

ACADEMIC ANALYTICS

experience **support** // Scandals threaten the most important asset of any higher education institution—academic integrity. The spotlight on athletic departments is exceptionally bright, and the slightest impropriety can make national news. Without proper governance and proactive risk management, your institution could be at risk. BKD’s Academic Analytics service can help you gain valuable insights into large volumes of academic data, monitor your academic compliance and manage risk.



INSIGHTFUL ANALYSIS

The higher education arena is no stranger to the data boom seen in other industries. “Big Data” is prevalent on college and university campuses nationwide. This data includes much more than financial information—academic records contain vast amounts of valuable data. Using analytics, we can help identify potential compliance risks, including:

- Courses in which student athletes continually outperform non-athlete students
- Instructors providing favorable academic treatment to student athletes
- Courses showing increases in student athlete enrollment with a corresponding increase in overall grade point average
- Unusual trends in academic performance by sport or team
- Courses or instructors with a high concentration of student athletes outside their major

Penalties for noncompliance with rules and regulations governing academic integrity of an athletics program can be devastating. Our approach can help you identify issues earlier rather than later.

OUR APPROACH

Blending investigative talent and sophisticated technology, BKD’s approach starts with obtaining detailed academic data for a minimum of five

calendar years, including rosters and grade revision databases. Our analysis includes:

DATA ENHANCEMENT // Cleansing and meta-tagging of existing data to leverage its benefits to data mining

CROSS REFERENCING // Tying results from multiple analytics together to identify courses and/or instructors exhibiting unusual patterns of activity

ADVANCED TREND ANALYSIS // Using historical data to develop a baseline of activity for your institution prior to in-depth analysis

A CUSTOMIZED PLAN

Every institution has unique characteristics, including number and type of sports, course requirements, degree offerings and delivery methods, e.g., online, summer courses, etc. BKD’s team of data analytics experts will meet with you at the outset of the project to discuss your institution’s unique characteristics and challenges. Together, we’ll create a customized plan to analyze your data and help you manage identified risks.



FOR MORE INFORMATION // For a complete list of our offices and subsidiaries, visit bkd.com or contact:



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