USING DATA TO DRIVE DECISIONS AND STRATEGIES

FACULTY/STAFF PRE-CONFERENCE WORKSHOP

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DR. RUBY STEVENS-MORGAN, ASSOCIATE DIRECTOR

AUGUST 12, 2015

Office of Institutional Research and Effectiveness

PRAIRIE VIEW A&M UNIVERSITY

Overview

- Goals and Objectives
- Overview and Role of IR
- Customer Trainings
- Data Sharing
- Annual Reporting Trends
- University Data Snapshots
- Online Data Reports
- Routine Shared Reports

Overview (cont'd)

- Interactive Dashboards
- Fact Books
- Success Measures
- Surveys
- IR Needs
- IR Forms
- Contacting IR

Goal and Objectives

Goal

To provide faculty and staff with an overview of data sources and how to use data for program improvement.

Objectives are to gain knowledge of:
- existing data sources
- options for specific data needs
- collecting/sharing college/department data
- data-driven decision making
- making a request for data
- increasing administrative assistants data skills

IRE Staff

- Dr. Dean Williamson, Director
- Dr. Ruby Stevens-Morgan, Associate Director
- Dr. Ming Mu Kuo, Research Analyst
- Mrs. Ginger Philips, Research Assistant
- Mr. James Howard, Programmer Analyst
- Mrs. Paula Williams, Data Technician
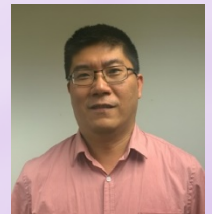
Why are we here?

The 5 Rungs of IR

5. Data Analysis

4. Data Discovery

3. Ad Hoc Reporting

2. Data Snapshots

1. Regulatory

Our Current Role and Status

- Report Complete Accurate Data

- Provide "Public" Data Access

- Enhance "University" Data Access

- Assist Units in Identifying Data Needs

- Provide Data for Unit Goals/Objectives

WE ARE HERE TO HELP

IR 2014-15 Department Goals

- Enhancing 4Cs Business Framework
  - Customer Care
  - Communication
  - Compliance
  - Commitment
- Increasing Data Access
- IR Customer Trainings
- IR Staff Advanced Training

PVAMU DATA

- Interactive Dashboards
- 2010-2014 Fact Book
- Fast Facts (by Term)
- Enrollment Statistics
- Enrollment Snapshots
- Fall Headcounts
- Faculty Data
- Historical Fact Books

+ableau

IR Customer Trainings

- Faculty Workload

- Basic Excel

- Intermediate Excel

- Using IR Online Resources

- Using Tableau Reports *(Interactive Reports)*

2014-15 Trainings

INSTITUTIONAL RESEARCH TRAININGS
August 2014-August 2015

Month / Year	Date	Weekday	Location	Using IR Online Resources	Using Tableau Reports	Faculty Workload Training	Beginning EXCEL	Intermediate EXCEL
					TRAININGS OFFERED			
August 2014	21	Thursday	209 Gilchrist		1:00-300 PM			
	27	Wednesday	209 Gilchrist	1:00-300 PM				
September 2014	3	Wednesday	209 Gilchrist		1:00-3:00 PM			
	26	Friday	209 Gilchrist			1:00-3:00 PM		
October 2014	9	Thursday		1:00-3:00 PM				
	22	Wednesday			1:00-3:00 PM			
November 2014	6	Thursday					1:00-3:00 PM	
	19	Wednesday			1:00-3:00 PM			
December 2014	4	Thursday		1:00-3:00 PM				
	17	Wednesday						1:00-3:00 PM
January 2015	14	Wednesday	209 Gilchrist			1:00-3:00 PM		
	29	Thursday			1:00-3:00 PM			
February 2015	12	Thursday					1:00-3:00 PM	
	25	Wednesday			1:00-3:00 PM			
March 2015	12	Thursday						1:00-3:00 PM
	26	Thursday		1:00-3:00 PM				
April 2015	9	Thursday			1:00-3:00 PM			
	24	Friday	209 Gilchrist			1:00-3:00 PM		
May 2015	6	Wednesday					1:00-3:00 PM	
	21	Thursday						1:00-3:00 PM
June 2015	10	Wednesday		1:00-3:00 PM				
	25	Thursday			1:00-3:00 PM			
July 2015	9	Thursday					1:00-3:00 PM	
	22	Wednesday						1:00-3:00 PM
August 2015	6	Thursday		1:00-3:00 PM				
	19	Wednesday			1:00-3:00 PM			

Does your staff have a need for these trainings in 2015-16?

Sharing Information

- IR Webpage
- Share Drives
- Email Distribution Lists
- Newsletters
- IR Trainings

Email Distribution Lists

- University Administrators

- College Deans

- Department Heads

- Routine Report Recipients

- Workload Administrators

- Frequent Customers

Share Drive – Institutional Reports

<u>Student Data</u>

- Academic Standing
- Applicants
- College Readiness
- Degrees (Awarded and Pending)
- Enrollment Details
- Grades
- Non-Returning Students
- Special Requests

> *Reports contain sensitive personal identifiable information.*
> *HB 4046 – Applicant information is CONFIDENTIAL and protected from sharing.*
> *Access to share drive requires standard form with approval.*

Share Drive – Faculty Workload

Faculty Information

- Folders for Each College/Dept.
  - Contracts
  - Transcripts
  - Promotions
- User Notifies IR of New Files
- IR Retrieves, Saves and Deletes Files
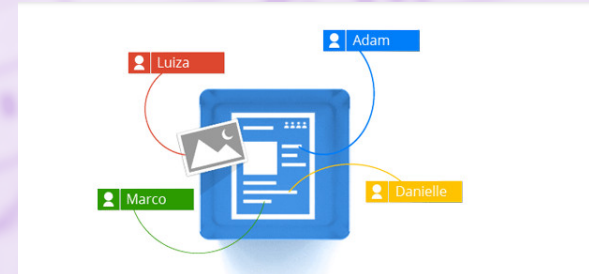
Faculty documents SHOULD NOT be sent by email.

Access to share drive requires standard form with approval.

Faculty Workload Documents

Faculty Information

- Workload documents MUST BE put on the Faculty Information Share Drive

- Only "New" Documents should be shared—not combined with previous submissions

- DO NOT…
  - Email Documents
  - Send Documents through Campus Mail
  - Deliver Documents in Person

FALL WORKLOAD DEADLINE: November 2, 2015

What a year in IR looks like

Annual Reporting Trends

- Daily and Weekly Enrollment Reports
- Internal and External Requests
- Standard Reports
- State/National Surveys
- University Funding
- Program Reviews
- Accreditation Reports
- Annual Fact Book
- Grant Proposals and Progress Reports

2010-2015 Annual Reporting

Internal Reporting	2010	2011	2012	2013	2014	2015*
Responses to Requests	306	564	700	1,007	895	842
Daily/Weekly Reports	275	454	457	926	1,749	1,836
Total	581	1,018	1,157	1,933	2,644	2,678

External Reporting	2010	2011	2012	2013	2014	2015
TAMUS Reports	12	24	24	24	24	24
State Reports/Surveys	29	33	33	33	33	33
National Reports/Surveys	35	49	49	49	49	49
Total	76	106	106	106	106	106

Monthly Reporting	2010	2011	2012	2013	2014	2015
Avg. Number of Reports	55	94	105	161	220	223

Estimates based on Jan-June.

