Get Visible!

Carmen Williams, Carol Drechsel

Association for Institutional Research in the Upper Midwest

October 2010

University of North Dakota
Office of Institutional Research
Get visible, get involved, engage your campus!
Agenda

- Background information - UND OIR
- Stay informed! – Some data sources to help
- Considerations with new initiatives
- Sharing the data
- Tools that we use
- Get Visible – Get Involved!
Background – UND IR

- Public RU/H Institution – fall 2010 - 14,194 students
- Office of Institutional Research
  - Re-developed in 2001
  - Reports to Provost/VP Academic Affairs
  - Staff of four full-time and two part-time
    - Director, Research Analyst, Data Analyst, Administrative Assistant, Graduate Assistant, and a Part-time Research Assistant
- PeopleSoft System (2005) – Use SAS, Microsoft Products

University of North Dakota
Office of Institutional Research
Background – UND IR

- What do we do?
  - Report on: application data, enrollment, retention, completions, productivity, faculty salaries, & LOTS of scheduled reports as well as processing adhoc reporting requests – and LOTS on website.
  - Other: surveys, student evals, longitudinal analysis, PeopleSoft queries, create cohort files for tracking retention/grad rates, etc
  - Involved with: Assessment Committee, Enrollment Management, various other UND groups, & NDUS Accountability Committee.
Stay Informed!

- Use data tools to help keep you informed
  - National Student Clearinghouse (NSCH)
  - A great tracker tool!
  - Admits not enrolling
  - Non-returning students – those leaving prior to completion
Stay Informed!

• Use data tools to help keep you informed
  • National Center for Education Statistics (NCES)
    • IPEDS Feedback report
  • Data tools
    • IPEDS College Navigator (IPEDS Cool)
    • DataLab – http://nces.ed.gov/datalab/
      • QuickStats – create simple tables
      • PowerStats – produce more complex tables – run linear & logistic regressions

University of North Dakota
Office of Institutional Research
Considerations with New Initiatives

• New initiatives can help spark interest from your campus community
  • Key happenings on campus
  • Hot topics
  • Brainstorm
• Depends on staffing and expertise
Considerations with New Initiatives

- Measure and report on issues that are IMPORTANT
- Quality and accuracy!
- Prioritize and schedule
  - We use our *Requests for Information* database to prioritize projects
  - We also track surveys via a calendar timeline
<table>
<thead>
<tr>
<th>Report Title</th>
<th>Priority</th>
<th>Description</th>
<th>Scheduled</th>
<th>Comments</th>
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<td>Update my forecasting model, and forecast</td>
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## Timeline of Workload - Schedule of Office Surveys

### Institutional Research

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<th>Survey Name</th>
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<td></td>
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<td>[See report]</td>
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### Other Projects

- **Year End Survey**: done, submitted to web NISSE
- **Fall Senate Study**: high enrollment, completed by 8/30/2010
- **CLA**: project complete, waiting for approval
- **College/Departmental Surveys**: project complete, waiting for approval

**Project completed**

Survey preadministration
Considerations with New Initiatives

- Need to be managed like any other project
  - Scope, resources, time, money
  - Be careful of “scope creep”!

Sometimes “creeping” of additional research items can be beneficial, other times can make your project seem never ending!
Considerations with New Initiatives

- You need to strike a BALANCE!
Sharing the findings

- Communicate, communicate, communicate!

  *What ways make sense on your campus?*

- Full report?
  - Executive summary
  - One/two pages of “dashboards”
  - Written report: how it is now, how we compare to peers, and changes over time
  - Appendices include trends, comparisons, etc

- Share with campus leaders and relevant committees
Sharing the findings

- **Survey findings**
- **University Newsletter**
- **Highlights**
- **Direct link to survey url**
- **Personal memo or email to departments (with survey link!)**
Sharing the findings

- Presentations
  - Hit the IMPORTANT points
  - REVISE for the intended audience

- Newsletters
  - IR Briefs - for campus community
    - Sent to campus departments
    - September copy is sent to each new faculty member
  - IR-4-U – student newsletter
Sharing the findings

- Clips – short research topics on a single theme
- Collegiate Learning Assessment (September 2010)
- Essential Studies (July 2010)
- Student Organizations (March 2010)
- Who is participating in Study Abroad? (October 2009)

University of North Dakota
Office of Institutional Research
Welcome to the Office of Institutional Research

The Office of Institutional Research serves as a resource to university decision makers by providing official and consistent data, in a timely manner, that can be used to assess the goals and objectives of the University of North Dakota.

