



FALL 2017 WORKSHOP

Data Visualization and Predictive Analytics for Business Officers

August 14 - 16, 2017 | 8 a.m. – 5 p.m.

Kimpton Hotel Monaco, Denver, Colorado

Communicating with Data Visualization, Day 1

Course Description

Colleges and universities are increasingly reliant on data to make decisions and solve problems. As a result, business officers need to know how to search for and utilize key metrics that identify and solve problems. This workshop shows you how to explore your data for insights and actionable metrics; and turn those metrics into actionable solutions using data visualization. We will cover principles of data exploration (i.e. data mining), data creation in Tableau, and principles for presenting data to top level administrators. You will have time and guidance to experiment with these techniques. No prior knowledge is required. ***You will need to bring a laptop for this hands-on workshop.***

Learning Objectives

- Gain familiarity with general principles of selecting metrics and visualizing data
- Understand principles for using data to brief senior leadership
- Become acquainted with methods for exploring a dataset
- Practice creating visualizations and dashboards in Tableau
- Learn about new technologies for data visualization

Who Should Attend

Individuals interested in learning how data visualizations can help their organization make decisions, advocate for change, and show results.

Instructor



Lauralea Edwards is a management analyst who works at the intersection of business and technology at Washington State University. She manages communications between University administration and academic departments in order to help facilitate every aspect of the data life cycle: from identifying which data needs to be captured, to the creation of systems to capture data and data analytics. Prior to Washington State University, Ms. Edwards worked at the United State Military Academy at West Point where she received awards and public recognition for securing resources in austere environments to integrate people and systems. She holds a BS in Behavioral Science from Andrews University, a Master of International Affairs from Columbia University, and she is currently pursuing a Ph.D. in Cultural Studies and Social Thought in Education at Washington State University.

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Predictive Analytics and Data Mining for Business Officers, Days 2 and 3

Course Description

Predictive analytics is a phrase that litters the news, but one many business officers have little experience with. We often hear about predictive analytics and data mining technologies being applied to enrollment and retention problems, but it may not be immediately obvious how the business and finance parts of an institution can use these technologies. Further, the terminology can seem arcane, with techniques drawn from statistics, computer science, and a variety of other technical areas. This workshop will teach participants how to use data mining and predictive analytics to improve the efficiency of their institution. The session will cover the full life cycle of a project, from idea to implementation and assessment. No prior knowledge will be assumed, although a basic understanding of statistics is helpful. We will use RapidMiner Free, an industry-leading data mining tool that requires no programming skills. ***You will need to bring a laptop for this hands-on workshop.***

Learning Objectives

- Understand the terminology and tools involved in predictive analytics, data mining, and other advanced analytic techniques
- Learn a repeatable process for advanced analytics that can be applied to a variety of business problems
- Gain experience using an open source, menu driven tool to perform and interpret an analysis
- Practice assessing the results of an analysis to determine next steps

Who Should Attend

This workshop is intended for individuals at all levels of the organization who are responsible for complex analysis. Experienced professionals involved in strategic questions at either the college or institution level, in any department (finance, student services, operations, etc.) can benefit from this course.

Instructors



Rebecca T. Barber is the Senior Director of Management Analysis at Arizona State University (ASU) where she works extensively with all aspects of university data for the purpose of strategic and financial planning, predictive modeling and econometric analysis. She holds a Ph.D. in Education Leadership and Policy Analysis from ASU as well as an MBA from the W.P. Carey School of Business. Prior to joining ASU, Dr. Barber worked in a variety of finance and technology positions at University of Phoenix, Cornell University, SUNY-Albany and Syracuse University. Dr. Barber is an active teacher, providing predictive analytics and data mining training within WACUBO and AIR, teaching Higher Education Finance and Budgeting at ASU and Introduction to Statistics within the Maricopa Community College District, and developing a graduate certificate on Data-Informed Decision Making



Mark Naufel received his Bachelor's Degree in Finance, Master's Degree in Business Analytics, and a Master's in Systems Engineering at Arizona State University. While an undergraduate, Mark served as Student Body President at ASU, and currently serves as the Director of Strategic Projects in the Office of Knowledge Enterprise Development at Arizona State University. Previously, Mark was the Political Director for the Arizona Republican Party, as well as an Analyst for a real estate/private equity firm based in Scottsdale, AZ. In 2014, Mark was appointed by the Governor of Arizona to serve a two year term on the Arizona Board of Regents.

WACUBO Workshop Registration

Register online at: www.wacubo.org/

Kimpton Hotel Monaco
1717 Champa Street
Denver, CO 80202

Workshop	Member	Non-Member
Three-Day Workshop August 14-16, 2017	\$600	\$650

If special accommodations are required, please advise
at the time of your registration.

Plus, Enjoy Denver Amenities After Class!

- Denver Union Station
- Denver's 16th Street Mall
- Denver Art Museum
- <https://www.denver.org/things-to-do/denver-attractions>

Workshop Contacts:

Cheryl Wiescamp: wiescamp_c@fortlewis.edu

Nora Sandoval: sandovaln@cu.edu

Cancellation Policy

Refunds will be given upon written request 30 days prior to program, less a \$50 cancellation fee. Substitutions are allowed at any time at no additional charge.

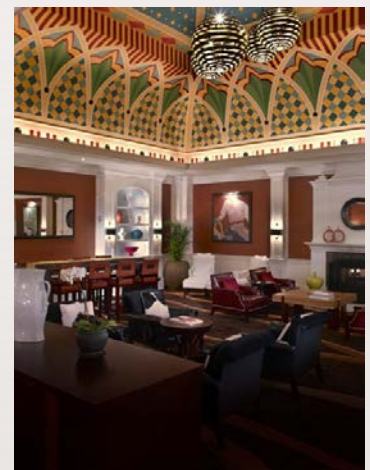
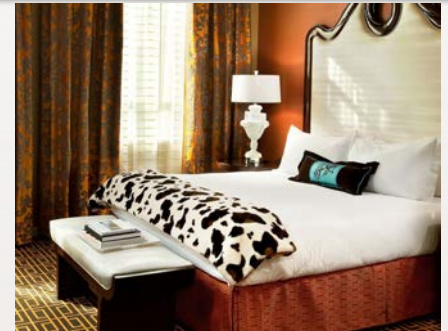
Registration in this workshop includes the following:

Breakfast, lunch and snacks, August 14-16, 2017

CPE Information

Attendees of **Data Visualization and Predictive Analytics** will be eligible to earn approximately 24 CPE units in Management Advisory Services. CPE hours are subject to adjustment due to minor schedule modifications.

Please visit www.wacubo.org/cpe for more information. The Western Association of College and University Business Officers (WACUBO) is registered with the National Association of State Boards of Accountancy (NASBA), as a Quality Assurance Service (QAS) sponsor of continuing professional education. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding QAS program sponsors may be submitted to NASBA through its website: www.learningmarket.org.



Book Your Room

- WORKSHOPS FILL QUICKLY, please reserve Workshop before booking room and/or travel
- Room rate for WACUBO guests: \$199 per night*
- To reserve room: 1-800-990-1303 (reservations) and mention WACUBO or book room online at:

Hotel Monaco Denver - WACUBO

* Based on single occupancy. Rooms are available at this rate 3 days before and 3 days after the conference.

Transportation from Airport

Info: A Train from DIA to Union Station

- The A train costs \$9 and takes 37 minutes to get to Union Station. The hotel is 1/2 mile from Union Station and shuttles are available on the 16th Street Mall.

Parking at the Hotel

Valet Parking is \$46/day at the hotel