To ensure your organization avoids these common challenges and builds for success, McKinsey recommends institutions follow these four action steps:

1. Make analytics a strategic priority with a mandate that goes beyond compliance, to view data analytics as a source of innovation and an economic driver for the institution.

2. Establish a central analytics team with direct reporting to executive leadership – ideally, the provost.

3. Win buy-in from frontline staff and foster a culture where analytics are used for decision-making and problem-solving.

4. Strengthen in-house analytical skills with individuals who have deep experience with analytics technologies such as cloud computing, data science, machine learning, and statistics.[18]

Key metrics colleges and universities should consider tracking

1. Student success metrics
   - Recruitment metrics
   - Retention metrics
   - Student satisfaction metrics
   - Graduation metrics
   - Graduate metrics

2. Quality of service metrics
3. Faculty metrics
   - Student to faculty ratio
   - Faculty to administration ratio

4. Funding metrics
   - Grants received
   - Tuition costs

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**About D2L**

D2L believes learning is the foundation upon which all progress and achievement rests. Working closely with organisations globally, D2L has transformed the way millions of people learn online and in the classroom. Learn more about D2L for schools, higher education and businesses at [D2L.com](http://D2L.com).