

A wide-angle photograph of the University of Central Florida campus, featuring Millican Hall and a large fountain. The image is overlaid with a semi-transparent yellow filter. The title text is centered in the upper half of the image.

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

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IKM Data Analyst

University of Central Florida

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

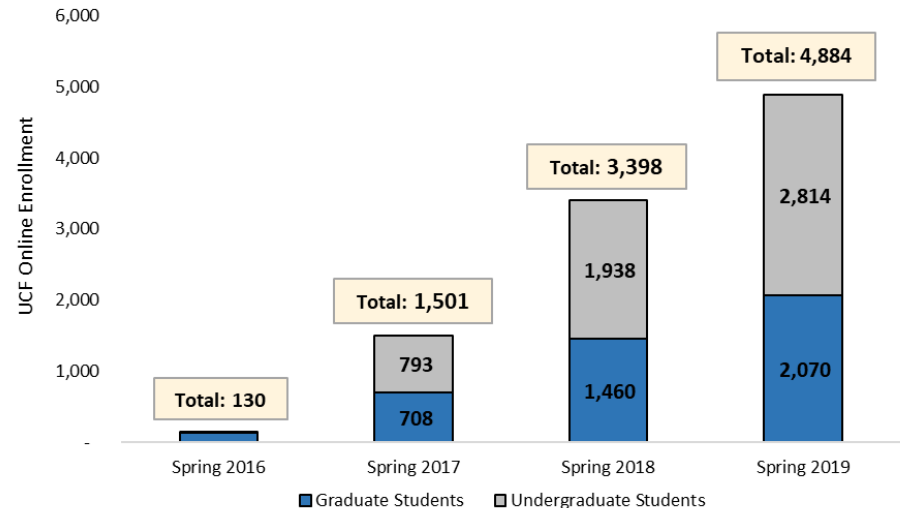


31 Online Graduate Certificates



3 Online Doctorate Programs

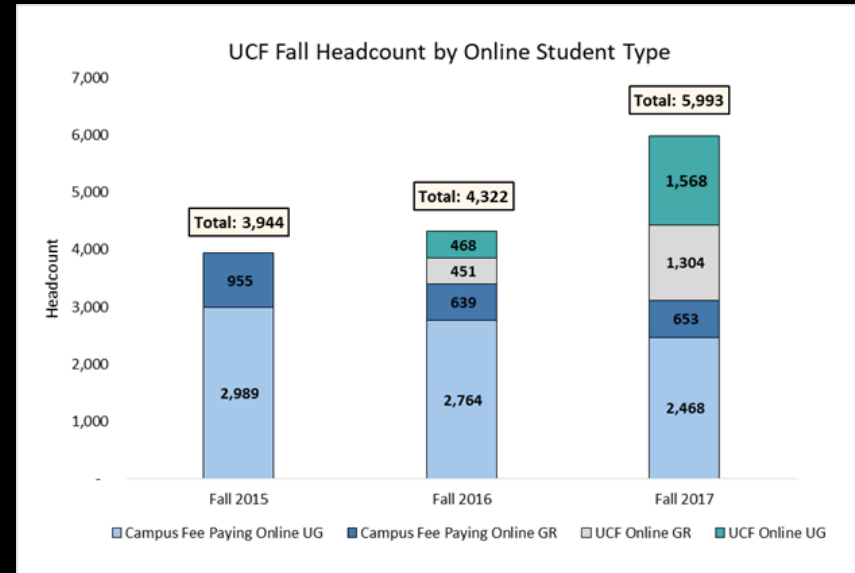
UCF Online Enrollment by Career and Spring Term



