



**Alliance 2008 Conference
Session Number 25833
Las Vegas, Nevada**

Success with Just One Analyst

LBCC and Phytorion, Reporting and Analytics

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Did You Sign Up for the Raffle?



Alliance 2008 Conference



Overview

- Phytorion and Long Beach City College
- Our story and what we needed
- The old way and the new way
- Challenges and the data warehouse
- We started with one analyst
- How the data warehouse has impacted us
- What we've accomplished
- Closing thoughts and Q & A



Phytorion and Higher Education

- More than 70 Data Warehouse implementations in Higher Ed
- From Subject-area Data Marts to Enterprise Data Warehouses
- Solutions custom fit to your precise needs
- Packaged Data Marts for PeopleSoft
- Operational & Strategic
- Integration of any source systems in place



Long Beach City College

- Two year California Community College
- Located in the Los Angeles metropolitan region
- Over 3,000 classes each term
- 10,000+ course
- 27,000 students
- 2 major campuses





LBCC's Environment

- ERP is Oracle 8.9
- Data Warehouse with Phytorion
- Cognos 8 BI and Enterprise Planning
- SQL Server 2000
- Dell PowerEdge 6850 Servers





Questions We Had

- How do we know when things are going well?
- How do we identify problems or exceptions?
- What key forms of information do we monitor?
- What prevents us from meeting our objectives?
- What can we do about it?



Our Story – What We Needed

- Information is critical for decision making
- Data was locked away in different systems
- The ERP system limited our reporting flexibility
- Running reports from ERP impacted production
- Tools in the hands of decision makers



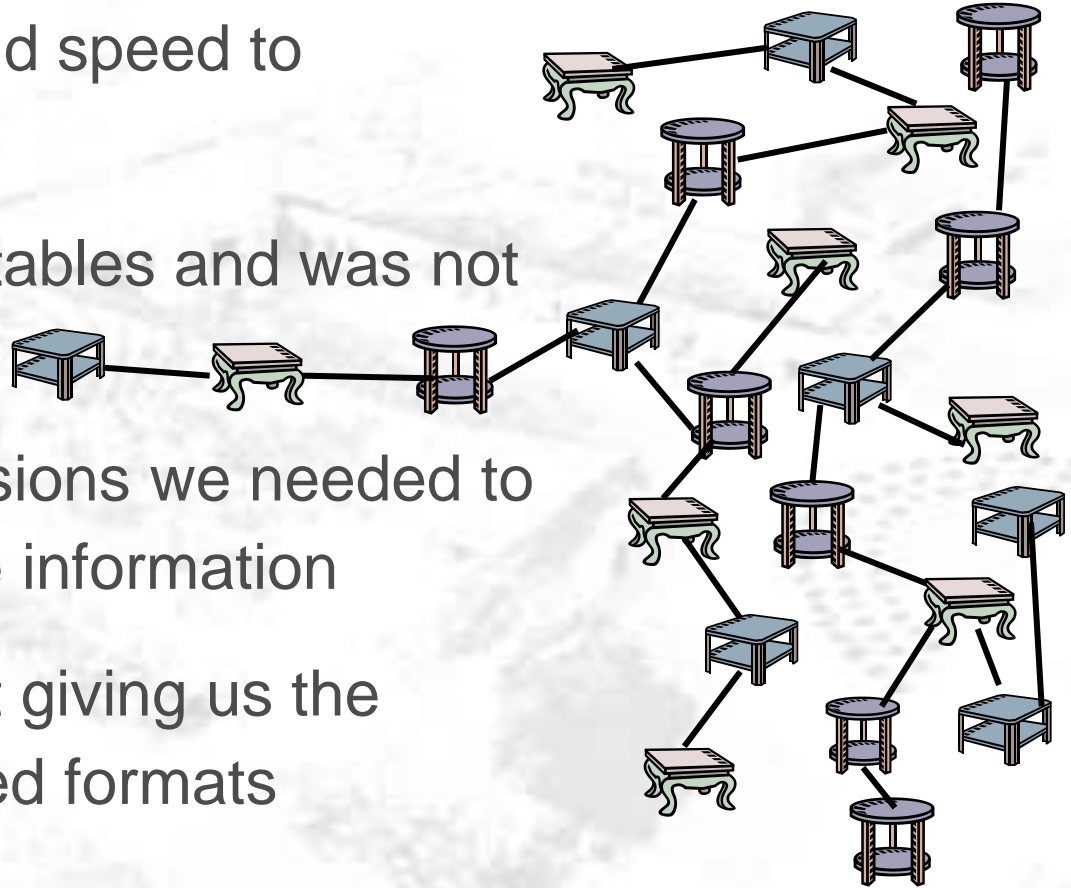
What Did Our Business Analysts Need?



