



UNIVERSITY SYSTEM OF GEORGIA

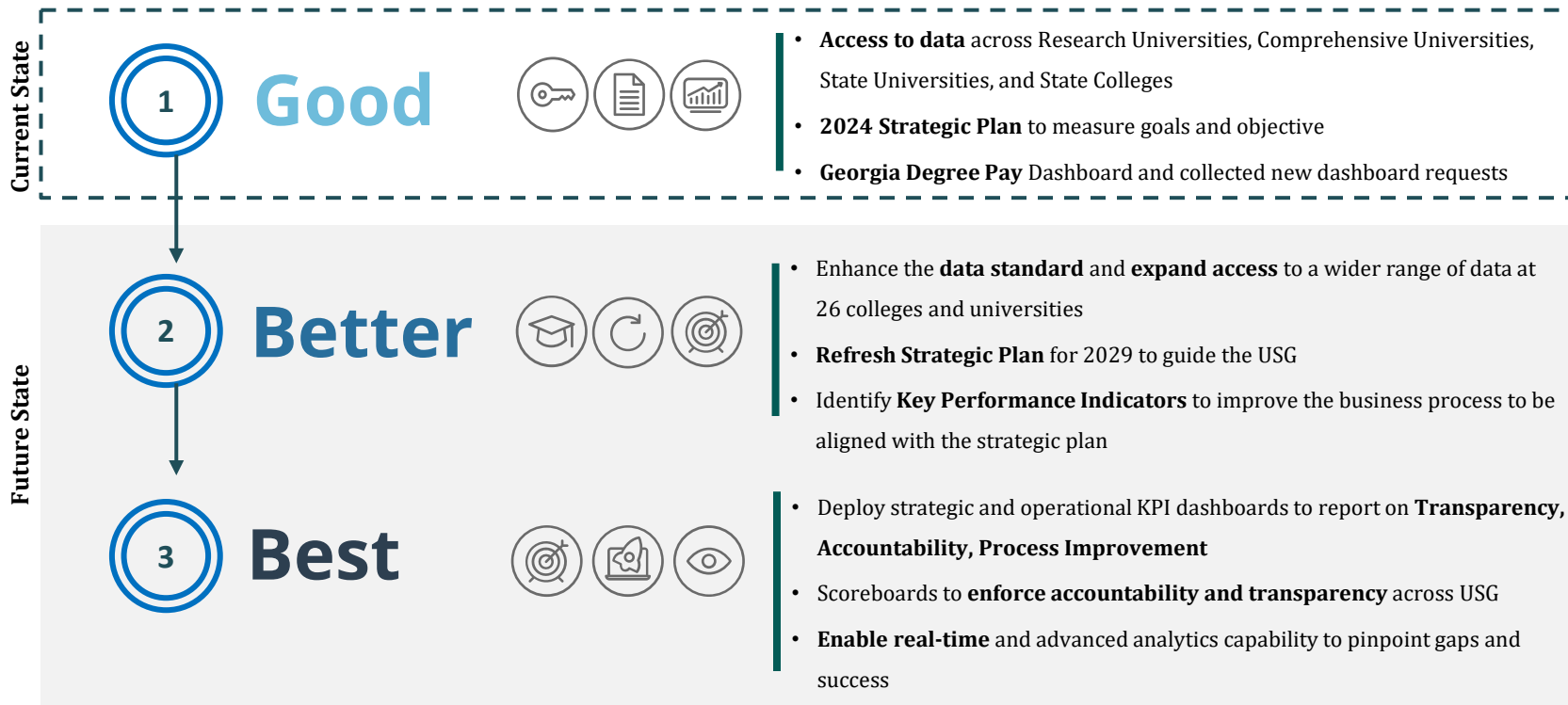


USG Data Governance-Enterprise Analytics Lessons from USG

MARCH 20, 2025

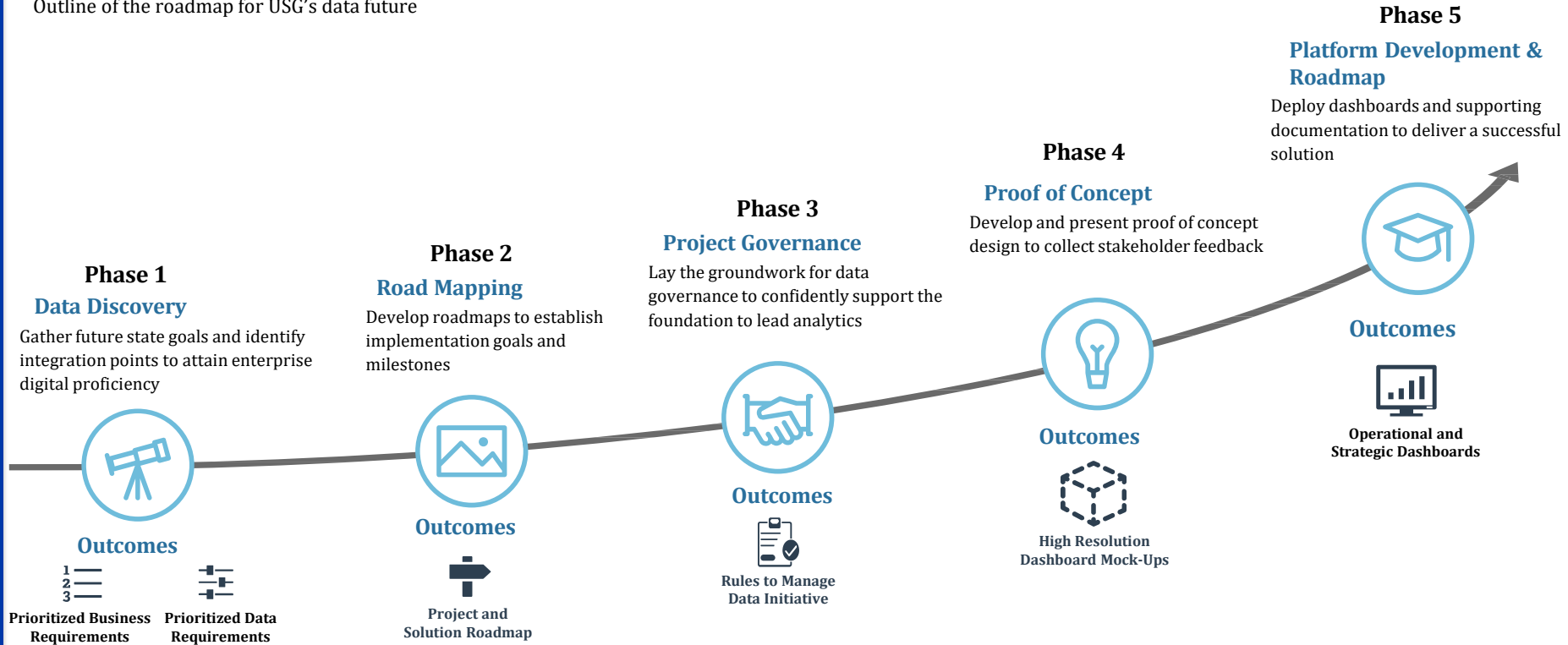
USG Overview

Progress to be the best Higher Education System in the nation



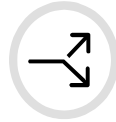
High-Level Project Overview

Outline of the roadmap for USG's data future



Pathway for USG to transform its data management and improve data capabilities and dashboard development across the organization

Summary of Recommendations



Lead through data by developing an Enterprise Data and Integration team



Ensure continuous data management through an active data governance framework



Modernize for tomorrow by initiating a Cloud Migration Implementation Strategy



Reduce data integration and dashboard development complexity by standardizing approach



Harmonize data insights delivery by transitioning existing dashboards to Power BI



Desired Future State



Holistic KPI strategy will provide clarity on strategic value creation and functional performance



Operationalized data governance with defined roles/responsibilities and the adoption of best practices to govern data



The utilization of the Azure platform to modernize analytics by leveraging the vast amount of advanced cloud service offerings



Integrated data platform will drive cross-functional insight generation



Seamless legacy data integration with EDW to retire legacy infrastructure and mitigate the misuse of inaccurate data

UX Design Workshop with leadership to showcase the functionality and flow of the proposed dashboards

