

Customer Success Story

Grove City College Leverages Jenzabar Analytics to Overcome Assumptions and Make Data-Informed Decisions

About Grove City College

Founded in 1876, Grove City College is a liberal arts college located in Grove City, Pennsylvania. The college enrolls roughly 2,200 full-time students.

gcc.edu

Core Data Analysis Challenges

- ▶ Lack of insight into data impaired decision-making
- ▶ Consistent communication challenges led to data discrepancies

Project Outcomes

- ▶ Holistic view of the institutional outcomes associated with academic programs
- ▶ Improved foundation and infrastructure to leverage data to meet the institution's long-term mission
- ▶ Improved insight into program operational attributes
- ▶ Ability to justify or course-correct specific academic programs
- ▶ Strengthened data management and integrity through a unified, integrated platform
- ▶ Real-time visibility into complex academic program data



One of the best ways for higher education institutions to differentiate themselves from competitors is to offer unique, compelling academic programs that can attract new students and keep current students engaged. However, identifying the most effective portfolio of programs to support the mission of the college requires making sense of complex data like enrollment numbers, student interest, and more. This can be a challenging process without the right tools and processes.

Grove City College in Pennsylvania understood this complexity and saw the strategic opportunities that could be pursued by using its vast amounts of data. Unfortunately, Grove City College had limited means to turn data into actionable information that could empower faculty and administrators to optimize academic portfolios. The leadership of the college opted to adopt more advanced analytics tools that could help transform data into information. As a result, Grove City College selected Jenzabar's Program Insights Model, a module within Jenzabar Analytics that empowers campus leaders to analyze academic program performance with the click of a button.

Setting Up the Infrastructure

Ongoing trends in the higher education market coupled with the current global pandemic encouraged Grove City College to transform operations by enabling more data-informed decision-making processes and setting up an infrastructure that could support the long-term and continuous use of sophisticated data analytics. And while recognizing and accepting this transformation was a significant step in the right direction, the transition didn't happen overnight.

One of the problems that Grove City College initially faced when implementing data analytics was at the ground level: defining terms and objectives. Administrators found that in some instances, different departments and teams would use varying terms when referencing the same data types. This caused confusion and led to communications challenges.

Jenzabar's Program Insights Model helped Grove City College unify its data types and definitions by bringing together all the data into a single platform. By consolidating information and resources, campus leaders could turn to a single location for resources and move past communication hurdles so they could begin analyzing and designing the academic program portfolio and assessing if the academic programs were performing in alignment with the institutional mission.



While higher education has a more altruistic goal than to simply measure profitability, an institution's survival will ultimately come down to offering programs within its mission while ensuring those programs, and the broader institution, are financially solid. Jenzabar's Program Insights Model allows us to use accurate data to make informed decisions that will support our long-term viability in an otherwise unpredictable economy.

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Moving Beyond Assumptions

After the initial infrastructure was set up, Grove City College almost immediately began to see that some of its initial assumptions did not add up. For example, Jenzabar's Program Insights Model enables colleges to visualize the financial outcomes of their academic programs by mapping the expenses associated with courses to the revenue brought in from those courses via tuition fees, etc. This allowed decision-makers to identify the economic characteristics of academic programs at both the individual and aggregate level. Grove City College found that using general information or assumptions did not deliver accurate insight.

Grove City College found that since all of its data already resides in various Jenzabar modules, bringing together the data and modules into Jenzabar's Program Insights Model allowed the college to gain insight into accurate program costs, while simultaneously encouraging more efficient and systematic business processes. An additional benefit was enhanced cross-departmental communication as the internal teams worked closely together to understand the data, the results, and the potential operational changes needed to better support the mission.

Being a liberal arts institution, Grove City College needs to understand the economic characteristics of academic programs at both the individual and campus-wide levels. Jenzabar's Program Insights Model helps the college leverage its vast sources of data to better analyze and make informed decisions on its academic programs to ensure they support the college's mission and priorities.

Jenzabar's Program Insights Model gives Grove City College the tools and resources to accurately look at its academic program portfolio and implement changes that will support long-term objectives and outcomes. As the college continues to leverage Jenzabar's seamless, integrated platform, it can overcome program viability assumptions and make better, data-informed decisions about its future.