- **Flexibility**
- **Independence**
- **Customized fields**

What We Knew

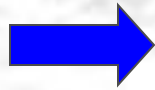
- We needed flexibility and speed to empower users
- ERP had thousands of tables and was not optimized for reporting
- To make business decisions we needed to aggregate and organize information
- Other systems were not giving us the information in the desired formats



The Old Way of Doing Things



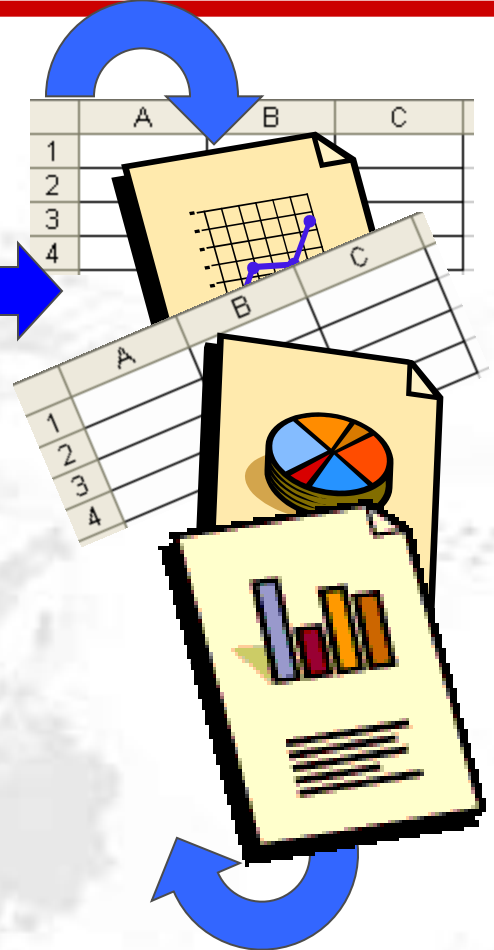
1. A Question



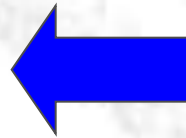
2. Call the analyst



3. Create a query and export it



4. Put in in Excel, move it to Access, back to Excel, and then email it to the world.



The finish line
(or not)

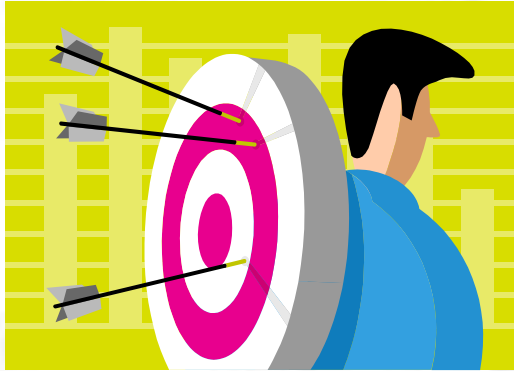
Then Comes Another Phone Call



What do you mean the report was nice, but you've had some new thoughts on changes you want to make?

I worked on that report all day!