Source: Institutional Knowledge Management 2019

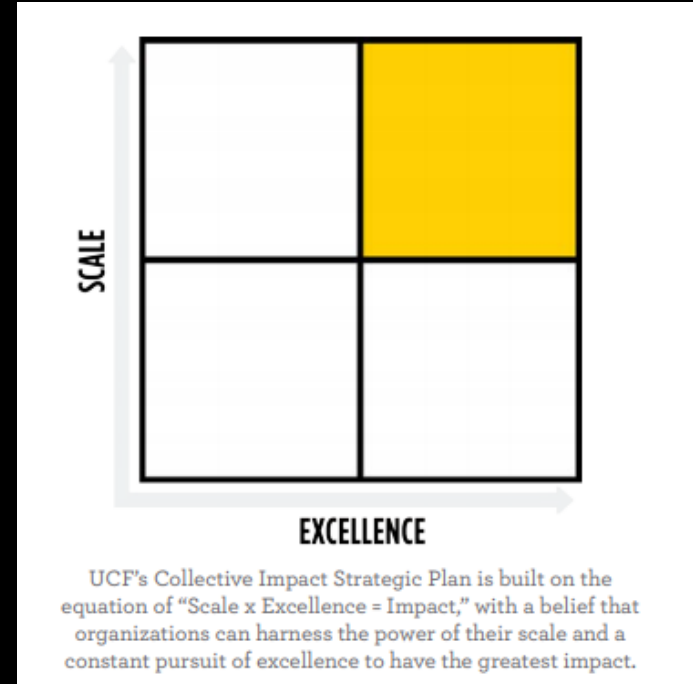
Phase I of Dashboard

- 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**

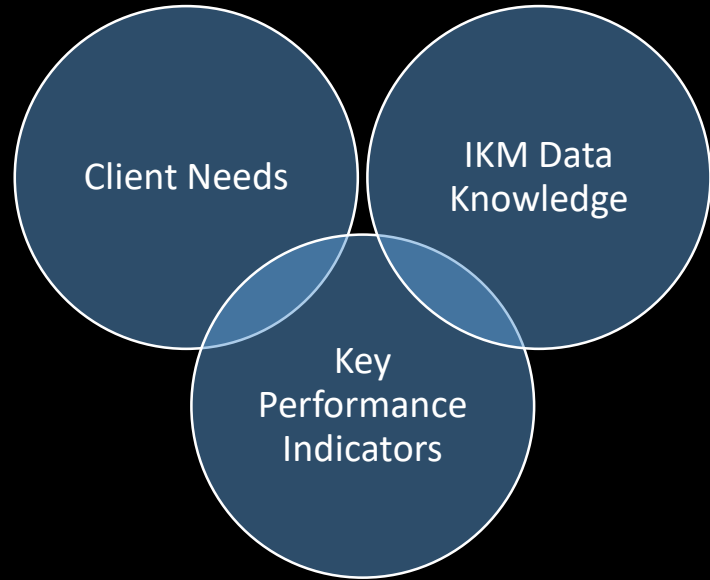


Phase II of Dashboard: UCF Online Dashboard 2.0 Action Plan



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

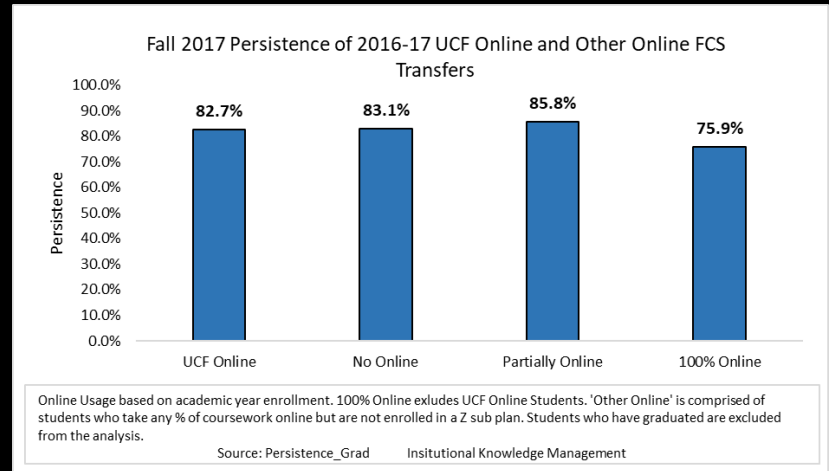


Phase II of Dashboard: Course Success Rates

- 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)



Phase II of Dashboard: Retention

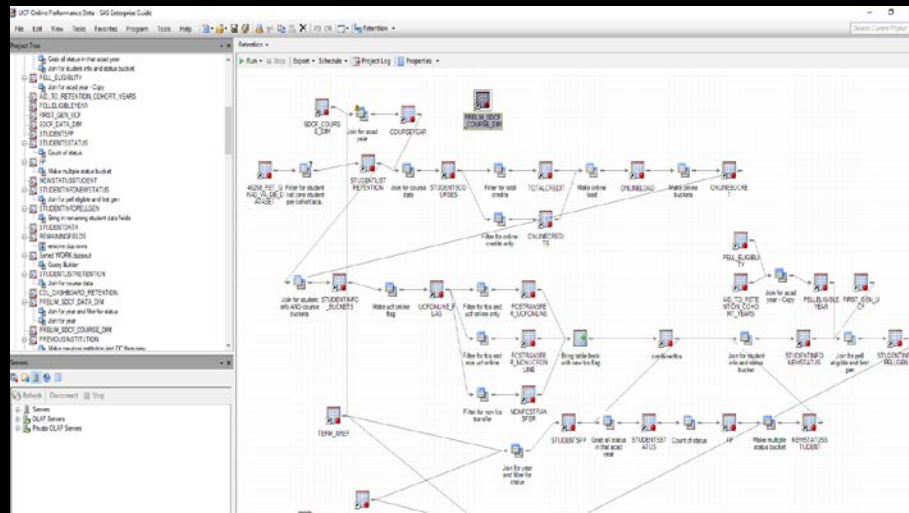
- Year 1 Retention
 - Students enrolled at UCF in Fall terms subsequent to their entry year (Fall to Fall)
 - Cohort based
- Who is included?
 - UCF Online undergraduates
 - Undergraduate Comparison group
 - Graduate students (not as important)

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

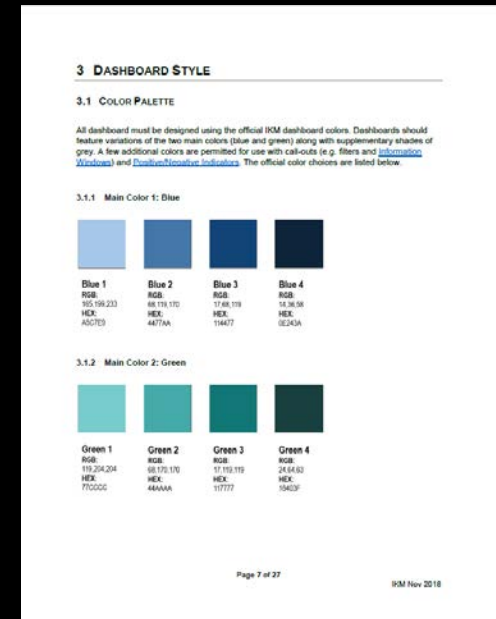
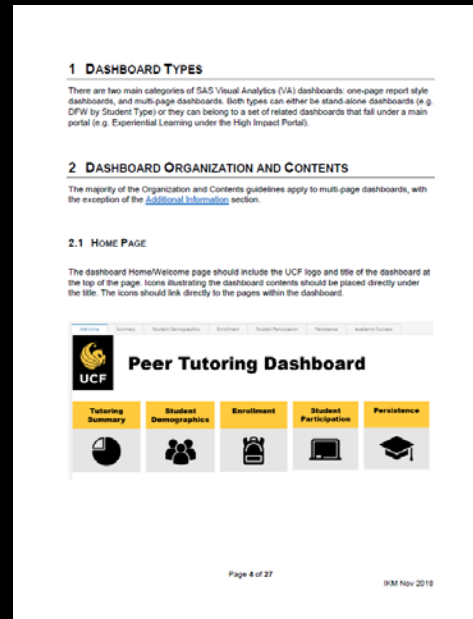


Phase II of Dashboard: Performance Visualizing

- How to visualize this?
- What can we add?
 - New metrics
- What can we change?
 - Best practices
 - Color Scheme (IKM Style Guide)

