Visualizing Online Student Data:
UCF Online Enrollment and Performance Dashboard Presentation

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Introduction

• History of Online Learning at UCF
• Phase I of UCF Online Dashboard
• Phase II of UCF Online Dashboard
• Current Dashboard Showcase
• Future of the Dashboard
• Discussion and Q&A
History of Online at UCF

• 1996 - Online learning at UCF
  • Few programs that focused on vocational technology
  • Mostly certificates
  • A large focus on the transfer student population
History of UCF Online

• How did UCF Online begin?
  • Need to increase enrollment and accessibility
  • UF Online had been legislatively allowed to have fully online programs
    • Full buy in from colleges
    • Data tracking abilities from state
    • Full marketing efforts

• Spring 2016 - UCF Online enrolled 128 Graduate Students and 2 Undergraduate Students
  • Reduced rate for online programs = Enrollment
  • More programs online = Accessibility
UCF Online Snapshot

Online Programs

- 20 Online Bachelor’s Degrees
- 26 Online Master’s Degrees
- 31 Online Graduate Certificates
- 3 Online Doctorate Programs
Phase I of Dashboard

• What was important to measure?
  • Difference between UCF Online and fully online (non-UCF Online)
  • Growth in UCF Online SCH vs. Fully Online SCH

• Initial Development for Visuals
  • Enrollment and SCH reports were first ways to visualize UCF Online data
  • These reports became cornerstones of dashboard
Performance Indicators for UCF Online

• Culture at UCF in 2016
  • Challenge 2020 and Collective Impact
  • Scale x Excellence = Impact

• New focus?
  • Performance indicators
  • Larger stakeholder base
  • Best practices for dashboard design

• New Focus → Phase II of UCF Online Dashboard

UCF's Collective Impact Strategic Plan is built on the equation of “Scale x Excellence = Impact,” with a belief that organizations can harness the power of their scale and a constant pursuit of excellence to have the greatest impact.
Phase II of Dashboard: UCF Online Dashboard 2.0
Action Plan

Plan, model and visualize Performance data

Update existing Enrollment data

UCF Online Dashboard 2.0
Phase II of Dashboard: Performance Planning

• Who is included?
• What are the KPI?
  • Joining clients needs and IKM data knowledge = long process
• What indicators are important?
  • Persistence?
  • Retention?
  • Course Success?
  • Graduation Rates?
  • Career Attainment?
Phase II of Dashboard: Comparison Groups

• What is the UCF Online comparison group?
  • Transfers
  • Fully Online (Non-UCF Online) students

• What types of transfers?
  • Direct Connect FCS Transfers
  • Non-Direct Connect FCS Transfers
  • Other Transfers
Phase II of Dashboard: Course Success Rates

- Measured on term basis

- Success Rates
  - Performance in given course
  - Grades (A, A-, B, B+, B-, C, C-, C+ and S) = Success

- Who is included?
  - UCF Online undergraduates
  - Undergraduate Comparison group
  - Graduate students (not as important)
Phase II of Dashboard: Persistence

- **Persistence**
  - Measures expected vs. actual number of students enrolled during a set time period
  - Persist in next AY vs. Persist in Following Fall

- **Who is included?**
  - UCF Online undergraduates
  - Undergraduate Comparison group
  - Graduate students (not as important)

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[Graph showing Fall 2017 Persistence of 2016-17 UCF Online and Other Online FCS Transfers]
Phase II of Dashboard: Retention

• Year 1 Retention
  • Students enrolled at UCF in Fall terms subsequent to their entry year (Fall to Fall)
  • Cohort based

• Who is included?
  • UCF Online undergraduates
  • Undergraduate Comparison group
  • Graduate students (not as important)
Phase II of Dashboard: Other Indicators

- Other Indicators?
  - Graduate Rates
    - Not enough year data

- Career Attainment
  - Not a focus yet
Phase II of Dashboard: Performance Modeling

• Brand new project was created to build performance dashboard data
  • SAS Enterprise Guide

• Project had to bring together retention, persistence, and course success tables
Phase II of Dashboard: Performance Visualizing

• How to visualize this?
• What can we add?
  • New metrics
• What can we change?
  • Best practices
  • Color Scheme (IKM Style Guide)
Phase II of Dashboard: IKM Style Guide

• What is in a style guide?
  • Color Combinations
  • Title Considerations
  • Page order

• Why use a style guide?
  • Uniformity
  • Color combinations for all vision types
  • Professional
Phase II of Dashboard: Enrollment Updates

• What needs to be updated?
  • Visuals
  • Usability
  • Enrollment by Academic Plan