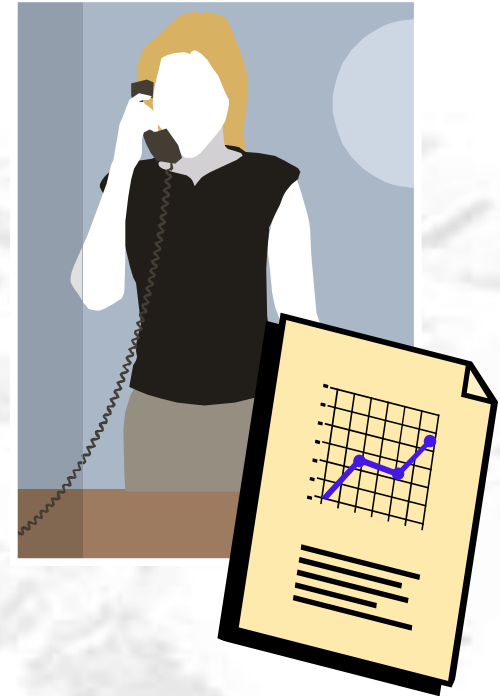
The New and Easier Way



Question: What do our projected targets look like?



Look at information in the Data Warehouse



Answers no longer take a long time or sit in a lengthy queue



The Data Warehouse and Cognos at LBCC

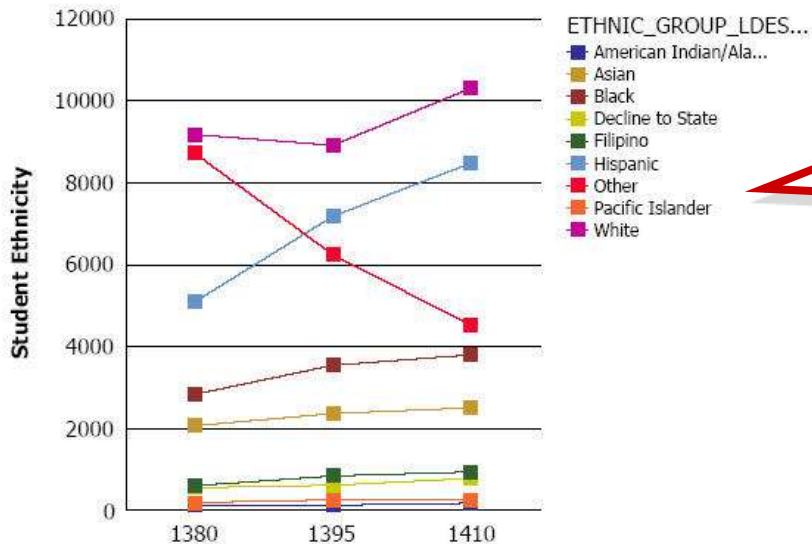
Our Data Warehouse Users

- Institutional Research
- IT Group
- Academic Areas
- Human Resources
- Financial Aid
- Counseling & Assessment
- Admissions & Records
- Financials



Reporting Trends and Statistics

Fall 2005, Fall 2006 and Fall 2007



Charts

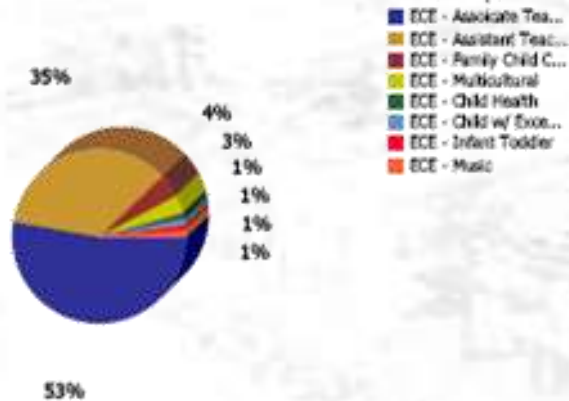
Side by Side with Numbers

| Student Ethnicity | TERM | | | Summary |
|--------------------------------|--------------|--------------|--------------|--------------|
| | 1380 | 1395 | 1410 | |
| American Indian/Alaskan Native | 128 | 133 | 184 | 445 |
| Asian | 2071 | 2374 | 2509 | 6954 |
| Black | 2840 | 3548 | 3804 | 10192 |
| Decline to State | 561 | 621 | 790 | 1972 |
| Filipino | 609 | 848 | 947 | 2404 |
| Hispanic | 5099 | 7187 | 8484 | 20770 |
| Other | 8720 | 6244 | 4523 | 19487 |
| Pacific Islander | 197 | 265 | 266 | 728 |
| White | 9179 | 8917 | 10315 | 28411 |
| Summary | 29404 | 30137 | 31822 | 91363 |



Five Minutes for Three Versions!

