

Kansas Business Center for Data Analytics

Problem/Issue Statement

Data analysts are some of the most sought-after professionals and there is a huge shortage of talent (2021 U.S. Bureau of Labor Statistics). Companies are facing challenges meeting their data analytics needs. The talent shortage is even more dire for small business. A recent report indicates that only 45% of small business are able to perform necessary data analysis (Service Corps of Retired Executives). The small business sector clearly has a need for data analytics to stay competitive. Over the last few years, through capstone projects, courses, corporate training, and faculty research, the College of Business Administration at Kansas State University has successfully supported many small and medium sized companies in Kansas to meet their needs in data analytics. The Center seeks to expand the data analytics service to more small businesses in Kansas.

Request Description

The Center would unite various data analytics programs at Kansas State University to expand the scope and the scale of current support to small businesses in Kansas and the nation with the following functions.

- Offer education and training workshops to train business employee with data analytics skills
- Establish a Data Analytics Clinic to provide consulting services
- Host conferences to promote data analytics education to businesses and educational institutes
- Conduct customized projects to solve specific data problems for businesses
- Develop online microcredentials, including badges and certificates to provide flexible and affordable continuing education to working professionals

Data Analytics Support for Small Businesses in Kansas and the Nation

Micro
Credentials

Consulting
Services

Turnkey
Solutions

Education

Request Goals and Expected Outcomes

The Kansas Business Center of Data Analytics aims to support small businesses in Kansas and in the nation by performing necessary data analytics, considering the DA talent shortage and the need for continuing education. The Center requests \$750,000 to support the clinic staffing, creation of micro-credential courses, student assistantship, conference preparation, and center administration. Ongoing financial support will come from fees that business users pay for various services, including consulting, projects, training, and courses.

Key metrics and expected outcomes include:

- Enrollment in training workshops
- Enrollment in micro-credential offerings
- Visits to and use of the data analytics clinic
- Conference attendees
- Number of projects conducted

Appropriations Subcommittee

Commerce, Justice, Science, and Related Agencies

Request Type

Funding Request

Bill Language Request