

# Academic Analytics in the Institutional Advancement Workflow



Leverage topical, accurate, and contextualized data showcasing the university's research successes to supplement the advancement workflow.

Create evidence-based impact assessments for strategic hires.

Highlight strengths where donors have special interests, and develop an objective basis to secure funding for areas that are not performing at their full potential.

## Leverage Data to Enhance the Advancement Workflow

Current, topical, and accurate data showcasing the university's research successes - and future research plans - is just as valuable for the advancement office as it is for the research office.

Academic Analytics customized and contextualized data are successfully deployed in advancement projects, including efforts to secure donors for large, international, multi-year research projects.

Data can highlight existing strengths in areas where donors have special interests, or provide an objective basis to secure funding in burgeoning areas that are not yet performing at their full potential.

## Build Data-Centered Stories to Engage Potential Donors

Donors can interact with data in quantitative scenarios describing the impact of strategic hires or other initiatives, not only in terms of the local university but nationwide and in the disciplinary rankings relative to peer institutions.

Academic Analytics' objective, third-party, evidence-based analytics are invaluable for the advancement offices making use of them in their fundraising workflow and within their strategic narrative.

Learn how powerful analytical tools can support your advancement programs. Request playback to a recent webinar with Bob Berdahl, *Senior Academic Advisor, Academic Analytics*. Contact us at [info@academicanalytics.com](mailto:info@academicanalytics.com).