



FALL 2018 WORKSHOP Data Visualization and Predictive Analytics for Business Officers

October 1-3, 2018 | 8:30 a.m. – 5:00 p.m.

Hilton Salt Lake City Center - Salt Lake City, UT

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 technical workshop walks through the data lifecycle from gathering data, organizing it in a meaningful way, exploring the data for insights, using metrics to solve problems using data visualization., and presenting data to top level administrators. Time and guidance will be provided to experiment with the techniques covered in the course. We will use Tableau, an industry leading software for data visualization. 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 configuring systems to capture data and then analyzing data. Prior to Washington State University, Ms. Edwards worked at the United State Military Academy at West Point where she received 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. She also serves as the Chair of the Data Analysis Committee for WACUBO.

FALL 2018 WORKSHOP

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 of data mining will be assumed, although a basic understanding of statistics is helpful. We will use RapidMiner, 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 who are responsible for complex analysis tasks. Experienced professionals with solid technical and analytic skills can benefit from this course.

Instructors



Rebecca T. Barber is the Senior Director of Management Analysis at Arizona State University

(ASU) within the Office of Planning and Budget, 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 created a one-of-a-kind online data science program specifically for higher education professionals. The graduate certificate in Advanced Analytics in Higher Education at ASU Online prepares professionals to conduct advanced analytics and assist university personnel in making data-driven decisions for higher and postsecondary education. More information is available at <https://links.asu.edu/advancedanalytics>



Mark Naufel is a 26 year old Arizona native. He has received his Bachelor's Degree in Finance, and Master's Degrees in both

Business Analytics and Systems Engineering at Arizona State University. While an undergraduate, Mark served as Student Body President at ASU, and was later appointed by the Governor of Arizona to serve a two year term on the Arizona Board of Regents as the Student Regent. Previously, Mark drove strategy and data initiatives for companies both locally and in Silicon Valley. Currently, Mark serves as the Director of Strategic Projects at Arizona State University, and within this capacity leads an interdisciplinary lab of highly exceptional students.

WACUBO Workshop Registration

Register online at:

Hilton
255 South West Temple
Salt Lake City, UT 84101

Workshop	Member	Non-Member
Three-Day Workshop October 1-3, 2018	\$600	\$700

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

Plus, Enjoy Salt Lake City Amenities After the workshop!

- Temple Square, including Mormon Tabernacle Choir
- Family History Library
- Biking, hiking, and more outdoor activities
- Shopping and dining at City Creek Center

Workshop Contacts:

Betsy Clark: betsy.clark@usu.edu

Jeannette Taylor: Jeannette.taylor@utah.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:

Continental breakfast, lunch and snacks, October 1-3, 2018



Book Your Room

- **WORKSHOPS FILL QUICKLY**, please reserve Workshop before booking room and/or travel
- Room rate for WACUBO guests **INCLUDES** full breakfast at hotel restaurant:
Single: \$191 per night*, Double: \$213*, Triple \$233*, Quad \$253*
- To reserve room: 1-801-238-4830 (reservations) and mention group code **WAC** or book room online at: [Hilton - WACUBO](#)

* Rate includes full buffet breakfast at Trofi, located on the main floor.

Transportation from Airport

- TRAX Light Rail is located at the Gallivan Plaza, one block east
- The Hilton is a 10 minute drive from SLC international airport.

Parking at the Hotel

- Discounted Overnight self-parking is \$9 per day
- Day time self-parking complimentary (with parking pass at workshop)

CPE Information

Attendees of **Data Visualization and Predictive Analytics** will be eligible to earn approximately 23 CPE units in Management 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 sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org.