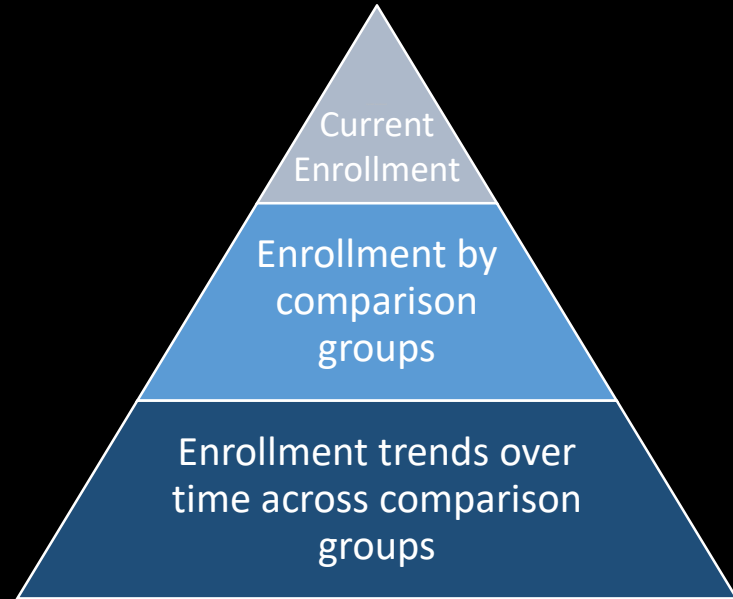
Phase II of Dashboard: IKM Style Guide

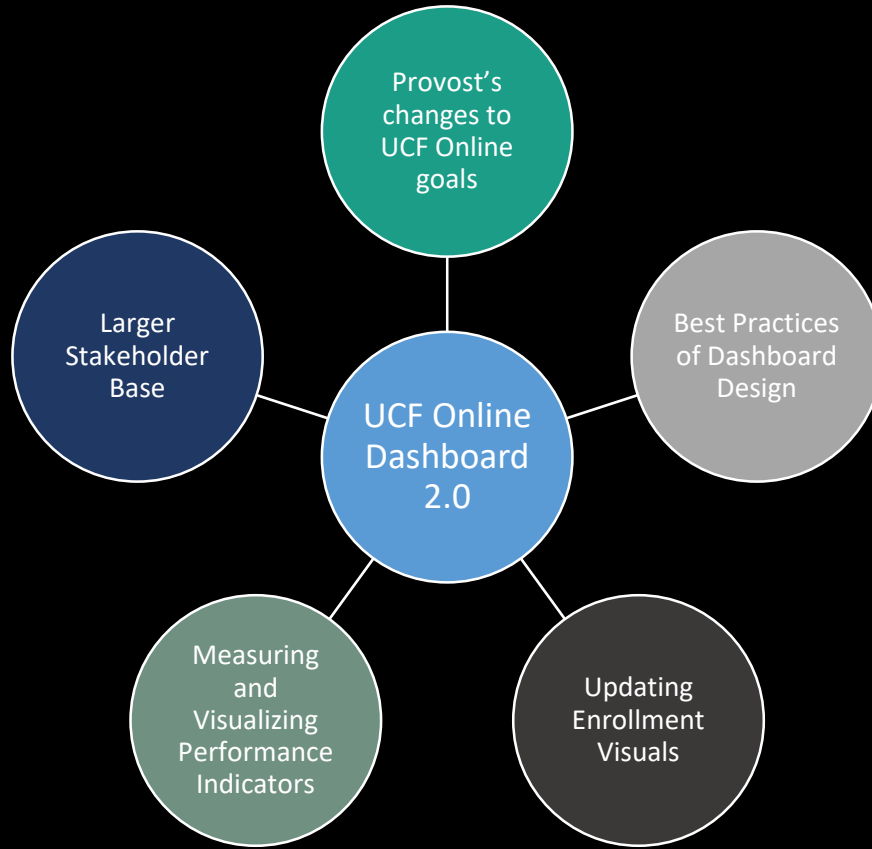
- What is in a style guide?
 - Color Combinations
 - Title Considerations
 - Page order
- Why use a style guide?
 - Uniformity
 - Color combinations for all vision types
 - Professional



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

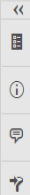
- Enrollment
 - Summary
 - Enrollment Trends
 - UCF Online Enrollment by Plan
 - UCF Online Student Location
 - UCF Online vs. Other Online
- Performance
 - Course Success
 - Persistence
 - Retention



Welcome



UCF Online Enrollment and Performance



Current Enrollment



Student Performance



UCF Online Student Enrollment

UCF Online Student Semester Summary

Enrollment Trends

UCF Online Headcount by Plan

UCF Online Student Location

UCF Online vs. Other Online

FAQ

UCF Online Student Semester Summary

2018-19

Spring 2019

Career

Student Type

Fee Classification Residency

UCF Online Plan

Previous Institution Type

Total Enrolled UCF Online Students: 4,884

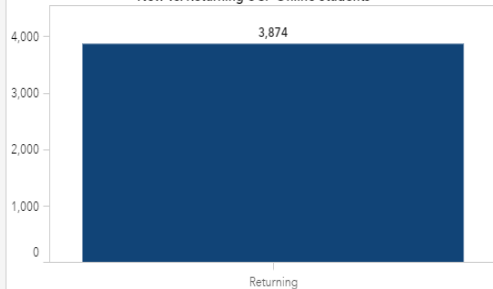
Enrolled UCF Online Undergraduate Students: 2,814

UCF Online Undergraduate SCH: 24,952

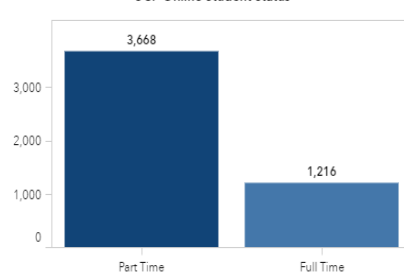
Enrolled UCF Online Graduate Students: 2,070

