

Analytics - The Basics and How Any Shop Size or Budget Can Do It

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SESSION DESCRIPTION

This newest advancement tool can help in fund raising, but can it help with events and event planning – let’s talk. How can math help YOU succeed and where you spend your time. Attend this session on Basic Analytics and leave this conference with the tools to build a basic model. Attendees to this session will leave the session with a basic knowledge of analytics, how it will improve productivity, and enhance the attendees value at their institution. This basic information will open a new world of information.

SPEAKER BIO



Andy Wilson joined Chowan University in Murfreesboro, NC during the start of the 2020 pandemic. Through that first year, the team was able to raise the highest dollar amount raised and had a record year on number of donors. He came to Chowan from the University of Tennessee at Martin where he was the Vice Chancellor for University Advancement. He also served at Tennessee Tech University, Northern Kentucky University, Lexington Catholic High School and Campbellsville University. Andy has over 30 years of experience in public and private higher education and private independent schools.