Station 1: Launchpad



Station 3: Power BI Capabilities

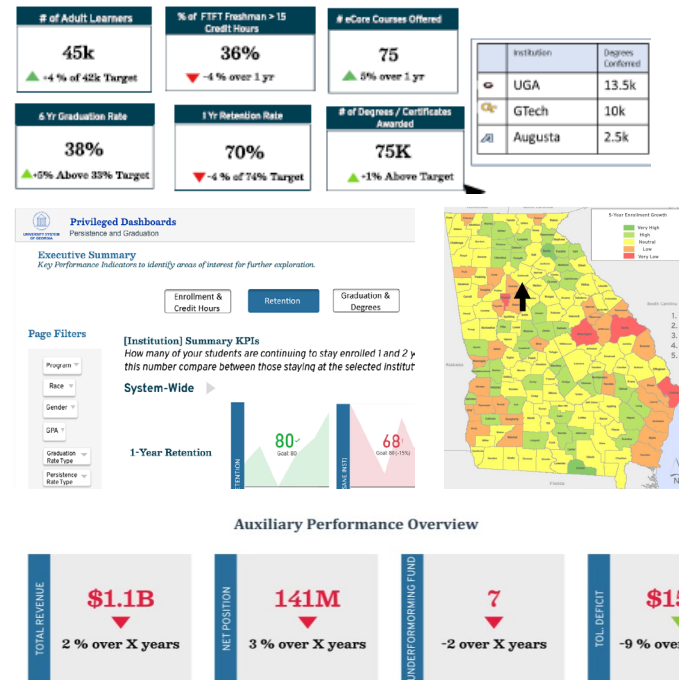


Station 2: Informed Insights

Dashboard Strategy

Create a seamless experience to explore a network of interconnected dashboards across strategic and operational insights

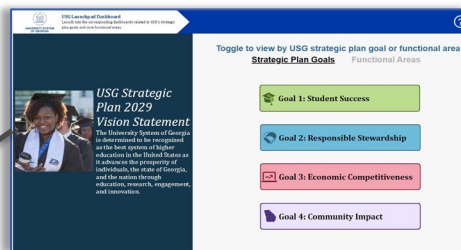
Dashboard	Description
Launchpad	High-level scorecard dashboard that combines strategic, financial, HR, and operational metrics. A quick view of all USG KPIs on one page. Additionally, the launchpad serves as the root directory to a network of dashboards and provides easy navigation for users.
Strategic Dashboard	The Executive Strategic Dashboard will provide insights aligned with USG's strategic goals. This dashboard will expand upon KPIs from the launchpad and allow users to select multiple filters to answer various business questions. A scorecard/executive summary view will provide insight into how well USG performs compared to the 2024 Strategic Goals. The informed insight view will provide details on specific system questions outside the Strategic Goals. Finally, the exploratory view will allow the user to slice and dice the dashboard with various filters to create personalized insights based on the user's needs.
Operational Dashboard	The Executive Operational Dashboard will provide insight into the system's day-to-day operations. This dashboard focuses on departments such as Human Resources, Finances, and Facilities.



UNIVERSITY SYSTEM OF GEORGIA

Dashboard Features

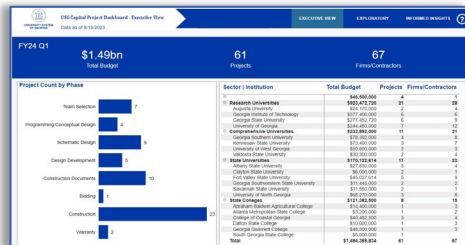
Launchpad



The root directory to a network of dashboards and provides easy navigation for users.

All dashboards are categorized by the following: functional and strategic. The launch pad allows for users to navigate through the dashboards in one central location.

Functional Dashboard



Executive View: High-level insight into system data

Informed Insights: Filters to slice and dice data

Exploratory View: Personalized visualizations and Q&A

Strategic Dashboard



Dashboards with high level metrics and detailed reports that align with the 2029 Strategic Plan



USG Strategic Plan 2029 Vision Statement

The University System of Georgia is determined to be recognized as the best system of higher education in the United States as it advances the prosperity of individuals, the state of Georgia, and the nation through education, research, engagement, and innovation.

Toggle to view by USG strategic plan goal or functional area

Strategic Plan Goals

Functional Areas



Goal 1: Student Success



Goal 2: Responsible Stewardship



Goal 3: Economic Competitiveness



Goal 4: Community Impact



USG Student Success Goal KPIs

Identify key areas relating to USG's strategic plan and dive further into the specific dashboards relating to them.

