

“ We had one overarching goal in mind: We wanted to make sure that the dashboard software we chose could provide our executive leaders the data they needed to make their decisions.

“ We looked at a lot of options...iDashboards is the Cadillac of dashboard software.

—Jeff Whitaker, Director of Information Services

Dashboards Result in More Informed Decisions by ECU's Executive Leaders

CUSTOMER

Eastern Kentucky University (EKU) is a coeducational institution of higher education offering general, liberal arts and educational programs for both undergraduates and graduates. Residing near the heart of Kentucky's Bluegrass district, ECU has provided exceptional educational services for over a century. Today, ECU offers over 165 degree programs to approximately 16,000 students.

CHALLENGE

With multiple submission forms between paper and online, reporting metrics had become difficult and timely. ECU utilized several systems including excel spreadsheets, departmental databases and their own Enterprise Resource Planning but struggled with reporting key performance indicators (KPIs) due to overwhelming data. ECU discovered a need for dashboard software that could display graphical, real-time reports of everything from administration forms to university operations in one location.

SOLUTION

With the goal in mind of providing executive leaders the most up-to-date information needed for decision-making, ECU explored several dashboard solutions. iDashboards, a web-based dashboard application, became the software of choice because of its Visual Intelligence and immediate accessibility from anywhere, including mobile devices.

IMPLEMENTATION

As soon as they received the software, iDashboards set up a week of hands-on training. Within no time they had created over 42 customized dashboards. Having the ability to integrate their previous ERP, databases and spreadsheets; ECU found it easier to access accurate KPIs such as graduation rate, FAFSA calculations, housing totals, scholarship budgets and current enrollment – which could drilldown into gender, college and student type.

RESULTS

EKU is already taking advantage of more informed decision-making by creating a student application dashboard to track the intake of paper vs. web submissions. This dashboard will greatly assist in decision process of either utilizing both submission forms or eliminating paper applications.

EKU has discovered how user-friendly and versatile iDashboards' interface is. The software has built-in, patented Interactive Intelligence which automatically links charts with the same x-axis. With over 100 different chart types, EKU could configure their data into visually appealing graphs that could be viewed and easily understood at-a-glance with interactive intelligence.

Not only can EKU monitor all their information in one place, but with iDashboards they can now conduct what-if analysis with their KPIs, resulting in better, more informed decisions by their executive leaders.