



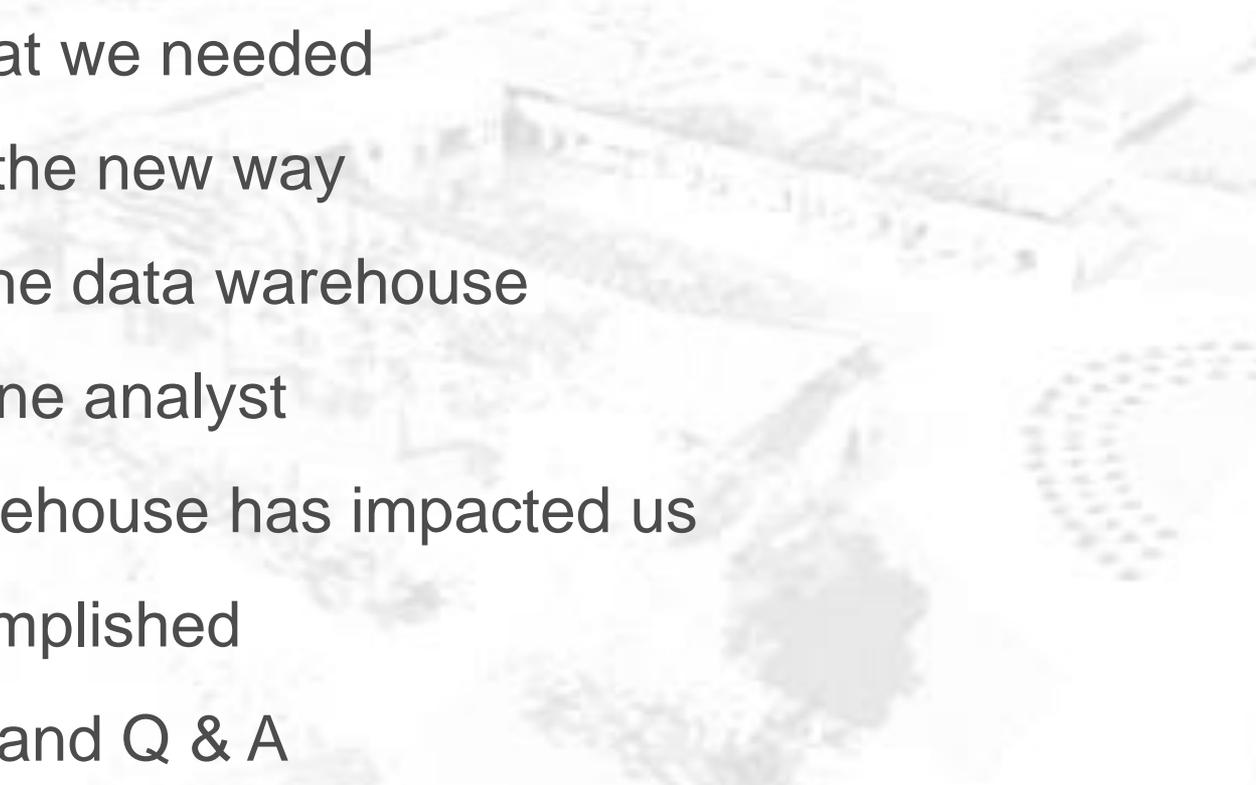
Success with Just One Analyst

LBCC and Phytorion, Reporting and Analytics

Janice Miller, Long Beach City College



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 100 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
- Data Warehouse with Phytorion
- Cognos BI and Enterprise Planning
- SQL Server
- Dell PowerEdge 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