LAUNCHPAD

ECONOMIC
COMPETITIVENESS

RESPONSIBLE
STEWARDSHIP

COMMUNITY
IMPACT



Student Success

University System of Georgia will increase degree completion through a robust and intensive approach to access and student success, utilizing data analytics and best practices.

[Click on a KPI to view more details.](#)

System Participation of Georgians

Fall 2024

287,452 ▲

+ 5% change from previous year

1-Year Retention Rate - Associate

Fall 2023

68.5% ▲

+ 2 pp change from previous cohort

1-Year Retention Rate - Bachelor's

Fall 2023

85.1% ▼

- 0 pp change from previous cohort

3-Year Graduation Rate - Associate

Fall 2021

16.5% ▲

+ 1 pp change from previous cohort

6-Year Graduation Rate - Bachelor's

Fall 2018

64.4% ▲

+ 1 pp change from previous cohort

Degrees & Certificates Awarded

2024

76,571 ▲

+ 2% change from previous year

Median Earnings of Graduates

2021

\$49,262 ▲

+ 13% change from previous year



USG Student Success Goal KPIs

Identify key areas relating to USG's strategic plan and be able to dive further into the specific dashboards relating to them.



System Participation of Georgians

Headcount enrollment of all USG students who are Georgia residents for tuition purposes.

Year

Latest Fall Term

Sector

All

Institution

All

Gender

All

Race/ Ethnicity

All

Clear All Filters

System Participation of Georgians

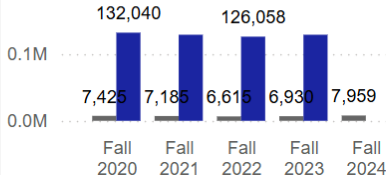
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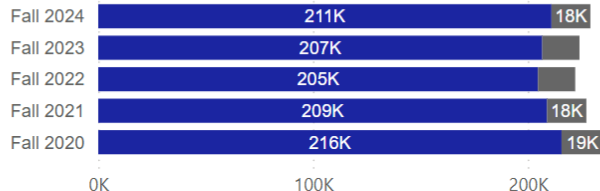
Military and Pell by Term

● Military ● Pell Recipients

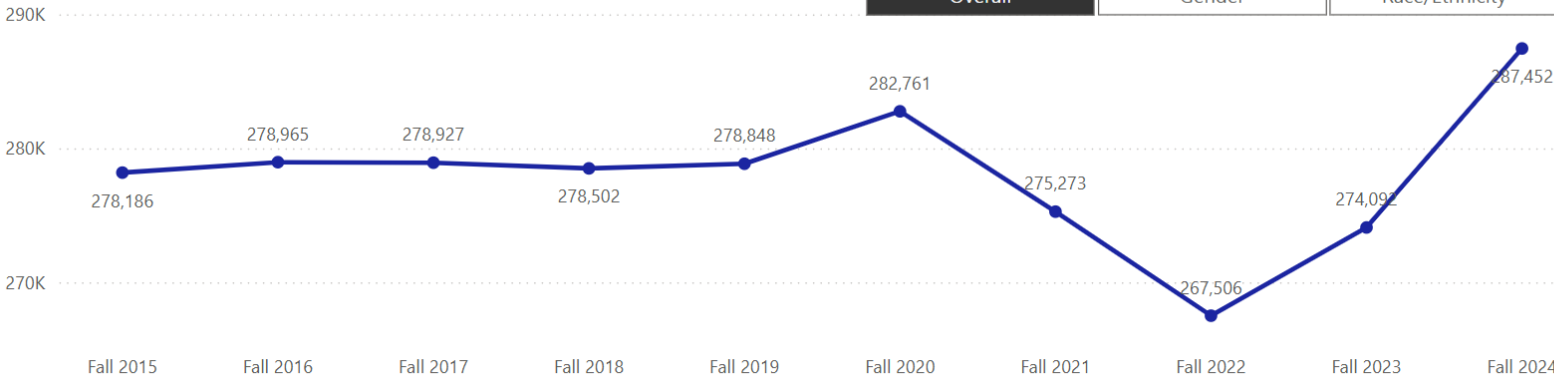


In-State Undergraduates 24 and Younger vs. 25 and Older

● 24 and Younger ● 25 and Older



Georgian Participation



Note: 'NR' indicates that the outcome contains fewer than 10 students and is suppressed to protect student privacy.



