

Mission Statement – Planning and Business Intelligence

To provide the University with robust information, analyses and insight to help achieve the objectives of the University's strategic plan.

Our Strategic Objectives are –

- To deliver trusted data analysis efficiently, which includes advice on the best data to use;
- To acquire and take full advantage of information about the University, our competitors, the markets, and our customers, to provide high quality strategic advice to decision makers who use our data;
- To raise the quality of the data in our business systems, starting in 2013-14 with the student module of the student record system and as set out in our Data Quality Strategy.

To deliver this we will seek to use the most up to date data, analytical techniques, and appropriate technologies. We work across the institution providing colleagues with services including –

- The provision of Management Information, in an on-line accessible format, to inform decision making and planning;
- The setting of a full range of intake targets linking to financial targets;
- Interactive data analysis models (currently through Qlikview);
- League table analysis;
- Liaison with the SFC, including statutory returns, Outcome Agreement and annual Funding Letter;
- Liaison with HESA and ensuring delivering of our statutory returns;
- Acquiring sector wide data (including student data through from application to employment) to establish trends and opportunities for the university to exploit;

Our main goals are to –

- ✓ Provide value added data analysis to inform strategy and aid decision making;
- ✓ Undertake analyses of both internal and external data sets that seeks to provide the university with a source of competitive advantage
- ✓ Seek to identify and embed the most appropriate technologies to assist us in our goals and in the presentation of data in a format desired by users
- ✓ Answer the vast majority of our questions with current datasets, particularly using our QlikView tool or Management Information Portal;
- ✓ Educate colleagues responsible for acquisition and maintenance of data of the importance of the accuracy of that data and its subsequent uses
- ✓ Work with staff across the university to improve the validation of data capture and maintenance processes to reduce opportunities for data errors;
- ✓ Prioritise our workload in a fair and transparent way in order to deliver maximum benefit to the university;
- ✓ Aim to build confidence by ensuring that we apply stringent QA checks to any data we release;
- ✓ Promote knowledge-sharing and collaborative solutions;
- ✓ Produce sets of reports that are agreed as the *standard* for the university;
- ✓ Identify data quality issues and liaise with data owners to find a solution;
- ✓ Give you a timescale for your analysis request or explain why we are unable to do it.

We do not –

- × Take on responsibility for correcting all data that is in error in our corporate databases, however, we will draw to the attention of data owners any issues we find;
- × Provide standard operational reports from MyCampus;
- × Undertake further analysis of data that has already been agreed as *standard*;
- × Provide a mass data entry service;