



“Planning Services plays a lead role in defining strategic priorities for institutional analysis and reporting, identifying new business opportunities pertaining to data, optimising organisational success through data, and representing data as a strategic asset.”

What's inside?



Advanced
Analytics



Business
Intelligence



Data &
Technology



Strategic &
Operational Planning



Organisational
Reviews



Surveys &
Engagement

Message from the Director

“The Office of Planning Services was formally established in February 2015, bringing together existing teams in the University with a unified purpose. The Office plays an important role in supporting all levels of the University in its quality assurance, strategic and operational planning activities.

The University's Data Warehouse and Planning and Statistics Portal is being advanced to extend reporting capability. These projects will facilitate greater sophistication in the reporting and analysis provided and extend Planning Services ability to respond quickly with changing and growing needs.

We aim to provide continual improvements and developments in Analytics, the Data Warehouse and the Planning and Statistics Portal which are key mechanisms to reduce the time and resources required for user enquiry which are increasingly in demand by University executive, senior management and front line staff.



Emma Farley

Our Vision

Through partnership, the Office of Planning Services will support the University's engagement in our local and global communities by optimising organisational intelligence to ensure Griffith University is competitive, relevant and prepared to act.

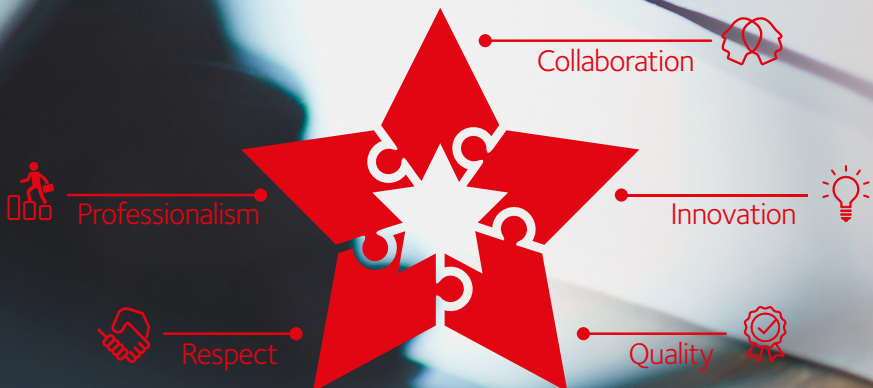
Our Values

The Office will deliver **quality** products, services and tools that are fit-for-purpose and sector-leading. We champion quality people and quality interactions with our people – they are highly engaged and skilled staff here to support the University.

Underpinning quality is the fundamental commitment to **innovate** – advancing excellence through a passion to act as the University develops and competes on the world stage.

We **collaborate** by developing our people to be highly engaged and we ensure the relevance of our products and services through ongoing engagement activities.

At all times, the Office will achieve its ambitions with **professionalism** and **respect**.





Advanced Analytics

Advanced Analytics goes beyond traditional descriptive information. We examine descriptive (what has), predictive (what will) and prescriptive (what should) information and partner with stakeholders across the University to drive strategic decision making.

We use:

1. multi-faceted, data mining;
2. statistical and machine learning, and
3. analytical and visualisation techniques.

The University is sitting on a mountain of data. Converting data into insights provides actionable opportunities. The narrative can be compelling and assist the University with decision making: operations, students, learning outcomes, research and financial position.

Key projects

Student retention: Statistical and machine learning models predict students' retention risk to enable easier identification of students at high risk of leaving the University.

Market and applicant pathway optimisation: Understanding of how different students perform and where potential students come from. The project will deliver information on the complete student lifecycle, application conversion rates and demographics to academic outcomes. A proof of concept will be developed to highlight how the University can optimise its admissions decisions using prospective student market intelligence.

Employability: To support the University's employability initiatives and increase our graduate outcomes, insights will focus on graduation rates, time to graduation, GPA and salary outcome predictions.

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Business Intelligence

Business Intelligence (BI) provides strategic reporting and trend analysis on the Planning and Statistics Portal. The Planning and Statistics Portal (PSP) provides a variety of reports containing student and staff data, KPI dashboards, as well as benchmarked, national data across learning and teaching, research and organisational activities. To access the portal use the below link: **griffith.edu.au/planning-and-statistics-portal**

Business Intelligence provides a range of the University's data to staff through Statistical Requests, and to external stakeholders including the Federal government.

Key projects

PSP upgrade: The PSP upgrade will provide users with an easy to use portal, enhanced accessibility, as well as additional features to enable users to interact with the information and create personalised reports.

PSP projects: Development of new and existing reports with focus on graduate outcomes, retention, and completions.

Data visualisation tool implementation: A fit-for-purpose data visualisation tool will be implemented to provide staff in the University with access to large amounts of data to fulfil their information needs.

Compliance reporting: This project will focus on delivering continuous improvement to the efficiency of the Federal reporting, particularly the student submissions and revisions process.

Contact the Manager **Anh Nguyen**

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Quantity of records in our data warehouse
9,3 BILLION
which is **≈1.8 billion MORE** than the amount of people on earth

Organisational Reviews
manages on average per year

9 | **ADMIN &/**
7 | **SCHOOLS**

60-70 people

interviewed per review



= +500 PEOPLE

Advanced Analytics



shows that prediction
by analytics:



collecting and analysing
data over multiple years



is ≈2 times better
at predicting risk than guessing



Stats Requests on
average per year

+400



Survey Responses
on average per year

+100,000



Data & Technology

The Data & Technology team manages, expands and enhances the University's Data Warehouse and is the crucial foundation on which information and analytics is provided by Planning Services.

