

Summer 2016 Workshop

Predictive Analytics & Data Mining for Business Officers Combined with Communicating with Data Visualization

June 1 - 3, 2016

Hilton Anchorage, Alaska



Day 1 & 2

Predictive Analytics & Data Mining for Business Officers

June 1 - 2, 2016 | 8 a.m. – 5 p.m.

Hilton Anchorage, Alaska

Course Description

Predictive analytics is a phrase that litters the news, but one many business officers have little experience with. We often hear about predictive analytics and data mining technologies being applied to enrollment and retention problems, but it may not be immediately obvious how the business and finance parts of an institution can use these technologies. Further, the terminology can seem arcane, with techniques drawn from statistics, computer science, and a variety of other technical areas. This workshop will teach participants how to use data mining and predictive analytics to improve the efficiency of their institution. The session will cover the full life cycle of a project, from idea to implementation and assessment. No prior knowledge will be assumed, although a basic understanding of statistics is helpful. We will use RapidMiner Community Edition, an open-source data mining tool that requires no programming skills. **You will need to bring a laptop for this hands-on workshop.**

Learning Objectives

- Understand the terminology and tools involved in predictive analytics, data mining, and other advanced analytic techniques
- Learn a repeatable process for advanced analytics that can be applied to a variety of business problems
- Gain experience using an open source, menu driven tool to perform and interpret an analysis
- Practice assessing the results of an analysis to determine next steps

Who Should Attend

This workshop is intended for individuals at all levels of the organization who are responsible for complex analysis. Experienced professionals involved in strategic questions at either the college or institution level, in any department (finance, student services, operations, etc.) can benefit from this course.

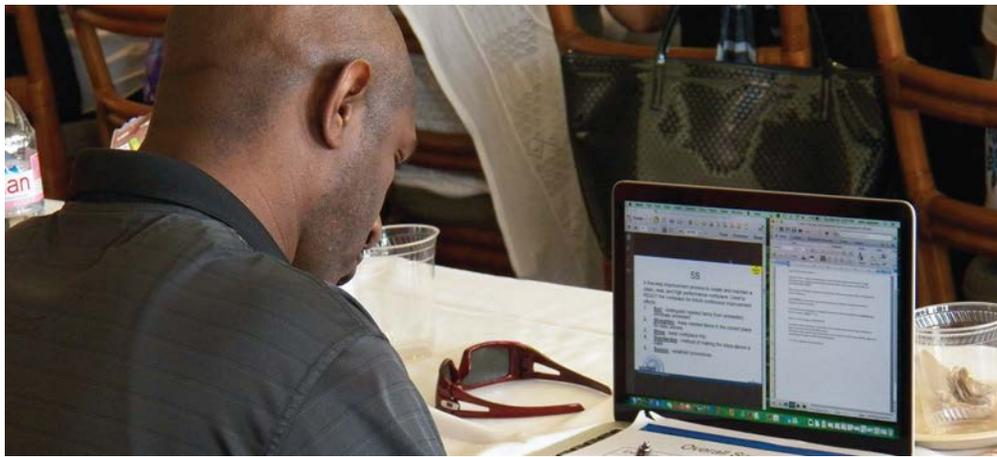
Meet the Instructors



Rebecca T. Barber, PhD

Rebecca T. Barber is the Senior Director of Management Analysis at Arizona State University (ASU) where she works extensively with all aspects of university data for the purpose of strategic and financial planning, predictive modeling and econometric analysis. She holds a Ph.D. in Education Leadership and Policy Analysis from ASU as well as an MBA from the W.P. Carey School of Business. Prior to joining ASU, Dr. Barber worked in a variety of finance and technology positions at University of Phoenix, Cornell University, SUNY-Albany and Syracuse University. Dr. Barber is an active teacher, providing predictive analytics and data mining training within WACUBO and AIR, teaching Higher Education Finance and Budgeting at ASU and Introduction to Statistics within the Maricopa Community College District, and developing a graduate certificate on Data-Informed Decision Making in Higher Education at ASU that launches Fall 2016.





