

## Drivers get ready - new dashboards are coming your way!



Presented at the 2013 Association for Institutional Research in the Upper Midwest (AIRUM)

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## Agenda

- Driving forces
- Purpose
- Where to begin
- Dashboard –
  - Selection
  - Training
  - Creation
  - Rollout
- Demo
- Lessons learned – to date!
- Next steps

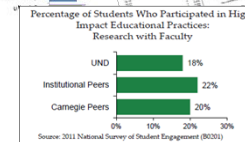
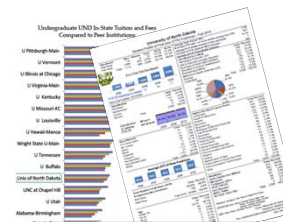
## Driving forces..

Institutional demand for increased productivity and efficiency,

statewide and national calls for accountability and transparency,

equals => need for information to support informed decision making, policy changes, action planning.

## Driving forces..



Strong Leadership!

“Transform data into information for informed decision making. Deliver evidence for actionable implementations!”

## Purpose

- Centralized campus-wide tool
- Get more **real-time** data & information into the hands of the decision makers
- Management tool

The *One-Stop Shop* for data needs - or at least a primary source of information.

## Where do we begin?

- Based on purpose, what are the software requirements?
  - Ease of use – both for the builder and the user
  - Security
  - Public vs. log-in requirement
  - Number of licenses
  - Cost
- Dashboard selection => iDashboards!

## Where do we begin?

Team effort!

- High-level, supportive administrators
- Dashboard team
  - Admissions
  - Institutional Research
  - Finance
  - Technology



## Getting Started-Software Implementation


- Campus technology support is key!
- Software training
  - One week, on-campus, hands-on training (July 22 – 26, 2013)
    - Dashboard team
    - Mid-week, invited some administrators in to help with “story boarding”
    - End of week, same administrators came back to see their ideas created into dashboards
  - Follow-up support?
    - On-line manuals
    - Help tickets
    - Webinars – and future conferences




## What information is needed?

- Loads of data, how do you present it?
- Clear and precise manner?
- Old method = Factbooks and static displays/dashboards.
- New method = **Interactive Dashboards.**
- Provide a visually appealing, interactive solution.

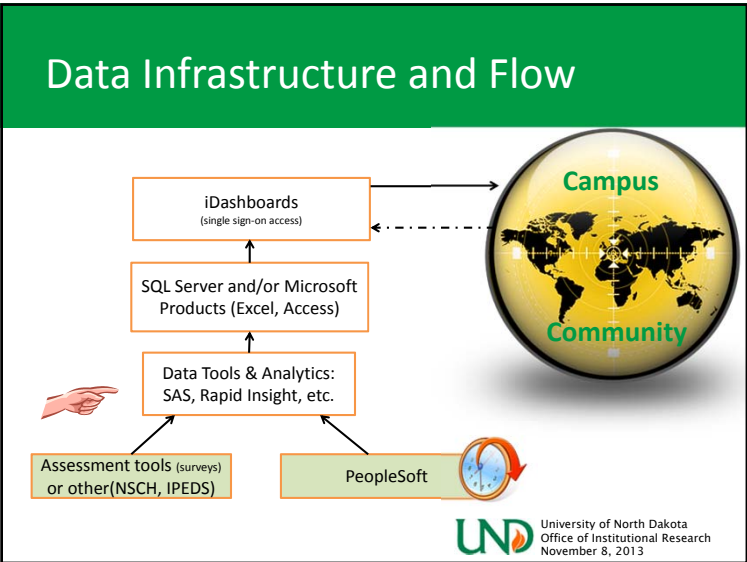
From this....



To this....



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## Dashboard Creation & Design

- *Story boarding*
- Decide on consistent dashboard design and functionality
- Data collection methods may need to change...
  - Was static, now wanting more real-time data
  - Census and end-of-term, now weekly and (soon) daily

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## Implementation & Rollout

- Identify Users / Security
  - Who needs access to view dashboards? VPs, Deans, Data Advocates, others
- Communication - the use of branding ----->
 

**DASHBOARDS**

dashboards.UND.edu

know your **NUMBERS.**

know your **STUDENTS.**
- Welcome email
  - Contains link and a *Getting Started* document
- Training
  - Follow-up email to ask if users want a training session
  - Conducted one on one or in small groups

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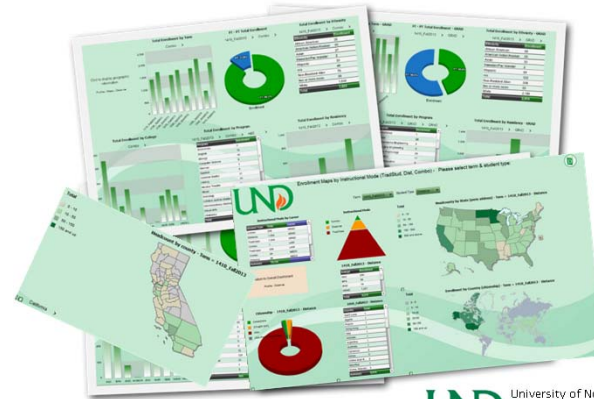
## Dashboard Demo

<https://dashboards.und.edu/dashboards/>



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## Using Data=>Know your Students



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## Using Data => Goal Setting



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## Using Data=>Are students persisting?



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## Using Data=>Are students completing?



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## Lessons Learned – in our 4 months!

- Leadership is key! They create the show & tell, energy, interest, and the driving force to utilize the data.
- Team support is crucial! (weekly meetings, common server space to save files such as documents & training lists,..)
- Transforming data for software can be challenging.

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## Lessons Learned – in our 4 months!

- Start documenting immediately! We worked at getting dashboards up and out so fast that now stepping back to catch up on documentation.
- Simple dashboards are ok.
- Piloting and getting more feedback along the way would have helped.

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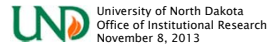
## Next Steps

- Expansion of dashboards
  - financial, predictive modeling, more peer comparisons, funding models, student debt load by program, performance and employment outcomes
  - Listen to users!
  - Get feedback from individuals and/or focus groups
- Data dictionary, documenting source and methodology
- Implement *near* real-time data feed (looking at daily)

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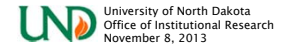
## Next Steps

- Employ ways to keep campus users *dashboard-engaged*
  - Share action plans and success stories
  - Present dashboards with immediate and actionable items
  - Periodic emails.. e.g. *Did you know.. To find this – look here.. We want your feedback.. Look at what was just added..*
- Find ways to produce public dashboards



Thank you for attending!

Any questions or comments?



*This presentation can be found at*

<http://und.edu/research/institutional-research/presentations.cfm>

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