• Larger focus on top to bottom usability
  • “Triangle Approach”
  • What the Vice Provost for Digital Learning needs ≠ UCF Online Director needs
What did we consider throughout the entire development process?
Current Dashboard Design

• Enrollment
  • Summary
  • Enrollment Trends
  • UCF Online Enrollment by Plan
  • UCF Online Student Location
  • UCF Online vs. Other Online

• Performance
  • Course Success
  • Persistence
  • Retention
UCF Online Enrollment and Performance
UCF Online Headcount by Online Plan and College

Semester Trends
Count of UCF Online Students by College and Semester

Yearly Trends
Count of UCF Online Students by College and Year

College Name
- CSE
- CCE
- CON
- COS
- NSCM
- UGST

Spring 2017
- CSE: 231
- CCE: 568
- CON: 175
- COS: 91
- NSCM: 23
- UGST: 97

Spring 2018
- CSE: 568
- CCE: 175
- CON: 231
- COS: 72
- NSCM: 218
- UGST: 218

Spring 2019
- CSE: 859
- CCE: 654
- CON: 482
- COS: 119
- NSCM: 210
- UGST: 210

2016-17
- CSE: 170
- CCE: 137
- CON: 187
- COS: 253
- NSCM: 25
- UGST: 97

2017-18
- CSE: 396
- CCE: 446
- CON: 425
- COS: 80
- NSCM: 249
- UGST: 249

2018-19
- CSE: 610
- CCE: 804
- CON: 601
- COS: 1,092
- NSCM: 143
- UGST: 270
Definitions

Academic Year: Comprises Summer, Fall, and Spring semesters (e.g., Academic Year 2017-18 is Summer 2017, Fall 2017, Spring 2018).

Acceptance Rate: The ratio of the number of students who applied for admissions to the number of students actually accepted.

Accepted (N): The number of students who accepted the UCF admission offer.

Applied (N): The number of students who applied to UCF.

Campus Fee Paying Online/Legacy Online: Campus Fee Paying Online Students are students who are taking 100% of their academic coursework online, but are not enrolled in Z-coded subplan. These students pay regular tuition and fees.

Direct Connect: Direct Connect is an agreement between UCF and partner institutions that guarantees continued education at UCF. These institutions are: College of Central Florida, Daytona State College, Eastern Florida State College, Lake-Sumter State College, Seminole State College, and Valencia College.

Enhanced Partner: The enhanced partner category is a partnership between UCF and Florida institutions that allows students in enrolling in UCF Online. These colleges are: Florida Gateway College, Florida Keys Community College, Indian River State College, Miami Dade College, North Florida Community College, Pasco-Hernando State College, and Palm State College.

Enrolled (N): The number of students who enrolled in UCF the following fall.

Previous Institution Type: Comprises of Direct connect, enhanced partners, no previous higher-earning institution, non-Florida institution, other Florida institution, and SUS.

SCH: Credit hours generated by a specific student.

SUS/SUS stands for State University System of Florida.

UCF Service Area: Counties of special consideration for the university, located around the UCF area. UCF Service Area includes Brevard, citrus, Flagler, Lake, Levy, Orange, Osceola, Seminole, Sumter, and Volusia counties. Non-UCF Service Area includes all other Florida counties. The ‘Other’ category is any county located outside of Florida.

UCF Online: UCF Online is a category of students who are enrolled in Z-coded subplans that are 100% online and pay reduced university fees.

Yield Rate: The ratio of the number of students who offered admission to the university/program to the number of students actually enrolled.

Student Types

FCS (Florida College System): Transfer Students who earned more than 12 credit hours of college credit after high school graduation and whose last postsecondary institution was one of the Florida College System Institutions.

Other Transfer: Students who earned more than 12 credit hours of college credit after high school graduation and whose last postsecondary institution was not one of the Florida College System Institutions.

FTIC: Students who are first-time in college.

Dashboard Update Schedule

Fall Data: Preliminary October, Final January

Spring Data: Preliminary April, Final June

Summer Data: Final September

If you have further questions, please contact Institutional Knowledge Management at 407-823-5901.
Future of the UCF Online Dashboard

• Dashboard is NOT finished
• Dashboards should be dynamic
• Stakeholders and best practices are key drivers of updates
• What are some future additions?
  • UCF Online Financial Information
  • Enrollment Forecasting
Let’s Collaborate!

• Break into groups

• Topics:
  • What are the visualization projects within your department?
  • How do you support these projects? *(Can be directly or indirectly–data collection, work on the visualization, etc.)*
  • What was the biggest challenge and how did your team overcome it?

• Share
Questions?