1: What is the big picture?



3. By certificate type, when were awards given?

2. How many awards were awarded on each date?

| CONFER_DATE | Description ~ | Nbr of Awards |
|-------------|--------------------------------|---------------|
| Aug 1, 2006 | ECE - Assistant Teacher | 5 |
| | ECE - Associate Teacher | 7 |
| Aug 1, 2006 | | 12 |
| Dec 1, 2006 | ECE - Assistant Teacher | 13 |
| | ECE - Associate Teacher | 19 |
| | ECE - Child Health | 1 |
| | ECE - Family Child Care | 1 |
| | ECE - Music | 1 |
| Dec 1, 2006 | | 35 |
| May 1, 2007 | ECE - Assistant Teacher | 13 |
| | ECE - Associate Teacher | 21 |
| | ECE - Child w/ ExceptionalNeed | 1 |
| | ECE - Family Child Care | 3 |
| | ECE - Infant Toddler | 1 |
| | ECE - Multicultural | 3 |
| May 1, 2007 | | 42 |
| Summary | | 89 |

| Description ~ | Nbr of Awards | CONFER_DATE |
|--------------------------------|---------------|-------------|
| ECE - Assistant Teacher | 5 | Aug 1, 2006 |
| | 13 | Dec 1, 2006 |
| | 13 | May 1, 2007 |
| ECE - Assistant Teacher | 31 | |
| ECE - Associate Teacher | 7 | Aug 1, 2006 |
| | 19 | Dec 1, 2006 |
| | 21 | May 1, 2007 |
| ECE - Associate Teacher | 47 | |
| ECE - Child Health | 1 | Dec 1, 2006 |
| ECE - Child Health | 1 | |
| ECE - Child w/ ExceptionalNeed | 1 | May 1, 2007 |
| ECE - Child w/ ExceptionalNeed | 1 | |
| ECE - Family Child Care | 1 | Dec 1, 2006 |
| | 3 | May 1, 2007 |
| ECE - Family Child Care | 4 | |
| ECE - Infant Toddler | 1 | May 1, 2007 |
| ECE - Infant Toddler | 1 | |
| ECE - Multicultural | 3 | May 1, 2007 |
| ECE - Multicultural | 3 | |
| ECE - Music | 1 | Dec 1, 2006 |
| ECE - Music | 1 | |
| Summary | 89 | |

Identify Performance Levels

Class Enrollment Details Per Term

TERM: 1410 AND ACADEMIC_ORG: HIST_PSC_D AND CLASS_STATUS: A

SUBJECT: Ascending order; Course: Ascending order; Class Nbr: Ascending order

| SUBJECT ^ | Course ^ | Class Nbr ^ | Days | Start Time | End Time | Begin Date | End Date | Total Enr | Pct of Cap |
|------------|----------|-------------|------|------------|----------|------------|----------|-----------|------------|
| CIT | CIT601 | 71612 | Th | 6:24 PM | 10:00 PM | 9/10/07 | 12/21/07 | 44 | 110 |
| CIT | | | | | | | | 44 | 110 |
| HIST | HIST10 | 70033 | MW | 11:00 AM | 12:30 PM | 8/20/07 | 12/21/07 | 45 | 113 |
| | | 70034 | MW | 9:30 AM | 11:00 AM | 8/20/07 | 12/21/07 | 50 | 125 |
| | | 70035 | MW | 8:00 AM | 9:30 AM | 8/20/07 | 12/21/07 | 50 | 125 |
| | | 70036 | MW | 11:00 AM | 12:30 PM | 8/20/07 | 12/21/07 | 51 | 127 |
| | | 70037 | TuTh | 9:00 AM | 10:30 AM | 8/20/07 | 12/21/07 | 41 | 102 |
| | | 70038 | F | 9:00 AM | 12:00 PM | 8/20/07 | 12/21/07 | 42 | 105 |
| | | 70041 | MW | 8:00 AM | 9:30 AM | 8/20/07 | 12/21/07 | 38 | 95 |
| | | 70042 | TuTh | 1:00 PM | 2:30 PM | 8/20/07 | 12/21/07 | 47 | 118 |
| | | 70043 | MW | 8:00 AM | 9:30 AM | 8/20/07 | 12/21/07 | 39 | 98 |
| | | 70044 | TuTh | 7:30 AM | 9:00 AM | 8/20/07 | 12/21/07 | 45 | 113 |
| | | 70045 | M | 12:30 PM | 2:00 PM | 8/20/07 | 12/21/07 | 41 | 102 |
| | | 70045 | W | 12:30 PM | 2:00 PM | 8/20/07 | 12/21/07 | 41 | 102 |
| | | 70046 | Tu | 7:00 PM | 10:00 PM | 8/20/07 | 12/21/07 | 26 | 65 |
| | | 70047 | TuTh | 5:30 PM | 7:00 PM | 8/20/07 | 12/21/07 | 37 | 93 |

