Dashboards in Higher Education

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Today’s Outline

- What is a Dashboard?
- Examples
  1. UW-River Falls, Institutional Research
  2. UW-Madison, Transcripts/Customer Service
  3. UW-Madison, Chemistry Department
  4. UW-Madison, Office of Quality Improvement
  5. Discussion
Based on the metaphor of the instrument panel in a car, the executive, or "digital" version of a dashboard provides a business manager with the input necessary to "drive" the business. Devices such as red/green/yellow lights, alerts, drill-downs, summaries, graphics such as **bar charts**, **pie charts** and **gauges** are usually set in a portal-like environment that is often role-driven and customizable. “Wikipedia

**Benefits of the Dashboard Model:**

- Ability to identify and correct negative trends.
- Measure efficiencies/inefficiencies.
- Ability to generate detailed reports showing new trends.
- Ability to make more informed decisions based on collected BI (business intelligence)
- Align strategies and organizational goals.
Types of Dashboard Applications

- **Strategic**
  - Aggregate Reporting on Key Indicators
  - Trend Analysis
  - Used for Long Term Decision Making

- **Tactical**
  - Current Term Aggregate Data
  - Used for Short Term Decision Making

- **Transactional**
  - Current, Unit Record Level Data
  - Used for Daily Operational Activities
Examples

- **Strategic**
  - UW River Falls: Institutional Reporting

- **Tactical/Transactional**
  - UW Madison: Customer Service/Transcripts

- **Transactional**
  - UW Madison: Chemistry Department

- **Tactical**
  - UW Madison: Office of Quality Improvement
Discussion

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