

## MAKING SENSE OF MANAGING DATA IN HIGHER EDUCATION

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### **Abstract:**

Unprecedented demands for accountability, efficiency, effectiveness, increased expectations for greater transparency and more competition than ever before are only few among reasons for increased use of data in higher education. Data Warehouses and "the Cloud" make it possible to collect manage and maintain massive numbers of records. Data are collected on students, instructors, programs, institutions and multi-institutions. This increasing trend of using data rises questions of making sense of collected data. Are they used for accreditation, reporting, projects, financing, staffing, or are they connected with improvement and student learning too? In that view, it will stress the importance of qualitative data such as interviews, observation, analysis of pupils' work, critical incident analysis, photo inquiry. The paper will discuss asking the right questions for their use and the use of data connected with the area in which higher education institutions are making the least progress. In conclusion, the importance of move from descriptive towards predictive analytics will be presented.

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