Year-to-Year % Reporting Change

Internal Reporting	2010 to 2011	2011 to 2012	2012 to 2013	2013 to 2014	2014 to 2015	2013 to 2015
Responses to Requests	84.31%	24.11%	43.86%	-11.12%	-5.92%	-16.39%
Daily/Weekly Reports	65.09%	0.66%	102.63%	88.88%	4.97%	98.27%
Total	75.22%	13.65%	67.07%	36.78%	1.29%	38.54%
Monthly Reporting	**2010 to 2011**	**2011 to 2012**	**2012 to 2013**	**2013 to 2014**	**2014 to 2015**	**2013 to 2015**
Avg. Number of Reports	70.91%	11.97%	53.08%	36.75%	1.29%	38.51%

Note: 2013 was the last full calendar year of reporting before dashboard were implemented.

Let's look at a few key data points.

University Data Snapshots

- University Enrollments
- College Enrollments
- 1-Year Persistence Rates
- 4-Year and 6-Year Graduation Rates
- Hispanic Enrollments
- Transfer Enrollments
- Degrees Awarded

A Word of Caution

Data Definitions

Data definitions may vary depending on the agency to which we are reporting.

- SACS (Southern Association of Colleges and Schools)

- THECB (Texas Higher Education Coordinating Board)

- LBB (Legislative Budget Board)

- IPEDS (Integrated Postsecondary Education Database System)

- PVAMU University

University Enrollments

Enrollment <u>decreased</u> 5% from 2010 to 2014.

COLLEGE	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014
Ag and Hum Sciences	329	341	328	345	374
Architecture	411	337	343	341	337
Arts and Sciences	1,468	1,527	1,552	1,479	1,478
Business	1,187	1,098	1,050	1,084	1,050
Education	1,925	1,670	1,596	1,491	1,453
Engineering	1,198	1,141	1,227	1,331	1,468
Juv Jus and Psyc	935	947	911	896	887
Nursing	1,328	1,364	1,329	1,283	1,296
Grand Total	**8,781**	**8,425**	**8,336**	**8,250**	**8,343**

Enrollments by College

College	Fall 2010	Fall 2014
AH	329	374
AR	411	337
AS	1,468	1,478
BU	1,187	1,050
ED	1,925	1,453
EN	1,198	1,468
JP	935	887
NU	1,328	1,296
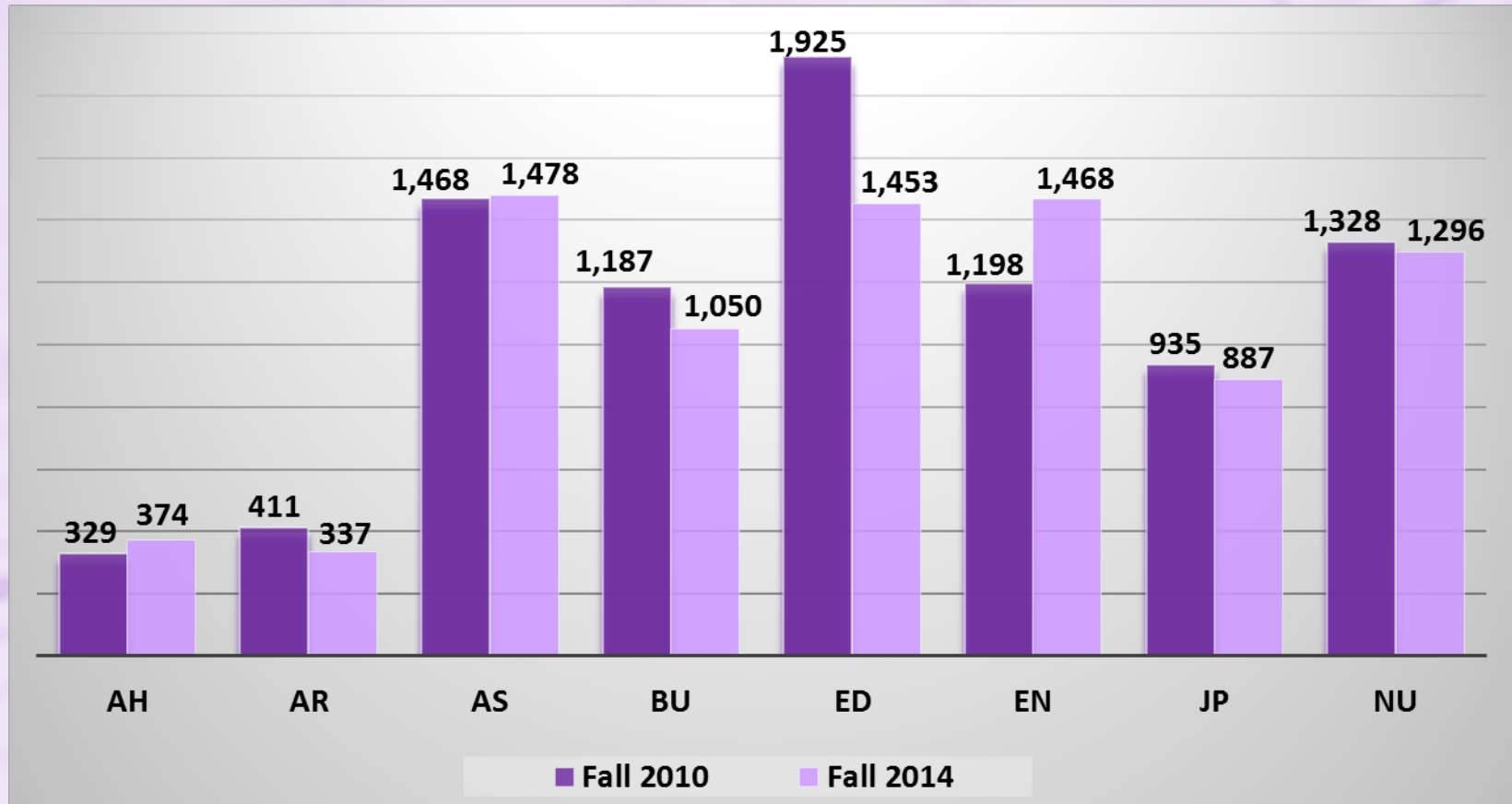
Success Measures

Success Measure	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013
Persistence Rates (1 yr)	69.3%	62.0%	66.9%	63.8%	66.6%

Success Measure	Fall 2004	Fall 2005	Fall 2006	Fall 2007	Fall 2008
4-Year Graduation Rate	10.1%	11.5%	11.8%	11.4%	11.6%

Success Measure	Fall 2004	Fall 2005	Fall 2006	Fall 2007	Fall 2008
6-Year Graduation Rate	34.2%	37.0%	40.3%	40.4%	40.0%

