# FROM ACCREDITATION RECOMMENDATION TO DATA STRATEGY

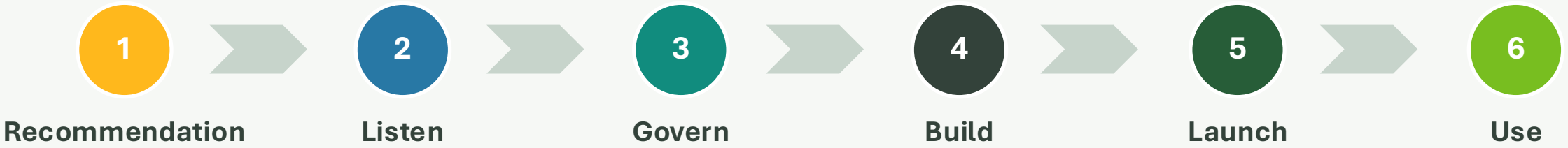
## Building an Institutional Data Hub

EDUCAUSE 2026 poster session

**Nathan Gerber | Utah Valley University**

# The Story in One View

Accreditation created urgency. Strategy created the path. Governance and partnership created sustainability.




**The visible outcome is myData Hub. The deeper transformation is a coordinated data ecosystem: decision framework, shared definitions, modernized data foundations, governed access, data literacy, and trusted decision support.**

# The Catalyst

A direct recommendation connected data access to institutional effectiveness.

***“Develop a widely available system of data that is accessible, reliable, and transparent across the organization.”***

Use the data for ongoing evaluation and planning, resource assignment, and improvement of student learning and achievement. (NWCCU 1.B.1)

**Accessible**

People can find and obtain appropriate data.

**Reliable**

Data is accurate, timely, and consistently defined.

**Transparent**

Context, definitions, and appropriate use are visible.

# The Data Problem We Needed to Solve

The challenge was broader than a website or a dashboard backlog.

**FIND**

Finding the right data needed to be easier.

**TRUST**

Available data needed to be accurate and trusted.

**ACCESS**

The right people needed the right access.

**SPEED**

Data requests needed faster delivery.

**LANGUAGE**

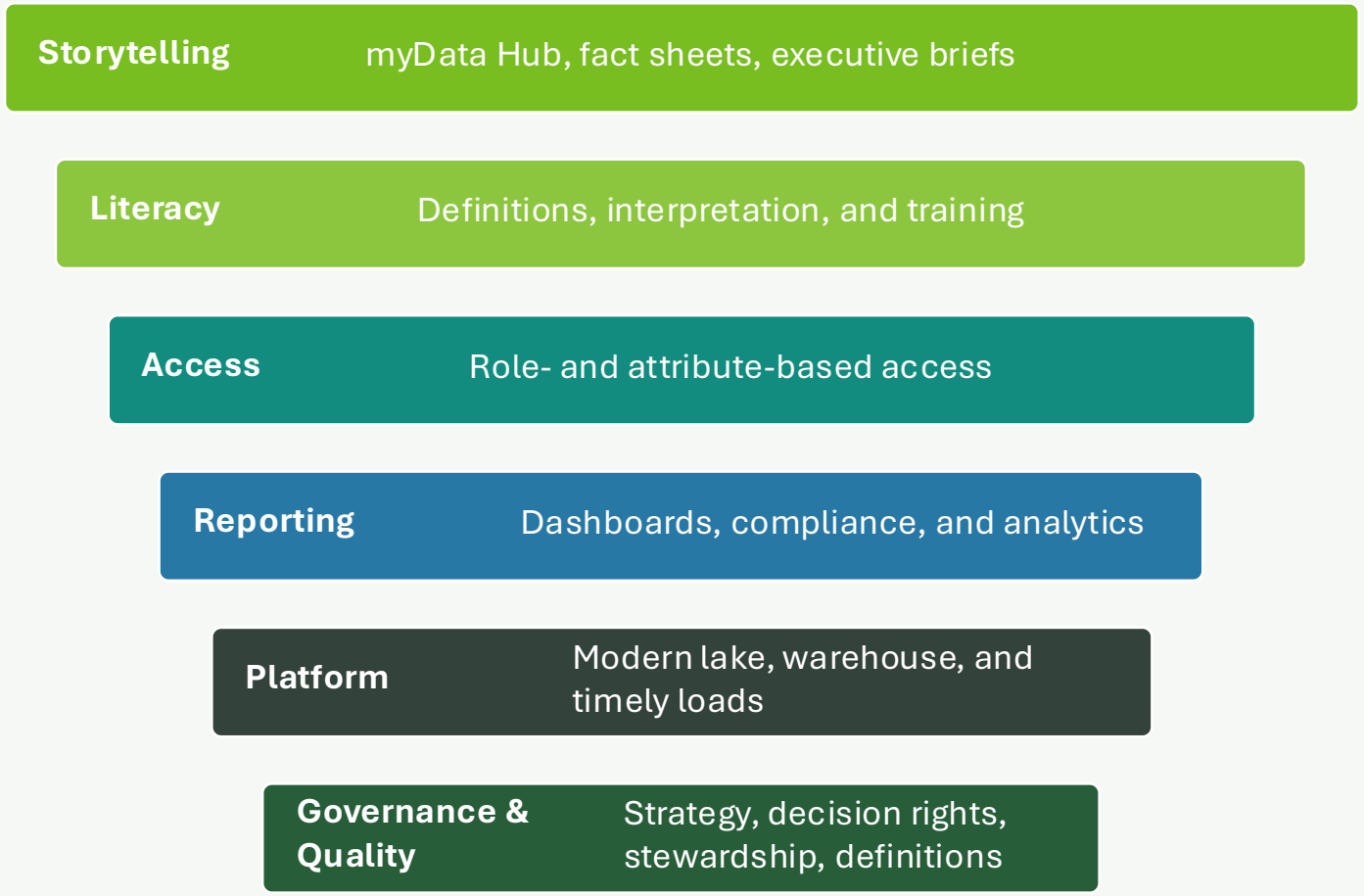
The institution needed shared terms and definitions.