- University Assessment Website
  Assessment Committee website, University Student Assessment of Teaching (USAT).

- Departmental Annual Reports
  Core Data, General Report Content Guidelines, Strategic Reports and Template for Annual Report submittal.

- Fact Book & Quick Facts Brochure
  Current and historical information about the University of North Dakota.

- Newsletters
  Institutional Research Briefs publications.

- Quick Links to Key Areas
  Links for various Enrollment Management pages.

- Reports
  Detailed tables, graphs and information on the University of North Dakota student and faculty reports. See bookmark on left to select links.

- Resources
  Useful links to IR external resources.

- About OIR
  OIR staff, mission, and history.

Surveys
A variety of different surveys and tests designed to provide assessment for different subgroups within the university learning environment and community.
Survey Descriptions & Timelines all available on one page

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<td>YES</td>
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<tr>
<td>Highlights from Surveys</td>
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<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
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</tbody>
</table>

Click on the name of survey to receive more information. Symbols are represented as:

- Local Developed Survey
- NDUS Accountability Survey
Use attention grabbers!

How well do you know UND?

Approximately, what percentage of first-generation students (neither parent has a Bachelor’s degree) enroll at UND? The first correct answer that calls our office (7-4358) will get a prize and will be entered into an end-of-year drawing for a UND mug. The answer will be mentioned in the next Institutional Research Briefs.

Last question: What degree is the most popular among undergraduate international students?
Answer: A variety of degrees are earned by international students but at the top of the list is the Bachelor of General Studies.
Create catchy phrases to announce new projects

University of North Dakota
Office of Institutional Research
Create catchy phrases to announce new projects

How many students spend less than 20 hours/week preparing for class?

Posted by Jan • May 20, 2010 • Print-friendly

Find out the answer to this and other results from UND's 2010 Sophomore Satisfaction Survey, now available on the Office of Institutional Research web site at http://www.und.edu/dept/datacol/index.html.
Google Analytics

Thurs-May 20
63 pageviews

University of North Dakota
Office of Institutional Research
Google Analytics

Key phrases get the “hits”!

A cool tool to track website activity.
Handouts - Staff Information Session

Facts at your fingertips!

UN D Office of Institutional Research
Twamley Hall 403
P.O. Box 7106
Grand Forks, ND 58202
Phone (701) 777-4358
Fax (701) 777-2494

Office of Insitutional Research website
http://www.und.edu/dept/datacol/

University of North Dakota
Office of Institutional Research
Handouts – Workshop Facts, Figures, and Beyond

University of North Dakota
Fact Book 2008 - 2009
Office of Institutional Research

Table of Contents
http://www.und.edu/dep/instres/factbook/index.htm

Alumni
- Total Annual Giving
- UND Foundation Assets
- Courses
- Credit Hours by College and Course Level
- Credit Hour Production by College
- Degrees Offered and Completed
- Degrees offered at UND
- Fields of Study
- Majors by College
- Summary of Graduates by Degree Level
- Degrees Awarded
- Graduates by Degree and Gender
- Degrees Conferred
- Faculty and Staff
- Institutional Faculty Aging Charts
- Number of Tenured Faculty
- Summary of University Institutional Faculty
- Finance & Facilities
- Total Revenue by Funding Source
- Operating Expenses by Type
- Operating Expenses by Function
- Total Assets
- Total Number of Buildings

