

# Applying Business Analytics to Higher Ed

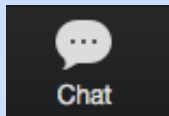
**Presented in Collaboration with CACUBO**



# Welcome to our webinar!

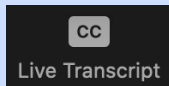
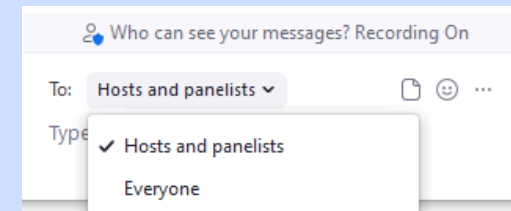
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At the bottom of your screen you will find:



## Chat\*

Network with your peers by selecting the Chat icon.  
\*Be sure you select “Everyone” before hitting send!



## Closed Captioning

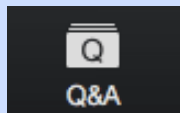
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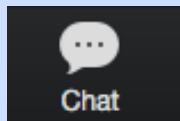
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## Q&A

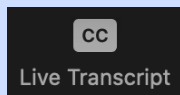
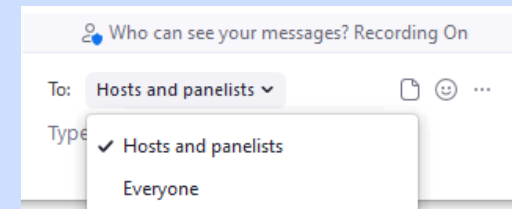
Submit questions to your presenter by selecting the Q&A icon.



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What are your thoughts  
about this session?  
Tell us in a quick survey at the end.



**CACUBO**

Central Association of College  
& University Business Officers

# 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**



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## Dr. Michael Fry

Cengage Author

Professor of Operations, Business Analytics  
and Information Systems

University of Cincinnati





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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?



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about this session?  
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# 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.