



# UNIVERSITY SYSTEM OF GEORGIA

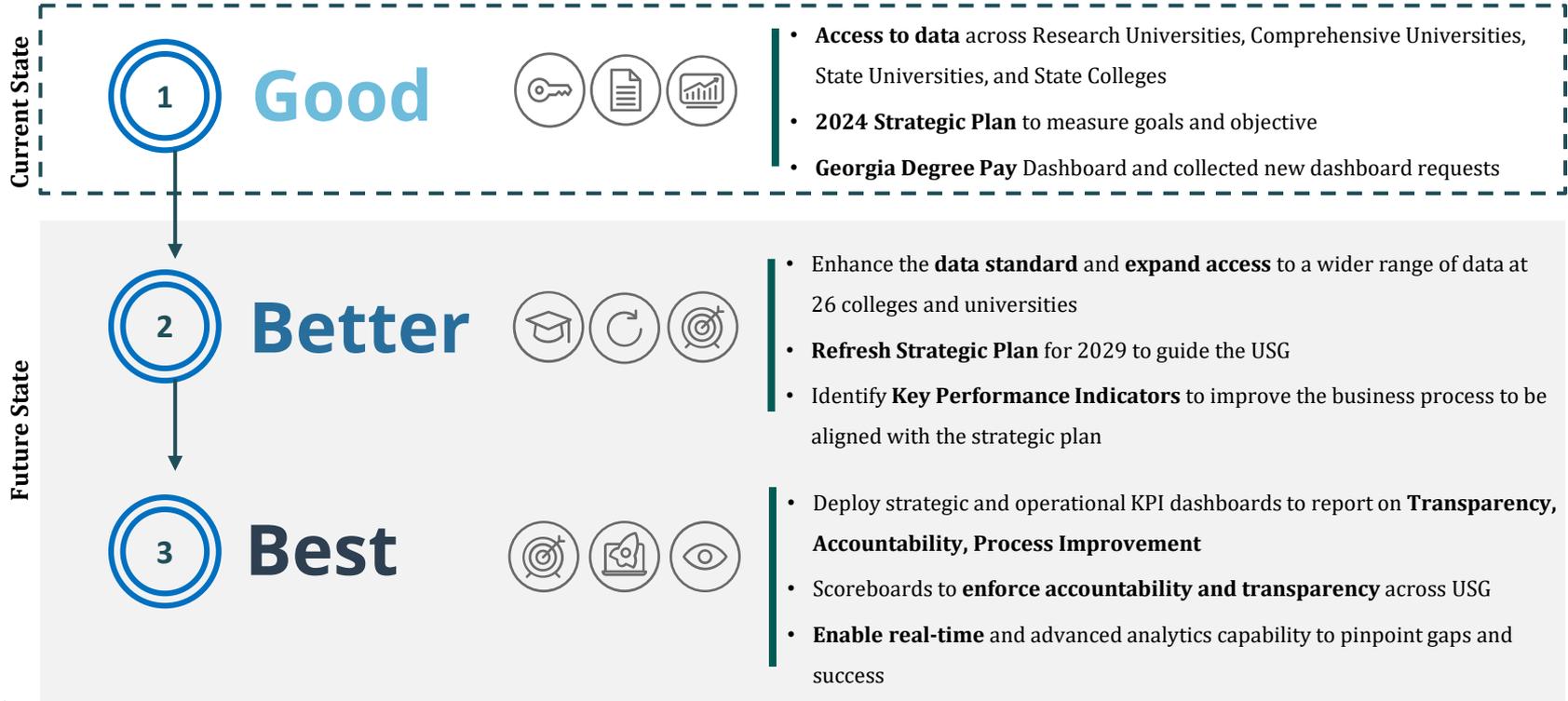


## USG Data Governance-Enterprise Analytics Lessons from USG

MARCH 20, 2025

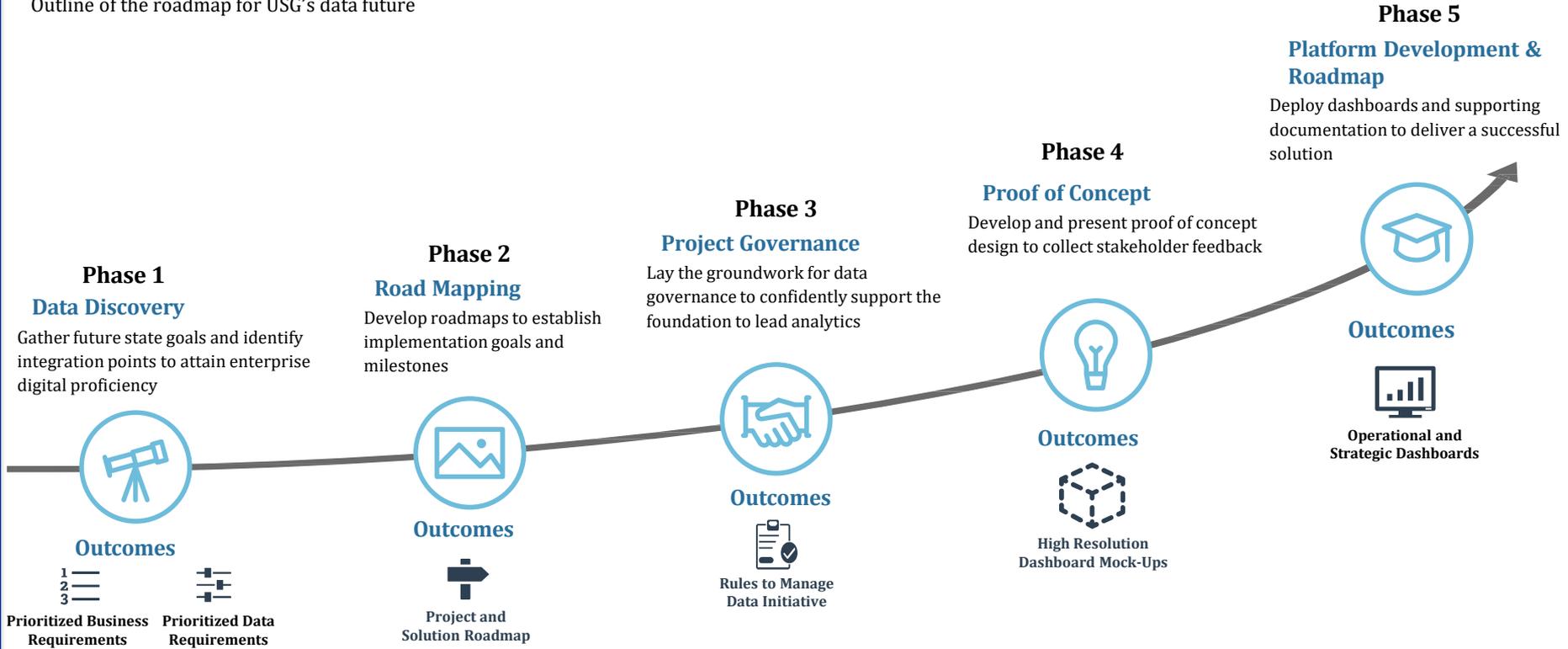
# USG Overview

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**