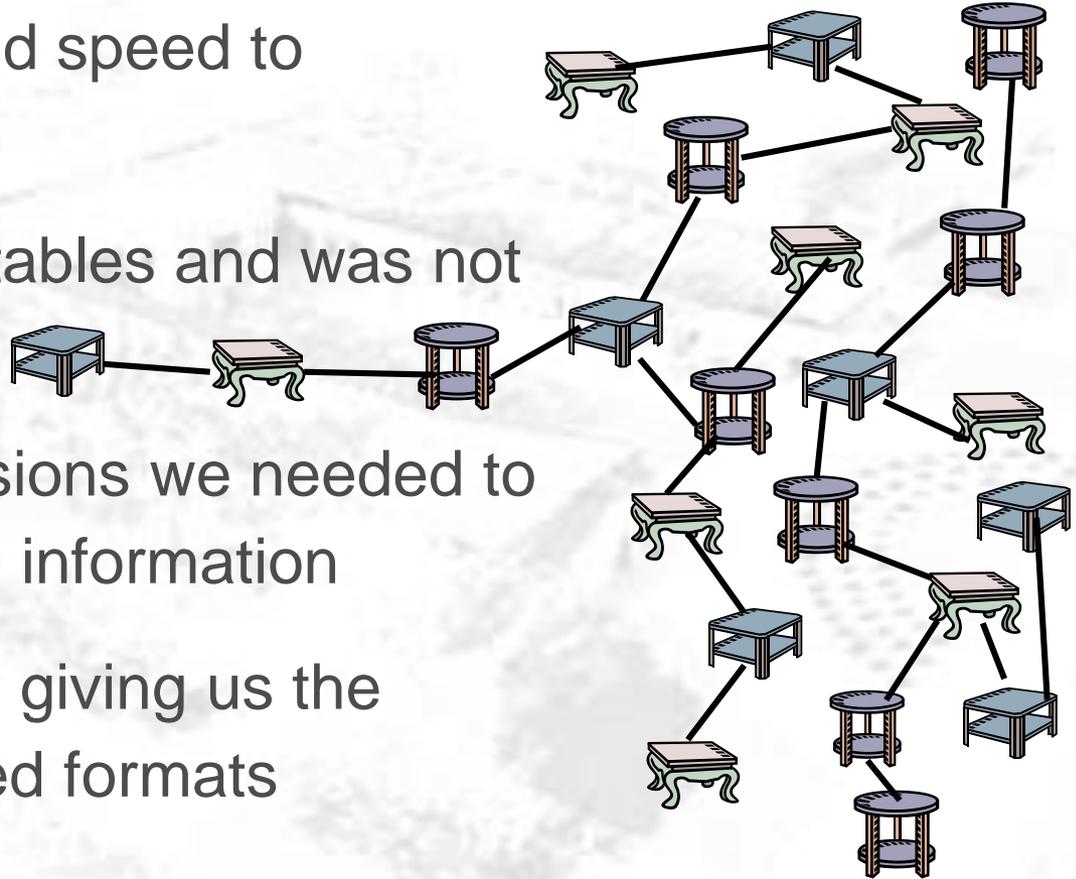
What Did Our Business Analysts Need?



