Wharton County Junior College

Complete and submit this form, along with any supplemental documentation, to the Office of the President by 5:00pm on the seventh day prior to the Board meeting.

Date of Board Meeting: January 17, 2022

Subject: ZogoTech Database and Analytics Contract

Recommendation: Approve the annual contract with Zogo Technologies to develop multiple enrollment management and pathways databases for ready access by various constituents.

Background and Rationale:

WCJC has previously contracted with Zogo Technologies (ZogoTech) to develop real-time database reports and dashboards to be used as part of the planning processes of the institution. With the upgrade to Oracle 19c, several reports and dashboards are no longer accessible. This contract would allow for the resolution of these issues. In addition, this contract would provide an opportunity to expand the institution's access to enrollment management and pathways data through the implementation of the ZogoTech "Pathways Analytics" functions.

Cost and Budgetary Support: $92,000 (to be transferred from the MIS fund)

Strategic Priority Alignment: ☑ Student Success   ☐ Community Impact
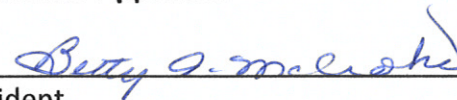   ☐ Resource Optimization   ☑ Institutional Excellence

Resource Person(s): Amanda Allen, Ed.D.; VP of Strategy, Enrollment Management, and Technology

Signatures:

_____   _____01/06/2023_____
Cabinet-Level Supervisor   Date

President's Approval:

_____   _____1-9-23_____
President   Date

POLICY DB (LOCAL)
08/01/2020

zogotech

Quote

Zogo Technologies, LLC
4514 Cole Avenue, # 600
Dallas, TX 75205

FOR QUESTIONS, PLEASE CONTACT:
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(214) 774-4780 x803
FAX: 214-572-7793
mnguyen@zogotech.com

TO   Wharton County Junior College
911 E Boling Hwy
Wharton , TX 77488-3298

Date	11/17/2022
OID	16637
Valid until	12/31/2022

SERVICES AND SUPPORT	QUANTITY	UNIT PRICE	LINE TOTAL
Annual Support & Upgrades (1 Year)	1	$40,141.18	$40,141.18
ZogoTech Analytics Setup	1	$16,875.00	$16,875.00
Pathways Analytics (1 Year)	1	$34,000.00	$34,000.00

Pathways Analytics Info:
https://www.zogotech.com/pathways-analytics/

ZogoTech Project Implementation

We will update ZogoTech Analytics and supporting software to the latest versions. We will determine the root cause of the data extract and rule issues that caused the ETL to previously stop working. We will also make necessary data extract and rule changes to deploy the modern versions of our Daily Enrollment data models and the Daily Enrollment Comparison data brief. Furthermore, we will provide user training on the reporting module and other new features that have been added to the product since the last software update was delivered.

We will make a best effort to migrate the legacy SQL database in place. However, if we encounter significant issues doing so, then resolving such issues would not be considered part of the scope of this redeployment project. Rather, to make best use of everyone's time, we would instead recommend starting with a fresh database. Now, it's important to clarify this is not the same as starting the deployment over entirely from scratch. We'll still be starting with the original set of extract scripts and institutional rules defined in the original deployment. In this scenario, the part that would be starting from scratch would be adding users to ZogoTech Analytics, creating reports and defining permissions. All of this is probably prudent to do anyway given the scope of changes since the last upgrade. Of course, we can discuss further if needed.

With respect to timeline, given holidays and vacations between Thanksgiving and Christmas, and given several in progress projects we'd like to wrap up over the next few weeks, we don't want to commit to starting this project until January. While it's possible we might start sooner, we want to set realistic expectations. We are certainly confident we can have everything polished and ready to use before Summer and Fall registration begins, including the room utilization project described below.

Building and Room Utilization Dashboard

We will create a new room utilization data model. The rules and semantics will be consistent with the original prototype. We will make enhancements to improve filtering and sorting capabilities in our modern reports and dashboards framework. We will also build functionally equivalent reports to the Power BI prototypes as described below.

Building Utilization by Day of Week and Hour of Day

This report will behave and appear similar to the Power BI prototype.

- Data Model
  - Room Utilization
- Visualization
  - Pivot Table
- Measures
  - Utilization Rate
- Rows
  - Day of Week
- Columns
  - Hour of Day
- Filters
  - Start Date
  - End Date
  - Start Time
  - End Time
  - Campus
  - Building
  - Room

Room Utilization by Day of Week

This report will behave and appear similar to the Power BI prototype.

- Data Model
  - Room Utilization
- Visualization
  - Pivot Table
- Measures
  - Utilization Rate
- Rows
  - Room
- Columns
  - Day of Week
- Filters
  - Start Date
  - End Date
  - Start Time
  - End Time
  - Campus
  - Building
  - Room

Room Utilization by Hour of Day

This report will behave and appear similar to the Power BI prototype.

- Data Model
  - Room Utilization
- Visualization
  - Pivot Table
- Measures
  - Utilization Rate
- Rows
  - Room
- Columns
  - Part of Day
- Filters
  - Start Date
  - End Date
  - Start Time
  - End Time
  - Campus
  - Building
  - Room

Daily Room Utilization by Part of Day

This report will behave and appear similar to the Power BI prototype. Note, the set of rooms included in this report includes only those with a related class section record. This is different than the reports previously described above which are based on a room utilization data model and include all rooms. Rather, this report is based on the class sections daily enrollment data model.

- Data Model
  - Class Section Daily Enrollments
- Visualization
  - Line chart
- Measures
  - Utilization Rate
- Series
  - Part of Day

- Filters
    - Term
    - Class Status
    - Core Class
    - Dual Credit
    - Campus
    - Building
    - Room
    - Meeting Days
    - Subject
    - Course

Room Utilization by Hour of Day and Day of Week

We won't easily be able to exactly recreate this Power BI prototype in our new reporting framework. Per our discussion, this is a low priority for WCJC anyway. For the sake of this proposal it will be considered out of scope. That being said, as an effort of good faith, we believe we can provide a substitute report with the same informational value albeit with a slightly less elegant visual design. In essence, this is another pivot table similar to the first report but filtered down to a single room, so we can start with that same structure and then add the additional label of the course occupying each time slot. The name of the course will be repeated per 15 minute interval, but you'll still be able to identify the holes where additional courses could be scheduled, and we can add some conditional formatting to make this task even easier.

- Data Model
    - Room Utilization
- Visualization
    - Pivot Table
- Measures
    - Utilization Rate
- Rows
    - Hour of Day
- Columns
    - Day of Week
- Filters
    - Start Date
    - End Date
    - Start Time
    - End Time
    - Campus
    - Building