



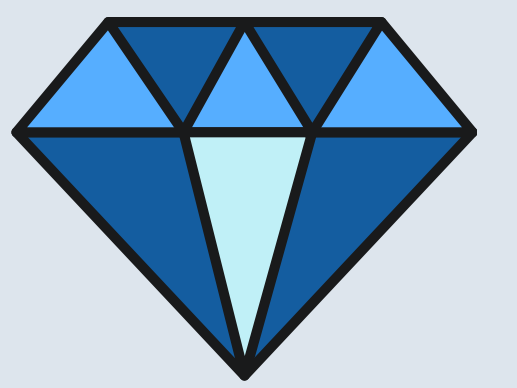
Data Discovery Workshops

Award Winner: California Institute of Technology

Year: 2024

Award Level: Sapphire

Category: Gift Administration & Data Services

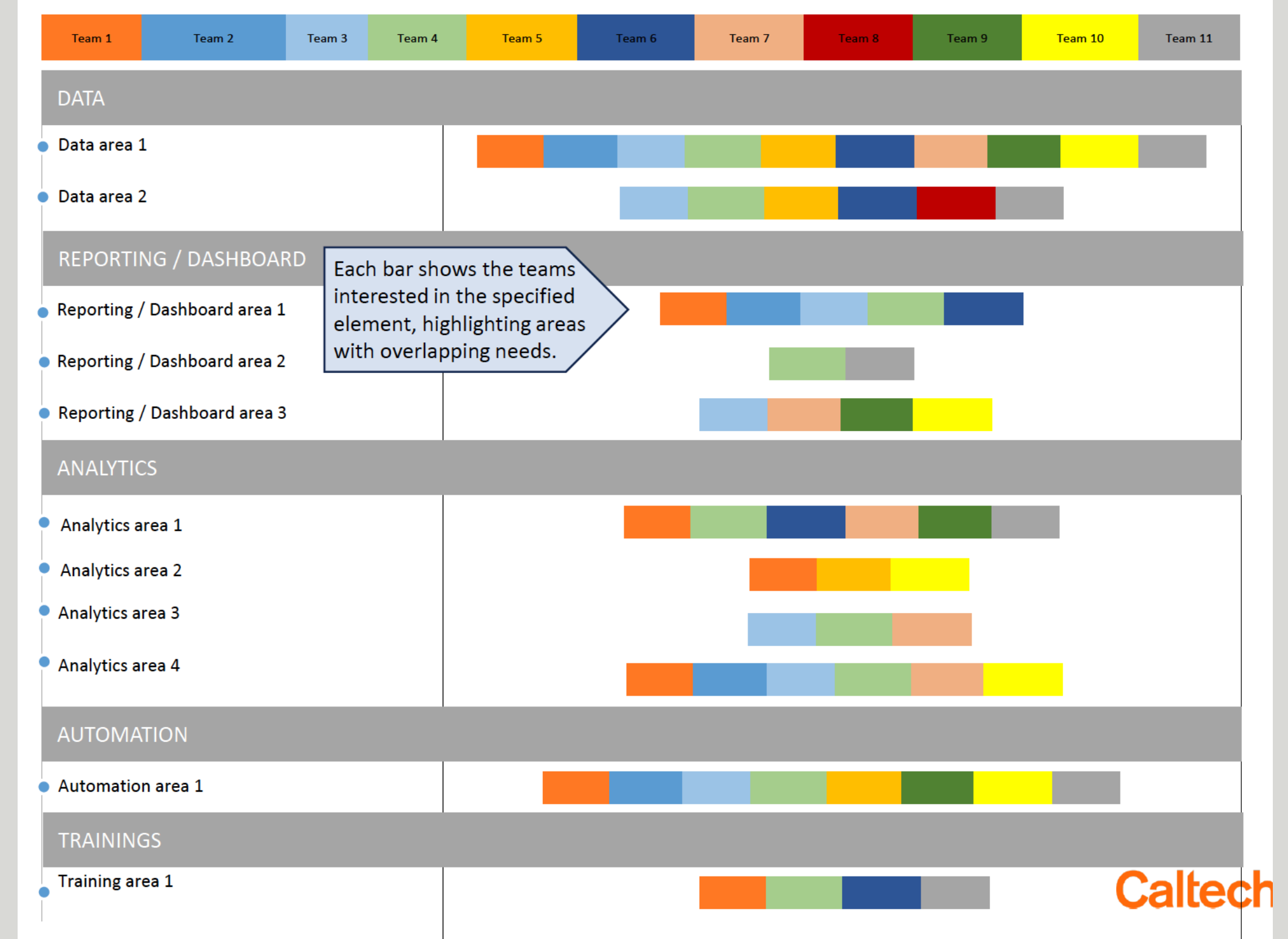


Discovery Pre-Work

Please be prepared to provide your input on these topics on the day of the workshop.

DATA	ANALYTICS	OPERATIONAL PROCESSES	INFORMATION	GOALS
<ol style="list-style-type: none"> Describe your data flow and sources (input and output) What data are you currently using? When X (DATA) is missing, it is harder for me to be successful in Y project. What data do you need to build an accurate constituent profile, meet operational goals, and/or support continuous improvement? 	<ol style="list-style-type: none"> Are analytics embedded and/or applied in your process and decisions? How can analytics help you achieve your goals? 	<ol style="list-style-type: none"> Describe your operational business processes? Applications or tools that you are using? What changes you would like to make? Pain points? 	<ol style="list-style-type: none"> What information and/or insight do you rely on to succeed? What report(s) and/or dashboard(s) do you rely on? 	<ol style="list-style-type: none"> What are your goals? KPIs? Describe your success and/or your roadblocks How can data help you achieve your goals?
				
Learn, share, discover, and deliver with us!				Caltech

FY24 focus areas to achieve revenue and engagement goals



Project Summary

In 2023, Caltech launched a series of Data Discovery Workshops to engage with 11 teams within Advancement and Alumni Relations (AAR) whose data is critical to their success.

The purpose was to obtain a holistic view of data movement and usage in AAR and better understand each function's processes, goals, pain points, data gaps, and reporting and analytics needs.

The sessions resulted in an informed data strategy, many opportunities for easy wins that have already started improving users' interactions with data, and stronger partnerships with data stakeholders across the department.

Contact Information

Kelly Douglas
Associate Director, Prospect Analytics
California Institute of Technology
kellyd@caltech.edu

Aspire Awards