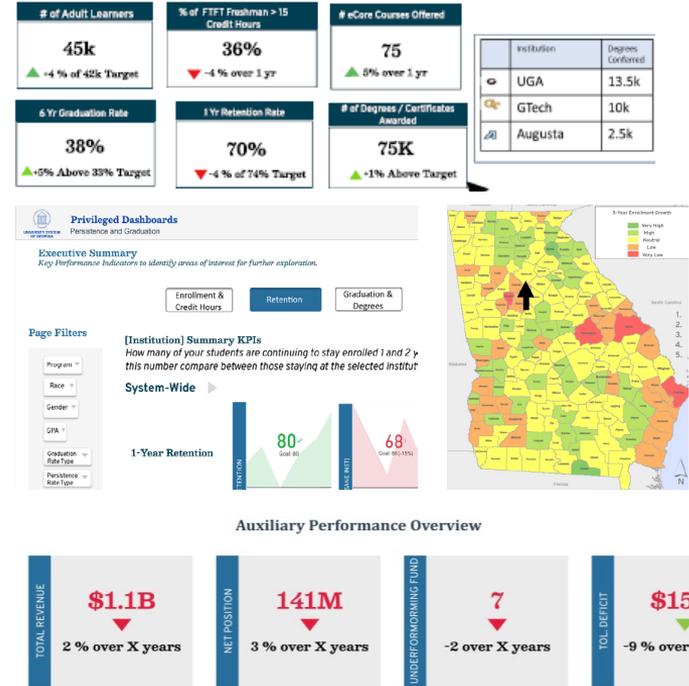


**Station 2: Informed Insights**

# 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.



# 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

## ← System Participation