Day 3

Communicating with Data Visualization

June 3, 2016 | 8 a.m. – 4 p.m.
Hilton Anchorage, Alaska

Course Description

Colleges and universities are relying more and more on metrics to make decisions, and business officers must know how to select metrics and tell stories with data. This workshop shows you how to identify and select metrics; how to know your data; and how to build dashboards that tell compelling stories. We will cover pivot tables and data visualization in Excel, and data visualization and dashboard creation in Tableau. You will have time and guidance to experiment with these techniques. No prior knowledge is required. ***You will need to bring a laptop for this hands-on workshop.***

Learning Objectives

- Gain familiarity with general principles of selecting metrics and visualizing data
- Understand principles for using data to brief senior leadership
- Become acquainted with methods for exploring a dataset
- Learn how to visualize data in Excel
- Practice creating visualizations and dashboards in Tableau
- Learn about new technologies for data visualization

Who Should Attend

Individuals interested in learning how data visualizations can help their organization make decisions, advocate for change, and show results.

Meet the Instructors (cont.)



Mark Naufel

Mark Naufel is a 24 year old Arizona native. He has received his Bachelor's Degree in Finance, Master's Degree in Business Analytics, and is currently pursuing a Master's in Systems Engineering at Arizona State University. While an undergraduate, Mark served as Student Body President at ASU, and currently works as a Graduate Research Assistant for the University's Office of Planning and Budget. Previously, Mark was the Political Director for the Arizona Republican Party, as well as an Analyst for a real estate/private equity firm based in Scottsdale, AZ. In 2014, Mark was appointed by the Governor of Arizona to serve a two year term on the Arizona Board of Regents.



Lauralea Edwards

Lauralea Edwards is a management analyst who works at the intersection of business and technology at Washington State University. She manages communications between University administration and academic departments in order to help facilitate every aspect of the data life cycle: from identifying which data needs to be captured, to the creation of systems to capture data and data analytics. Prior to Washington State University, Ms. Edwards worked at the United State Military Academy at West Point where she received awards and public recognition for securing resources in austere environments to integrate people and systems. She holds a BS in Behavioral Science from Andrews University, a Master of International Affairs from Columbia University, and she is currently pursuing a Ph.D. in Cultural Studies and Social Thought in Education at Washington State University.

WACUBO Workshop Registration

Register online at: www.wacubo.org/workshops

Workshop Options	Member	Non-Member
WORKSHOP OPTION — Full Event	\$600	\$650

If special accommodations are required, please advise at the time of your registration.

Plus, Enjoy Activities in and Around Anchorage After Class!

- Alaska Zoo
- City Center
- Tony Knowles Coastal Trail

Workshop Contact:

Sara Reed; sarreed@ucdavis.edu

Cancellation Policy

Refunds will be given upon written request 30 days prior to program, less a \$50 cancellation fee. Substitutions are allowed at any time at no additional charge.

Registration in this workshop includes the following

- Breakfast, lunch, and snacks – June 1 – 3, 2016

CPE Information



Attendees of this workshop will be eligible to earn approximately 20 CPE units in Management Advisory Services.

Note: CPE's are subject to adjustment due to minor schedule modifications.

Please visit www.wacubo.org/cpe for more information. The Western

Association of College and University Business Officers (WACUBO) is registered with the National Association of State Boards of Accountancy (NASBA), as a Quality Assurance Service sponsor of continuing professional education. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding QAS program sponsors may be submitted to NASBA through its website: www.learningmarket.org.

Hilton Anchorage Alaska

500 West Third Avenue
Anchorage, Alaska, 99501, USA



Photos courtesy of Hilton Anchorage.

Book Your Room

- **WORKSHOPS FILL QUICKLY**, please reserve Workshop before booking room and/or travel
- Room rate for WACUBO guests: **\$249 per night***
- To reserve room: +1-907-272-7411 and mention PRED16 or book room online at: http://www.hilton.com/en/hi/groups/personalized/A/ANCAHHF-PRED16-20160527/index.jhtml?WT.mc_id=POG

* Based on single occupancy, per night plus the current room tax of 12% (tax is subject to change), will be charged in addition to the room rates set forth above. WACUBO rates good for 4 days before and 3 days after workshop.

Transportation from Airport and Directions:
<http://www3.hilton.com/en/hotels/alaska/hilton-anchorage-ANCAHHF/maps-directions/index.html>

Parking at the Hotel

Complimentary valet and self-parking is available for \$18/day. Day event parking is \$11/day.