UCF Online Graduate SCH: 12,513

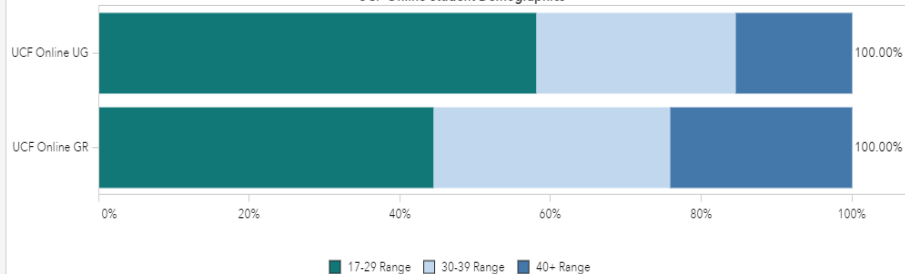
New vs. Returning UCF Online Students



UCF Online Student Status

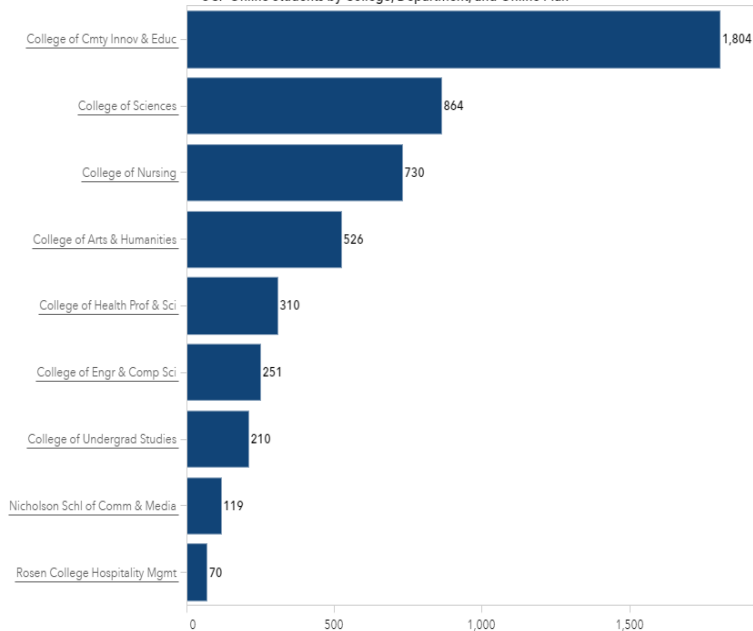


UCF Online Student Demographics



Age Gender Ethnicity

UCF Online Students by College, Department, and Online Plan



UCF

UCF Online Student Enrollment

UCF Online Student Semester Summary

Enrollment Trends

UCF Online Headcount by Plan

UCF Online Student Location

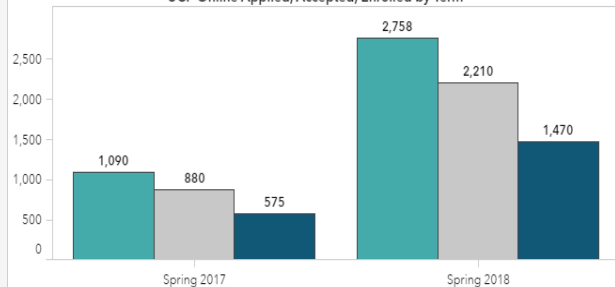
UCF Online vs. Other Online

FAQ

UCF Online Enrollment Trends

Spring Career Student Type

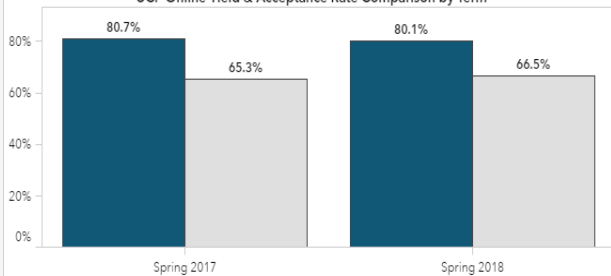
UCF Online Applied, Accepted, Enrolled by Term



Applied Accepted Enrolled

Term Year

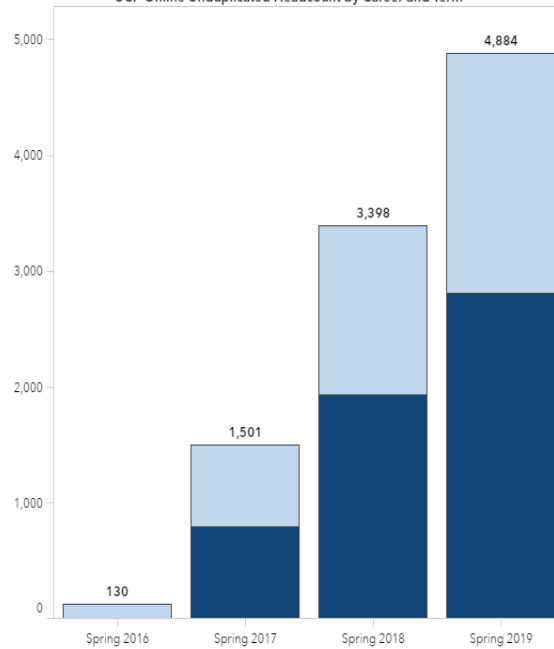
UCF Online Yield & Acceptance Rate Comparison by Term



Acceptance Rate Yield Rate

Term Year

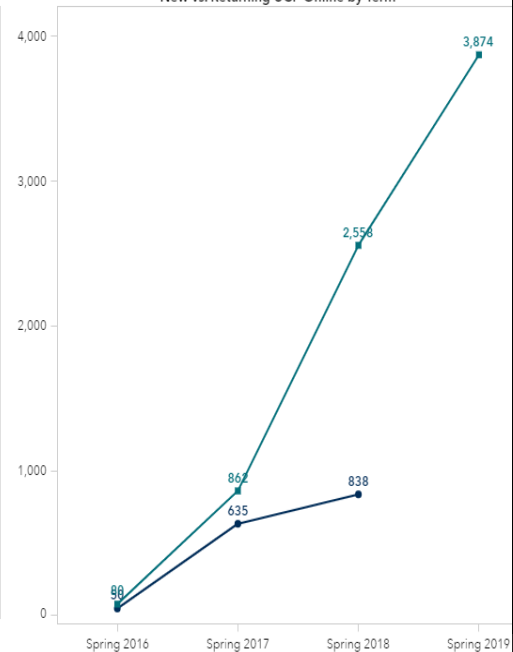
UCF Online Unduplicated Headcount by Career and Term



Undergraduate Graduate

Term Year

New vs. Returning UCF Online by Term



New Returning

New vs. Returning New vs. Returning (Application Type)

UCF Online Student Enrollment

UCF Online Student Semester Summary

Enrollment Trends

UCF Online Headcount by Plan

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UCF Online Headcount by Online Plan and College

