Applying Business Analytics to Higher Ed

Presented in Collaboration with CACUBO
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What are your thoughts about this session?
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Moderators:

Marty Mickey  
CFO, National Louis University  
CACUBO Board Member at Large

Hester Tinti-Kane  
Senior Director of Institutional Marketing, Cengage
Please note:

- During the webinar, there will be three check in questions for you to answer. In order to receive CPE, you must answer all three of these questions.
Dr. Jeffrey Camm
Cengage Author
Academic Director, Center for Analytics Impact
Senior Associate Dean of Business Analytics, Professor
& Inmar Presidential Chair in Business Analytics,
Wake Forest University
Dr. Michael Fry
Cengage Author
Professor of Operations, Business Analytics and Information Systems
University of Cincinnati
CPE Question 1:

Have you been the driver of incorporating business analytics at your institution?
CPE Question 2:

Is your institution evaluating existing and proposing new programs with growth in mind?
CPE Question 3:

Do you have a better idea of how to utilize business analytics in your work after this webinar?
What are your thoughts about this session?
Tell us in a quick survey at the end.
Resources

• https://business.wfu.edu/center-for-analytics-impact/
• https://business.uc.edu/faculty-and-research/departments/obais.html
• https://www.cacubo.org/
• https://www.cengage.com/institutions/
• https://faculty.cengage.com/titles/9780357131787
Thank you!
Experiencing Technical Difficulties

Thank you for your patience.