University Partners with Datatelligent to Create Integrated, Localized COVID-19 Data Dashboard

CHALLENGE >>

The COVID-19 health crisis created challenges for individuals and industries worldwide, but colleges and universities were hit particularly hard. Heading into fall 2020, schools needed to make widespread changes to everything -- courses, housing, athletics, staffing. Without better insights into their operations, this could have been disastrous for schools like Dominican University. Instead, they took an ambitious, innovative approach to harness disparate data and arm their staff with comprehensive and up-to-date information.

Planning for the 2020/2021 academic year, Dominican University was at a crossroads as staff worked furiously to develop a strategy to get students back to school safely. Educators and administrators were scrambling to adjust classes and teaching methods as students entered quarantine. Additionally, drastic changes were made to student housing, and all athletics and extracurricular activities were either canceled or reframed to meet evolving mandates put in place to address the pandemic. These factors put their students at risk to leave school altogether.

Dominican University, a small university located in River Forest, Illinois, recognized that they needed to build a plan that could address changes due to the pandemic while also tackling its data organization challenges. The school needed to:

- Streamline data collection methods across the university
- Develop a COVID-19 response plan to allow staff to craft a safe back-to-school strategy
- Ensure they had access to the necessary information to make data-driven decisions

INDUSTRY >>
Higher Education

CLIENT >>
Dominican University

CHALLENGE >>
Finding a way to create a safe back-to-school strategy during an unprecedented global pandemic.

SOLUTION >>
Create an integrated data-driven dashboard to track COVID-19 information as it pertains to students, faculty, and administrative staff.

RESULTS >>
Students and faculty complete the 2020/2021 academic year with limited issues and are poised for success moving forward.

DOMINICAN UNIVERSITY

Dominican University not only recognized the immense challenges to ensure student and staff health and wellbeing but also moved quickly to develop an innovative solution. They partnered with Datatelligent, LLC to use COVID-19 case information and other relevant local market data to create a highly visual, interactive data dashboard. Using Datatelligent's Data Analytics as a Service (DAaaS) solution, university staff had access to the most current, geo-coded Covid-19 information including localized hotspot data and other time-sensitive content overlaid with their student information.

Dominican was able to identify issues and create specific, data-driven plans to address their unique needs including:

- Responding to housing and athletics questions
- Developing strategies for commuter versus on-campus students
- Creating plans for staff's work-from-home options

SOLUTION HIGHLIGHTS:

- Streamlined consistent data collection approach and reporting structure and created interactive, visual dashboard
- Created COVID-19 risk assessment tool to identify localized transmission hotspots overlaid with student and staff demographic data
- Developed agile communications plan to enhance outreach to students and staff, especially to those in need of additional support
- Improved accuracy and timeliness in data reporting
- Lifted the strain on in-house resources by acting as a partner and trusted collaborator
- Enabled school to focus on more effective retention efforts and improved budget forecasting

> "Working with Datatelligent enables our strategic team to craft and adjust our back-to-campus activities with confidence and helps us advance our data-informed organizational goals."

RESULTS >>

Using Datatelligent's Data Analytics as a Service (DAaaS) solution, Datatelligent staff worked collaboratively with Dominican staff to automate data collection and integration to create a highly visualized dashboard. Staff now have access to information that previously had been disconnected or inconsistent, as well as timely hotspot data as it related to Covid transmission in the community.

Using the dashboard, the Dominican team were able to track geographic regions where students could be most vulnerable to contract Covid, and then target resources to students living in those areas. Additionally, the information was used to inform their testing strategy specifically to understand the risk of commuter students traveling to and from campus. It was also a key tool for their athletics department traveling to recruit student athletes outside the Chicagoland area.

Datatelligent's platform helped the university navigate issues as they related to planning for 2021 and beyond. Additionally, Dominican is utilizing Datatelligent's platform to assess and advance other key initiatives for the university, including fundraising and alumni relations.