APLU CIMA
COMMISSION ON INFORMATION, MEASUREMENT & ANALYSIS

WHAT IS CIMA?

The Commission on Information, Measurement, and Analysis (CIMA) is a collaborative, cross-functional group of APLU members focused on driving effective and efficient use of data and fiscal resources in guiding campus planning and decision-making. CIMA seeks to address the opportunities and challenges associated with the ever-evolving data and analytics landscape to inform and empower the APLU community. Topics we discuss include:

- Ensuring quality and access in data and analytics infrastructure
- Analysis for strategic planning and adaptability
- Tools and practices for assessing institutional performance
- Optimizing fiscal and administrative resources for sustainability

MEMBERSHIP

CIMA is designed to foster collaboration among senior administrators across various campus functional areas, creating a space for those who provide and use data. Membership is open to:

- Presidents, provosts, and other senior-level campus decision-makers
- Senior administrators in more traditional campus data roles (IR, IE, IT, business office, etc.)
- Leaders from other areas (student affairs, enrollment management, student success, teaching & learning, etc.)

CIMA invites individuals from academic affairs, student affairs, and other data roles to join. Our aim is to create a diverse, interdisciplinary community where leaders from various sectors work together to harness the power of data for informed and effective decision-making.

KEY WAYS TO ENGAGE

Supported by APLU's Office of Data and Policy Analysis, members have numerous opportunities to engage with the Commission.

MEETINGS

CIMA Summer Meetings are 2- to 3-day convenings focused on how APLU campuses are applying the most innovative analytical frameworks and techniques to solve institutional challenges and cultivate a culture of evidence and data-informed decision-making. Refer to the CIMA meetings & events page for more info.

Save the Date:

CIMA Summer Meeting

July 18-21, 2027 | San Francisco, CA

APLU Annual Meeting is the premier gathering of senior leaders from public research universities, land-grant institutions, and state university systems, providing CIMA members the opportunity to collaborate and network with senior leaders across an array of senior positions.

Save the Date:

APLU Annual Meeting

Oct 31-Nov 2, 2027 | San Diego, CA

WEBINARS

CIMA hosts webinars on topics that members find relevant and important for their work. These webinars are developed in collaboration with the CIMA committees. Email us to subscribe to meeting and webinar announcements.

COMMITTEES

CIMA has several committees through which members can engage. For a list of committee members and activities, see the Committees page. To join a committee, email us.

- The Executive Committee is a group of elected members responsible for guiding CIMA to identify key topics and activities that support evidence-based decision-making at public higher education institutions.
- The Program Planning Committee comprises of volunteers who identifies topics and content to support the CIMA Summer Meeting and the CIMA program at the APLU Annual Meeting.
- The Data & Policy Advisory Committee are volunteers who provide feedback and input to APLU on topics related to national, regional, and/or state data policy and legislative issues.

QUARTERLY NEWSLETTER

Members can get updated on CIMA activities by reviewing the quarterly newsletter. Email us to join the mailing list.

PROMOTE YOUR INSTITUTION THROUGH CIMA'S SPOTLIGHT!

CIMA has created our Member Spotlight to highlight our members and institutions across the country. Click here to see our spotlight from each newsletter! Send interesting uses of data or stories you'd like to share in our Member Spotlight to data@aplu.org.



Photo Courtesy of Virginia Tech

QUESTIONS? CONTACT OUR TEAM.