Moving Your IR Office From Text & Tables to Interactive Analytics & Visualizations

Session 82

SAIR 2017
Your Presenter

Linda Sullivan
- Assistant Vice President, Institutional Knowledge Management (IKM)
  University of Central Florida
Agenda

• Introduction to UCF & IKM
• Drivers for change
• What tool(s) to use??
• Data & design challenges
• Impact on IKM staff
• Where we are & where we’re headed
University of Central Florida (UCF)
Annual FTIC and FCS Transfer Retention Reports

Note: Report will open in a new browser window (PDF)

- FTIC Summer-Fall Full-Time Cohort
  - 2012-2013
  - 2011-2012
  - 2004-2013

- FCS Transfer with AA/AS Annual All Cohort

FTIC 1st Year Retention
Summer-Fall Full Time Cohort
University of Central Florida

<table>
<thead>
<tr>
<th>Cohort Year</th>
<th>Total (ALL)</th>
<th>1st Year Retention</th>
<th>Attrited</th>
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<tbody>
<tr>
<td></td>
<td>N</td>
<td>N</td>
<td>%</td>
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<tr>
<td>2012-2013</td>
<td>5908</td>
<td>5144</td>
<td>67.1</td>
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by Gender

<table>
<thead>
<tr>
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<th>Total (ALL)</th>
<th>1st Year Retention</th>
<th>Attrited</th>
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<tbody>
<tr>
<td></td>
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<td>2012-2013</td>
<td>3306</td>
<td>2629</td>
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by Ethnicity

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<th>Total (ALL)</th>
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<td>N</td>
<td>%</td>
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<tr>
<td>2012-2013</td>
<td>5908</td>
<td>5144</td>
<td>67.1</td>
</tr>
<tr>
<td>American Indian/Alaska Native</td>
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<td>77.8</td>
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<tr>
<td>Asian</td>
<td>345</td>
<td>218</td>
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<tr>
<td>Black/African American</td>
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<td>479</td>
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<td>1001</td>
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<tr>
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<td>212</td>
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<tr>
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<tr>
<td>Non-Resident Allen</td>
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<td>29</td>
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<tr>
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<td>32</td>
<td>28</td>
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<tr>
<td>White</td>
<td>5636</td>
<td>3061</td>
<td>54.8</td>
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Preliminary Fall 2017 Enrollment

Enrollment Comparison

% Difference from Previous Year

Enrollment Snapshot by Career

Enrollment by Gender

Enrollment by Residency

Enrollment by Full/Part Time

Enrollment by Ethnicity

Enrollment by Classification

Data as of August 30, 2017
Undergraduate Retention Details Recent Cohort Years
Generate Retention & Progression Report with details for the most recent cohort years. The report is generated. Adobe Reader is required.

Undergraduate Retention Details: Specific Cohort Year
Generate Retention & Progression Report for a specific cohort year. The report is generated. Adobe Reader is required.

Student Group Undergraduate Retention
Generate Retention & Progression Report for a specific student group with details for the most recent cohort years. Adobe Reader is required.

Bright Futures Student Undergraduate Retention
Generate Retention & Progression Report for Bright Futures Students for the most recent cohort years. Option available to filter for a student group. Adobe Reader is required.

First Generation Student Undergraduate Retention
Generate Retention & Progression Report for First Generation Students for the most recent cohort years. Option available to filter for a student group. Adobe Reader is required.

First Generation Low Income Student Undergraduate Retention
Generate Retention & Progression Report for First Generation Low Income Students for the most recent cohort years. Option available to filter for a student group. Adobe Reader is required.

Low Income Student Undergraduate Retention
Generate Retention & Progression Report for Low Income Students for the most recent cohort years. Option available to filter for a student group. Adobe Reader is required.

Pell Grant and Stafford Loan Undergraduate FTIC Retention
Generate Retention & Progression Report for Federal Pell Grant and Stafford Loan recipients in the Summer-Fall Full-Time FTIC cohorts. Adobe Reader is required.

Pegasus and SOAR Progression Report
Provides retention and graduation rates for the Summer-Fall All FTIC Pegasus and SOAR cohorts. Adobe Reader is required.

STEM Undergraduate Retention Reports at UCF
Generate multiple Retention & Progression Reports for students entering the cohort in a STEM major. Data measures student retention at UCF. Adobe Reader is required.

DFW Counts
This report provides counts and percentages of D, F, W grades in general education courses and upper level courses. It was designed as a planning tool for projecting future seats needed.

Probation Reports
Click here to refresh collection.

LEAD Scholars Academy
Click here to refresh collection.

LEAD Scholars Reports
Click here to refresh collection.

Recreation and Wellness Center
Click here to refresh collection.

Undergraduate STEM Retention
Click here to refresh collection.

SAS Enrollment at Regional Campuses
This report will be used to identify all the course sections that have students who are identified as having a disability.
Changing scope!

Moving from text & tables to interactive analytics!
Who are the users??

What tool(s) to use??

How to decide??
Interactive Dashboards/Analytics

Strategic Support: Administrators, Deans, Chairs, Targeted Users

Business Intelligence

Operational/Tactical Support: Assoc/Asst Deans, Chairs, Directors, Faculty

Tables/Student Atomic Data

On-demand, Daily, Operational Support: End-Users, Coordinators
• SAS Visual Analytics – internal UCF access

• Tableau – IKM public website

• Excel – Pivot grids
Data & Design Challenges

• Reconfiguration of existing datasets

• Shared datasets for multiple reports

• Managing user and designer expectations

• User access & security management

• Helping the user know where to go for what information
What’s the impact??