of Georgians

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

**Year**  
Latest Fall Term

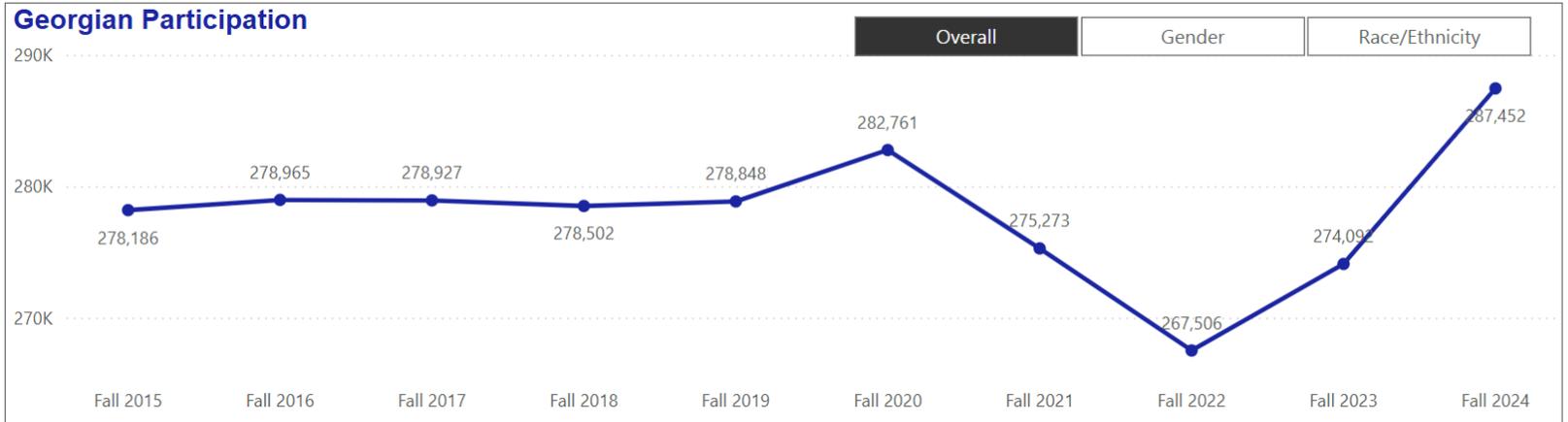
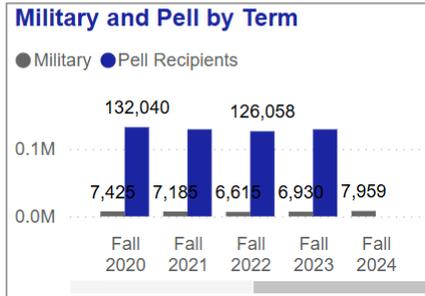
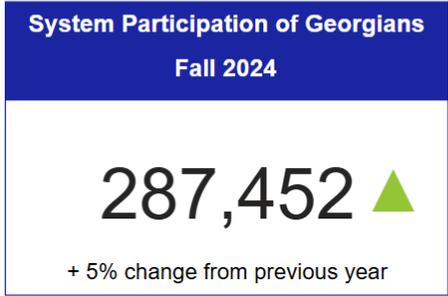
**Sector**  
All