General Information
- About UND
- Mission
- Strategic Plan (goals)
- Master Organization Chart
- Accreditation
- Academics
- Research
- Services
- UND Presidents
- History of UND
- Photo Gallery
- Video/TV Spots

Students
- UND Student Profile
- 10 Years of Student Profiles
- UND Fall Semester Enrollment by Year
- UND Headcount by Semester
- NDUS Total Student Enrollment by Institution
- Full-Time Equivalent (FTE) Fall Semester Enrollment by Student Type and Classification
- Fall Semester Classification of Undergraduate Students
- Total Number of Full-Time and Part-Time Freshmen
- Enrollment by Total of New Students
- Enrollment by Racial/Ethnic Origin

Student Enrollment by College
- Enrollment by Student Age, Level, and Gender
- Enrollment by North Dakota County
- Enrollment by State
- Undergraduate Term Grade Point Averages
- Undergraduate Term Grade Point Averages by College
- Full-Time Undergraduate (FTE) Fall Semester Enrollment
- Continuation and Graduation Rates

New Freshmen
- NDUS Enrolled New Freshmen by Institution
- NDUS Total Headcount & New Freshmen
- Yearly Rates of New Freshmen for Fall Semester
- Geographical Distribution of Beginning Freshmen
- New Freshmen by North Dakota County
- New Freshmen by State of Residence
- ACT Scores of First-Year Full-Time Freshmen
- AGI: Income of First-Year Full-Time Freshmen

New Transfers
- Transfers from North Dakota Institutions
- Transfers from 4-Year NDUS Institutions
- Transfers from 2-Year NDUS Institutions
- Yearly Rates of New Transfers
- Classification of Transfer Students
- New Transfers by North Dakota County
- New Transfers by State of Residence
Office of Institutional Research

The Office of Institutional Research (IR) provides data and other types of information about the University of North Dakota to support institutional planning and decision making. IR supports University-wide strategic planning, manages/administers/analyzes institutional surveys, and provides reports on numerous data elements.

Some of the items that you will see on our website include:

- Factbook
- Strategic Reports
- Surveys
- Point & click map showing student enrollment
- Student Profiles
- Newsletters

We welcome you to contact us for your data, research, and/or survey needs.

Carol Drechsl, Information Technology Specialist, 777-2487
caroldrechsl@mail.und.edu

Sue Erickson, Research Analyst
777-2265
sueerickson@mail.und.edu

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nancykrom@mail.und.edu

Carmen Williams, Director
777-2456
carmenwilliams@mail.und.edu

Office of Institutional Research
University of North Dakota
Twamley Hall Room 403
264 Centennial Drive STOP 7106
Grand Forks, ND 58202
701-777-4358
www.und.edu/dept/datacol/
2005 Carnegie Classification: RU/H (Research Universities - High Activity)
Athletics: NCAA Division I
Colleges: A&S, AERO, BPA, EHD, E&M, GRAD, LAW, NURS, SMHS

Overall UG Avg Class Size: 25
Student-faculty ratio: 18:1
FTE of total credit hours: 12,018
Fall total SCH: 177,030
2009 Freshman retention rate: 79%
2003 6-year graduation rate: 54%
Fields of Study Offered: 218
UG Tuition & Fees Resident: $6,934
UG Tuition & Fees Non-Resident: $16,373
Room & Board: $5,950

2009-10 Benefitted Employees:
Faculty - Male 387, Female 277
Staff - Male 951, Female 1,198

2008-09 Degrees awarded:
Specialist 2
Bachelor’s 1,709 Certificate 128
Master’s 548 Law 74
Doctoral 119 Medicine 56

2009 UND Revenues:
Tuition & Fees $100,196,553
State Appropriations $85,619,647
Grants & Contracts $101,446,781
Sales/Serv of Ed Depts $30,395,074
Auxiliary Enterprises $34,196,564
Other $3,650,265
Gifts $7,701,793
Total UND Revenue $363,206,677