Student Contact Lists for Instructors

2007 Spring

Class Nbr: 30045

HIST10 Hist Early America (Colonial)

| | | |
|----------------|--|---|
| Alston, Zeus | 761-7843 Arcu. St. Glendora CA 32427 | 351-646-5657 nisi.Mauris@sedsem.ca |
| Zeus | 845-8762 Nunc, Street Cambridge CA 43488 | 597-476-8888 ut.erat.Sed@erosturpis.com |
| Byers, Burton | 223-5610 Elementum Rd. Kingston CA 23798 | 244-803-3716 Curabitur.sed.tortor@natoquepenatibuset.com |
| Clemons, Zeus | 768-6936 Fringilla, Av. Newburgh CA 23798 | 844-849-3180 vel.arcu.Curabitur@magnaLorem.com |
| Combs, Neil | Ap #111-7519 Mauris St. Beaumont CA 07103 | 881-979-2097 malesuada.augue@miac.org |
| Daniels, Zeus | 966-8376 Tempor Street Rye CA 61579 | 476-959-9079 Praesent@eu.edu |
| George, Cedric | 674-1211 Fusce Rd. Vineland CA 16598 | 612-747-9582 molestie.orci@tristiquepellentesque.edu |

What Classroom is Open Tuesday at Noon?

Details that
make finding
open
classrooms
easy

| FACILITY_ID | ROOM^ | Course | Class Nbr | Days | Start Time^ | End Time |
|-------------|----------|----------|-----------|---------|-------------|----------|
| D115 | LAC-D115 | ENGL1 | 70527 | MW | 6:00 PM | 8:24 PM |
| D116 | LAC-D116 | MATH110 | 73253 | MTuWThF | 6:30 AM | 7:30 AM |
| | LAC-D116 | MATH130 | 73435 | MTuWThF | 7:30 AM | 8:50 AM |
| | LAC-D116 | MATH130 | 71689 | MWF | 9:30 AM | 11:12 AM |
| | LAC-D116 | MATH120 | 71678 | MW | 12:00 PM | 1:30 PM |
| | LAC-D116 | MATH110 | 71657 | MWF | 1:30 PM | 3:30 PM |
| | LAC-D116 | MATH29 | 71613 | MW | 5:00 PM | 6:30 PM |
| | LAC-D116 | MATH29 | 71614 | MW | 6:30 PM | 7:00 PM |
| | LAC-D116 | MATH815 | 71744 | MW | 7:00 PM | 9:24 PM |
| | LAC-D117 | LAC-D117 | MATH110 | 71654 | MW | 11:00 AM |
| LAC-D118 | LAC-D118 | MATH110 | 74056 | M | 10:00 AM | 12:45 PM |
| | LAC-D118 | MATH110A | 71674 | MW | 3:00 PM | 4:30 PM |
| | LAC-D118 | MATH110A | 72779 | MW | 4:30 PM | 5:00 PM |
| | LAC-D118 | MATH110B | 72680 | MW | 5:00 PM | 6:30 PM |
| | LAC-D118 | MATH110B | 72842 | MW | 6:30 PM | 7:00 PM |



