

CAMPUS BUSINESS INTELLIGENCE SOLUTIONS

Business intelligence can be described as “a set of techniques and tools for the acquisition and transformation of raw data into meaningful and useful information for business analysis purposes.”

In an innovative, multi-campus collaboration, CSU Fullerton shared its Campus Business Intelligence Solutions with three other Southern California CSUs – Dominguez Hills, Los Angeles and San Bernardino – providing business intelligence tools and data warehouse hosting services and support.

In spring 2011, the CSU Chancellor’s Office embarked on a pilot project to implement business intelligence solutions using two Oracle software products, PeopleSoft EPM for Campus Solutions and OBIEE Fusion Intelligence.

The business intelligence solution focused on student analytics and reporting. With the assistance of Oracle Consulting and ThoughtFocus Technologies, the CO’s team was able to get an initial build using CSU Fullerton’s data in about three months’ time.

CSU Fullerton continued work on implementing campus business intelligence solutions. When the OBIEE Fusion Intelligence dashboards didn’t meet CSU Fullerton’s requirements, custom dashboards were developed for admissions and degrees.

Following a year of performing data validation, performance tuning and custom-building dashboards, the system was deployed to the campus in fall 2012. It proved successful and resulted in a partnership with Institutional Research to develop a new dashboard, the Student Success Dashboard. The SSD was built in about one month and deployed to the campus in spring 2013. It has been well-received by the campus and has been credited with improving campus graduation rates.

Other CSUs working on their own business intelligence solutions were intrigued by Fullerton’s success. In response to their requests, Fullerton provided dashboard reports to campuses and, proving its concept, built quick prototypes at Fullerton for each campus to review.

In spring 2014, CSU Fullerton initiated Memorandums of Understanding with other CSU campuses, including Dominguez Hills, Los Angeles and San Bernardino to host business intelligence solution components for their campuses.

The project has been successful and all three campuses are live with their campus solutions reports, including Fullerton’s Student Success Dashboards. Deployment of Fullerton’s business intelligence solution model typically takes four months, including work on the infrastructure, data validation, dashboards and reports development and final deployment.

MILESTONES

Jan 2015

- CSU San Bernardino completes agreement to host business intelligence solutions at CSU Fullerton.

Jun 2014

- CSU Fullerton’s data center uses newly acquired hardware to host business intelligence data warehouses for CSU Dominguez Hills and Cal State LA.

May 2014

- Hardware is acquired and business intelligence infrastructure built to host Cal State LA and CSU Dominguez Hills.

Jun-Dec 2013

- CSU Fullerton provides PeopleSoft EPM campus solutions proof of concept to other CSU campuses, including Dominguez Hills, Los Angeles and San Bernardino.

Mar 2013

- Student Success Dashboard deployed to campus.

Oct 2012
Mar 2013

- CSU Fullerton designed the Student Success Dashboard, a collaborative project between IT and Institutional Research.

Aug 2012

- CSU Fullerton deploys its campus business intelligence solutions. The first release included admissions and degrees dashboard reports.

Aug 2011

- Chancellor’s Office begins implementation of the campus business intelligence solutions at CSU Fullerton.

Apr 2011

- Chancellor’s Office launches pilot project to implement campus business intelligence solutions on Oracle PeopleSoft EPM campus solution.

QUANTIFICATION AND RESULTS

CSU Fullerton campus business intelligence solutions deployed to campus provide admissions and degrees dashboard and lay the groundwork for additional business intelligence reporting.

Leveraging the Oracle PeopleSoft EPM Data Warehouse, the Student Success Dashboard is developed, providing the campus with a tool to improve graduation rates and shrink the achievement gap.

Successful pilot hosting projects with CSU Dominguez Hills and Cal State LA lead to establishment of MOUs with both campuses to host the data warehouse at CSU Fullerton.

A separate hosting environment is established to host CSU Dominguez and Cal State LA business intelligence solutions.

CSU San Bernardino signs on to have CSU Fullerton host its business intelligence solutions.

CSU Dominguez Hills, Cal State LA and CSU San Bernardino business intelligence systems go live using CSU Fullerton's baseline model.

OPPORTUNITIES AND SOLUTIONS

The successful implementation of this project enabled three CSUs to quickly develop campus business intelligence solutions. Fullerton's model provided a jumpstart in deployment with its establishment of a baseline model for other CSUs to adopt and implement. Reporting dashboards such as the Student Success Dashboards provide campuses with valuable reporting that can be deployed immediately to benefit campus operations and decision-making.

IMPACT AND BENEFIT

CSU Fullerton's campus business intelligence solutions have provided the campus with a framework which provides analytical reports. Fullerton's efforts in establishing the baseline model has benefitted three CSU sister campuses, enabling them to establish business intelligence solutions on their respective campuses.

QUALITY, COST AND DELIVERY

Establishing a baseline model enables quick deployment to other CSUs, providing cost savings in deployment and ongoing maintenance.

LESSONS LEARNED

1 Commitment from campus subject-matter experts is key to ensuring data is validated and reports reflect correct information is derived from the data sources.

2 Data validation is critical to ensuring data quality. The process often highlights data issues in the transaction system.

REFERENCE

<http://news.fullerton.edu/2014sp/success-dashboard.asp>

PROJECT TEAM

Top IT and business intelligence administrators from four Southern California CSU campuses comprised the project team.

CSU DOMINGUEZ HILLS

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