# Introduction to DataDirect

## What is DataDirect?

DataDirect is AACSB International's proprietary survey data collection and benchmarking platform. Data submitted by AACSB educational members drive the benchmarking tools that allow participants to compare their school to its peers, competitors, and aspirants, track their own progress, and make data-driven strategic decisions.

Your School's role in DataDirect.

Once a school enters the accreditation process, it is important to participate in the following three surveys which are opened to all AACSB members. Participation is strongly encouraged for schools entering the accreditation process. All accredited schools are required to complete these modules.

- Staff Compensation & Demographics Survey (SCDS)
- Business School Questionnaire (BSQ) Programs Module
- Business School Questionnaire (BSQ) Finances Module

The information contained in these surveys provides your mentor and future peer review team with critical at-a-glance information on operational and program data. The above surveys are opened for completion one at a time during the academic year and remain open for approximately eight weeks. Schools entering the process may request a closed survey be opened for the school to complete. Survey information and schedules can be found here.

## Accessing DataDirect

Anyone affiliated with an AACSB member school can create and have a DataDirect user account. We encourage individuals engaged in the accreditation process or interested in AACSB and its many benefits to create their own myAACSB account.

1. Go here to create AACSB login
2. Visit the Member Login Portal page once logged into your myAACSB account
3. Choose the DataDirect system description page under the Data tab

Each school has a designated DataDirect Administrator, who has sole authority to modify or archive the accounts of other DataDirect users at their school. Only the DataDirect Administrator can approve a user for access roles beyond the basic roles that all users receive. The DataDirect Administrator is usually the head of the business school or an associate or assistant dean.

## For More Information

The FAQs page* contains step-by-step instructions for any function available within the DataDirect system. To access the FAQs page, you must first log in to DataDirect. AACSB DataDirect support staff are available to help you get the most out of the system as well, and the team is available for tutorials upon request. DataDirect welcomes your requests and questions. Contact DataDirect staff at datadirect@aacsb.edu.

*Is found on the DataDirect portal and requires logging into DataDirect