Spring

Undergraduate

College

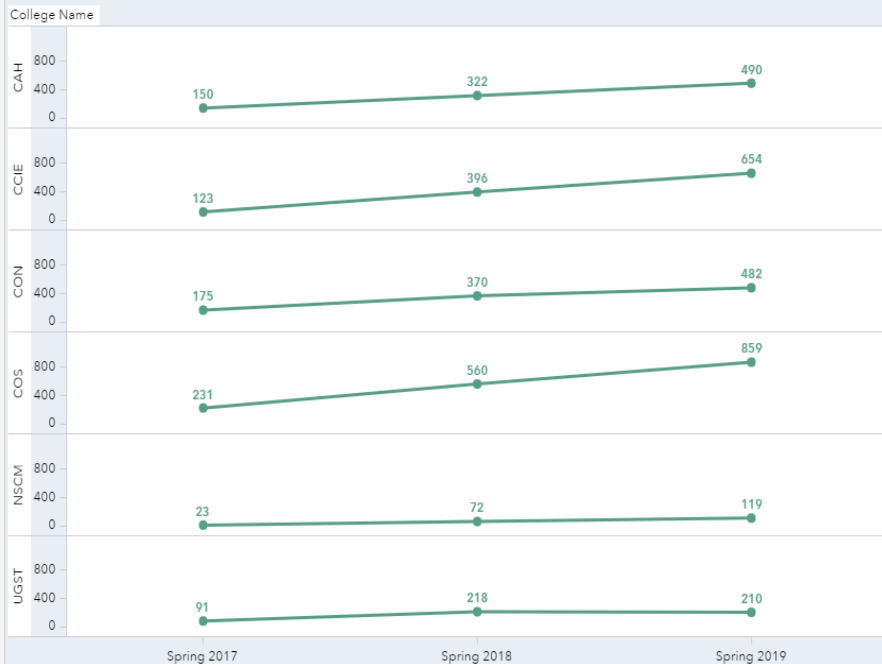
Student Type

Previous Institution Type

Degree Level

Semester Trends

Count of UCF Online Students by College and Semester



Spring 2017

Spring 2018

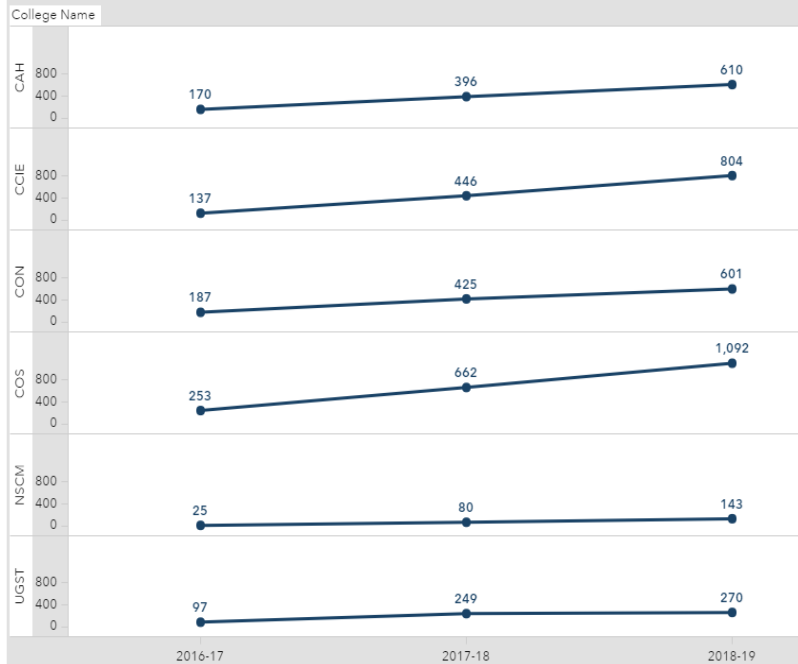
Spring 2019

Term

Term Data

Yearly Trends

Count of UCF Online Students by College and Year



2016-17

2017-18

2018-19

Academic Year

Academic Year Data



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UCF Online Student Enrollment

Close

UCF Online Student Semester Summary

Enrollment Trends

UCF Online Headcount by Plan

UCF Online Student Location

UCF Online vs. Other Online

FAQ

UCF Online Headcount by Online Plan and College

Spring

Undergraduate

College

Student Type

Previous Institution Type

Degree Level

Semester Trends

Count of UCF Online Students in Colleges and Online Plan by Semester

	Spring 2017	Spring 2018	Spring 2019
	Students	Students	Students
Total	793	1,938	2,814
- College of Arts & Humanities	150	322	490
+ English - Creat Writ Online Trk	57	109	177
- English - Lit Online Track	28	78	117
ZLIT	28	78	117
+ English - Tech Comm Online...	13	29	52
+ History Online Track	40	81	113
+ Latin American Studs Online...	6	7	8
+ Relig & Ctral Studs Online Trk	6	18	23
+ College of Cmty Innov & Educ	123	396	654
+ College of Nursing	175	370	482
+ College of Sciences	231	560	859
+ College of Undergrad Studies	91	218	210
+ Nicholson Schl of Comm &...	23	72	119

Term Term Data

Yearly Trends

Count of UCF Online Students in Colleges and Online Plan by Year

	2016-17	2017-18	2018-19
	Students	Students	Students
Total	863	2,243	3,503
+ College of Arts & Humanities	170	396	610
+ College of Cmty Innov & E...	137	446	804
+ College of Nursing	187	425	601
+ College of Sciences	253	662	1,092
+ College of Undergrad Stud...	97	249	270
+ Nicholson Schl of Comm &...	25	80	143

Academic Year Academic Year Data



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UCF Online Student Enrollment