What Were Our Challenges

- We needed an executive level sponsor and support
- Managing the budget and schedule without it is a risky & tedious project
- Accountability for processes at lower levels but no tools to do the job
- More creative thinking about problem solving options but we couldn't predict the effect



Phytorion Data Warehouse

- Customized approach, not turnkey
- Guided process to see what data was most useful
- Designed with us
 - Tables we wanted
 - Created derived fields
 - Our priorities
- True collaborative approach
- No black box!
- Best practice expertise



We Started out with One Analyst

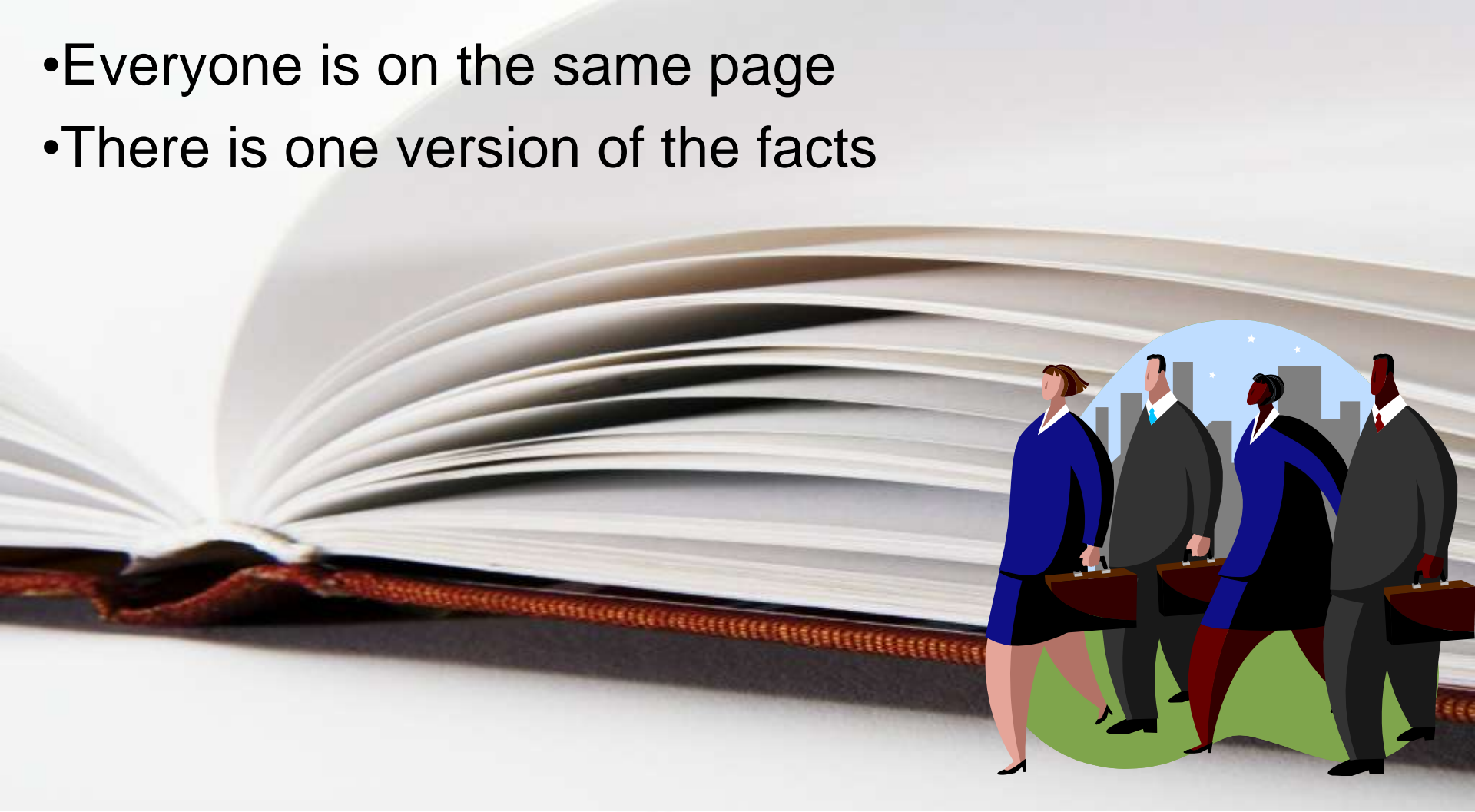
- Installed and deployed Cognos BI Reporting
- Installed Cognos Enterprise Planning and implemented a strategic enrollment management model
- Built Framework Manager models
- Created college-wide security
- Trained Business Analysts