- **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



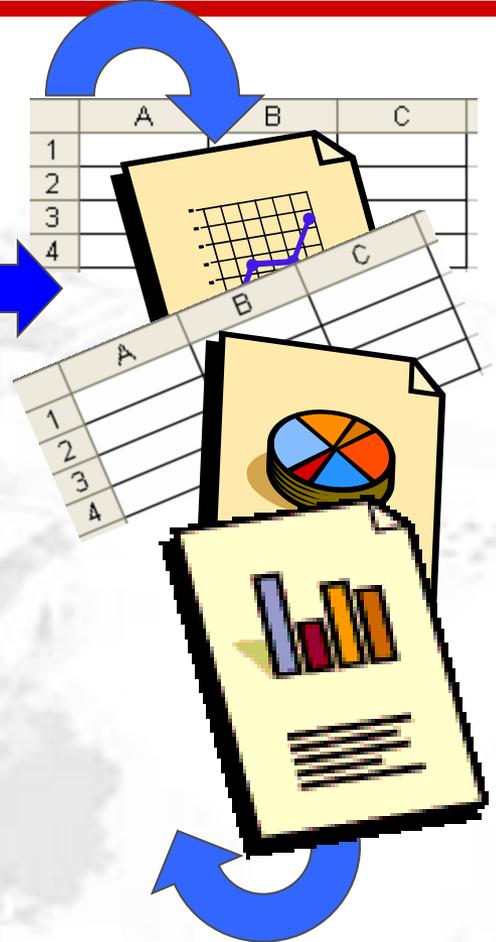
1. A Question



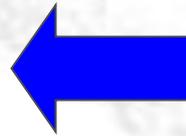
2. Call the analyst



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)



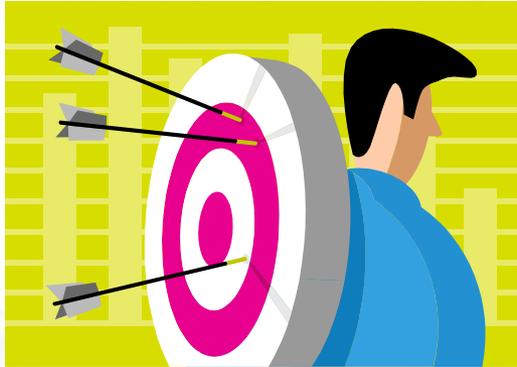
Then Comes Another Phone Call



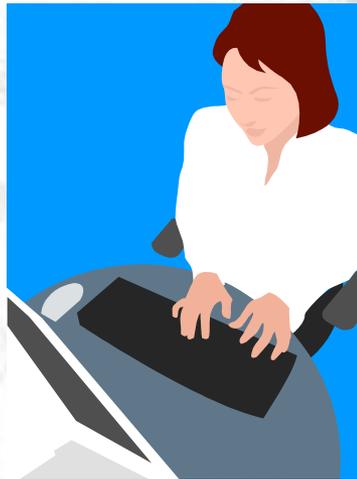
What do you mean the report was nice, but you've had some new thoughts on changes you want to make?

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

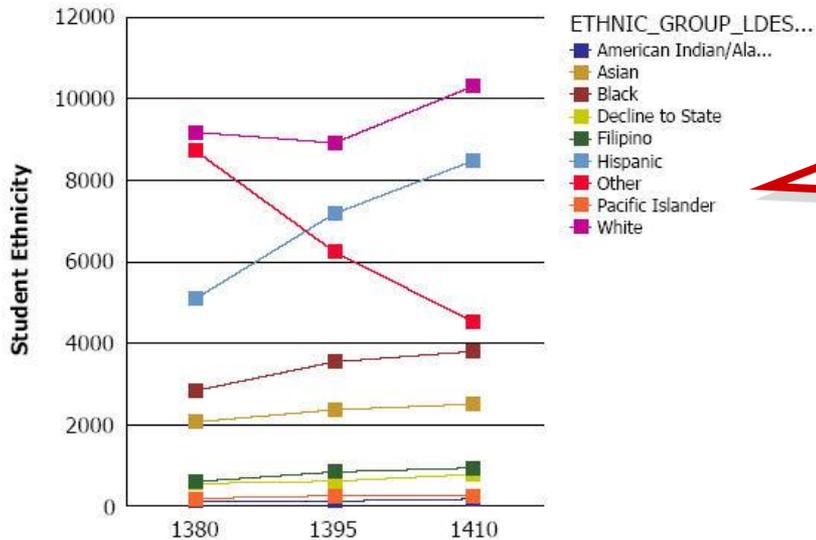
Our Data Warehouse Users

- 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



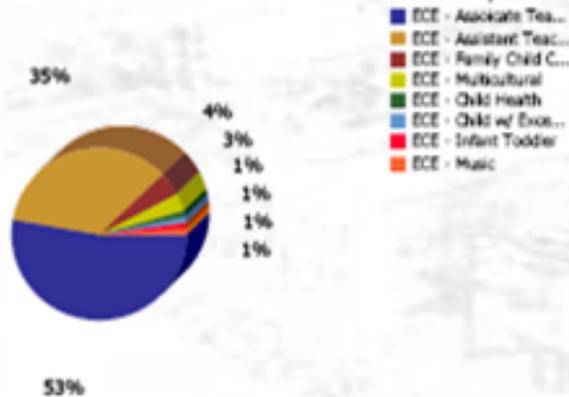
Charts

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?