Source: THECB Institutional Resumes

One-Year Persistence Rates

Rates by Entering Cohorts

69.3% — FALL 2009

66.6% — FALL 2013

4-Year Graduation Rates

Rates by Entering Cohorts

11.6%

10.1%

FALL 2004

FALL 2008

6-Year Graduation Rates

Rates by Entering Cohorts

FALL 2004 — 34.2%

FALL 2008 — 40.0%
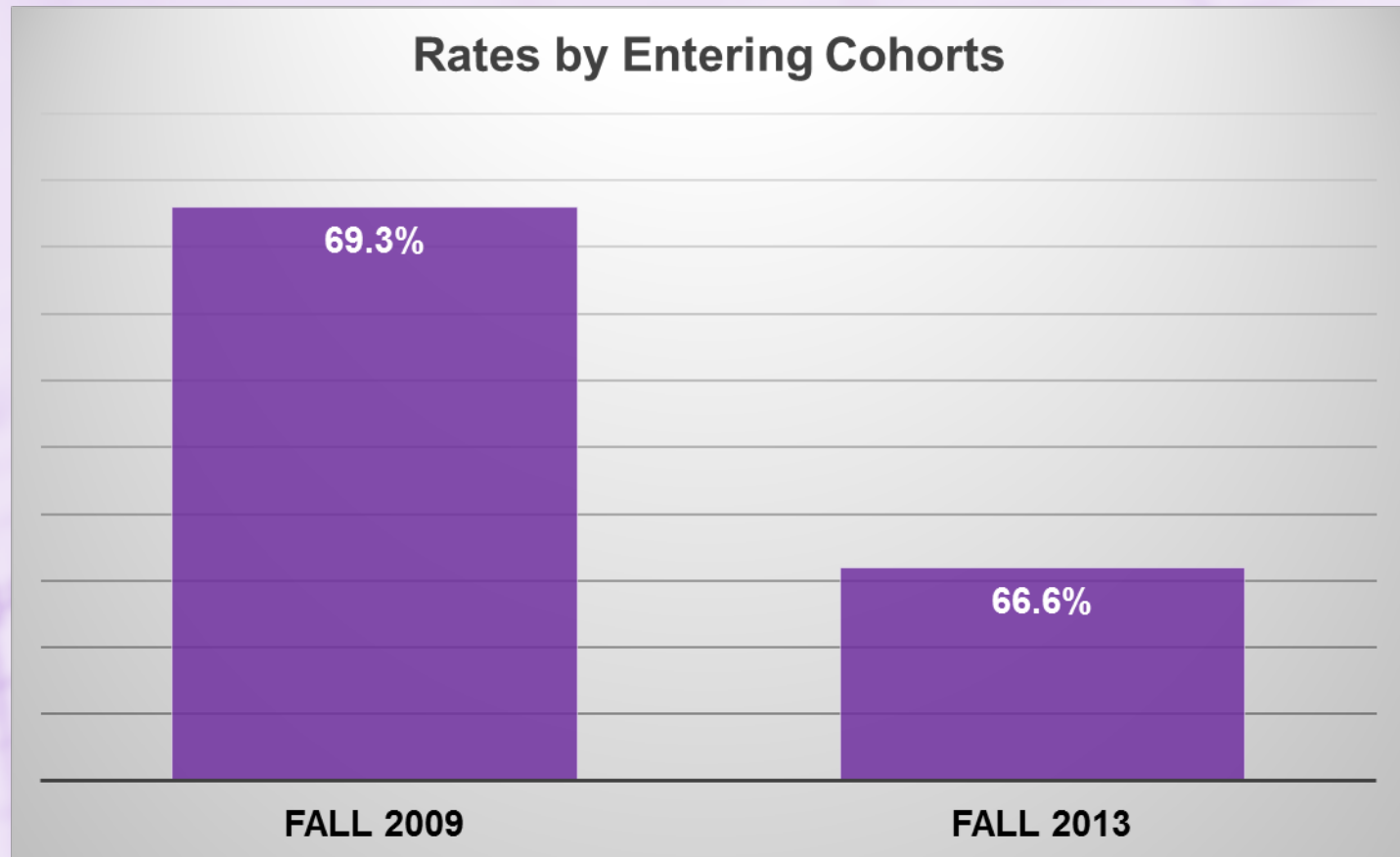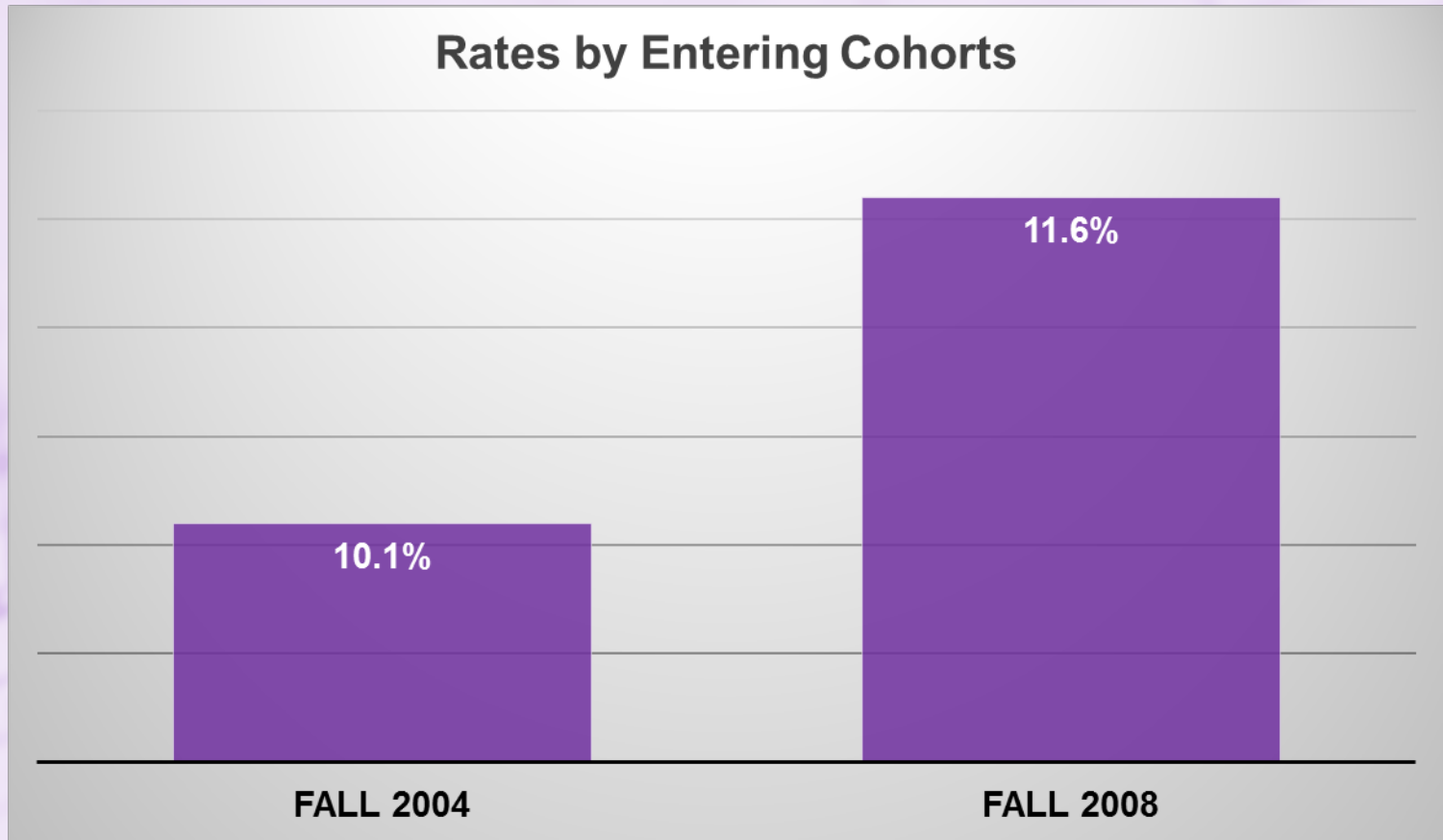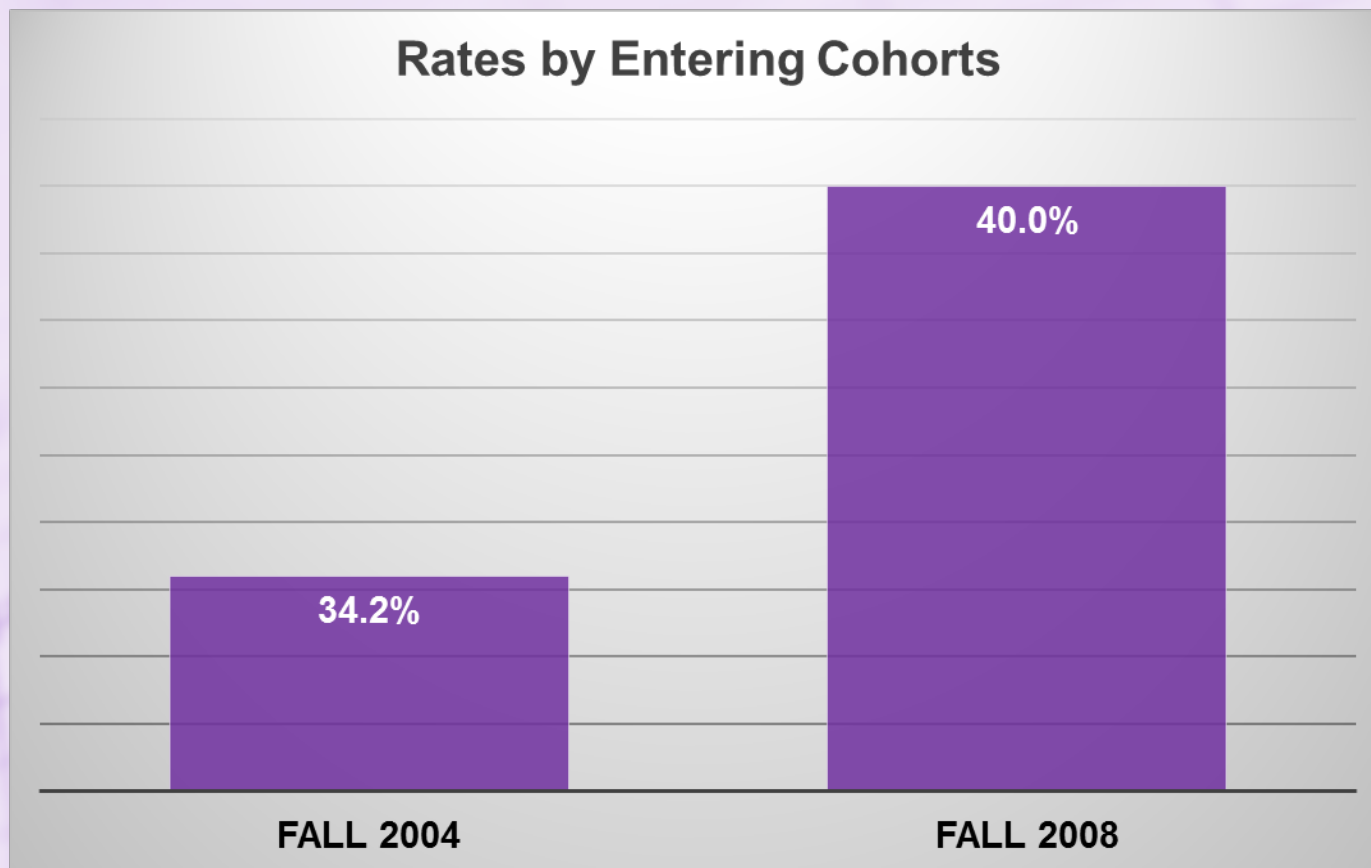
Targeted Populations

