Barriers to the Use of Analytics in Higher Education

One of NACUBO’s strategic priorities is: Lead higher education’s integration of analytics to achieve institutional strategic goals. Using analytics is imperative to leaders at colleges and universities, including business officers, because of the many challenges facing the sector—concerns about equitable student outcomes, questions about the value of a degree, and navigating an increasingly complex financial environment. Findings from the 2019 NACUBO Study of Analytics indicate what barriers campuses must overcome in order to leverage the power of analytics.

### Cultural Barriers
- **Fear it will be used to punish programs**: 53.8%
- **Campus siloes**: 61.8%
- **Mistrust or misunderstanding of generation and use**: 50.4%

### Capacity Barriers
- **End users cannot translate it to action**: 80.9%
- **Poor data quality**: 71.5%
- **Lacking workforce capacity**: 78.9%
- **Technology costs too much**: 71.1%
- **Investing in staff skills costs too much**: 66.2%
- **Time is prohibitive**: 77.4%

Business officers were asked to indicate the degree to which certain barriers were limiting their institution’s integration of analytics into business office functions. The above are the shares of business officers that said particular barriers were “contributing” or “pressing.”