**Institution**  
All

**Gender**  
All

**Race/ Ethnicity**  
All

**Clear All Filters**





# 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

## 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

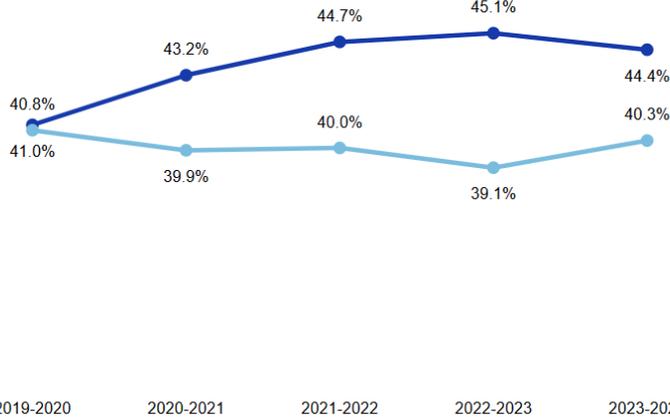
\$2.9bn 5% ▲ 68% .6 PP ▲ \$575.7M -2% ▼ 24% 0 PP \$722.6M 0% ▲ 44% -7 PP ▼ \$610.9M 14% ▲ 40% 1 PP ▲

