YESENIA ESPINAL

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Distinguished data and analytics leader with 15 years of higher education experience leading reporting and analytics transformation, including Workday Student implementation and post go-live reporting governance. Leads Howard's institutional data strategy in support of the University's R1 priorities, advancing data governance and performance measurement to strengthen evidence-based planning and reporting. Expertise in transforming data insights into actionable strategies that have directly contributed to significant improvements in student outcomes and retention. Adept at supporting cross-functional teams across Enrollment Management, Institutional Research, Student Affairs, Finance and IT; strengthening compliance and audit readiness; and modernizing data operations through reconciliation, automation, standardization, and stakeholder enablement. Recognized for building sustainable analytics operating models that elevate decision quality, accelerate execution, and advance institutional goals. Produced reports that contributed to securing over $50 million in philanthropic funding for research initiatives and student achievement.

SKILLS

Strategic Data Analytics	Business Process Automation	Talent Management & Recruitment
Organizational Leadership	Change Management	Training & Development
Data Integration & Warehousing	Cross-Functional Collaboration	Higher Education Knowledge Management
Regulatory Compliance	Enterprise Resource Planning (ERP)	Project Management
Stakeholder Engagement	Benchmarking & Competitive Analysis	Operational Excellence

PROFESSIONAL EXPERIENCE

Howard University, Washington, DC

Associate Vice President for Data Analytics, Office of the Chief Operating Officer   **2022 - Present**

Leading data-driven strategies and integrating Workday solutions to enhance university-wide advancements and student success.

- Pioneered data analytics initiatives, streamlining decision-making processes.
- Led the AI strategy resulting in significant improvements in student outcomes: 1-year retention rose by 8%, 4-year graduation rates increased by 20%, and 6-year graduation rates improved by 11%.
- Established institution-wide data quality controls and assurance practices improving audit readiness.
- Championed Workday Student (ERP) reporting and data validation strategy for comprehensive organizational management and scalable analytics support for campus stakeholders.

Director of Institutional Research, Office of Institutional Research and Assessment   **2019 – 2022**

Directed data infrastructure, innovating solutions that bolstered student retention and graduation rates.

- Initiated the creation of a robust data warehouse, optimizing reporting and compliance.
- Elevated student outcomes with a 4% boost in 1-year retention and a 2% surge in 6-year graduation rates.
- Guided the Institutional Research (IR) team, cultivating a culture of excellence, data integrity and trust.
- Automated business processes, slashing inefficiencies and response times.

Data Management Specialist, Office of Institutional Research and Assessment   **2018 – 2019**

Championed regulatory compliance, workflow standardization, and facilitated data-driven collaborations.

- Steered federal and state reporting, upholding stringent regulatory compliance.
- Introduced standardized processes, enhancing productivity and consistency.
- Cultivated robust relationships with internal stakeholders, streamlining data-driven initiatives.
- Implemented an IR student database, elevating enrollment and retention tracking.

New York City Department of Education, *Data Manager, Talent Strategy*   **2017 – 2018**

Orchestrated multi-faceted data strategies, shaping teacher recruitment and fostering impactful cross-functional projects.

- Built a comprehensive teacher leader database, optimizing reporting and talent tracking.
- Unveiled key strategic insights through visually compelling dashboards and analytics.
- Pivoted recruitment, leading to the successful onboarding of 500+ teachers.
- Championed cross-functional projects, bolstering collaboration with external partners.

St. Joseph's College, Brooklyn, NY

Senior Institutional Research Analyst   **2014 – 2017**

Steered data initiatives, improved institutional data accuracy, and synchronized IT integrations.

- Managed vast data sets, fueling in-depth analysis and benchmarking.
- Played a pivotal role in the Data Warehouse Project, refining data accuracy and insights.
- Bridged collaborations with IT, fortifying data security and electronic data services.
- Empowered users through training on Pyramid Analytics Reporting, enhancing report generation capabilities.

Acting Director of Institutional Research   **2012 – 2013**

Steadied the helm of the Institutional Research Office, integrating best practices while ensuring data integrity and compliance.
- Sustained the IR office, ensuring on-time, precise reporting and external compliance.
- Engaged actively in higher education conferences, absorbing and integrating leading-edge practices.
- Managed stakeholders' data requests, promoting data-driven decision-making at all levels.
- Strengthened faculty and staff relationships, ensuring smooth office operations.

Institutional Research Analyst   **2010 – 2012**

Managed institutional data, ensured stringent reporting standards, and streamlined collaborations with external entities.
- Curated essential institutional reports, leveraging diverse analytical tools.
- Harmonized data extraction and management across multiple databases.
- Assured accurate and timely data for a plethora of external surveys and reports.
- Streamlined data needs, catering to both internal and external information requisites.

EDUCATION

St. Joseph's College, Brooklyn, NY
Master of Science in Management, Concentration: Organizational Management,   **2021**
Certificate in Counseling   **2013**

Polytechnic Institute of New York University, Brooklyn, NY
BS Business and Technology Management,   **2010**