Program Overview

The graduate certificate in Advanced Analytics in Higher Education at ASU Online prepares professionals to conduct the advanced analytics needed to support data-driven decision making in all academic and operational areas of higher and postsecondary education.

In this online certificate program, the coursework addresses the application of data mining, predictive analytics, sentiment analysis, and data visualization techniques to higher education-specific problems with the goal of preparing individuals at all levels to use data in their decision-making processes. Through real-world projects using top tools such as Tableau and RapidMiner, students apply the knowledge and skills learned while gaining an understanding of the security and ethical considerations of analytics.

Non-Arizona residents, please refer to the ASU Online State Authorization Information page for additional information.

Contact Information

Office of Student Services – Graduate Programs

For admissions information, please contact gradenrollment@asuonline.asu.edu. Current students, please contact Christopher Morris, Academic Success Specialist, at Christopher.E.Morris@asu.edu.

Quick Facts

Campus Location: Online or Tempe (classes only offered as iCourses: Internet/online courses for campus-based students)
Number of Credits: 15 Credit Hours
Start Terms: Fall Session B, Spring Session B, Summer Session C (see Academic Calendar for Session dates: https://students.asu.edu/academic-calendar)
Time to Completion: 4 semesters (Fall, Spring, Summer)
Application Deadlines: http://education.asu.edu/application-deadlines

Application Requirements & How to Apply

Graduate Admissions Application Requirements

• Earned a bachelor's degree or higher from a regionally accredited institution in the U.S. or the equivalent of a U.S. bachelor’s degree from an international institution that is officially recognized by that country
• Must have maintained a “B” (3.00 on a 4.00 scale) grade point average (GPA) in the last 60 semester hours or 90 quarter hours of undergraduate coursework
• Proof of English proficiency – International students only
  o If you are from a country whose native language is not English (regardless of where you may now reside), you must provide proof of English proficiency. For more information including additional requirements for international students, please visit the ASU Graduate Admissions website.
  o Applicants to Non-Certification Masters, Graduate Certificates, and Doctoral Programs:
Graduate Certificate in Advanced Analytics in Higher Education

- Must meet the English Proficiency score established by ASU Graduate Education

Program Specific Application Requirements
- Undergraduate or post-graduate coursework includes at least one semester of college-level statistical methods, including inferential statistics and regression analysis.

Items Needed to Apply to the Program
- Items that will be uploaded into the online application:
  - **Personal Statement:** Responses to short-answer questions provide the admissions committee with information regarding your personal or professional goals and how they align with the Graduate Certificate in Advanced Analytics in Higher Education. The admissions committee pays particular attention to the quality of writing and ideas expressed in these responses as well as evaluating the relevance of goals to the aims of the program. Please respond to three of the four questions below. Responses should be limited to 150-200 words per question. The statement should be prepared in an MS Word (.doc), Rich Text (.rtf), Portable Document Format (.pdf), or Text (.txt) file format.
    - Describe one or more personal or professional goals that motivate you to apply for this program. How will completion of the Graduate Certificate in Advanced Analytics in Higher Education help you fulfill this/these goals?
    - Describe a quality that you believe is critical to working in the field of analytics and at least one situation where you have demonstrated this quality.
    - Briefly describe a problem within your professional sphere which you believe is a candidate for advanced analytical techniques, as well as what has been done so far to resolve the problem. Further, discuss why you believe the past approaches have been insufficient for resolving the problem.
    - Briefly discuss why you are interested in pursuing a graduate degree at this time. What steps have you taken (or will you take) to ensure that you will be successful in the program?
  - **Resume** that includes relevant personal, professional, educational, and community activities (one – two pages). The resume should be prepared in an MS Word (.doc), Rich Text (.rtf), Portable Document Format (.pdf), or Text (.txt) file format.

- Items that need to be mailed to Graduate Admissions Services:
  - **Official transcripts** from every college and university from which you have earned a Bachelor’s degree or higher
  - **Proof of English proficiency** – International students only

Complete and submit the Graduate Admission online application
- Review the application deadlines prior to applying: [http://education.asu.edu/application-deadlines](http://education.asu.edu/application-deadlines)
- Start the online application at this website: [www.asu.edu/gradapp](http://www.asu.edu/gradapp)
- Select the certificate: Advanced Analytics in Higher Education (Grad Certificate)
- Select the appropriate term for Planned Semester and Year of Enrollment
- For Location, select ASU Online or Tempe (see the FAQ section for information about which campus to select)
- Upload required items listed above
- Submit the application and pay the appropriate application fee
- Send the remaining items to Graduate Admissions
Requirements and Program of Study

**Required Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>HED 603</td>
<td>Foundation of Data Analytics in Higher Education</td>
<td>1</td>
</tr>
<tr>
<td>HED 604</td>
<td>Analytics Process and Technology in Higher Education</td>
<td>2</td>
</tr>
<tr>
<td>HED 605</td>
<td>Data Management and Preparation for Higher Ed Analytics</td>
<td>3</td>
</tr>
<tr>
<td>HED 606</td>
<td>Advanced Analytic Methods for Higher Ed</td>
<td>3</td>
</tr>
<tr>
<td>HED 607</td>
<td>Visualization and Presentation for Higher Ed</td>
<td>3</td>
</tr>
<tr>
<td>HED 608</td>
<td>Trends in Advanced Analytic Methods for Higher Education</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

Curriculum and tuition for all programs subject to change based on Arizona Board of Regents and Arizona Department of Education updates.