Success Measure	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014
Hispanic Enrollments	4.5%	5.0%	5.9%	5.6%	5.0%

Success Measure	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014
# Transfer Students	388	326	452	464	510

Hispanic Enrollments
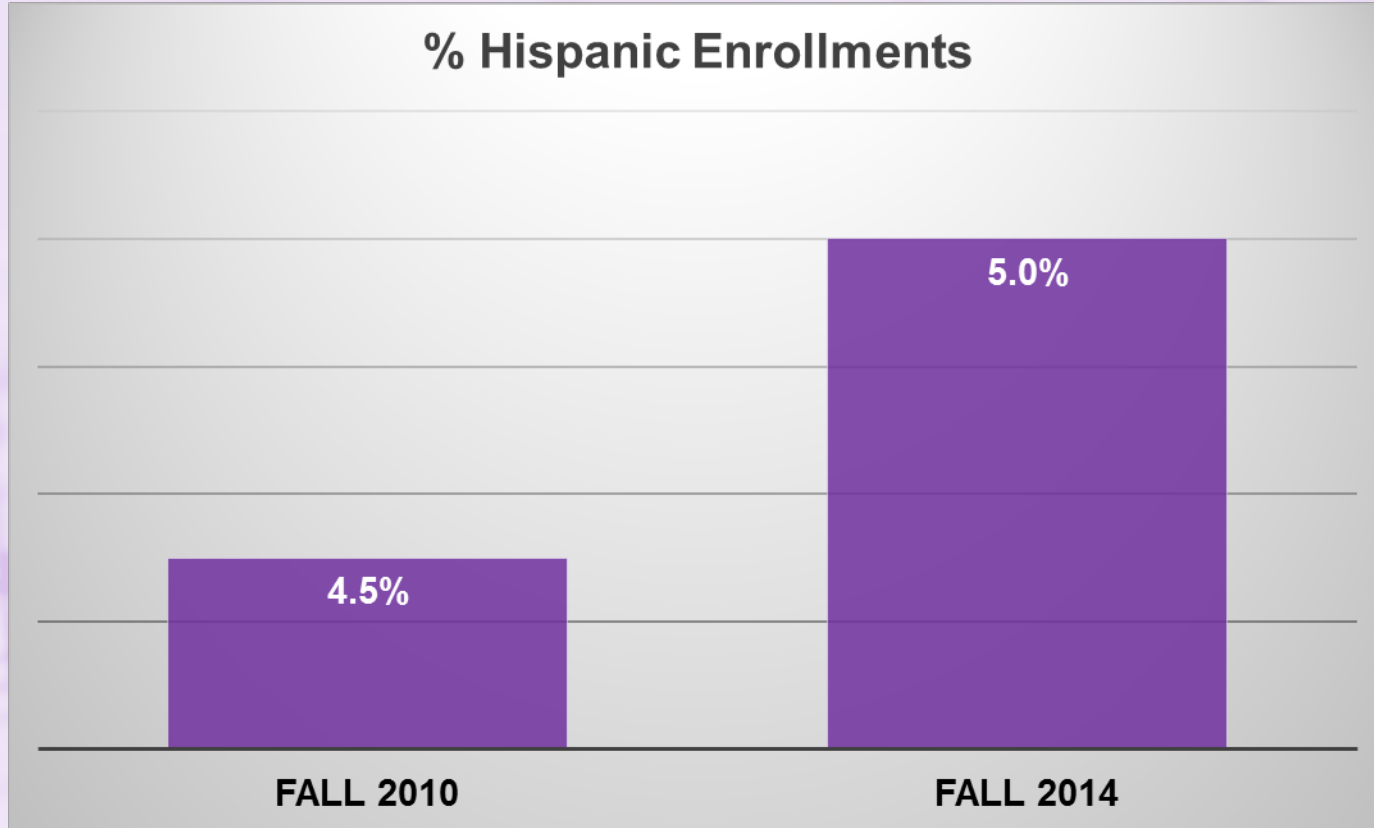
Transfer Enrollments
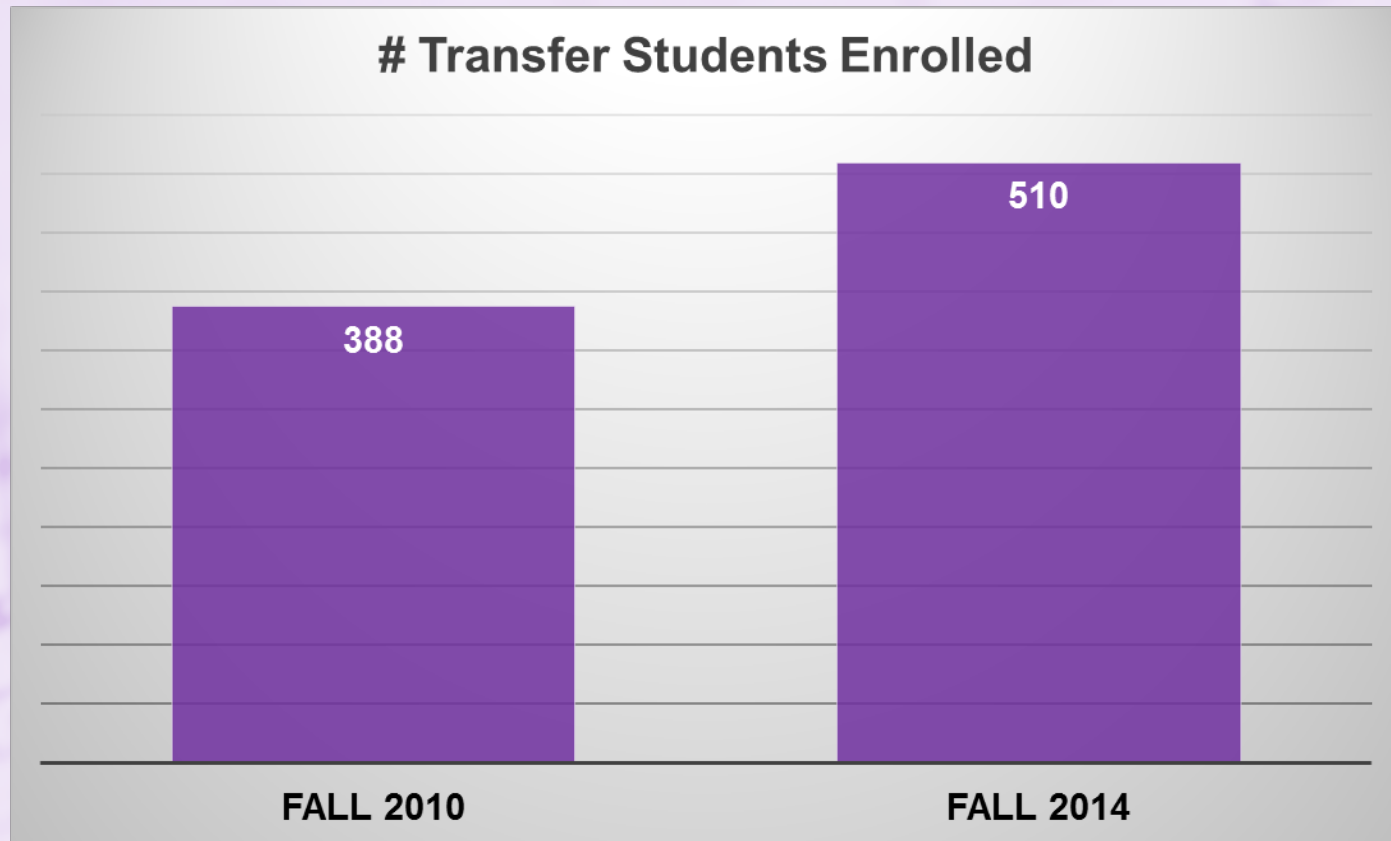
Degrees Awarded

Total degrees awarded <u>increased</u> 3% from 2010 to 2014.

Degrees by Level	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014
Undergraduate	878	904	1,026	1,008	1,022
Graduate	552	534	445	418	440
Doctorate	8	15	17	23	22
Grand Total	**1,438**	**1,453**	**1,488**	**1,449**	**1,484**