How Has It Impacted LBCC

- Everyone is on the same page
- There is one version of the facts





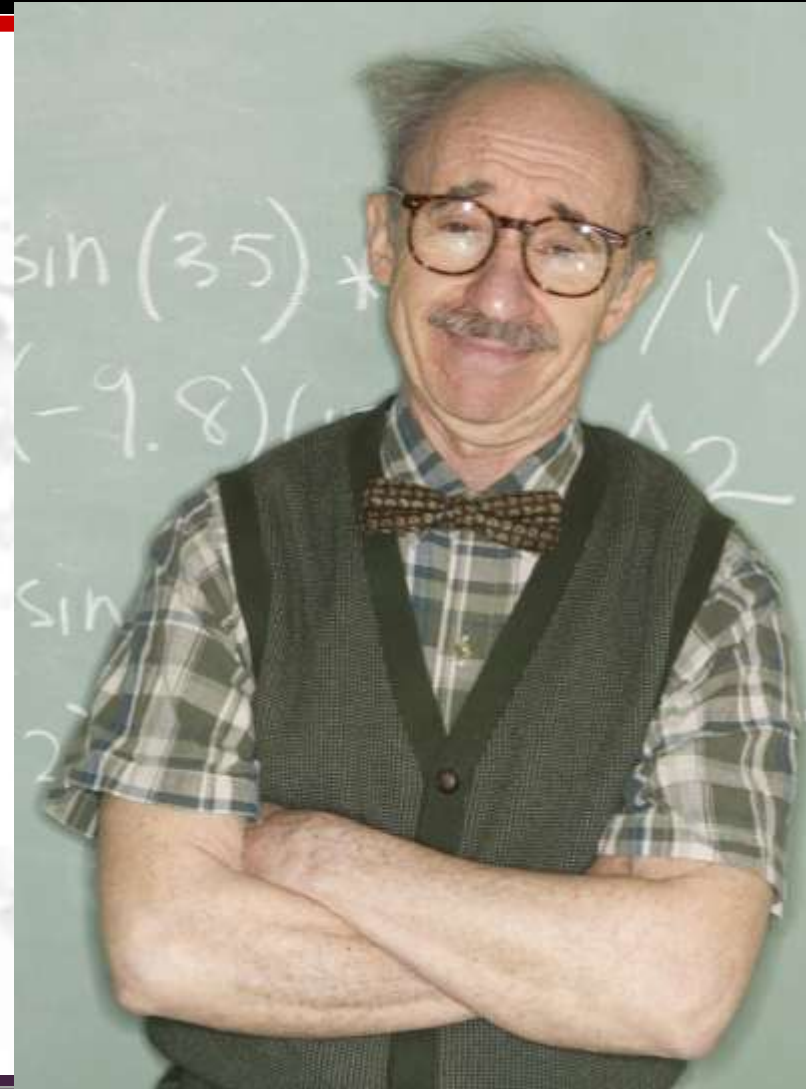
What We Have Accomplished

- Web based reporting from anywhere on campus
- Flexibility to empower the user community
- Access to the data needed to manage by exception
- Less reliance on IT to provide ad hoc and complex reports
- The ability to aggregate and organize information quickly for decision making
- Put information in the hands of end users without having to run and distribute reports



Train the Trainer

- User Documentation
- Workshops
- One-on-One
- Who?
 - Business Analysts
 - IT
 - Exec's & Deans
 - Support Staff





Closing Thoughts

- Prioritize goals and plan
- Determine the right solution and think about a phased approach
- Tools for middle management
- ROI: Improved reporting and analysis capabilities
- Complex reports are now effortless reports



Q and A



PHYTORION

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