Campus Facilities:
Residence Hall Capacity: 4,465
Area (acres) 549 Bldgs 223
Campus (square feet): 6,033,489
Parking Spaces: 11,588
Classrooms: 261
Libraries: Chester Fritz, Law, Med

For more information please contact the
Office of Institutional Research (701) 777-4358
http://www.und.edu/dept/datacol/
Student Profiles

- A good way to share and compare data points for various student groups

  - Freshmen First Year
  - Transfers
  - Undergraduates
  - Graduates
  - Adult Learners
Getting Started with Microsoft Office Publisher 2007

Popular Publication Types

- Blank Page Slides
- Brochures
- Business Cards
- Calendars
- Email
- Flyers
- Greeting Cards
- Import Word Documents
- Labels
- Newsletters
- Postcards
- Web Sites

Recent Publications

- 2010 Undergraduate...
  10/12/2010
  233 KB
- 2010 Graduate Stu...
  10/12/2010
  221 KB
- cover.pub
- cd_label.pub
- Wellness Center E...
  08/2010
Customize your own template
The purpose of Institutional Research Briefs is to inform others of the types of information available from the Office of Institutional Research and to provide a brief summary of some of the projects we’re working on along with the findings.

Institutional Research Briefs will be published two to three times a year and distributed to the campus community as well as archived on our website.

Tools for Data Analysis of National Datasets
Are you working on institutional comparisons, doing some benchmarking, or submitting a grant application and need national postsecondary data? There are a variety of tools offered online! The National Center for Education Statistics (NCES) offers an IFEDS Data Center and their NCES Data Lab. We will be offering a training session this fall utilizing these tools. Watch the upcoming US Newsletter for more details or contact Sue at 775-2266.

The Survey Says...
The UND Placement Survey was developed in 1997 through the partnership of Career Services and Institutional Research for the purpose of collecting demographic and employment information from recent UND graduates. The 15-question survey was distributed to university alumni who graduated two years prior and a 36% response rate was attained.

Some important findings noted from the 2009-2010 report:
- Respondents reported residing in 49 states with 60% residing in North Dakota and Minnesota. Overall, North Dakota retained 60% of the respondents who graduated from an ND high school making this the highest percentage reported by this 15-year survey.
- 46% of the respondents indicated that they participated in an internship or cooperative education program while attending UND. The participants of these programs also reported an average salary $9,327 higher than those who didn’t participate in these programs.

Preliminary data from the current survey indicate that there are 563 respondents.

How well do you know UND?
Approximately, what percentage of first-generation students (neither parent has a Bachelor’s degree) enroll at UND? The first correct answer that calls our office (7/4358) will get a prize and will be entered into an end-of-year drawing for a UND mug. The answer will be mentioned in the next Institutional Research Briefs.

Last question: What degree is the most popular among undergraduate international students?
Answer: A variety of degrees are earned by international students but at the top of the list is the Bachelor of General Studies.
Get Visible! Get Involved!

- Strategic Planning
  - Core data (*enrollment, completions, grants/contracts, financial*)
  - Reports for departments
  - Serve as manager for template
- Data Warehouse
  - Data definitions
  - Know the available reports
  - Assist with campus training
Get Visible! Get Involved!

- Survey Assistance
  - Why? The Monkey’s on our back!
  - Online survey calendar where depts can look to see what surveys are currently being administered
  - Online inventory of (OIR) survey questions – searchable document
  - Best practices of survey administration

- National databases
  - Know some available sources
  - Provide consultation or training

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To Conclude...

- Importance of staying informed – especially with your data
- Considerations with new initiatives
- Communicate findings!
- Tools that we use
- Get involved!

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Office of Institutional Research
Your Future

“Information has gone from scarce to superabundant. That brings huge new benefits, but also big headaches.”

Thank you for attending!

Questions, Comments, Suggestions

University of North Dakota
Office of Institutional Research
Get Visible!
Presented at the October 2010 AIRUM Conference

Contact Information

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701-777-2487

University of North Dakota
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