

Academic Analytics at TU Dresden

Evidence-Based University Development in the Focus Area "SPIRIT" (EXU Proposal)

Objective

By 2026, Academic Analytics will establish a data-driven management system as a fixed component of university development. It serves to:

- improve **governance, controlling & quality assurance**,
 - strengthen **data infrastructures**,
 - build **dashboards with central KPIs**,
 - institutionalize **data quality management (DQM)**,
 - and prepare an **intelligent evaluation infrastructure**.
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Core Tasks & Milestones

- **Data Analytics Strategy (12/2024 – 08/2026):** KPI maps for ExU and Facts & Figures, data workflows, distributed analysis methods
 - **Data Quality Management (05/2025 – 08/2026):** Uniform standards, transparent provision of university & survey data
 - **Monitoring & Dashboards (02/2025 – 08/2026):** Iterative implementation for evaluations, target agreements, benchmarking
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Added Value for University Management

- Evidence-based target agreements & strategy development
 - Transparency through quality-assured indicators
 - Early risk identification and risk management
 - Support for reporting (e.g., SMWK)
 - Efficient use of resources in teaching & research
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Target Groups

- Rectorate & extended university management
- Department & faculty leadership
- Executives in central and decentralized administration

Success Factors

- **Leadership & strategic anchoring**
 - **Communication & acceptance** (Communities of Practice)
 - **Cultural change & data literacy**
 - **Iterative implementation** (quick wins, pilot projects)
 - **Governance & standards** (glossary, processes, GDPR-compliant ZIH infrastructure)
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Development Plan (until and after 2026)

- **Until 2026:**
 - Completion and integration of the **TUD Data Analytics Strategy**
 - Development of **dashboards with central KPIs** (centralized and decentralized management)
 - (I) Stakeholder dashboards
 - (II) Strategic dashboards
 - (III) Benchmarking dashboards
 - Institutionalization of **data quality management** with binding standards and workflows
 - **From 2027 onwards:**
 - **Scaling** dashboards to **faculty and departmental level**
 - Use of Academic Analytics in **evaluations, target agreements, and benchmarking studies**
 - Further development towards an **intelligent evaluation infrastructure** (AI) and **distributed data analysis**
 - Consolidation as a **permanent governance structure** at TU Dresden
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Takeaway

Academic Analytics is TU Dresden's **strategic navigation system**:

- **Strategic, not just technical**
 - Start small – **demonstrate value** – scale up
 - Transformation into a **learning, evidence-based university**
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