Close

UCF Online Student Semester Summary

Enrollment Trends

UCF Online Headcount by Plan

UCF Online Student Location

UCF Online vs. Other Online

FAQ

UCF Online Student Location

2018-19

Spring 2019

Career

Student Type

Previous Institution Type

Previous Institution

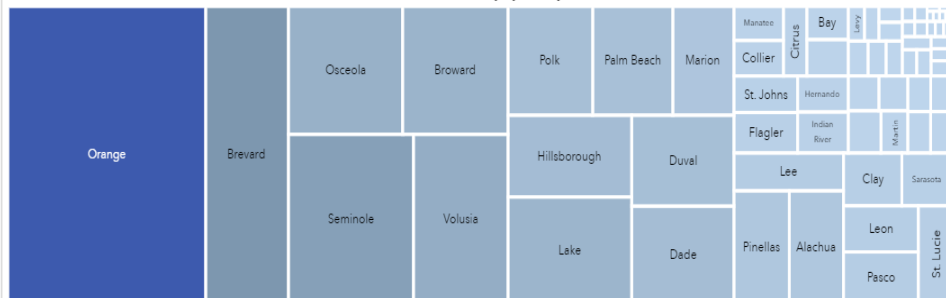
In State Students: 4,463

Out of State Students: 404

UCF Service Area Students: 2,642

UCF Non-Service Area Students: 2,242

Florida Residency by County

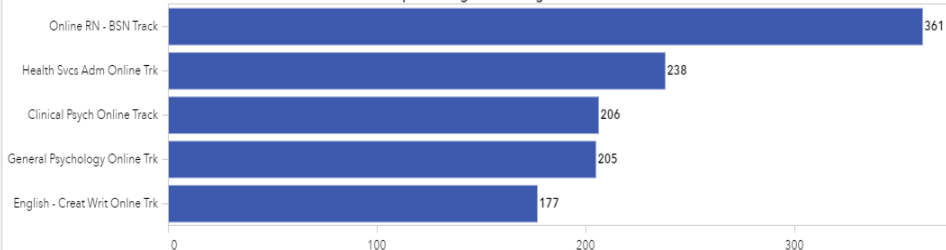


Florida Residency

Service Area

State Residency (Not FL)

Top 5 Undergraduate Programs



Top Undergraduate Programs

Top Graduate Programs

Florida Residency by County

	Undergraduate	Graduate
	N	N
Total	2,648	1,815
Alachua	63	34
Baker	3	1
Bay	14	8
Bradford	1	-
Brevard	245	146
Broward	110	105
Charlotte	16	6
Citrus	19	7

State Residency (Not FL)

	Undergraduate	Graduate
	N	N
Total	156	248
Alabama	2	3
Alaska	1	2
Arizona	2	2
Arkansas	1	2
California	17	12
Colorado	3	3
Connecticut	-	6
Delaware	-	3



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UCF Online Student Enrollment



Close

UCF Online Student Semester Summary

Enrollment Trends

UCF Online Headcount by Plan

UCF Online Student Location

UCF Online vs. Other Online

FAQ

UCF Online Student Location

2018-19

Spring 2019

Career

Student Type

Previous Institution Type

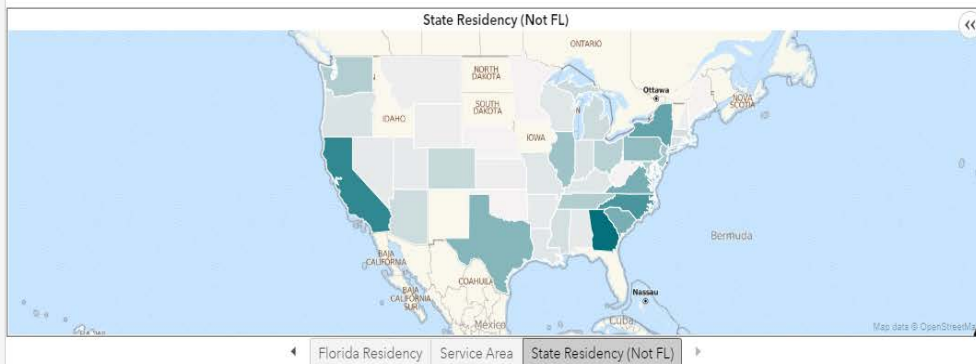
Previous Institution

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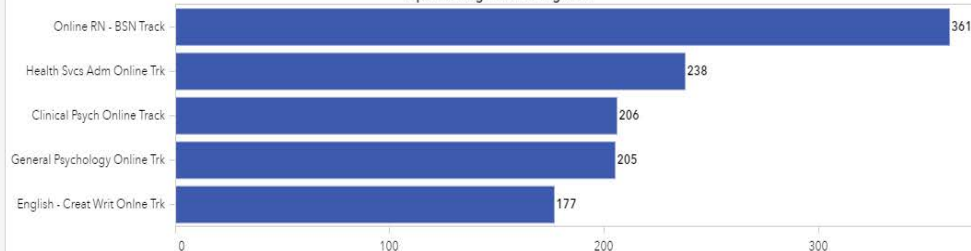
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Top 5 Undergraduate Programs



Top Undergraduate Programs

Top Graduate Programs

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UCF

UCF Online Student Enrollment

UCF Online Student Semester Summary

Enrollment Trends

UCF Online Headcount by Plan

UCF Online Student Location

UCF Online vs. Other Online

FAQ

UCF Online and Campus Fee Paying Online

Spring

Student Type

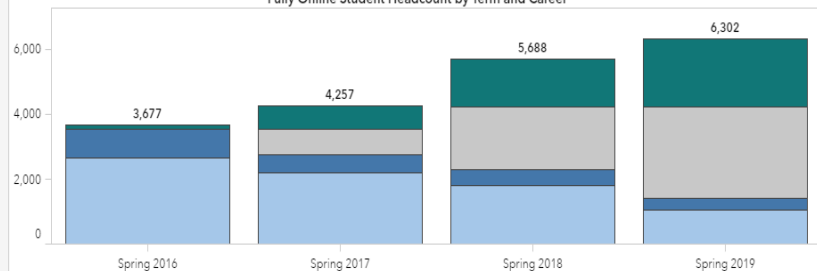
Career

Fee Classification Residency

Previous Institution Type

Previous Institution

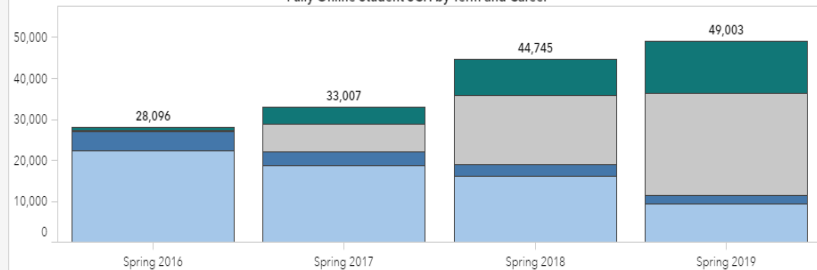
Fully Online Student Headcount by Term and Career



Campus Fee Paying Online UG Campus Fee Paying Online GR UCF Online UG UCF Online GR

