

Creating a Single Source of Data Truth

Access to consistent, centrally managed data is key to decision-making in higher ed.



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I T'S HARD TO OVERSTATE THE CRITICAL role of data in higher education today. During the pandemic, for instance, the use of data has enabled institutions to pivot quickly to support students, staff and faculty. With the help of data analytics, colleges and universities are also becoming more strategic about attracting, enrolling, retaining and graduating a diverse student body. And they are using data analytics to enhance diversity, equity and inclusion when recruiting and retaining faculty and staff.

The ability to make those kinds of informed decisions hinges on robust data sharing. Unfortunately, many institutions still lack consistency in data access and management. And when data exists in silos, there is no single source of truth.

Breaking down silos to give end users the power to do their own research is crucial, and that culture change starts at the top. Leaders must drive the demand for universal access to data so that everyone can be confident in the data they're using and the decisions they're making.

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