Collin County Community College District Board of Trustees

TITLE: Approval of a Contract with ZogoTech, Inc. for cloud-based Business Intelligence software with a Client Site License, Data Warehouse, as well as modules for Research Intelligence, Executive Intelligence, and Student Engagement.

DISCUSSION: ZogoTech Business Intelligence software has been identified to play a pivotal role in Collin College's efforts to become increasingly agile by making information more accessible and actionable. ZogoTech is a locally based Business Intelligence industry leader with offices in Dallas and Austin. The company has specialized in community college Business Intelligence for over ten years and works with over 50 colleges nationwide.

ZogoTech's Data Warehouse adds value to decision makers and technical users by enhancing data quality; streamlining processes; shortening response times; and expanding data access. Zogotech monitors which queries are run most frequently and optimizes those. The plan is to implement and refine each module before adding another one.

The Research Intelligence Module accelerates the creation of groups of students (cohorts) with common characteristics (e.g., first time in college) and makes it easier to track their outcomes over time. The software allows the end user to incorporate multiple data sources in their analysis (e.g., internal data, transfer data, student satisfaction surveys etc.).

The Executive Intelligence Module provides decision makers with ready access to key performance indicators (KPIs) that can be built around Collin College Strategic Plan priorities. The dashboards that are developed allow end users to monitor the college's progress over time. To what extent are we on track to meeting our goals? Are initiatives gaining traction? Are milestones and momentum points being accomplished?

The Student Engagement Module delivers actionable information to support academic advisors by supplying timely data about students who begin showing signs of falling behind. Designated student services professionals can share information, electronically reach out to students directly and proactively intervene sooner in the semester.

By enhancing data validity and reliability and eliminating bottlenecks in the availability of data, the organization positions itself to become increasingly agile. The entire college community will have the opportunity to develop a clearer view of what happens to students, why it happens, what is likely to happen moving forward, and how we can incent further student success.

The integration of ZogoTech Software, pending approval of this contract, is scheduled to begin with contract execution on June 1, 2016, and basic functionality of the software integration completed by May 31, 2017. The term of the contract is five years.

DISTRICT PRESIDENT'S RECOMMENDATION: The District President recommends approval of a contract with ZogoTech, Inc. for a subscription to its cloud-based Business Intelligence software that includes a Client Site License, Data Warehouse, as well as modules for Research Intelligence, Executive Intelligence, and Student Engagement for the period beginning June 1, 2016, and ending May 31, 2021, at a cost not to exceed $235,000 in the first year. Year one includes a fee up to $40,000 for integrating Canvas LMS data into the warehouse.

SUGGESTED MOTION: "Mr. Chairman, I make a motion that the Board of Trustees of Collin County Community College District approves a contract with ZogoTech, Inc. for a subscription to its *cloud-based* Business Intelligence software with a Client Site License, Data Warehouse, as well as modules for Research Intelligence, Executive Intelligence, and Student Engagement for the period beginning June 1, 2016, through May 31, 2021, at a cost not to exceed $235,000 in the first year. Year one includes a fee up to $40,000 for integrating Canvas LMS data into the warehouse."