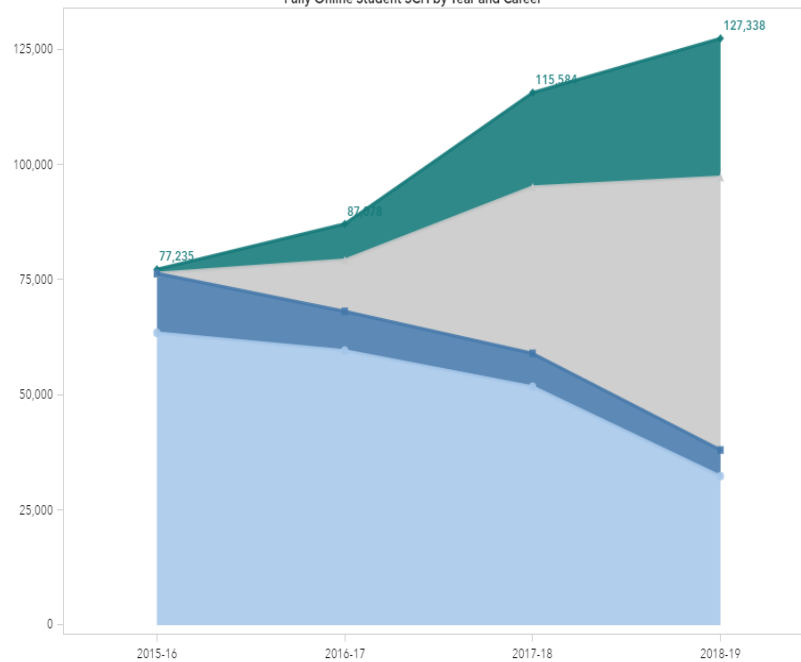
Term Year

Fully Online Student SCH by Term and Career



Campus Fee Paying Online UG Campus Fee Paying Online GR UCF Online UG UCF Online GR

Fully Online Student SCH by Year and Career



Campus Fee Paying Online UG Campus Fee Paying Online GR UCF Online UG UCF Online GR



UCF

UCF Online Student Enrollment

Close

UCF Online Student Semester Summary

Enrollment Trends

UCF Online Headcount by Plan

UCF Online Student Location

UCF Online vs. Other Online

FAQ

Definitions

Academic Year: Comprises Summer, Fall, and Spring semesters (e.g. Academic Year 2017-18 = 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 a 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 Partners: The enhanced partner category is a partnership between UCF Online and FL institutions that aids 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 Polk 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 learning institution, non-FL institution, other FL 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 are 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 student 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 Systems 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 Systems Institutions.

FTIC: Students who are first time in college.

Dashboard Update ScheduleEstimated Research Schedule:

Fall Data: Preliminary- October, Final- January

Spring Data: Preliminary-April, Final- June

Summer Data: Final- September

Contact Information

If you have further questions, please contact Institutional Knowledge Management at 407-823-5061.



UCF

UCF Online Student Performance

Close

Course Success

Persistence

Retention

FAQ

Online Course Success Rates

2018-19

Summer 2018

Gender

Ethnicity

Transfer Student Type

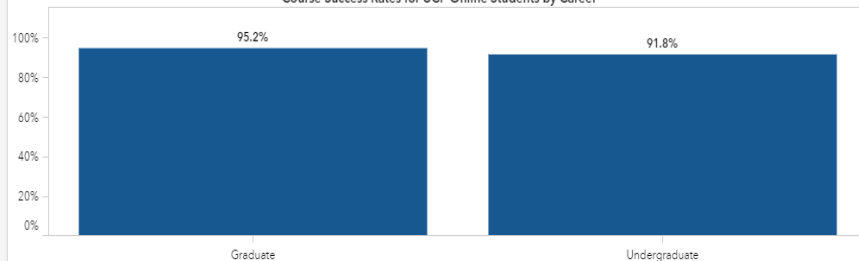
Previous Institution

First Generation

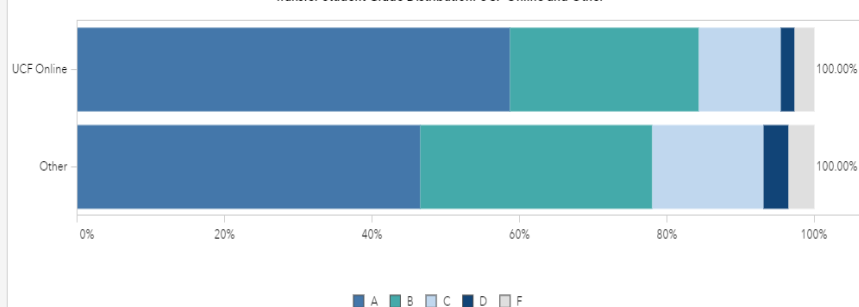
Pell Eligible Flag

Active Filters: Term = 'Summer 2018'; Academic Year = '2018-19'

Course Success Rates for UCF Online Students by Career

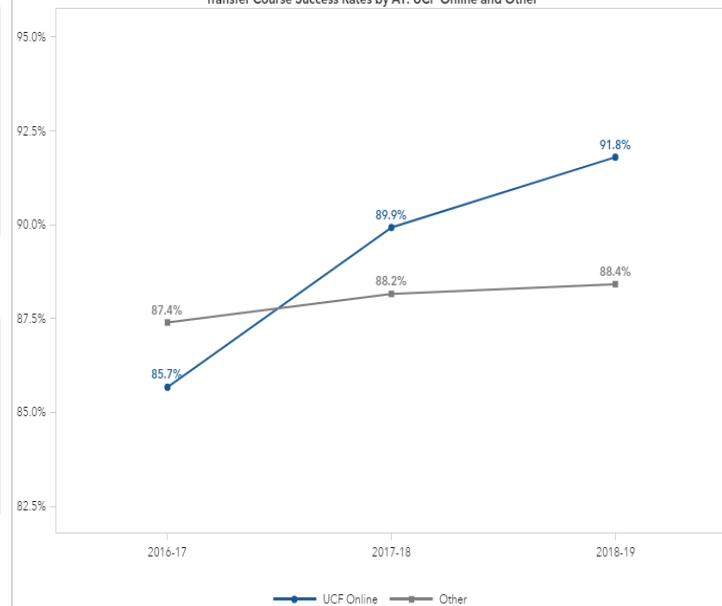


Transfer Student Grade Distribution: UCF Online and Other



UCF Online and Other % Of Online Coursework

Transfer Course Success Rates by AY: UCF Online and Other



UCF Online and Other % Of Online Coursework

UCF Online Student Performance

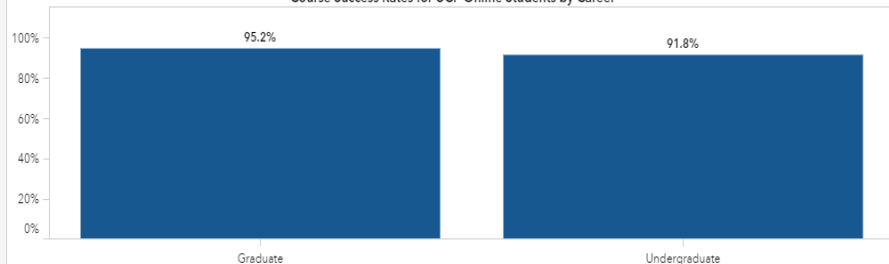
Course Success Persistence Retention FAQ

