Leadership Alerts

Articles & Links on Educational Leadership, Tech and Customer Service

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Top Management Journals

Joly, K. (2010). **Embracing Web Analytics.** *University Business*, *13*(6), 29-30.

The article reports on the creation of web analytics in the educational institutions in the U.S. According to the Web Analytics Association, web analytics can provide an institution with data-supported insights in which most of universities activities can be tracked and measured through online. It cites several educational institutions which are using web analytics including Siena Heights University, John Carroll University and University of Colorado at Boulder.

PARRY, M. (2011). **Colleges Mine Data to Tailor Students' Experience.** (Cover story). *Chronicle Of Higher Education*, *58*(17), A1-A4.

The article discusses data-mining software and examines how U.S. colleges can use such technology for various purposes including student recruitment, course instruction, and in efforts to identify struggling students and potential dropouts. Particular focus is given to the Learning Catalytics software system developed by Harvard University professors Eric Mazur and Brian Lukoff which records students' answers to questions posed in class in order to provide feedback as well as facilitate peer instruction. Austin Peay State University provost Tristan Denley comments on how the school has used analytics software to aid students in choosing courses and majors, and ways in which Rio Salado College has used student data to identify potential dropouts are highlighted.

KELLER, J. (2011). **Colleges Rehab Their Web Sites for Major Payoffs.** *Chronicle Of Higher Education*, *57*(33), A10-A11.

The article examines ways in which several U.S. universities have altered their web sites to incorporate web analytics in an effort to better serve their visitors and more efficiently recruit prospective students. It presents comments from Bethel University web services director Michael Vedders on the school's website redesign, profiles how Loyola University in Chicago, Illinois is implementing technologies that customize web page content for visitors, and explores ways James Madison University uses online social media to share news stories and increase traffic for their website. It also provides an analysis of how Hamilton College, Wayne State University, and Belmont University have used web analytics to increase admissions.

EDUCAUSE

MAY, T. A. (2011). **Analytics, University 3.0, and the Future of Information Technology**. *Educause Review*, *46*(5), 66-67.

The author focuses on the role of advanced analytics in improving the future of University 3.0 and its information technology (IT) department. He highlights the notion that advanced analytics can help the IT department to be world-class. He notes that such goal can be achieved by establishing a rapprochement between IT and the institution and accepting the tools and techniques of advanced analytics.

Long, P., & Siemens, G. (2011). **Penetrating the FOG**. *Educause Review*, *46*(5), 31-40.

The article explores the role of analytics in learning and education. It is said that the use of data and analytics affects the future of higher education in which decisions will begin to be based on data and evidence. It notes that analytics offer college and university leaders a model for the improvement of teaching, learning, organizational efficiency and decision making. Several benefits of analytics to higher education are discussed which include the improvement in administrative decision-making and organizational resource allocation, identification of risk learners and the innovation and transformation of the college/university system.