

Strategic Planning with Academic Analytics Database at the Graduate Dean/Chief Research Officer Level



Most universities are guided by a strategic plan to develop into the next few years or beyond. That vision requires input and direction from nearly every role on campus. Here, we highlight the roles of Graduate Dean and the Chief Research Officer to describe scenarios where the Academic Analytics database and tools can be applied to a strategic plan.

Understand the Strengths and Weaknesses of the Institution's Research Enterprise in a National Context

The Graduate Dean and CRO might take two complimentary approaches to using the Academic Analytics tools to maximize their contributions to a university strategic plan. For instance, to monitor the progress being made toward accomplishing the goals of the strategic plan, the Graduate Dean or CRO may want to understand the strengths and weaknesses of the institution in comparison to its peers in a national context. They may also want to view the institution's component parts (units) from the same external perspective, again, in their national disciplinary context. Alternatively, the Graduate Dean or CRO may want to take an internal view of the institution and its component parts to identify institutional strengths and weaknesses and determine where the institution might best focus their efforts. Comparing the goals of the strategic plan to these views of institutional and unit activity exposes the areas with the most potential for success, as well as those areas most at risk, those areas requiring additional planning and closer attention to detail.

Create a Virtual Research Team Around a Focus Topic and Uncover Available Federal Funding

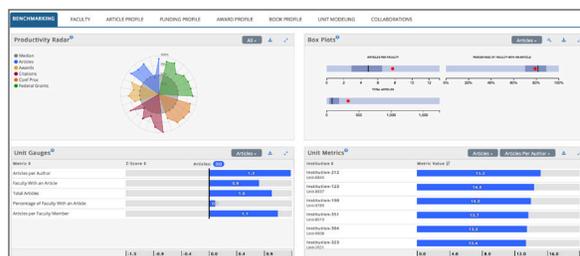
If the strategic plan includes the creation of a campuswide research effort focused on a specific topic, the Graduate Dean or CRO can use analytic tools to reveal pre-existing research networks that may be applied to that topic, locate faculty with specific expertise, identify research team members, and uncover available federal funding.

Use internal and external views of the institution and its component parts to identify institutional strengths and weaknesses.

Determine where the institution might best focus its efforts in the implementation of the strategic plan.

Through analysis of the proposed team, it may be determined that other researchers will be required to make this a successful project with greater potential for winning federal funding and industry support. Again, tools in the Academic Analytics portal can help identify the attributes of a researcher or researchers who would lift unit research activity to that level.

Having set the stage with overviews of institutional activity from external and internal perspectives, the Graduate Dean or CRO can use different tools within the Academic Analytics portal to gain similar perspectives on individual departments or programs identified in the strategic plan for growth or reinforcement.



The Academic Analytics database provides an overview of research activity against the national discipline and individual peers.