

# HIGHER

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# We're proud to be part of **WONKFEST**

Andrew Hargreaves dataHE Co-Founder

#BuildBackHigher



The data decade to Build Back Higher



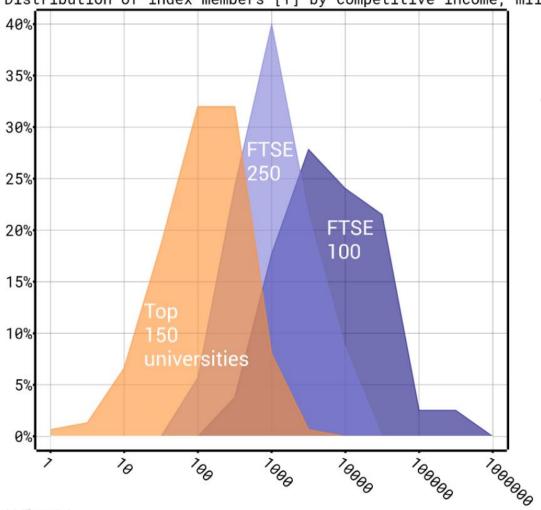
#### **HE is Big 'Business'**

Fee income £M [cohort total by year of entry] plotfeeinc, cumulative 16,000 ---B.PGT 3. Not EU 15,000 14,000 B-BGTAZFDEU3. Not EU 13,000 12,000 11,000 ---A.FDG 2. EU 10,000 --A.FDG 1. UK 9,000 8,000 7,000 6,000 5,000 4,000 3,000 2,000 1,000 0 2012 2013 2015 2016 2018 2019 2020 2822 2023 2024 2014 2011 2817 2821

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B.PGT	З.	Not	EU
B.PGT	2.	EU	
B.PGT	1.	UK	
A.FDG	3.	Not	EU
A.FDG	2.	EU	
A.FDG	1.	UK	



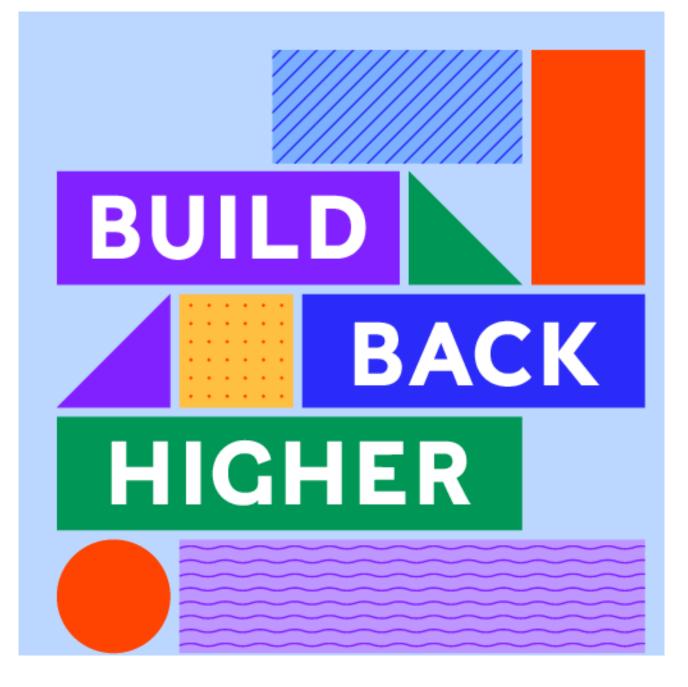


Distribution of index members [Y] by competitive income, mil

Competitive revenue of many universities now comparable to turnover of UK's largest list companies



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Widely accepted that data is critical in this 'new' era.



# Can we do that?

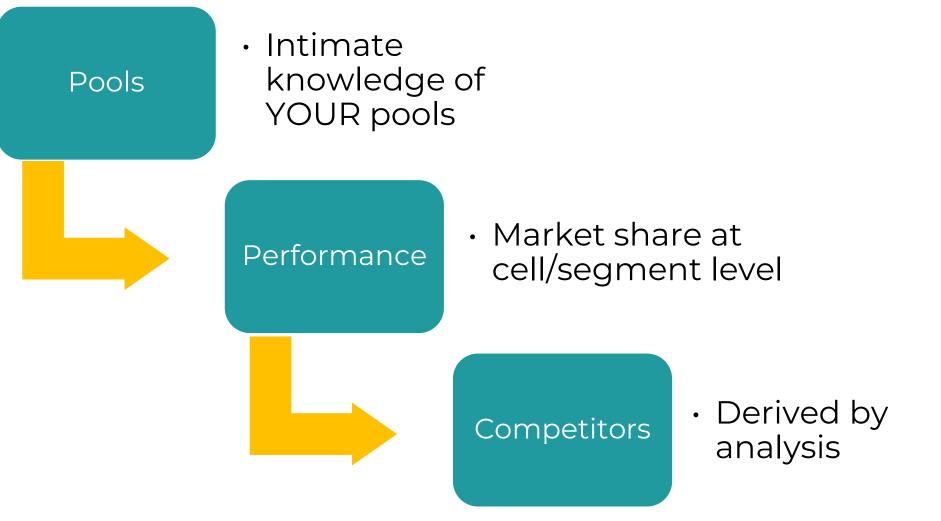




How will the successful university run itself in the data decade?



#### Know exactly where you are





### Design effectiveness in

Myopic

#### Effective Strategic planning Marketing strategy Bottom line: Recruitment is Expert and non-aligned. marketing. Authority through data analysis . Personas R us. Strategic Central to everything in the university. 2030? Non-completion? **Dispersed diversity** The IT megalith We've data people embedded all over Data analysis - that runs on the place. computers doesn't it? We've great code diversity.... It's IT. The data proves our department is We'll buy more stuff. ML. Al. right. Again. Middleware. It'll cost you.

Ineffective



#### The recipe



#### Be demanding of data owners

