

MEGHAL PARIKH

Director of Enrollment Research & Analytics, University of Florida (Gainesville, FL)

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Professional Summary

Strategic and results-oriented Data Analytics professional with over 14 years of proven expertise in leading and transforming data reporting and analytics initiatives in the higher education sector. A catalyst for setting data standards and policies, I have successfully cultivated a data steward mindset by breaking silos and fostering a collaborative approach to analytics at the institutions I have worked

Work History

April 2024 to present
Director of Enrollment Research and Analytics, Office of Vice President and Chief Enrollment Strategist at University of Florida (Gainesville, FL)
Jan. 2018 to March 2024
Senior Director of Institutional Analytics, Office of Provost and Vice President for Academic Affairs at Rollins College (Winter Park, FL)
Apr. 2013 to Dec. 2017
Specialist, Computer Systems Control, Office of Institutional Knowledge Management at the University of Central Florida (Orlando, FL)
Nov. 2010 to Apr. 2013
Applications System Analyst/ Programmer, Office of University Analysis and Planning Support at University of Central Florida (Orlando, FL)
Jan. 2010 to Oct. 2010
Program Assistant / Graduate Assistant, Office of University Analysis and Planning Support at University of Central Florida (Orlando, FL)
Aug. 2007 to Jul. 2008
Tabulation Programmer, Ugam Solutions (Mumbai, India)

Education History

UNIVERSITY OF CENTRAL FLORIDA (Orlando, FL)
Ph.D. in Industrial Engineering – ABD *Aug. 2012 to did not complete*
Master of Science in Industrial Engineering *Aug. 2008 to Aug. 2010*
Graduate Certificate in Project Management *Aug. 2008 to Aug. 2010*
Graduate Certificate in Systems Engineering *Aug. 2008 to Aug. 2010*
Graduate Certificate in SAS Data Mining *Aug. 2012 to Dec. 2016*
UNIVERSITY OF MUMBAI (Mumbai, India)
Bachelor of Engineering in Computer Engineering *Sept. 2003 to Dec. 2007*

Service Leadership

- 2023-24 AIR LEADs: Leadership with Evidence, Analytics, and Data participant
- 2022-2024 Nominations & Elections Committee for Association of Institutional Researchers (AIR)
- 2022-2024, 2024-2026 Executive Board Members at Large for Higher Education Data World (HEDW)
- 2023-25 EDUCAUSE Analytics Services Advisory Committee
- Rollins College DEIB Strategic Planning Steering Committee Member (2022-23)
- Rollins College Data Governance Committee Member & Facilitator (2022-current)
- Served on AIR Forum 2022 and 2023 Strategy & Program Committee
- 2022 and 2023 AIR Forum Advisory Group
- AIR Forum Proposal Reviewer (several years)
- 2021 AIR Awards Review Committee Member
- 2021 AIR Best Paper Award Committee Member

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	<ul style="list-style-type: none">○ 2021 eAIR Editorial Committee Member○ 2021-22 Steering Committee Member for Higher Ed Data Governance (HeDGe)○ 2021 participant in EDUCAUSE New Managers Institute○ 2015 SESUG Panelist○ 2012 Junior Professional Grant Recipient at SESUG○ 2011 Invited Speaker for SAS Analytics Conference Series
Conferences, Presentations and Papers	<ul style="list-style-type: none">○ Presented at Analytics Day (by App State Univ.) 2019 and 2021○ Presentation name: How to make the most of text tables in Tableau? and Reinventing Box-and-Whisker Plot Distribution Charts with Tableau○ Presented at Higher Ed Data Warehousing Conference 2020○ Presentation name: Growing analytics capabilities at a small liberal arts college for a data informed future○ Presented at Association for Institutional Research (AIR) Forum 2017 at Washington D.C.○ Presentation name: Benchmarking for a new era of leaders with self-service dashboards○ Panelist at Southeast SAS User Group (SESUG) Annual Conference 2015 at Savannah, GA○ Panel presentation topic: The Good, The Bad, and The Ugly: Data Visualization Today○ Poster presentation at SAS Analytics Conference Series 2013 at Orlando, FL○ Poster title: Data Mining for Student Success at University of Central Florida○ Presented at 2013 Southern Association of Institutional Research Annual Forum (SAIR) at Memphis, TN○ Paper name: Data Mining for Student Success at University of Central Florida○ Presented at SESUG 2012 at Raleigh/Durham, NC○ Paper name: Learning PROC SQL the DATA Step Way○ Presented at SAIR Forum 2012 at Orlando, FL○ Presentation name: Providing Strategic Decision Support to Regional Campuses Administrators through Targeted Analytical Reports○ Presented at Association for Institutional Research (AIR) Forum 2012 at New Orleans, LA○ Presentation name: A Benchmarking Approach to Evaluating Performance at the University of Central Florida○ Presented at SAIR Annual Conference 2011 at Atlanta, GA○ Presentation name: Developing a Database to Systemize Periodic and Ad-Hoc Benchmarking Analyses○ Co-author of paper: A Benchmarking Approach to Evaluating Performance at the University of Central Florida○ Invited Speaker at SAS Analytics Conference Series 2011 at Orlando, FL○ Presentation name: A Benchmarking Approach to Evaluating Performance at the University of Central Florida○ Presented at Florida Association for Institutional Research (FAIR) Annual Conference 2011 at Howey-in-the-Hills, FL○ Presentation name: Developing a Database to Systemize Periodic and Ad-Hoc Benchmarking Analyses○ Presented at SAS Global Forum 2011 at Las Vegas, NV○ Paper name: Automatically Generating Highly Customized Microsoft Excel Reports with SAS Macro and Integration Technologies (DDE)