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Toggle to view by USG strategic plan goal or functional area

Strategic Plan Goals

Functional Areas

Academic

Student Enrollment

Course Enrollment

Retention Rate

Graduation Rate

Degrees Awarded

Financial Aid

Financial Aid

Human Resources

HR Vacancy

HR Workforce Analytics

Facilities

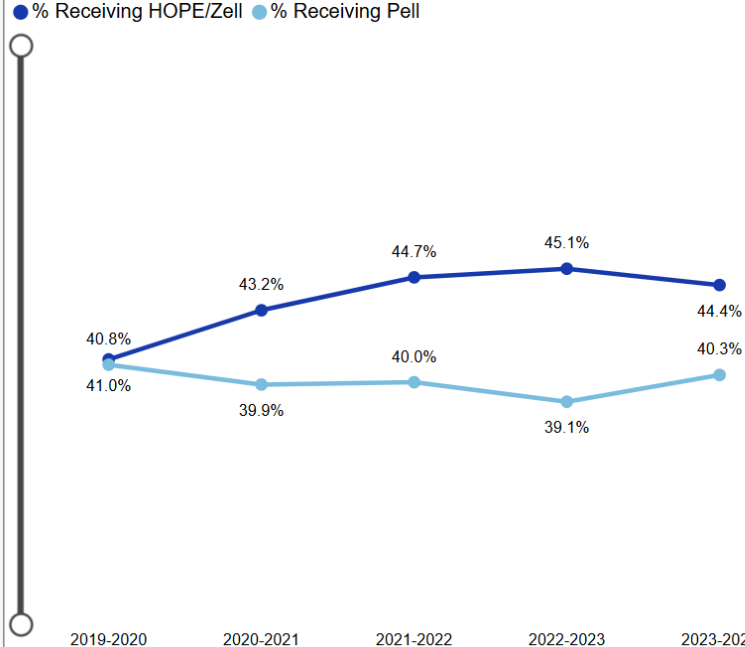
Capital Projects

Space Utilization

Financial Aid Award Year: 2023-2024

\$2.9bn 5% ▲ **68%** .6 PP ▲ **\$575.7M** -2% ▼ **24%** 0 PP **\$722.6M** 0% ▲ **44%** -7 PP ▼ **\$610.9M** 14% ▲ **40%** 1 PP ▲
 Total Paid \$ ⓘ % Receiving Aid ⓘ Federal Loan \$ ⓘ % Receiving Federal Loans ⓘ HOPE/Zell Award \$ ⓘ % Receiving HOPE/Zell ⓘ Pell Paid \$ ⓘ % Receiving Pell ⓘ
 % change from previous Award Year

Students Receiving HOPE/Zell or Pell Trend



Sector Institution	Total Aid Paid \$	% Receiving Any Aid	Federal Aid \$	Federal Loans \$	% Receiving Federal Loans
Research Universities Augusta University Georgia Institute of Technology Georgia State University University of Georgia	\$1,320,480,056 \$149,542,751 \$241,895,782 \$450,931,452 \$478,110,071	60.0% 67.6% 30.3% 74.3% 76.3%	\$689,271,819 \$119,024,458 \$80,128,950 \$307,946,915 \$182,171,496	\$181,618,705 \$13,419,230 \$21,429,118 \$107,243,341 \$39,527,016	17.6% 19.5% 6.3% 30.7% 14.8%
Comprehensive Universities Georgia Southern University Kennesaw State University University of West Georgia Valdosta State University	\$784,726,588 \$220,505,392 \$360,158,380 \$108,018,610 \$96,044,206	72.5% 73.7% 73.3% 67.6% 72.3%	\$534,384,955 \$145,041,156 \$229,539,404 \$80,670,902 \$79,133,493	\$191,267,511 \$52,116,592 \$88,538,900 \$26,285,309 \$24,326,710	28.8% 30.1% 28.8% 24.6% 31.1%
State Universities Albany State University Clayton State University Columbus State University Fort Valley State University Georgia College & State University Georgia Southwestern State Middle Georgia State University Savannah State University University of North Georgia	\$539,893,774 \$78,307,000 \$51,405,520 \$63,467,781 \$38,585,618 \$70,893,200 \$27,774,540 \$55,868,195 \$40,698,519 \$112,893,401	76.8% 85.6% 79.2% 70.0% 89.1% 79.3% 70.5% 68.6% 85.1% 76.8%	\$373,596,217 \$68,107,177 \$42,270,320 \$45,773,777 \$30,524,938 \$33,061,029 \$21,228,829 \$44,131,263 \$32,405,023 \$56,093,861	\$143,500,278 \$27,826,199 \$16,604,342 \$15,878,213 \$11,661,873 \$12,127,141 \$7,736,636 \$17,954,739 \$13,006,849 \$20,704,286	33.2% 57.3% 39.1% 29.0% 62.3% 26.7% 30.0% 30.5% 60.3% 19.2%
State Colleges Abraham Baldwin Agricultural College Atlanta Metropolitan State College College of Coastal Georgia Dalton State College	\$211,117,406 \$20,726,893 \$10,033,092 \$19,173,839 \$24,096,570	73.6% 80.6% 56.7% 76.2% 76.6%	\$167,404,314 \$13,822,355 \$9,651,346 \$14,164,048 \$17,624,415	\$59,358,131 \$5,223,705 \$4,685,166 \$6,451,790 \$4,008,006	25.4% 26.5% 28.8% 30.9% 14.8%
Total	\$2,856,217,824	68.0%	\$1,764,657,305	\$575,744,625	24.4%