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

3. By certificate type, when were awards given?

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									
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

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
- 



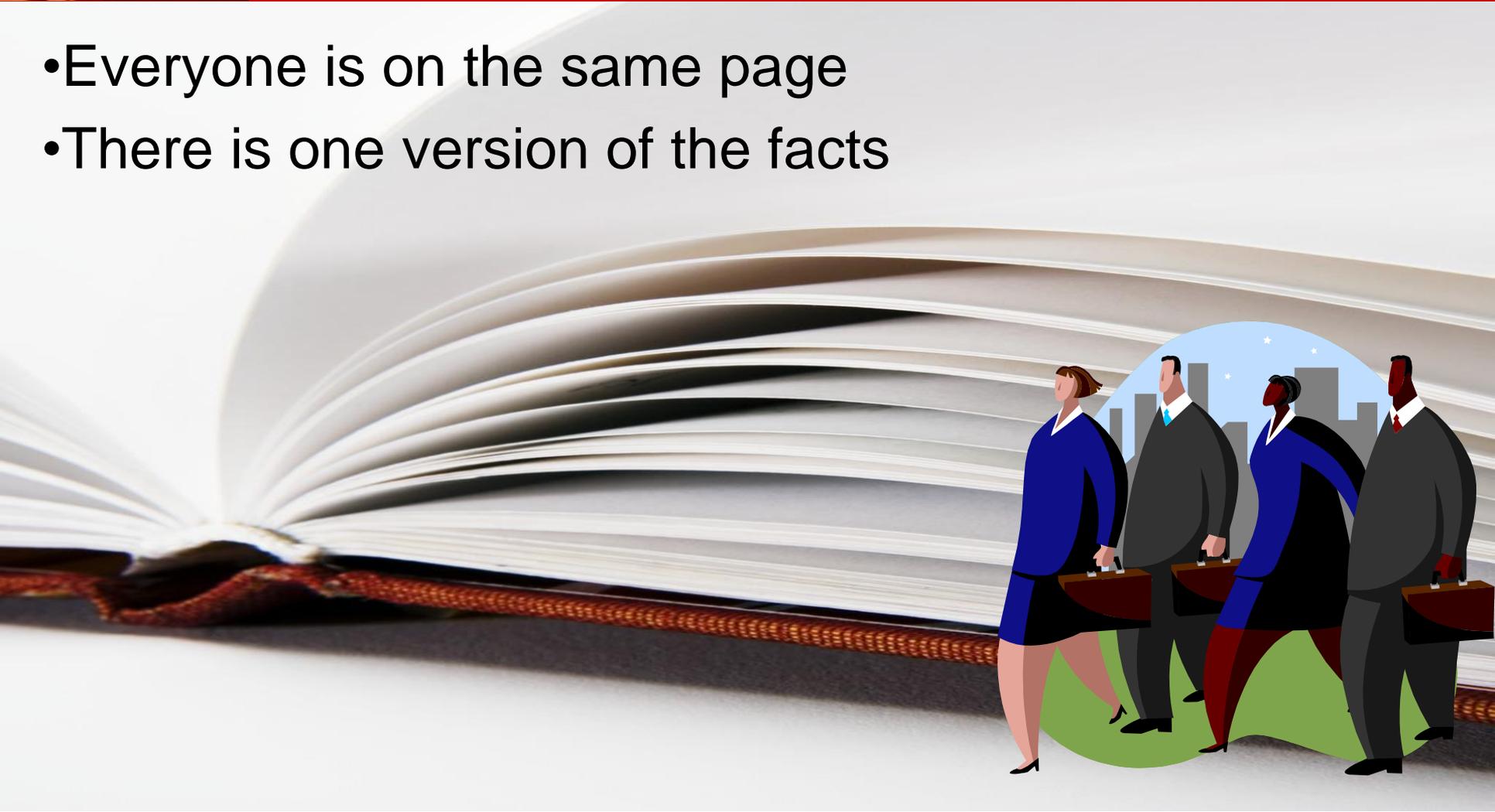
We Started out with One Analyst