To review course descriptions please visit the ASU Catalog: [http://asu.edu/catalog](http://asu.edu/catalog).

**Additional Resources**

- Application Deadlines: [http://education.asu.edu/application-deadlines](http://education.asu.edu/application-deadlines)
- How to Apply: [https://education.asu.edu/graduate-programs-how-apply](https://education.asu.edu/graduate-programs-how-apply)
- Faculty: [http://education.asu.edu/faculty](http://education.asu.edu/faculty)
- ASU Graduate Education Policies: [https://graduate.asu.edu/policies-procedures](https://graduate.asu.edu/policies-procedures)
- Tuition and Fees: [https://students.asu.edu/tuitionandfees](https://students.asu.edu/tuitionandfees)

**Frequently Asked Questions**

**Do I have to take the classes in any particular order?**
The course sequence is based on the session in which you start the program. Upon admission you will receive a list of the courses and the order in which you will take them to meet the program requirements. If you take courses out of sequence, your time to completion may be affected as not all courses are offered every session.

**How many classes can I take at a time?**
You take up to four credits every session; 5 sessions are offered each year. The specific course sequence will be provided to you by your academic advisor upon admission to the program.

**When can I begin this program?**
Each academic semester at ASU (Fall, Spring, Summer) has three sessions: Session A, Session B, and Session C. Session A and Session B are each 7.5 weeks in the fall and spring, and Session C is 8 weeks in the summer. Students in the Advanced Analytics in Higher Education graduate certificate can begin the program at the start of either Session B (during Fall or Spring) or at the start of Session C (during Summer).

**Will I be eligible for financial aid?**
If you are enrolled in the graduate certificate program only, you will not be eligible for financial aid. If you are enrolled in the graduate certificate program concurrently with a Master's degree, you may be eligible for financial aid. Please visit the Financial Aid site for additional information.

**How soon can I complete the graduate certificate?**
The program can be completed in 4 semesters. The university time limit is 6 years to complete the graduate certificate with continuous enrollment every fall and spring.
Graduate Certificate in Advanced Analytics in Higher Education

How can I review and update my knowledge and skills in statistics?
An undergraduate or post-graduate course in statistical methods, including inferential statistics and regression analysis, is required for admission to the program. You can read from the following list of books to review and update knowledge and skills in statistics.

*Stats for Cats, Charles Kufs*
*Statistics for People Who (Think They) Hate Statistics, Neil Salkind*
*Statistics without Tears (A primer for non-mathematicians), Derek Rowntree*

Can I take courses in the graduate certificate as part of ASU’s MEd in Higher and Postsecondary Education?
The graduate certificate in Advanced Analytics in Higher Education can be taken as an add-on certificate to the master’s degree in Higher and Postsecondary Education. Courses from the graduate certificate cannot be used as electives towards the master’s degree.

Which campus (Online or Tempe) should I select?
If you are applying to the Advanced Analytics in Higher Education graduate certificate concurrently with a master’s or doctoral program, you must select the campus that is the same modality as your degree program. For example, if your master’s or doctoral degree is through ASU Online campus, you must select “Online” campus when completing the application for the graduate certificate. If your master’s or doctoral degree is campus-based (i.e., Downtown Phoenix, Polytechnic, Tempe, or West), you must select “Tempe” campus when completing the application for the graduate certificate. You cannot be concurrently enrolled in two programs with different modalities.

A note for ABOR employees: The “Online” program has $63 per credit program fee ($945 total), included as part of the differentiated tuition, which is not covered by the employee tuition waiver.

Does this graduate certificate accept transfer classes or credits?
The Advanced Analytics in Higher Education graduate certificate does *not* accept transfer courses or credits. Students must complete all required courses at ASU.

Do I need access to data during the courses?
Students can use data from within their own work context for a project in every course, allowing them to immediately apply their learning to data with which they are already familiar. It will be the responsibility of the student to ensure that all data is anonymized and protected appropriately. Students will not be required to share their data with other students or the instructor. Students will get the largest benefit by working with their own institutional data, however if none is available, he or she may use datasets provided in the courses to complete applied projects and assignments.