OUR TEAM
New positions / skills needed

Definite learning curve

New & exciting!! 😊 Who gets to keep the “old” going? 😞

Organizational cross-area project teams evolved
• Efficiency gains in data structures
• Rapid response to follow-on changes
• More efficient self-service
• Faster access to detailed data
• Multiple view variations
• Readily adopted by senior admin
# Undergraduate Retention & Progression Report Criteria

Fields with ( * ) are mandatory.

<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
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<td>Cohort Type</td>
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<td>College</td>
<td>--- Please Select ---</td>
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<tr>
<td>Gender</td>
<td>--- Please Select ---</td>
</tr>
<tr>
<td>Ethnic Group</td>
<td>--- Please Select ---</td>
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Ethnic Group Options:
- --- Please Select ---
- All Ethnic Groups
- Asian
- American Indian/Alaska Native
- Black/African American
- Hispanic/Latino
- Multi-racial
- Non-resident Alien
- Native Hawaiian/Other Pacific Islander
- White
- Not Specified

[Create Report]
<table>
<thead>
<tr>
<th>Chrt Yr</th>
<th>Chrt Cnt</th>
<th>One Year</th>
<th>Two Years</th>
<th>Three Years</th>
<th>Four Years</th>
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<td>5,341</td>
<td>0</td>
<td>790</td>
<td>4,887</td>
<td>16</td>
<td>1,226</td>
<td>4,516</td>
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<td>87.1%</td>
<td>0.0%</td>
<td>12.9%</td>
<td>79.7%</td>
<td>0.3%</td>
<td>20.0%</td>
<td>73.7%</td>
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<tr>
<td>2009-2010</td>
<td>6230</td>
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<td>4,694</td>
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<td>1,216</td>
<td>4,641</td>
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<td>86.6%</td>
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<td>80.2%</td>
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<td>74.5%</td>
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<tr>
<td>2010-2011</td>
<td>6006</td>
<td>5,241</td>
<td>1</td>
<td>764</td>
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<td>12.7%</td>
<td>79.4%</td>
<td>0.4%</td>
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<td>73.4%</td>
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<td>4,484</td>
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<td>727</td>
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<td>32</td>
<td>1,102</td>
<td>4,210</td>
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<td>12.5%</td>
<td>80.5%</td>
<td>0.6%</td>
<td>19.0%</td>
<td>72.4%</td>
<td>5.8%</td>
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<tr>
<td>2014-2015</td>
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<td>675</td>
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<td>50</td>
<td>1,038</td>
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<td>89.1%</td>
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<td>10.9%</td>
<td>82.5%</td>
<td>0.8%</td>
<td>16.7%</td>
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<td>88.8%</td>
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<td>11.2%</td>
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Enterprise Decision Support/UCM
Source: Preliminary Fall Student Instruction File
Please note that values can vary due to rounding or other required adjustments
The cohort is measured against the subsequent Fall term only
Report Generated: 10/06/2017
DFW Grades by Academic Year Taken

FTIC

- 2011-2012: 84.2%
- 2012-2013: 84.3%
- 2013-2014: 84.0%
- 2014-2015: 83.7%
- 2015-2016: 82.9%
- 2016-2017: 81.1%

- 2011-2012: 15.8%
- 2012-2013: 15.7%
- 2013-2014: 16.0%
- 2014-2015: 16.3%
- 2015-2016: 17.1%
- 2016-2017: 18.9%

FCS Transfer

- 2011-2012: 63.2%
- 2012-2013: 60.3%
- 2013-2014: 60.0%
- 2014-2015: 62.6%
- 2015-2016: 36.8%
- 2016-2017: 39.0%


SAIR 2017
### Student Involvement in Undergraduate Research

**Number of Students involved in Undergraduate Research**

<table>
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<tr>
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<tr>
<td></td>
<td>1,716</td>
<td>1,753</td>
<td>1,697</td>
<td>1,579</td>
<td>1,686</td>
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</table>

You can drill-down to the department and major by clicking on the ‘+’ sign.

**Number of Students involved in Undergraduate Research by College**

<table>
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<tbody>
<tr>
<td>Arts &amp; Humanities</td>
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<td>324</td>
<td>306</td>
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<td>Business Admin</td>
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<td>56</td>
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<tr>
<td>Educ &amp; Human Perf</td>
<td>145</td>
<td>105</td>
<td>74</td>
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<tr>
<td>Engr &amp; Comp Sci</td>
<td>265</td>
<td>261</td>
<td>267</td>
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<tr>
<td>Health &amp; Public Affairs</td>
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<td>117</td>
<td>124</td>
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<td>Optics &amp; Photonics</td>
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Summary of UCF Degree Earners Subsequent Enrollment Activity

Filter by Ethnicity or Gender

Overall

% of Students Re-Enrolled by Time After Degree

- Not Enrolled: 60.0%
- 1 Yr.: 27.5%
- 2 Yrs.: 6.7%
- 3 Yrs.: 3.0%
- 4 Yrs. +: 2.7%
- (missing): 0.1%

% of Students Re-Enrolled by Time After Degree and Next Career

Florida Private Re-Enrollment Institutions
- Nova Southeastern University
- Rollins College
- Florida Institute Of Technology
- Saint Leo University
- Adventist University Of Health Sciences

Out of State Private Re-Enrollment Institutions
- Webster University
- Liberty University
- Walden University
- American Public University System
- Southern New Hampshire- 10 we...
Contact:

Linda Sullivan, Ed.D.
Institutional Knowledge Management

Linda.Sullivan@ucf.edu
407-82-6683