

University of Kentucky
INFORMATION RESOURCE MANAGEMENT
Instructions for Completing the Information Value Chain

The Information Value (IV) Chain is a tool to aid in designing and building a [Data Warehouse](#) or [Data Mart](#). The Data Warehouse/Data Mart(s) will enable the organization to make better decisions based on institutional data by providing authorized users access to standardized and integrated data from many university systems. Defining the Data Warehouse/Data Mart requires a thorough understanding of the key business questions or issues that need to be addressed, how information is used to make decisions to address these issues/questions, what data is required for the decision, how the data are related, and how it needs to be aggregated and presented to those making the decisions. The IV Chain helps the user define how they want to analyze the data.

1. ***IV Chain Title***
The title should reflect a coherent set of business activities or objectives that are pertinent to the business users (i.e. Course Management, Enrollment Management, Department Management, Salary Management, etc.).
2. ***Business Functions and Goals***
What do you want to accomplish? **Example:** One goal of Course Management is to optimize the course offerings to meet student needs, while a goal for Enrollment Management would be to increase student enrollment.
3. ***Improvement Opportunities***
What improvement opportunities exist to achieve the Business Functions and Goals above? **Example:** You could increase enrollment by attempting to improve the retention of existing students, as well as increasing the number of applicants for admission and subsequent enrollment.
4. ***Business Questions***
What questions need to be asked to help you address the Improvement Opportunities and achieve your Goals? **Example:** In order to increase retention, you may ask what student characteristics are related to the enrollment status of a student. This could include student demographic or financial data, as well as data concerning the courses they take and/or cannot get, as well as the major, degree and college they have chosen. Analysis of such data could help you identify the students at most risk of withdrawal, and permit early intervention by the institution to avoid withdrawal.
5. ***Performance Measures***
Performance measures are quantitative analysis of the data used to evaluate achievement of the previous goals. **Example:** percentage increase in retention and/or enrollment from the previous year.
6. ***Data Sort/Aggregation Criteria***
Data sort/aggregation criteria include the data elements on which the performance measures should be sorted, summarized, etc. **Examples:** time, organizational unit, geographic regions, alphabetically, numerically, etc.
7. ***Data Model***
Information Resource Management will complete the Data Model. To assist in the modeling process, please list all types of data needed to address the above items. This should include Internal, as well as External Data.
Examples of Internal Data: college budgets, student data, facilities, and financial aid data.
Examples of External Data: economic data, census data, state aid program data.

Completed forms should be sent to: dataadmin@email.uky.edu

For questions, call Jayna Cheesman at 257-2900 x256.

The IV Chain form may be completed at any time, but will not be utilized or required until the related project(s) become active, and development of the project requirements document is begun.