Degrees Awarded

Degrees Awarded

	UNDERGRADUATE	GRADUATE	DOCTORATE
2009-10	878	552	8
2013-14	1,022	440	22
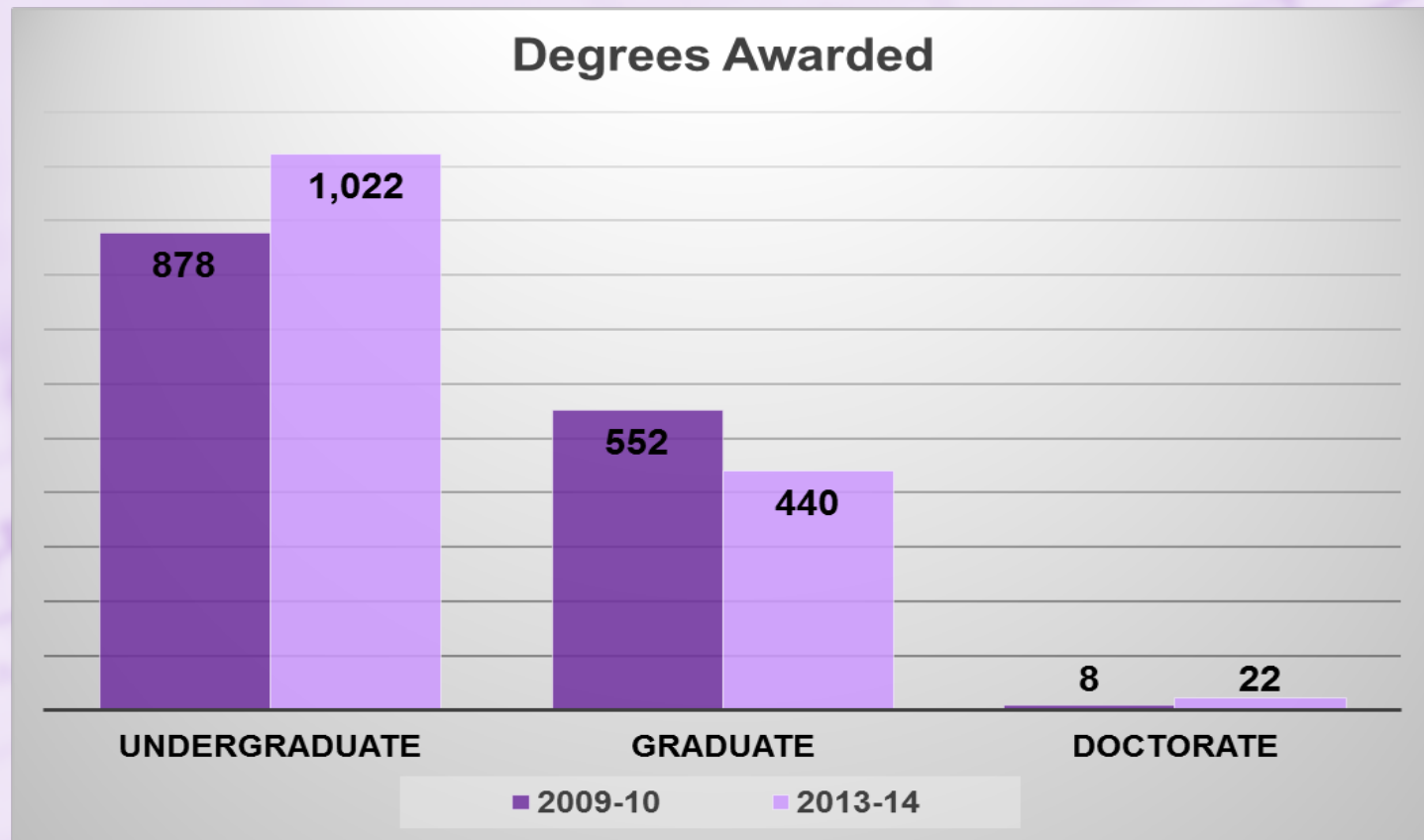
What data are available to you?

Routine "Shared" Reports

- Applicants Data
  - Application status, major, contact information, HS data

- Student Enrollment Details
  - College, major, classification, GPA, advisor, contact info

- Student Progress Data
  - Hrs. attempted/earned, GPA, grades by course, University retention/graduation rates

- Faculty Data
  - Demographics, tenure status, grade distribution, SOS results

Routine "Shared" Reports (cont'd)

- College Readiness
  - Test scores, readiness status by subject

- Course Grades
  - Mid-Term and Final

- Non-Returning Students
  - Hrs. attempted/earned, GPA, academic standing

- Degrees
  - College, Major, Status (Awarded/Pending)

List of Routine Reports

Script #	Day(s)	Frequency	Report Name
1	Mon-Fri	Everyday	Transfer Decision
2	Mon/Wed	2/week	Merged Eligible & Opportunity & Top 10-25%
3	Mon	1/week	Transfer Enrollments by Course_(term)
4	Tues	bi-weekly	Complete HS Applicants; Incomplete HS Applicants
5	Thurs	bi-weekly	A&S Students (terms)
6	Mon	1/month	Applicants Status_(terms)
7*	Mon-Fri	Everyday	SU15 Enrollment_(no. of records)
7*	Mon-Fri	Everyday	FA15 Enrollments_(no of records)
8	Mon/Wed	2/Week	COB Graduate Applicants_(terms)
9	Mon	1/Week	Admitted Transfers_(terms)
10	Mon	1/week	FR by APDC (run upon request)
11	Wed	1/Week	begin running 7/1/15
12	Wed	1/Week	Graduate Applicants_(terms)
13	Fri	1/Week	Accepted Awards_14-15
14	Tues	1/Week	UG Transcript Dated Received (run upon request)
15	Wed	1/week	Education New Admits
16*	Tues/Fri	2/week	Student Details_(number of records)
17	Wed	1/Week	College Readiness
18	Fri	1/Week	All Applicants (terms)
19	Mon	1/Week	run upon request
20	Wed	1/week	Instruction by Col and Dept Data
21	Mon - Fri	Everyday	SU_FA15_Enrollment (not being ran at this time)
22	Mon	1/Week	Admitted to Enrolled by Application Decision Code (APDC)
23	Wed	1/Week	iRead Report_(term)

Share Drive Users (A-M)

Name	College/Unit
Adams, Betty	Nursing
Allen, Tiffany	Recruitment
Armstrong, Gloria	Admissions
Banks, Felicia	Academic Enhancement
Bradford, Josette	Student Success Center
Branch-Vital, Angela	Education - HHP
Briscoe, John	Nursing
Brown, Lenice	Admissions
Carson, Laura	Ag & Human Sciences
Charlot, Edie	Alumni Relations
Chernosky, Traci	Institutional Accreditation
Davis, Carolyn	Business
Dixon, Rhonni	Academic Affairs
Evans, Sharon	Engineering
Fisher, LaToya	Engineering
Gardner, John	Academic Enhancement
Hale, Lois	Nursing
Harris, Kendall	Engineering
Harris, Theresa	Business
Harrison, Tiffany	Academic Affairs
Houston, Billie	Education - HHP
Howard, James	Institutional Research
Jones, Yolanda	Ag & Human Sciences
Kumar, Dana	Graduate School
Martin, Pamela	Juv Justice & Psyc
McFarland, Courtney	Business

Share Drive Users (N-Z)

Name	College/Unit
Navarrete, Amparo	Arts & Sciences
Nave, Felecia	Academic Affairs
Norwood, Barry	Architecture
Palmer, James	Institutional Accreditation
Pearson, Mark	Enrollment Mgmt.
Philips, Ginger	Institutional Research
Phillips, Sarina	Academic Affairs
Raab, Lettie	University College
Raoof-Brussard, Nefeteria	Institutional Accreditation
Robinson, Anne	Engineering - Comp Sci
Sampson, Samuel	University College
Sandles, Paula	Business Affairs
Sandy Siegmund	Juv Justice & Psyc
Shield, Lin	Engineering
Simmons, Kenyatta	Recruitment
Smith, Dionna	Student Success Center
Stevens-Morgan, Ruby J.	Institutional Research
Thomas-Smith, Joahanne	Institutional Accreditation
Vesey, Charity (Cooper)	NW Houston Center
Walker, Pauline	Graduate School
Walker, Sharon	Enrollment Mgmt.
Williams, Cynthia	Northwest Houston Center
Williams, Mokeitha	Juv Justice & Psyc
Williams, Paula	Institutional Research
Williamson, Dean	Institutional Research
Woods, Nicole	Admissions
Wooten, Devra	Arts & Sciences

Online "Term" Data Reports

- ## Fast Facts
  - University enrollments by demographic groups

- ## Enrollment Snapshots
  - Graphic displays of university enrollments

- ## Enrollment Statistics
  - University enrollments by time status, level, and ethnicity

- ## Faculty Data
  - Headcount, FTE, Appointment Level, Tenure Status, Ethnicity, Gender

Online "Trend" Data Reports

- Enrollments by College and Major
  - Term data by program level (beginning Fall 2008)

- Degrees Awarded by Major
  - Academic year data by major and degree level (beginning Fall 2002)

- Faculty Headcount and FTE
  - Term data by College and Admin Code

- Interactive Dashboards
  - University and college enrollments by terms/trends

Interactive Dashboards (Tableau)

Dashboard Titles

- University "Trend" Enrollments

- University "Term" Enrollments

- University Enrollments by College

- Enrollments by Single College and Single Term

- Historical Degrees Awarded

Each dashboard title consists of 4-7 individual interactive dashboards.