**STORY**

Data storytelling needed to improve.

# The Strategic Response

One vision, six connected layers.




## TRUSTED

Timely

Relevant

Useable / Understood

Secure

Targeted

Engaging / Easy to use

Defined

# Listening first

The listening tour turned broad concerns into prioritized institutional needs.




### Prepare

Questions and context provided before divisional sessions.

### Listen

Leaders identified decisions, outcomes, reports, dashboards, and access needs.

### Synthesize

Needs were reconciled across divisions and translated into foundational projects.

### Govern

Priorities moved through governance, roles, definitions, and access decisions.

**Design principle: start with the decisions leaders need to make, not with the reports the institution already has.**

# Governance Makes Access Sustainable

Policy, roles, and operating groups turn data access into an institutional practice.

**Owners** Cabinet-level accountability and strategic direction

**Trustees** Domain accountability, control, and prioritization

**Stewards** Business definitions, rules, quality, and appropriate use

**Custodians** Systems, datasets, technical controls, and implementation

**Consumers** Use data responsibly for decisions and improvement

**Policy 445 + DGC**

**Steward Workgroup**

**Portfolio / Delivery**

# Build the Foundation Before the Dashboard

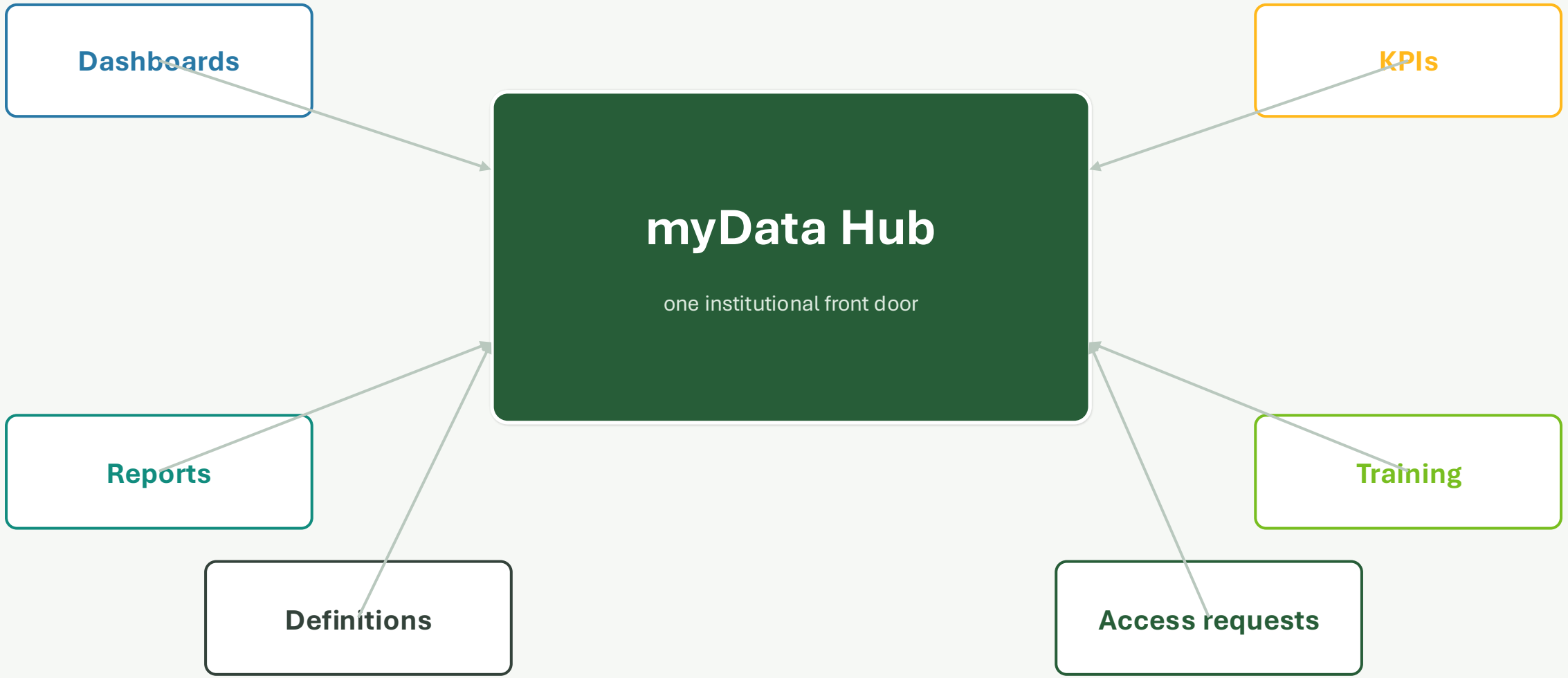
Seven foundational domains created reusable capacity for reporting and analytics.

- **Admissions**
- **Graduates**
- **Curriculum**
- **Student lifecycle**
- **Academic performance**
- **Enrollment**
- **Deferred enrollment**

**Reusable, governed data models → faster lists, reports, dashboards, and institutional storytelling**

# myData Hub is the Front Door

The hub connects people to trusted data, context, training, and access pathways.



