

Academic Analytics™, a private company founded in 2005 and based in New York, is a full-service provider of academic business intelligence data. Our data and analytics are designed to deliver accurate and timely intelligence to university administrators through the provision of high quality comparative data on Ph.D. programs, departments, and other academic units throughout the United States and the UK.

The quality of our data and methodology have been guided, in large part, through partnerships with three of the key members in the AAU data exchange (MIT, Ohio State University, and the University of Colorado at Boulder) as well as regular feedback from subscribers.

## About Academic Analytics' Database

The database includes information on over 270,000 faculty members associated with more than 9,400 Ph.D. programs, at 385 universities in the United States and abroad.

To enable comparisons among performance data across universities, Academic Analytics codes faculty members into taxonomy of 172 disciplines, which are based on the National Center for Educational Statistics' (NCES) Classification of Instructional Programs (CIP) coding scheme. Faculty are also aggregated into two broader levels of classification. For example, a faculty member in a university's *Department of Chemistry* is rolled up to the broader field *Physical Sciences*, and then to the broad field *Physical and Mathematical Sciences*. Finally, an entire institution can be examined by combining all of its academic units and faculty members.

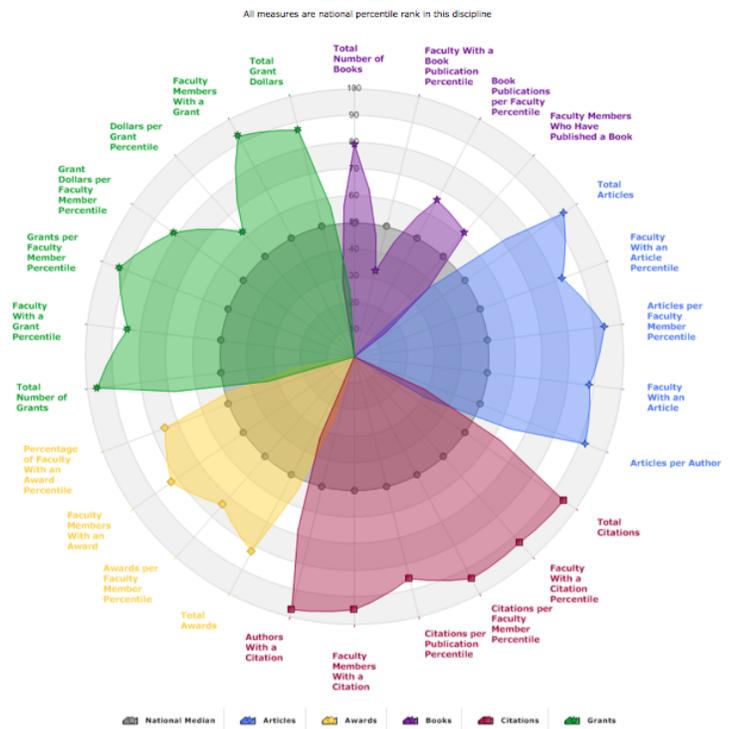
As data are aggregated into these increasingly higher levels, names and data are de-duplicated and disambiguated to ensure accurate reporting

A subset of the database, the Faculty Scholarly Productivity Index (FSPi), permits comparison of scholarly performance across

disparate disciplines within a university and comparison of overall institutional performance among universities. This index uses metrics that are independent of discipline values and of the portfolio of disciplines at universities to rank programs within a discipline, universities within a broad field, or entire universities when such a ranking is desirable.

The database includes data on the primary areas of scholarly accomplishment:

- Book publications
- Journal article publications
- Journal article citations
- Conference proceedings
- Federal and foundation research grants
- Professional honors and awards



This graphic shows all variables organized into their families. The colored "petals of a flower" represent the chosen department's performance in each variable category against the national discipline; variables are represented as percentiles.

Academic Analytics recently added Faculty Counts (Counts) to our standard comparative dataset. Counts provides a numerical summary of productivity on a person-by-person basis, as well as an expanded view of our comparative dataset by displaying information at the person level. The display includes a numeric tally of each faculty member's total scholarly productivity in each of the areas of scholarly research.

Counts include all faculty members listed under the discipline(s) with which they are affiliated on campus. Faculty names are displayed with Academic Analytics unique identifier number (AA-UID), the faculty member's title, and the number of journal articles, citations, books, grants, (as well as dollar amount awarded from those grants), and honorific awards credited to each person.

## Why Do Universities Work With Us?

Today, most institutions are faced with the task of complying with government mandates and are required to make strategic decisions about whether to build on existing strengths or develop new areas. They must also review programs and substantiate accreditation.

Many university leaders have started to recognize the importance of working with objective data to measure and quantify research activities and performance within their institution, and they have chosen to work with Academic Analytics because they consider ours the highest quality data available.

## Working with Academic Analytics' Data

Our database presents information on 32 variables in both raw data and z-score (standard deviation) formats, maintaining a high degree of flexibility and facilitating comparisons to national benchmarks.

The data provide valuable information that can be used at all levels of higher education administration to assess, monitor, and

improve performance and support strategic management.

Examples of how the database might be used:

- To identify closest competitors or aspirational peers in any discipline on a variable-by-variable basis, rather than use a "received" or traditional set of peer institutions or programs. Provide sound information on institutional strengths and weaknesses through program level and broad field data.
- Provide information that supports allocation or re-allocation of resources to improve targeted programs or manage tight budgets.
- Inform administration's evaluation of the performance of college, school and departmental leadership.
- Focus program review on only those variables that are critical benchmarks for how the discipline is practiced on campus.
- Identify appropriate aspirational peer institutions and programs that can serve as sources for external reviewers for program review.

## Accessing the Data

The data are easily accessible by logging into our online portal using a unique username and password. Data may be downloaded from each screen for integration into desktop applications: Excel, SPSS, SaS, comma-delimited, etc.

The Academic Analytics data framework supports embedding our proprietary charts and supporting XML/JSON data into the subscriber's own web infrastructure to enhance dashboards and on-campus reporting