Common Dashboard Data

Data Available By:

- Term and College

- Classification and Level

- Gender and Time Status

- Term and Student Type

- Ethnicity

- Age Distribution

- Residency

- Geographic Location
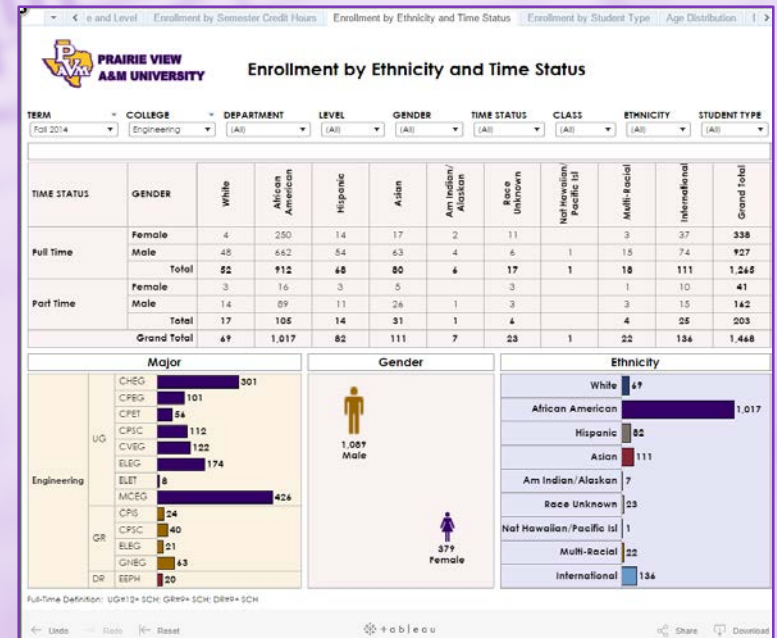
Interactive Dashboards

HOME / INSTITUTIONAL RESEARCH / PVAMU DATA / INTERACTIVE DASHBOARDS

Interactive Dashboards

Interactive dashboards are designed to allow users to customize data reports based on individual needs. Dashboard titles provide information about the content that may be found in each dashboard. Each dashboard title includes multiple individual dashboards and will be available in multiple platforms. To begin, select the platform link of the title you wish to explore. Platform labels in italics are in progress. *All enrollment dashboards have been updated to include Spring 2015 data.*

Dashboard Titles	Platforms			
University **"Trend"** Enrollments	Desktop	Laptop	Tablet	*Mobile*
University **"Term"** Enrollments	Desktop	Laptop	Tablet	*Mobile*
University Enrollments by College *(New)*	Desktop	Laptop	Tablet	*Mobile*
Enrollments by Single College and Single Term	Desktop	Laptop	Tablet	*Mobile*
Historical Degrees Awarded	Desktop	Laptop	Tablet	*Mobile*

PVAMU faculty and staff users are encouraged to attend one of our training sessions to learn to properly utilize the dashboards. Available training dates and times may be found HERE.

Fast Facts

Enrollment Snapshots

Enrollment Statistics

Fall Headcounts

Faculty Data

Interactive Dashboards

Interactive Dashboards

Interactive Dashboards

PRAIRIE VIEW A&M UNIVERSITY

Enrollment by Classification and Time Status

TERM	COLLEGE	DEPARTMENT	MAJOR	CLASS	GENDER	ETHNICITY	TIME STATUS	STUDENT TYPE	RESIDENCY
Spring 2015 ▼	(All) ▼	(All) ▼	(All) ▼	(All) ▼	(All) ▼	(All) ▼	(All) ▼	(All) ▼	(All) ▼

TIME STATUS

COLLEGE	DEPT	FULL TIME							PART TIME							TOTAL
		FR	SO	JR	SR	FB	GR	DR	FR	SO	JR	SR	FB	GR	DR	
Ag and Hum Sci	ANE	75	38	54	81		65		1	4	2	8		31		359
Architecture	ARC	70	47	59	80		43		3	4		19		24		349
	BIO	91	81	74	124	2			2	5	3	34	2			418
	SBP	51	66	84	88		4		2	4	6	10		8		323
	MUT	91	78	40	38				2	7	8	5				269
Arts and Sciences	LCO	55	55	60	64					6	4	12				256
	CHM	17	19	12	16		13				2	5		5		89
	MAT	1	5	4	11				1	1	1	2		1		27
	PHY	2			1											3
	MGM	147	88	81	113				4	5	17	6				461
Business	AFM	66	45	69	100		16		2	4	3	15		40		360
	BSA						50					139				189
	ELC					2	115	12					30	277	88	524
Education	HHP	83	117	136	137		14		1	2	3	9		15		517
	CUI	53	55	62	76		8		3	3	2	35	3	29		329
	MCE	86	71	76	105		33		8	9	10	42		24		464
	ECE	59	40	41	91		17	10	2	5	6	27		6	7	311
Engineering	CHE	40	35	40	132	1			5	5	9	40				307
	CSC	21	19	33	25		43		1	2	3	6		18		171
	CEE	24	20	18	36	1				1	3	9				112
	EGT	12	14	11	13						3	4				57
Juv Jus and Psyc	JJS	101	94	120	119		11	6	3	2	4	19		17	3	499
	PSY	78	55	61	66		12	3	4	3	5	12		8	3	310
Nursing	NUR	377	147	104	221		52	17	11	10	17	77	6	129		1,168
TOTAL		1,600	1,189	1,239	1,737	6	496	48	55	82	111	396	41	771	101	7,872

