

Fred Friedrich

August 2010

Fred has a BBA and MBA from (Southwest) Texas State University and almost 24 years experience in Texas Public Higher Education administration, most recently as the Associate Vice President & Controller of UT Austin. In his current capacity, some of Fred's responsibilities include the University's award winning business intelligence function (Information Quest), as well as oversight and support for a variety of Financial Procurement, Research, Space, and Human Resource technology systems and personnel. He has served on and chaired several groups dealing with a variety of business, leadership, financial, and technology issues.

Fred's wife and best friend for the past 23 years is Gail, who is also a CPA and a wonderful mom to their two teenage sons, Jacob (17) and Paul (15).



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1

**Presentation to a Joint meeting of the Senate
& House Higher Education committees**

Information Quest (IQ)
The University of Texas at Austin



August 19, 2010

2

What are the Basic Characteristics of a Business Intelligence system, such as IQ?

- A database, aka “data warehouse” of detailed pieces of information gathered from an entity’s operational or transactional systems.
- A set of processes that collect the data needed to answer key questions, and keep the data accurate, reliable, and up-to-date.
- Definitions and clarifying information, aka “meta-data” and/or “business rules” that help clarify how data should be construed and used for decision-making.

3

What are the basic characteristics of a Business Intelligence System, such as IQ? (continued...)

- Targeted deliverables, aka “reports” and multi-dimensional “cubes”, that simplify and clarify complex issues to aid in addressing challenging questions for users/leaders.

4



A Slide on Information Technology (IT) Tools

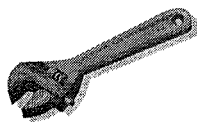
For each basic characteristic, various IT tools are involved, such as:

- The database will require hardware, such as servers, relational database software, and other technology tools.
- Similarly, the processes of collecting and cleansing the data will involve an investment in specialized software tools.
- The deliverables will be provided with Business Intelligence (BI) software and there are many options on the market for this need as well.

5

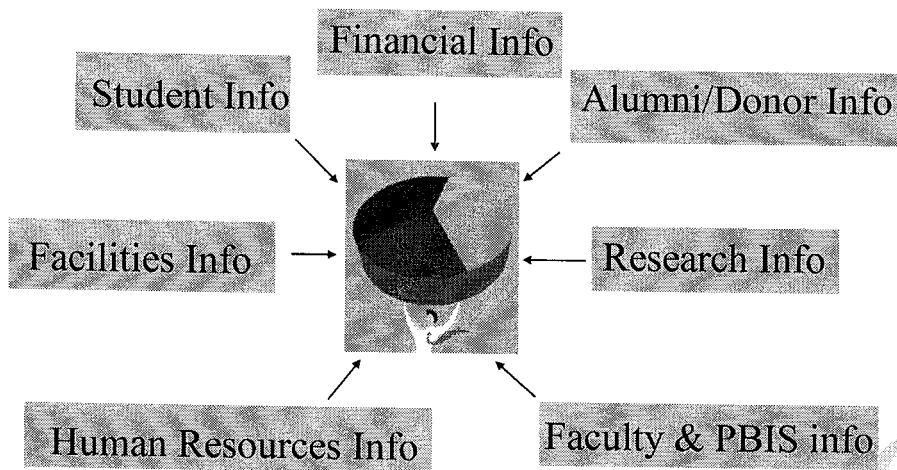
A Slide on Information Technology (IT) Tools (continued...)

While these tools are all necessary, UT Austin's experience is that the human talent involved, and the quality of planning, design, and data integrity are much more critical to long-term success.



6

What's in the UT Austin IQ Database: Tip of the Iceberg (2002 – Present)



7

A Few Examples of what IQ can do for University leaders..... One Mouse Click Away



- Into what programs should I invest more resources?
- How are students progressing toward degrees?
- Which faculty are the most productive researchers?
- What changes are needed in our course offerings?
- How can we optimally utilize space, people, and financial resources to maximize productivity?
- And many, many, more.

8

How has UT Austin Developed IQ to this point?

Guiding Principles:

- Crawl, Walk, Run
- Strong, Stable Legacy Systems
- Spend time to correctly define Audience/Customer Needs
- Build for Long-Term, not just an answer for a specific day's question

Key Resource Dependencies:

- Trusted, Talented Staff
- Dedicated, Undistracted Team
- Availability of Audience/Customers being served
- Clarity of Business Questions to be answered, and data needed to address broadly

11

How the State Might Proceed?

- Establish & Equip Database – This is primarily a technical need that will need to contemplate dozens of decisions in building, but that should be fairly straightforward to put in place
- Establish Data Collection Processes – This will be very challenging due to the different systems used around the state, the different technological tools and personnel available to help, and the different ways that agencies define and use systems/data

12

How the State Might Proceed (continued...)

- Establish Common Definitions Pertinent to Key Questions – This is challenging but UT Austin benefitted from its decisions to limit the audience to specific leaders and specific questions/data areas
- Establish Targets for Deliverables – This is a scoping exercise that will be challenging because of the limited time of the audience being served and the differing priorities on what each feels should be addressed first

13

Other practical challenges that will translate to similar challenges at state-wide level

- Different Granularity of Data Collected – Some state entities have systems have been developed and/or modified to collect more information at a deeper level of detail
- Keeping Data Up-to-Date & Accurate as State-wide system grows, and different source system evolve
- Security / Sensitivity of Data – Appropriate use and access will be delicate issues to address at some point

14

**Other practical challenges that will translate
to similar challenges at state-wide level
(continued...)**

- Remaining Capacity / Margin for Trusted, Talented State Resources – Seeing this as an ongoing and evergreen process as opposed to a project with a definitive beginning and end will require an ongoing talent pool and consistent leadership approach.

15

**UT Austin's data collection systems to improve
efficiency and integrity of information**

- College-centric data systems
- Met with colleges to come up with common data and reports that they all agreed would serve them
- Established ongoing enhancement group to accommodate changes in data needs as time goes on

16

**Various higher-Ed, state, & other organizations UT
Austin has given IQ briefings**

- Texas A&M University
- All Other Big XII Universities
- Louisiana State University
- University of Florida
- UT Arlington, UT San Antonio, UT El Paso, UT System Administration
- University of Houston
- UT HSC - San Antonio, UT Permian Basin, UT Tyler, UT Dallas
- State University of New York – Buffalo
- University of North Texas
- Hosted International Higher Education Data Warehousing Forum in 2007, and will host again in 2012.

17

**Various higher-Ed, state, & other organizations
UT Austin has given IQ briefings
(continued...)**

- Texas Health and Human Services Commission
- Texas Education Agency
- Joint Senate and House Higher Education Committee
- Governor's and Lt. Governor's Office
- Legislative Budget Board
- Texas State Comptroller's Office
- Gates Foundation
- And Many, Many More...

18

Thank You Very Much

Q & A

