

# Sam Houston State University Human Resources

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## Staff Classification Description – Assistant Vice President for Data, Analytics, and Decision Support

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**Skill Category:** Executive/Administrative

**Position (Employee) Class:** 1M140 (E1)

**Grade:** NC

**Date:** 01/2023

**Department:** Division of Strategic Enrollment and Innovation

**Educational & Experience Requirement:** Master's degree in a related field. Seven years of progressively responsible experience in analytics, data science or business intelligence. Five (5) years in management and higher education preferred. Experience working with cross-functional teams is highly valued. Additional education may be considered in lieu of experience.

**Nature & Purpose of Position:** Provides leadership, planning, and direction in expanding the University's ability to assess data and improve performance through enhanced predictive analytic capabilities and by developing and implementing data-informed, decision-making ideas designed to monitor success in SHSU's mission and related goals.

**Supervision Given & Received:** Reports to and receives broad direction from the Sr. Vice President for Strategic Enrollment and Innovation. Provides direction for the Director of Data & Analytics and oversight of major data and analytic projects as assigned. Provides direction for the Institutional Research team on institutional surveys, and state/federal reporting.

**Primary Responsibilities:** Acts as the Chief Data Strategist for the University and oversees the governance and policy infrastructure necessary to facilitate the use of data for decision support. Serves as the University's Data Management Officer (DMO) with the Department of Information Resources (DIR) at the state level. Fosters collaboration and works in partnership with academic and administrative leaders across the University bringing expertise in the form of data-informed resolution of key questions to guide institutional planning. Works closely with the cross-divisional data council (Academic Affairs, Enrollment Success, Finance and Operations, Student Affairs) in addition to Information Technology professionals responsible for the data warehouse, ETL and SaaS tools and reporting toolsets to build and sustain an enterprise data approach that can help the University achieve its goals. Serves as key player in establishing and sustaining a campus-wide governance structure that fosters a culture of trust and shared responsibility for the ethical use of data for institutional planning purposes to include the campus strategic enrollment management plan. Ensures meaningful, appropriate, and accurate data is available to inform University planning efforts. Supports University decision making by being the connection between strategic questions, the technological solutions, and the data resources. Provides collaborative leadership in identifying metrics and benchmarks to evaluate university initiatives and operations. Works with Information Technology (IT) to identify tools, technologies, and services that can further enhance the analytic capabilities of the university to improve student success. Works closely in collaboration with University partners to establish enterprise data road map and data management processes that enable information sharing, compliance, and security in support of the overall University planning. Plans, develops, and works with IT to implement applications of data analytic tools as appropriate to University operations, with a focus on developing dashboard monitoring of key performance indicators. Identifies and standardizes the use and governance of data and analytics and ensures that standardized data governance tools are used across the organization by all relevant stakeholders in support of the University's focus. Collaborates with IT to ensure appropriate data structures, reporting tools, and analytical tools are readily available for the use of offices and departments across the University. Regularly reviews and analyzes significant trends, issues, and initiatives within higher education and provides an assessment of their impact and applicability. Institutional Research directly reports to this position to include report writing and state and federal report submission, responding to national surveys, and regulatory reporting. The Director of Data and Analytics also reports directly to this position to ensure university leadership, faculty, and staff are equipped with the tools necessary to make data-informed decisions through the use of predictive analytics. This position will also oversee all enterprise-wide data governance efforts, including the creation of a data governance council, and will supervise a data management coordinator whose role will be dedicated to the University's data management, data governance, and data literacy efforts. Sustains current data practices while planning new directions to meet challenges and opportunities. Coordinates access to data across the institution to assure faculty and staff have access to the data needed to make informed decisions. Performs other related duties as assigned.

**Other Specifications:** Strong leadership and organization skills. Proven ability to manage time and priorities, ability to manage complex projects and tasks with attention to detail. Demonstrated ability to effectively lead cross-functional teams. Broad experience in multiple competency areas of data, analytics, and decision support. Examples are business intelligence, data governance, data classification, data architecture, quality management, data security in working with IT, regulatory

compliance, working with enterprise data architects, and managing and/or building forecasting models. Strong oral and written communication skills. Demonstrated ability to communicate effectively with colleagues within different areas and levels of technical expertise. Broad understanding of the structure/operations of the University to the student experience and the complexities of their interdependencies. Ability to partner with others across campus and externally to develop strategies and plans to exchange information, collaborate on projects, and share resources as it relates to data. Ability to translate University priorities and focused ideas into intentional and operational plans and policies for decision support area. This position may be designated as a Campus Security Authority (CSA).

**This is a classification description with the complete list of job duties being maintained at the departmental level. Other job duties necessary for the effective operation of the University are expected to be performed. Any qualifications to be considered as equivalents in lieu of stated minimums require the prior approval of Human Resources.**

**Sam Houston State University is an at will employer and drug free/smoke free workplace. All positions at Sam Houston State University are considered security sensitive requiring background checks in accordance with education code 51.215, and drug testing as required by D.O.T. for safety sensitive positions. The pay grade range is inclusive of social security benefit replacement pay.**

**Sam Houston State University is Committed to Equal Opportunity in Employment and Education.**