Our Organization

Analytics, Systems & Applications (ASA) serves as Rowan University's official source for data used for decision-making, longitudinal analyses, modeling, assessment and mandated reporting. ASA offers a number of services and products, including enterprise systems integration, custom reporting, dashboards, predictive models and surveys.

ASA manages and maintains Banner, Rowan University’s system of record and central data repository. Banner provides access to tools that support recruitment, enrollment, retention and financial aid for students. Banner is also the primary source of data and tools to support faculty and administrative functions across the University.

ASA is comprised of five different units, including:

- Business Intelligence Analytics
- Database Administration
- Data Governance and Data Standards
- Information Systems Development and Maintenance
- Security and Workflow Administration

Please visit the ASA request page to submit a data request or proposing a change in Banner.

ASA adheres to the University's Data Governance Policy and Survey Policy. You may review both of those policies on the IRT website.

Institutional Reporting

Common Data Set
Institutional Census
10th Day Snapshot
Surveys
Dashboards
N.J. College Student and Parent Consumer Information Act

Other Resources

Special Publications
College Affordability and Transparency Center Data
Rowan Fast Facts: 2015-2016

Meet ASA’s Leadership Team

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