data are structured to enable comparisons of research activity at the program, departmental and institutional levels. The Academic Analytics database is accessible through an online portal, using a unique username and password. In addition to over forty analysis tools, charts, and tables available in the online portal, clients may also download the data for offline analysis.

Custom Solutions and Support

In addition to its database, Academic Analytics provides its clients with other forms of support: campus visits, workshops, custom reporting and analyses, and product enhancements based on frequent client feedback.

As part of the standard implementation process, Academic Analytics staff meets with university leadership to ensure effective use of the data. Additionally, client workshops are held several times per year, designed to address specific objectives relevant for the audience, including evidence-based leadership, data best practices, and implementation support.

Academic Analytics also offers flexible custom reporting to accommodate each university's unique objectives. Academic Analytics' analysts are experienced with data sets commonly captured and used by universities, and work with university leaders to integrate those data sets with standard Academic Analytics data to achieve maximum flexibility and usefulness.

Working with the Data

Client institutions have applied the Academic Analytics database:

- To strategically allocate or re-allocate resources and improve targeted investment by providing quantitative data on institutional strengths and weaknesses at the program, discipline, broad field, and whole institution levels
- To provide ROI and other investment analyses for strategic faculty hires in key areas of focus
- To identify their closest competitors or aspirational peers in any discipline on a metric-by metric basis, rather than use a "received" or traditional set of peer institutions or programs
- To promote evidence-based leadership at the institution, college, school, departmental, and program levels
- To focus program review with relevant external benchmarks of faculty research activity
- To identify appropriate aspirational peer institutions and programs that can serve as sources for external reviewers for program review.



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