Directions: On the chart or table below, hover over the visual and click the "Personalize" icon in the top right of the chart. From there, you are able to personalize the visualization by selecting different chart types, changing the axis, legend and value fields, as well as adding in tooltip information. All filters selected above or on the overview page also apply to the below personalized visualization. Some common examples include:

Stacked Bar Chart Line Chart Combo Chart Scatterplot Pie Chart Treemap Table

Financial Aid Year

Latest Year

Sector

All

Institution

All

Student Classification

All

Race/Ethnicity

All

Gender

All

Pell Recipient

Institutional Grant
Recipient

Federal Loan Recipient

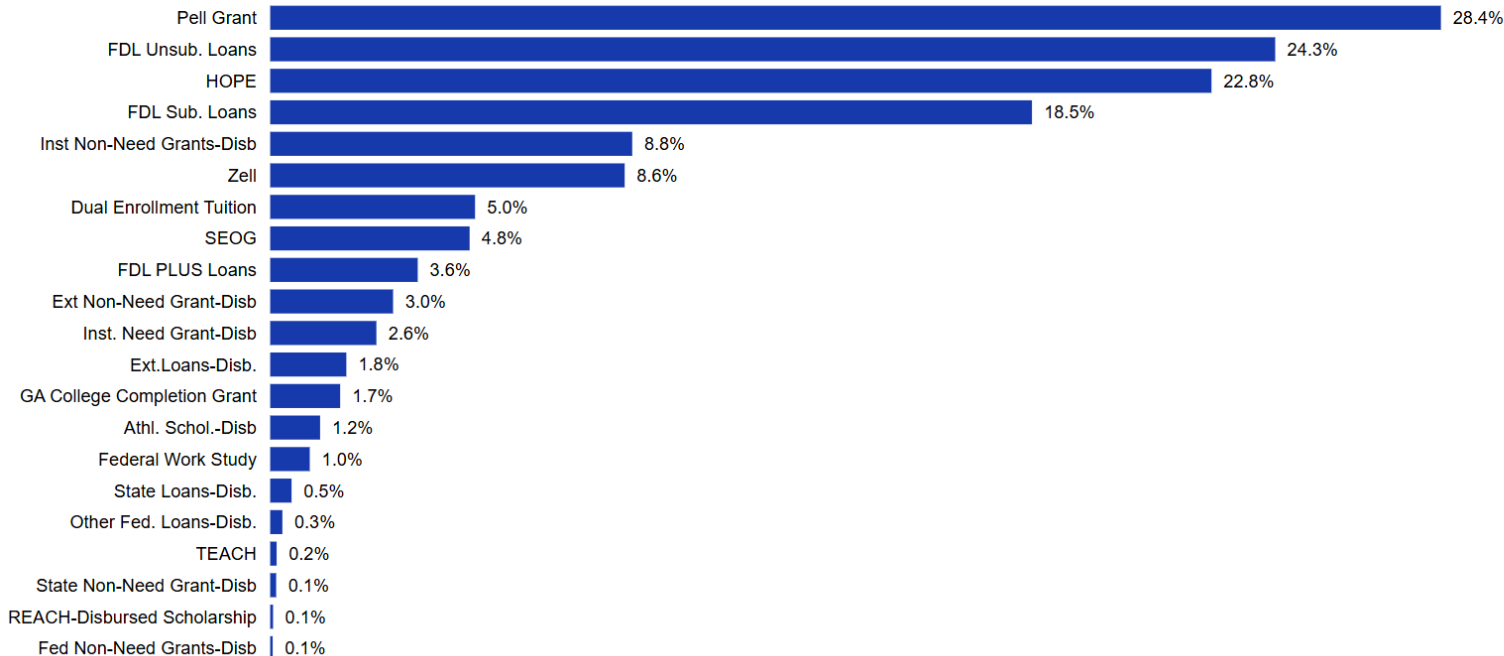
HOPE/Zell Recipient

Clear All Filters

Personalize

Q&A

% of Students Receiving Aid by FUND_CODE_SHORT_NAME





Financial Aid Year

Latest Year

Sector

All

Institution

All

Student Classification

All

Race/Ethnicity

All

Gender

All

Pell Recipient

Institutional Grant
Recipient

Federal Loan
Recipient

HOPE/Zell Recipient

Clear All Filters

Financial Insights

Student Insights

