Bethany A. Butson Crowell, Ph.D.

Leader in institutional research, data governance, business intelligence, and data literacy. Experienced in the reporting of core metrics, creating meaningful dashboards, developing strategies and implementing technologies for data analysis and management, and contributing to ongoing efforts to improve data governance. Well-developed interpersonal skills which are vitally important in strategically managing campus relationships and effectively supervising and supporting staff.

Professional Experience

2024 – Present | Associate Vice Provost for Institutional Research & Decision Support
Data, Academic Planning & Institutional Research | University of Wisconsin-Madison
- Provides leadership for programs by establishing strategic direction and setting priorities.
- Advises and collaborates with Office of the Provost on critical issues, represents the functional area at appropriate meetings, and serves or leads various university committees.
- Ensures initiatives are effectively using program assessment and data analysis to improve initiatives and strategies, identifies opportunities for improvement, and makes recommendations to the Office of the Provost for approval.
- Builds consensus and develops collegial, collaborative working relationships with a broad range of stakeholders, partners with administrative and academic departments to support initiatives, and gathers input from key stakeholders to support recommendations.

2017 - 2024 | Director of Business Intelligence *(previously Senior Data Manager)*
David Eccles School of Business I University of Utah
- Led the Data & Software Solutions team. Provided strategic leadership in the development, analysis, interpretation and reporting of data for the purposes of institutional research, planning, program review, and accreditation. Including data visualizations in Tableau.
- Oversaw our Salesforce instance which provided data warehousing and operational solutions. Consulted with staff to determine information needs, identify problems, and offer solutions.
- Spearheaded change management; automated and streamlined operational processes and subsequent reporting of data.
- Ensured stakeholder satisfaction by seeking feedback and provided appropriate follow through to guarantee quality customer service.
- Managed team, determined priorities, and coordinated training of staff (including outside of the data team) in the use of data reporting tools, appropriate reporting of data, and importance of data integrity.
- Contributed to the improvement of university-wide data governance by serving on management committee.
- Served on the Steering Committee for Equity, Diversity and Inclusion.

2015 – 2016 | Prospect Research and Data Specialist
Development Research Services I Purdue Research Foundation
- Acted as a resource to an assigned group of corporate development officers – identified prospects for their areas and met their information needs in support of their fundraising efforts.
- Created data visualizations in Tableau which provided a new way for senior management and fundraisers to track corporate giving; served as the primary resource for Tableau within the research department.
- Served on internal committees leading the implementation of new fundraising tools (e.g. contracts with companies offering social media services; other tools for leveraging data).
- Ensured that the University Development Office's records contain accurate and complete information.

2009 – 2015 | Data Integrity and Research Analyst *(previously Research Analyst)*
Office of Institutional Research I Purdue University

- Generated data for the Integrated Postsecondary Education Data System (IPEDS) and served as Keyholder for Purdue main campus and regional campuses.
- Developed student and workforce data visualizations in Tableau for consumption by internal and external audiences.
- Served as a University Data Steward, attended regular meetings to learn about university data changes and communicated that knowledge to the appropriate personnel. Served as representative for the Business Intelligence Competency Center (BICC) Advisory Committee.
- Compiled, analyzed, and formatted data for publication in the Office of Institutional Research, Assessment & Effectiveness (OIRAE) Monthly Report and the Graduating Students Learning Outcomes Survey. Contributed to the preparation of various other internal reports including the Provost's College Profiles, Governance Reports to the Board of Trustees, and the Economic Impact Report.
- Fulfilled external survey requests including the American Association of University Professors (AAUP) Faculty Compensation Survey, University of Virginia State Appropriations per In-State Student Full-Time Equivalent data request, University of Nebraska data request for biannual *Tuition, Fees, & Financial Report*, and AAUDE.
- Collected and submitted data to the Voluntary System of Accountability (VSA) College Portrait, an initiative to provide students comparable information about public colleges and institutions; and to the Common Data Set (CDS), a collaborative effort among data providers in the higher education community to improve quality and accuracy of information provided to external stakeholders.

2007 - 2009 | Research Assistant
Office of Research & Evaluation I Harry S Truman College

- Member of the strategic planning committee; assessed needs analysis, consulted stakeholders, developed the *2010-2012 Strategic Plan*.
- Developed ad hoc surveys, collected and entered data, completed statistical analysis, examined results and prepared survey reports.
- Compiled, organized, and archived evidence for the accreditation visit of the Higher Learning Commission.
- Facilitated focus groups to elicit qualitative data from students for the Annual Program & Service Analysis (APSA) report.

Professional Activities

Presentations (condensed list)
- AIR Annual Forum, Phoenix, May 2022; presented *Collaboration + Salesforce = Operational and Reporting Solution*
- AIR Annual Forum, Denver, May 2019; presented *Let's Talk Teamwork! Cross-Campus Collaboration for a Successful Warehouse*
- AIR Annual Forum, Orlando, May 2014; presented *The X Factor: Finding The Undefinable "Something" That Makes For A Star Quality Report*
- AIR Annual Forum, Long Beach, May 2013; presented *From Boring to Brilliant! Tableau For Beginners: Learning How to Transform Static Reports (Also presented at INAIR March 2013)*
- AIR Annual Forum, New Orleans, June 2012; presented *Discovering What First Year International Students Need for a Successful Academic Experience*
- AIR Annual Forum, Toronto, May 2011; presented *Working Toward a Synergistic Organization: One University's Challenge*

Service (condensed list)
- AIR Duckwall and Delaney Scholarship Committee, 2014-15 for 2015 Forum
- IPEDS Workshop Assistant Trainer; New York, September 2010; Georgia, October 2011