Key projects

Best practice warehousing: Deliver best practice in warehousing through improvements to data/structures, data modelling, security, and agile project management methodology.

Data governance: To fully exploit data as a strategic asset, we will expand our information architecture, implement metadata management and improve data quality.

Data acquisition: The Data Warehouse will be progressively extended to become a true enterprise Data Warehouse which will allow for integrated operational reporting and "what if" scenario-based analytics across the University.

Data Lake proof of concept: A data lake will allow us to store large amounts of raw data, which can be connected and manipulated into meaningful datasets, to provide Griffith with insights which are otherwise impossible.

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Strategic and Operational Planning

Strategic and Operational Planning plays a key role in the coordination of the University's planning activities. This includes the University's Annual Planning Cycle, and the provision of all planning data and support to clients and stakeholders. Staircase and Strategic Plan Key Performance Indicator reports are available on the Planning Services website and provide biannual feedback on element performance (School, Department and Research Centre) to assist Heads of Elements in identifying strengths and areas in need of improvement in the key areas of research and learning.

The Griffith Planning Framework ensures that, at all levels of the University, organisational effort and resources are focussed on advancing the University's vision, mission and strategic goals.

The framework incorporates:

1. A five year strategic planning cycle; and
2. An annual operational planning and budget cycle.

It provides for three tiers of interlocking plans that support the cascading of the Strategic Plan goals and strategies throughout the University, as shown in the below table.

Key projects

- Reporting on strategic initiatives
- HDR reporting – report pathways and completions information
- Develop resources to enable self-service capabilities for Staircase reports

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UNIVERSITY STRATEGIC PLAN | 2018 - 2019

Core Activity Plans

Academic Plan

Research and
Innovation Plan

Key Supporting Plans

Capital Management Plan
Development and Alumni Plan
Engagement Plan
Equity and Diversity Plan
Griffith Digital Strategy 2020
Internationalisation Strategy
Our People Plan
Reconciliation Action Plan
Sustainability Plan
University Budget

Group and Divisional Strategic and Operational Plans
School / Element Action Plans



Organisational Reviews

Reviews play an important role in fostering quality and continuous improvement, and are undertaken to improve the planning and performance at Griffith University. The Organisational Reviews team oversees all aspects of the University's reviews.

We support management and the wider University throughout the process.

The University Reviews Policy provides the overarching framework for the conduct of organisational-wide reviews.

Quality and Reviews

Griffith's Planning and Quality Assurance System is based on the Plan-Implement-Review-Improve (PIRI) model. Each review leads to recommendations for improvement. The area reviewed provides an implementation plan to support the recommendations made, and to report back to Executive Group, Academic Committee and Council within 18-months after the review is finalised.

Contact the Manager **Rosemary Marson**

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Surveys and Engagement

We support the University's strategic and operational planning by gathering feedback from students, alumni, staff, and employers/industry. Our data supports the decision making process for prospective students by informing the Quality Indicators for Learning and Teaching (QILT) website.

We also manage applications to survey Griffith students and staff, and provide policy advice on the Surveying of Griffith Students and Staff Policy.

Our core surveys that run every year starts with:

- **Starting@Griffith:** a Griffith survey about transitioning into university life
- **International Student Barometer:** an international survey benchmarking countries from across the world on an international students' experience
- **experience@griffith:** a Griffith survey focussing on the student experience of courses & teaching
- **Student Experience Survey:** a QILT survey, nationally benchmarked, considering the overall university experience
- **Tell Us Survey:** a Griffith survey seeking student feedback on non-academic services (i.e. Student Administration, Support Services, Library, IT, Recreation Services, Food, International Services)
- **Graduate Outcomes Survey:** a QILT survey, nationally benchmarked, measuring graduate success
- **Employer Satisfaction Survey:** a QILT survey, investigating graduate work-readiness
- **UniForum:** a professional and general staff benchmarking activity, comparing Australian, New Zealand, and UK institutions

The team provides support to ensure our services, products and relationships are improved, that we are responsive to feedback, and provide a range of relevant workshops and training, as well as self-help learning resources (such as how-to-videos). Our engagement goals are to inform, collaborate with, and empower the wider Griffith community.

Key projects

- Develop resources and provide support for the PSP upgrade and data visualisation tool
- Provide Executive Summaries of federal survey data to present easily-digested results in a Griffith context
- 'Closing the Loop' back to survey participants regarding actions undertaken as a result of feedback
- Deliver a quarterly e-newsletter to present sector initiatives and new enhancements/resources we have delivered

Contact the Manager **Naomi Collyer**

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Contact Us

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Planning and Statistics Portal

The Planning and Statistics Portal provides a variety of reports containing student and staff data, KPI dashboards, as well as benchmarked, national data across learning and teaching, research and organisational activities. To access the portal use the below link:

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Need some information? Make a Statistical Request

Please note, we provide strategic information on historical trends at the staff, course, program, Group or University level. To lodge a request for data, please visit:

griffith.edu.au/planning-support/business-intelligence/statistical-request

For student-level operational information (e.g. a list of students enrolled in a course), please contact the Enterprise Information Systems (EIS) help desk on 07 373 55544 or email eisassist@griffith.edu.au



Location, Delivery & Postal Address

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