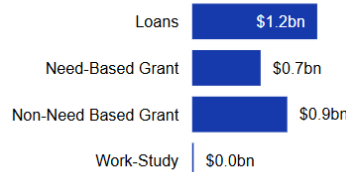
Trends

HOPE Scholarship

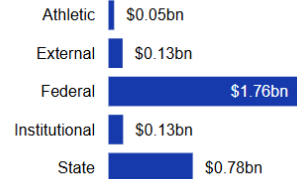
Award \$ ☐ Student Count



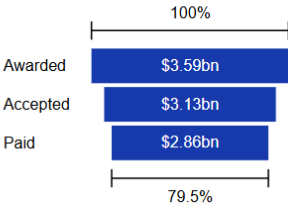
Aid Paid by Fund Type



Aid Paid by Fund Source

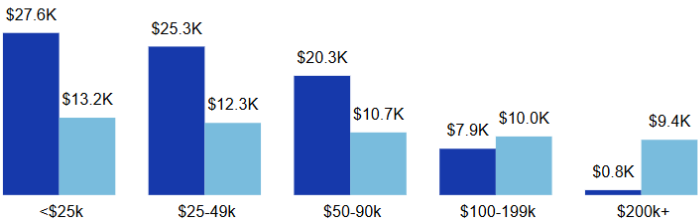


Aid Awarded, Accepted and Paid



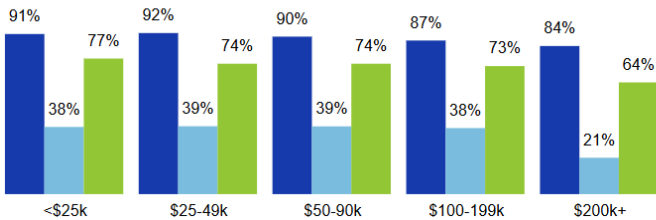
Financial Need and Aid Paid by AGI

● Avg Financial Need ● Avg Aid Paid



Students Receiving Aid

● % Receiving Aid ● % Receiving Federal Loans ● % Maxing Out Federal Loans



Sector Institution	Avg Financial Need	Avg AGI	% FAFSA Applications	% Pell Recipients	% Maxing Out Federal Loans	Loan Default Rate
Research Universities	\$17,890	\$130,752	54.8%	33.2%	80.0%	
Augusta University	\$27,136	\$78,543	67.5%	42.6%	98.3%	
Georgia Institute of Technology	\$15,001	\$205,992	27.8%	14.6%	99.6%	
Georgia State University	\$19,961	\$72,114	72.3%	51.6%	67.3%	
University of Georgia	\$13,656	\$195,857	61.9%	17.2%	100.0%	
Comprehensive Universities	\$19,297	\$96,093	71.2%	40.5%	64.4%	
Georgia Southern University	\$16,814	\$100,117	70.8%	38.7%	48.0%	
Total	\$18,470	\$102,583	63.9%	40.3%	69.3%	

Discussion

