

Hard data in a soft world

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2010-02-10

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UCISA CISG – Business Intelligence
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Business Intelligence

- Decision Support Systems
- Artificial intelligence in an organisational context
-something else?

What are we seeking?

Wisdom

Understanding

Knowledge

Interpretation

Information

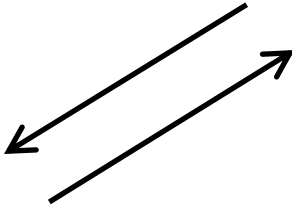
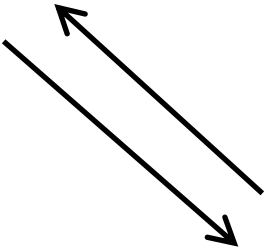
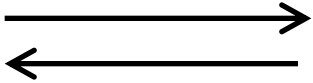
Analysis

Data

Conundrum

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HIGHER EDUCATION
STATISTICS AGENCY



What is our aim?

Create a sector-wide statistical database
by...

... attempting to fit a single, rigid data
model onto an HE sector that is diverse
and dynamic

Pitfalls

- Lexicon – what is being described?
- Scope – what does the data cover?
- Quality – what is wrong with the data?
- Change – can the same data be compared over time?

Lexicon

- Different language and concepts applied in different ways across the sector
 - Course
 - Full-time equivalent

Scope

- Different institutions have different structures and activities
 - Subject mix
 - Research activity
 - University presses

Quality

- Stuff happens
- How do you know when something is wrong/missing...
- ... and whether that is significant

Change

- Everything changes over time
 - Scope
 - Quality
 - Structures
 - Provision
 - Entire institutions!

HE data system

- HESA
- UCAS
- RAE
- National Student Survey
- ...*etc*

heidi

- Higher Education Information Database for Institutions
- Dynamic report builder
- Web based
- Subscription model – a site licence buys unlimited users

www.heidi.ac.uk

...system demo

Benchmarking

- How do you compare between complex organisations?
- Benchmarks to make meaningful comparisons
- Subject as a covariate...?
-what else....?

Summary

- heidi is a great tool for sector-wide comparison
- The difficulty with BI is the data, not the systems
- The solution depends on human beings

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