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| Nota di contenuto | Data analytics and the imperatives for data-informed decision-making in higher education / Karen L. Webber and Henry Zheng -- Big data and the transformation of decision-making in higher education / Braden Hosch -- Predictive analytics and its uses in higher education / Henry |

Zheng and Ying Zhou -- Limitations in data analytics : potential misuse and misunderstanding in data reports and visualizations / Karen L. Webber and Jillian Morn -- Guiding your organization's data strategy : the roles of university senior leaders and trustees in strategic analytics / Gail Marsh and Rachit Thariani -- Data governance, data stewardship and the building of an analytics organizational culture / Rana Glasgal and Valentina Nestor -- Data analytics and decision-making in admissions and enrollment management / Tom Gutman and Brian P. Hinote -- Predictive analytics, academic advising, early alerts, and student success / Timothy M. Renick -- Constituent relationship management and student engagement lifecycle / Cathy O'Bryan, Chris Tompkins, and Carrie Hancock Marcinkevage -- Learning analytics for learning assessment : complexities in efficacy, implementation, and broad use / Carrie Klein, Jaime Lester, Huzefa Rangwala, and Aditya Johri -- Using data analytics to support institutional financial and operational efficiency / Lindsay K. Wayt, Susan M. Menditto, J. Michael Gower, and Charles Tegen -- Data-informed decision-making and the pursuit of analytics maturity in higher education / Karen L. Webber and Henry Y. Zheng.

Sommario/riassunto

"This edited collection by leading data scientists and higher ed leaders explains what data analytics can contribute to improving the administration of colleges and universities. The book includes several case studies of effective data analytics as applied to the areas of admissions, enrollment and retention, student life and engagement, academic advising, and learning assessment"--