# Evidence of Progress

The work produced reusable assets and practical outcomes across the institution.

**150+**

**operational dashboards, reports, and curated data sources published**

Many were further enhanced to meet iterative functional needs.

### Student success

Admissions, enrollment, advising, scheduling, graduation, and outreach support.

### Compliance & operations

USHE/IPEDS definitions, census reporting, Finance dashboards, and NWCCU support.

### Data transformation

Reusable models, crosswalks, Power BI, analyst training, and access monitoring.

### Faster delivery

Curated operational datasets shortened development time for new lists and reports.

**Outcome: a clearer pathway from institutional questions to trusted, governed, actionable data.**

# What We Learned

The journey is iterative, institutional, and as much cultural as technical.

### Use urgency

External recommendations can create momentum for strategic change.

### Start with decisions

Listen for questions and outcomes before defining products.

### Govern to enable

Balance protection with responsible data sharing and use.

### Build reusable foundations

Models, definitions, and access patterns matter more than one-off dashboards.

### Invest in literacy

People need context, training, and shared language.

### Keep improving

A hub is a living service, not a one-time launch.

# Your Institution's Next Move

Use the journey as a conversation starter.

1. **What is your catalyst?**
2. **Which decisions most need trusted data?**
3. **Where is ownership or stewardship unclear?**
4. **What foundational data domain should come first?**
5. **How will users find, understand, and appropriately access data?**

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