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

● % Receiving HOPE/Zell ● % Receiving Pell



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

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

Personalize

Q&A

**Financial Aid Year**  
 Latest Year

**Sector**  
 All

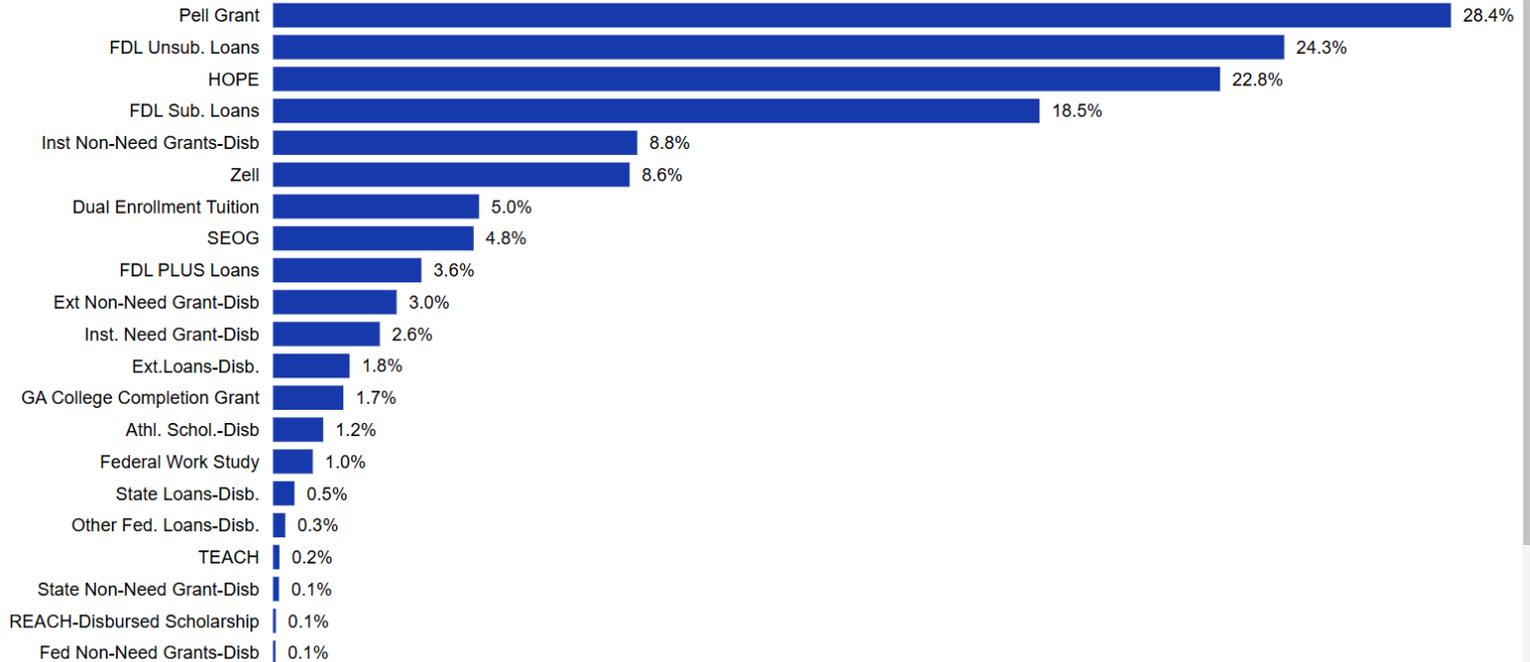
**Institution**  
 All

**Student Classification**  
 All

**Race/Ethnicity**  
 All

**Gender**  
 All

**% 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

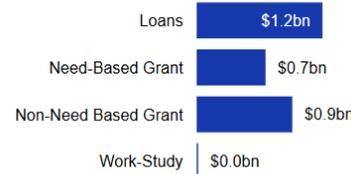
Trends

HOPE Scholarship

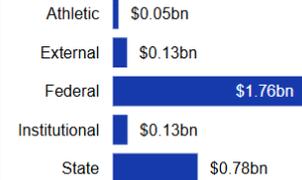
Award \$  Student Count



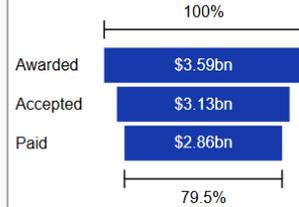
Aid Paid by Fund Type



Aid Paid by Fund Source

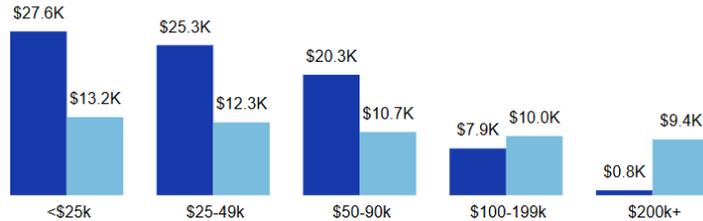


Aid Awarded, Accepted and Paid



Financial Need and Aid Paid by AGI

Avg Financial Need (dark blue) Avg Aid Paid (light blue)



Students Receiving Aid

% Receiving Aid (dark blue) % Receiving Federal Loans (light blue) % Maxing Out Federal Loans (green)



Sector   Institution	Avg Financial Need	Avg AGI	% FAFSA Applications	% Pell Recipients	% Maxing Out Federal Loans	Loan Default Rate
<b>Research Universities</b>	<b>\$17,890</b>	<b>\$130,752</b>	<b>54.8%</b>	<b>33.2%</b>	<b>80.0%</b>	
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%	
<b>Comprehensive Universities</b>	<b>\$19,297</b>	<b>\$96,093</b>	<b>71.2%</b>	<b>40.5%</b>	<b>64.4%</b>	
Georgia Southern University	\$16,814	\$100,117	70.8%	38.7%	48.0%	
<b>Total</b>	<b>\$18,470</b>	<b>\$102,583</b>	<b>63.9%</b>	<b>40.3%</b>	<b>69.3%</b>	

# Discussion

