

Strategic Planning with Academic Analytics: Graduate Deans, Chief Research Officers



Most universities are guided by strategic plans and goals outlined for the next several years. These plans require input from many functional areas across campus, including graduate and research offices. Outlined below are sample ways Graduate Deans and Chief Research Officers (CRO) can apply the Academic Analytics database and tools to their strategic planning.

Understand the Institution's Research Enterprise in the National Context

Using Academic Analytics, the Graduate Dean and CRO might take complementary approaches to establishing goals and monitoring progress through, for example, comparing institutional strengths and weaknesses to peers nationally. They may also want to view academic departments and doctoral programs from the same national perspective relative to discipline norms.

Alternatively, these administrators can look comparatively at academic units internally as an input for determining where the institution could target its efforts. Do we invest in strength? Build up smaller units in areas of strategic importance? Aid in the development of less active junior faculty via mentor pairing with highly productive senior scholars? Academic Analytics offers deep insights into these areas that can help shape and achieve strategic goals, while potentially bringing to light underrecognized units or those at risk and in need of additional focus.

Create Virtual Teams and Discover Available Federal Funding

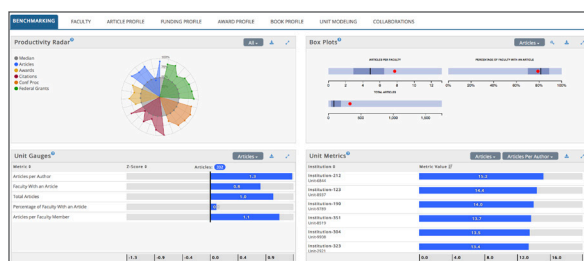
When a strategic plan calls for a campus-wide research effort in a particular area, the Graduate Dean or CRO can harness the power of Academic Analytics to explore faculty expertise on related topics, individually and across collaborative networks, as well as relevant funding opportunities from federal, foundation, industry, and other sources.

Use internal and external views of the institution and its academic units to identify institutional strengths and weaknesses.

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

Faculty of interest can further be modeled into virtual teams. The team builder provides combined views of their scholarly activities, collaborations with each other, a heat map of overlapping research areas, and suggested funding for the group.

Whether benchmarking units or identifying proposal teams, the Graduate Dean and CRO can use these tools along with others in the Academic Analytics portal to form a more holistic view of their research enterprise. Having this foundation can significantly enhance strategic-planning efforts and the likelihood of achieving the stated goals.



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