Full-Time Definition: UG=12+ SCH; GR=9+ SCH; DR=9+ SCH

⊞ +tableau
90 views

Undo | Redo | Reset   Share   Download
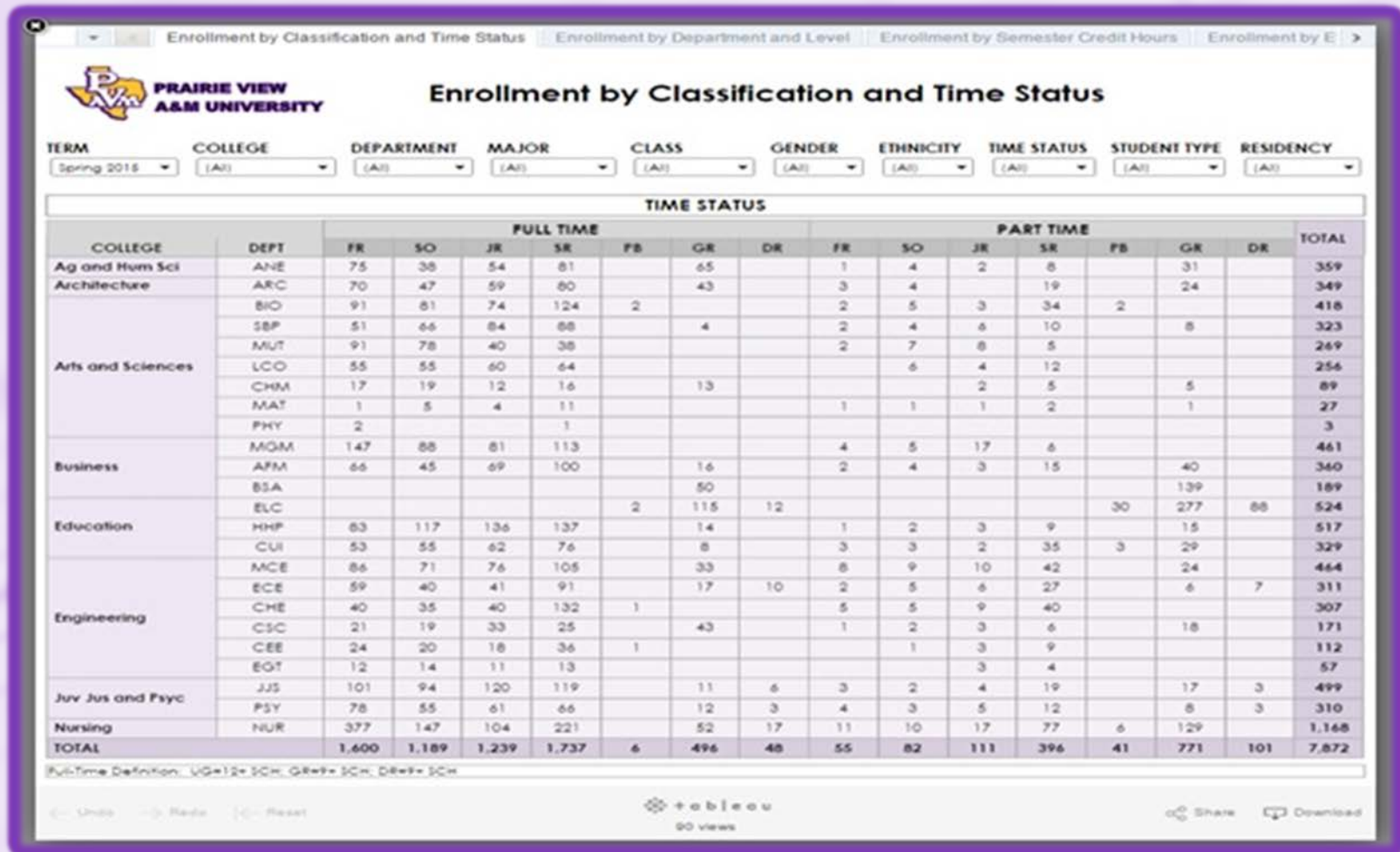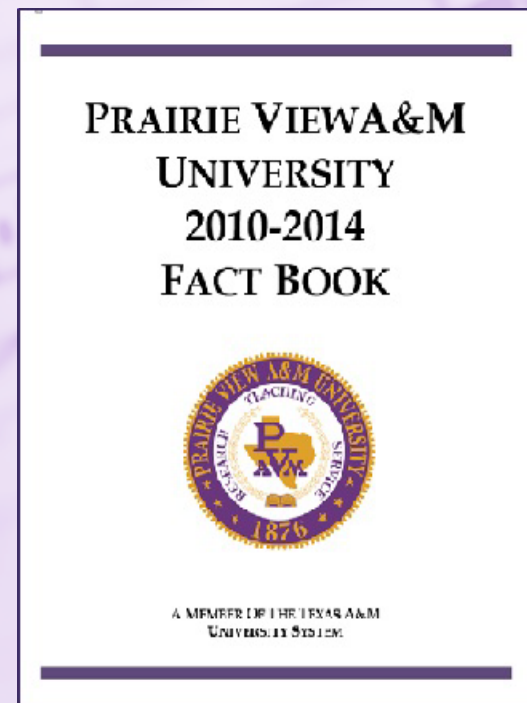
2010-2014 Fact Book

5-Year Trend Data

- Common Data Set
- Enrollment
- Semester Credit Hours
- Degrees Awarded
- Success Measures
- Surveys
- Faculty
- Library
- Fiscal

PRAIRIE VIEW A&M
UNIVERSITY
2010-2014
FACT BOOK

A MEMBER OF THE TEXAS A&M
UNIVERSITY SYSTEM

Success Measures

- **University Persistence/Graduation Rates**
  - Fall to Fall Data

- **LBB Performance Measures – Target/Actual**
  - Graduation
  - Persistence (Retention)
  - Certification and Licensure

- **Institutional Online Resumes**
  - Enrollment
  - Persistence and Graduation
  - Financial Aid

- **Gainful Employment Report**
  - Placement Rate by Major

- **Other Success Measures**

Surveys

- IPEDS Feedback Report
- NSSE Student Experience Brief
- AAUP Faculty Compensation
- CUPA Survey

Need to Know…

- Current Students Enrollment Details
  - Institutional Reports Share Drive

- Incoming Students
  - Institutional Reports Share Drive

- Term "University" Certified Data
  - Fast Facts

- Term "College/Department" Certified Data
  - Enrollments by College and Major

What Institutional Research needs from you…

IR Needs

- Dean/Department Head Changes
- Major/Program Changes
- Certification and Licensure Data
- College/Department/Unit Annual Reports
- Return IR Survey Data Collection Forms
- Respond by IR Established Deadlines

IR Needs (cont'd)

- Designated Unit Share Drive User(s)
- Designated Unit Staff to Complete IR Trainings
- Utilize the IR Data Request Forms
- Send data-related emails to the IR department mailbox: IRE@pvamu.edu

As you begin a new academic year...

Knowledge is Power

- Utilize Public Data Available 24/7
- Request Access to Non-Public Data
- Request Data Not Readily Available
  - Data Request Forms
- Notify Us of Data Gaps
- Acknowledge Need for Change
- Take Proactive Steps to Improve

IR Forms

Institutional Research Forms

- Data Request Form for Student Data
- Data Request Form for Faculty Data *(including SOS Results)*
- Training Registration
- Customer Satisfaction Survey
- IR Training Evaluation Form

Was this information helpful? Provide Feedback or report broken links.

What questions do you have?

Direct Contact Information

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Ginger Philips Ext. 2184 gmphilips@pvamu.edu	Ming Mu Kuo, Ed.D. Ext. 2183 mmkuo@pvamu.edu
James Howard Ext. 2181 jmhoward@pvamu.edu	Paula Williams Ext. 2185 pjwilliams@pvamu.edu

General Contact IREA

Phone: 936-261-2188
Email: ire@pvamu.edu
Web: www.pvamu.edu/ir
IRE Data Files
IRE Data Request Form
Interactive Dashboards
IRE Customer Service Survey