Drivers get ready - new dashboards are coming your way!

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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.
Data Infrastructure and Flow

- iDashboards (single sign-on access)
- SQL Server and/or Microsoft Products (Excel, Access)
- Data Tools & Analytics: SAS, Rapid Insight, etc.
- Assessment tools (surveys) or other (NSCH, IPEDS)
- PeopleSoft

Campus Community
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
Implementation & Rollout

• Identify Users / Security
  – Who needs access to view dashboards? VPs, Deans, Data Advocates, others

• Communication - the use of branding

• 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
Dashboard Demo

https://dashboards.und.edu/idashboards/

know your NUMBERS
know your STUDENTS

select a Dashboard:

* Undergraduate Pre-Enrollment
* Enrollment
* Retention
* Completions

successful students = successful programs

DASHBOARDS
Using Data=>Know your Students
Using Data => Goal Setting
Using Data=>Are students persisting?
Using Data=> Are students completing?
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.
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.
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)
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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