An Approach to building an Online Data Mart:
By GEORGE, I think we’ve got it!

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Institutional & Office Profile

<table>
<thead>
<tr>
<th>USC Aiken</th>
<th>Office of Institutional Effectiveness</th>
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<tbody>
<tr>
<td>- 3,350 Headcount</td>
<td>1. External reporting &amp; compliance</td>
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<tr>
<td>- 150 Graduate students</td>
<td>2. Internal reporting &amp; operational data</td>
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<td>- 680 Residential students</td>
<td>3. Assessment</td>
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<tr>
<td>- Carnegie: Baccalaureate (diverse fields)</td>
<td>4. Research</td>
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<td>- NCAA Division II</td>
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<td>- ERP = Custom system on IBM Mainframe (c. 1981)</td>
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The Problem: Ineffective Data Delivery

- Sharpen your saw
  (Steven Covey’s Seven Habits of Highly Effective People)

Data Requests Processed Over Time

Source: USC Aiken IE Office Program Review, 2005-06
The Idea

- 3 Things to take away from this presentation
  - Planning – the hard part
  - Development – documentation is the key
  - Implementation – promotion and training
Plan, plan, plan

- Journalism and Party Planning

Why  Who  What  Where  When  How
Data Mart?

- Not synonymous with Data Warehouse or database.
- Think of it as a data storage closet.
- A step in the right direction with the outcome being a Data Warehouse.
Kimball vs. Inmon

Ralph Kimball-
- a collection of data marts
- intention of delivering business objectives for departments in the organization

Bill Inmon –
- ground-up approach
- subject-by-subject area, subject areas are added as the needs arise.
The usefulness of Data Marts in Institutional Effectiveness

- A Proactive, instead of Reactive, approach to data requests.
- Particularly useful for small IE/IR offices with frequent and/or routine data requests.
- Information at the users’ fingertips
"Knowledge is Power"

- Know **who** to talk to
- Know **what** the users really want
- Know **where** the data should come from
  - Data reliability, data clean up
- Know **when** to set deadlines
The Key

- Start small
- Build upon a solid foundation
- At the starting line...
  - consultation with a representative from the user group
  - a needs analysis
What you’ll need… technologically speaking

- Place to live: Server
- Security: Secure Channel (SSL), authentication
- Database: Access, SQL, etc.
- Languages: HTML, Script Language
What we used...technologically speaking

- Place to live: Windows Server 2003 backend
- Security: IIS6 (Internet Information Services)
- Database: MS SQL Server 2003
- Languages: HTML, ASP, VBScript, and SQL
Development

- Most important part of development is not what you might think
- Documentation
  - Not just what you did
  - Why you did it
About our Data Marts

- **One big happy family…**
  - **HOMER**: Helpful Online Multiyear Enrollment Reports
  - **GEORGE**: General Education Outcome Report GEnerator
  - **SADI**: Statistical Admissions Data Interface
Demonstration

- By GEORGE, I think we got it!
- [USCA Office of Institutional Effectiveness]
Implementation

- A data mart is only useful if it’s being used.
- Never ending process
- Promote from the top down
- Training should be provided on how to “ask” the interface the right questions
Success Measures

Data Requests Processed Over Time

Source: USC Aiken IE Office Program Review, 2005-06