- 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





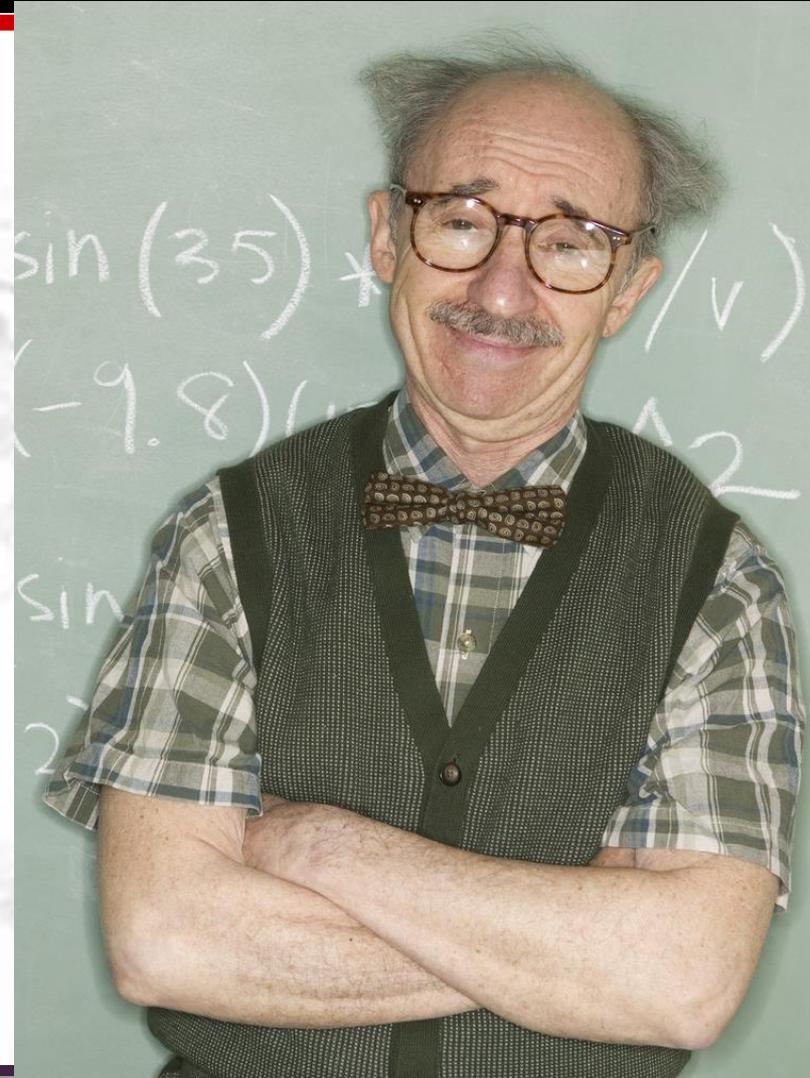
What We Have Accomplished

- 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

Phytorion Inc.

Yiorgos Marathias, President

www.phytorion.com

Yiorgos.Marathias@Phytorion.com



Long Beach City College

Janice Miller, Research Systems Analyst II

jmiller@lbcc.edu