# MEGHAL PARIKH

**Director of Enrollment Research & Analytics, University of Florida**

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## PROFESSIONAL SUMMARY

**Higher-education analytics and data-strategy leader with over fifteen years of experience advancing institutional research, governance, and decision support across both public and private universities.**

**Known for building analytics ecosystems from the ground up, guiding executive leadership with trusted, data-informed insights, and mentoring teams that transform information into institutional intelligence.**

**Proven track record in data governance, predictive modeling, and strategic analysis used to inform policy, enrollment, and academic planning at the presidential, provost, and board levels.**

Key Accomplishments:

- Designed and implemented enterprise data ecosystems—including data warehouses, KPI libraries, and Tableau dashboards—enhancing transparency and strategic decision-making across divisions.
- Built predictive models for enrollment, retention, and aid optimization that directly informed institutional recruitment strategy and Board-level planning.
- Directed sustainable automation of IPEDS reporting and validation processes as the Keyholder for the institution, improving IR-IT efficiency.
- Partnered with Presidents, Provosts, and Deans to analyze sensitive institutional hypotheses, including faculty equity studies, policy change impact, and academic program ROI.
- National thought leader serving on boards and advisory committees for national higher education data communities, advancing data governance and ethics standards across higher education.

## CORE COMPETENCIES

- Institutional Research Leadership
- Data Strategy & Governance
- Predictive Analytics
- Strategic Planning
- Policy & Decision Support
- Data Literacy & Culture Building
- Accreditation & Compliance

- Cross-Divisional Collaboration
- Team Development & Mentorship
- National Thought Leadership
- Technical Skills: SAS, SQL, Tableau, Power BI, Snowflake, Advanced Excel.
- CRMs: Ellucian Banner, PeopleSoft Campus Solutions, Slate

## PROFESSIONAL EXPERIENCE

- **Director of Enrollment Research & Analytics || University of Florida (Gainesville, FL)**          *Apr 2024 – Present*
  - Lead strategic analytics efforts for the Division of Enrollment Management, guiding university leadership in recruitment, financial aid, and retention strategy through predictive modeling and trend analysis.
  - Serve as a trusted advisor to the Vice President for Enrollment Management, Provost, and Deans on data-driven decision-making, including policy evaluation, faculty equity analyses, and enrollment scenario forecasting.
  - Collaborate with Institutional Research and IT to strengthen data governance and ensure integrity across university systems.
  - Develop dashboards and reporting tools to support executive planning and Board communication, enhancing transparency in institutional performance metrics.
  - Mentor analysts and cross-functional contributors in data literacy, quality assurance, and ethical reporting standards.

- **Senior Director of Institutional Analytics || Rollins College (Winter Park, FL)**          *Jan 2018 – Mar 2024*
  - Founded and led the College's first enterprise data warehouse and campus-wide governance framework, transforming decentralized reporting into a unified analytics ecosystem.
  - Advised the President, Provost, and Board of Trustees on strategic planning, budget alignment, and student success metrics using executive dashboards and KPI development.
  - Partnered with faculty and administrative units to evaluate program ROI, retention initiatives, and scholarship strategies through predictive and scenario-based analysis.
  - Directed all institutional research functions, including compliance (IPEDS), accreditation reporting, peer benchmarking, and institutional surveys.
  - Cultivated a collaborative analytics culture by mentoring staff, launching self-service Tableau tools, and facilitating data-informed conversations campus-wide.

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- **Specialist, Computer Systems Control || University of Central Florida (Orlando, FL)** *Apr 2013 – Dec 2017*
  - Conducted research and analytics for leadership teams, integrating IPEDS, U.S. News, and internal metrics.
  - Built SAS-based dashboards and predictive models to support retention and graduation analysis.
- **Applications System Analyst || University of Central Florida (Orlando, FL)** *Nov 2010 – Apr 2013*
  - Automated enrollment reporting and institutional benchmarking processes.
  - Built analytical tools for senior leadership to support tuition pricing, staffing, and academic planning.
- **Tabulation Programmer || Ugam Solutions (now Merkle) (Mumbai, India)** *Aug 2007 – Jul 2008*
  - Delivered custom tabulation and statistical output for multinational market research projects.

## EDUCATION & CREDENTIALS

- **University of Central Florida (2008-2016)**
  - Ph.D. in Industrial Engineering (candidacy completed – not conferred)
  - M.S., Industrial Engineering
  - Graduate Certificates in Project Management, Systems Engineering, Data Mining
- **University of Mumbai (2003-2007)**
  - B.E., Computer Engineering
- **Certifications & Programs:**
  - AIR LEADs (Leadership with Evidence, Analytics, and Data) Graduate (Cohort 2023–24)
  - EDUCAUSE New Managers Institute (Cohort 2021)
  - Certified Base SAS Programmer
  - Certified Predictive Modeler using SAS Enterprise Miner

## PROFESSIONAL PRESENTATIONS

- Presenter, Association for Institutional Research (AIR) Forum — 2017 and 2012, New Orleans & Washington, DC
- Presenter, Higher Education Data Warehousing (HEDW) Conference — 2020: "Growing Analytics Capabilities at a Small Liberal Arts College"
- Panelist, Southeast SAS Users Group (SESUG) Conference — 2015: "Data Visualization Today: The Good, the Bad, and the Ugly"
- Invited Speaker, SAS Analytics Conference Series — 2011 & 2013: "Data Mining for Student Success"
- Presenter, *Southern Association for Institutional Research (SAIR)* — 2011, 2013: "Benchmarking and Visualization for Decision Support"

## AWARDS & RECOGNITION

- Recipient, Junior Professional Grant, Southeast SAS Users Group Conference (SESUG)
- Recipient, Travel Grant, Southern Association for Institutional Research (SAIR) Annual Forum
- Invited Speaker, SAS Analytics Conference Series (2011)
- Graduate Assistantship Award, University Analysis & Planning Support, University of Central Florida

## SERVICE LEADERSHIP

- 2021 to present: Board Member-at-Large, Higher Education Data World Forum (HEDW)
- 2023 to 2025: U.S. News IR Advisory Committee Member
- 2022 to 2024: EDUCAUSE Analytics Services Advisory Committee Member
- 2022 to 2024: Nominations & Elections Committee for Association of Institutional Researchers (AIR)
- 2022 to 2024: Rollins College Data Governance Committee Member & Facilitator
- 2022 to 2023: Rollins College DEIB Strategic Planning Steering Committee Member
- 2022 to 2023: AIR Forum Advisory Group, Program Committee & Proposal Reviewer
- 2021 to 2022: Steering Committee Member for Higher Ed Data Governance Community (HEdGe)
- 2021: AIR Awards & Best Paper Award Review
- 2021: eAIR Editorial Committee Member
- 2015: Panelist at South East SAS User Group Conference