Online Course Success Rates

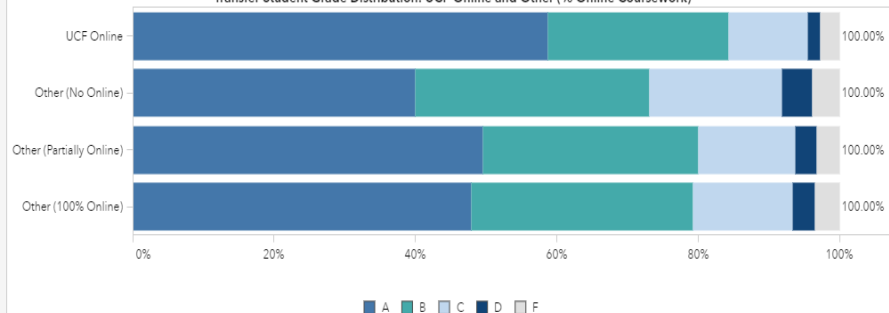
2018-19 Summer 2018 Gender Ethnicity Transfer Student Type Previous Institution First Generation Pell Eligible Flag

Active Filters: Term = 'Summer 2018'; Academic Year = '2018-19'

Course Success Rates for UCF Online Students by Career

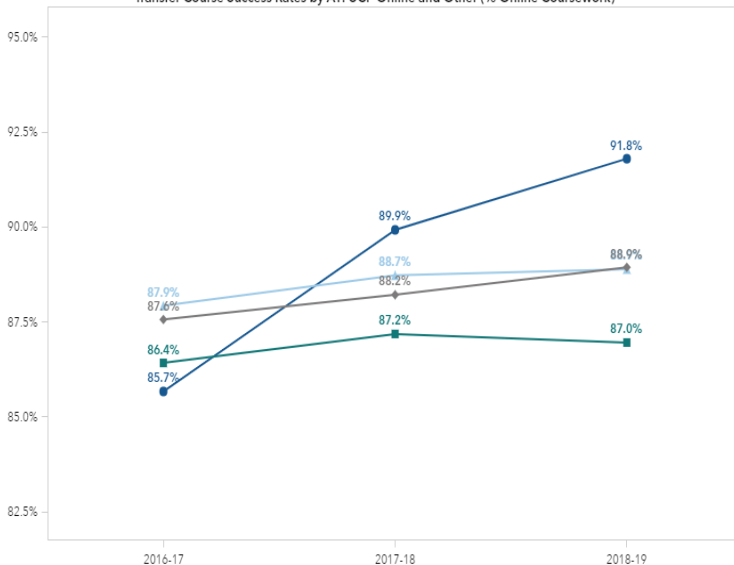


Transfer Student Grade Distribution: UCF Online and Other (% Online Coursework)



UCF Online and Other % Of Online Coursework

Transfer Course Success Rates by AY: UCF Online and Other (% Online Coursework)



UCF Online Other (No Online) Other (Partially Online) Other (100% Online)

UCF Online and Other % Of Online Coursework

UCF Online Student Performance

Close

Course Success

Persistence

Retention

FAQ

Online Student Persistence Rates

2017-18

Gender

Ethnicity

Transfer Student Type

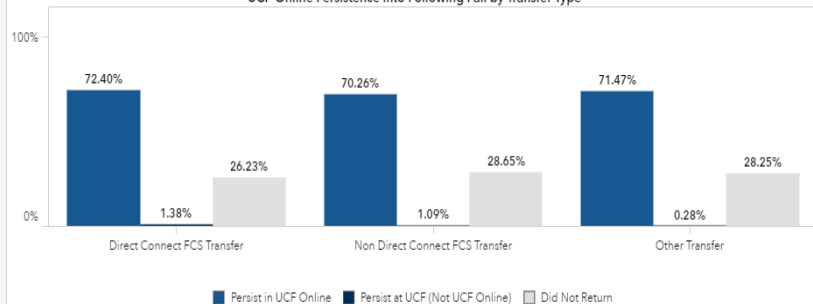
Previous Institution

First Generation Flag

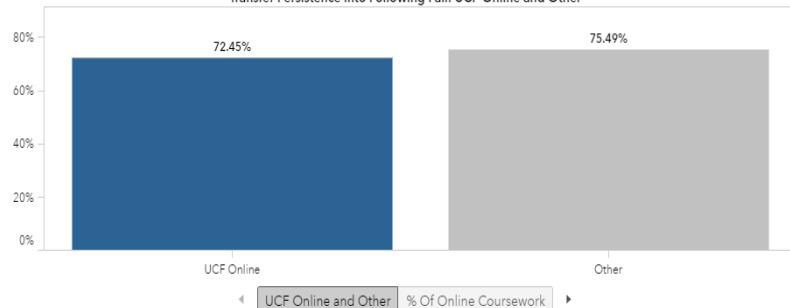
Pell Eligible Flag

Active Filters: Year = '2017-18'

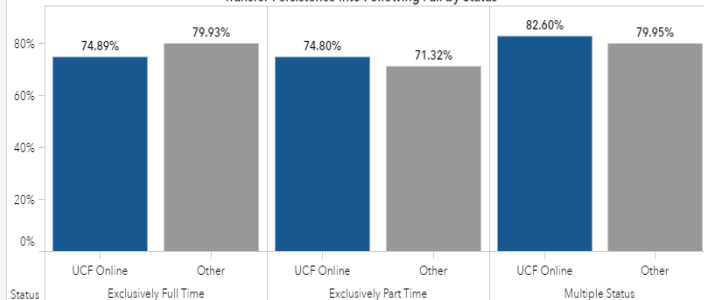
UCF Online Persistence into Following Fall by Transfer Type



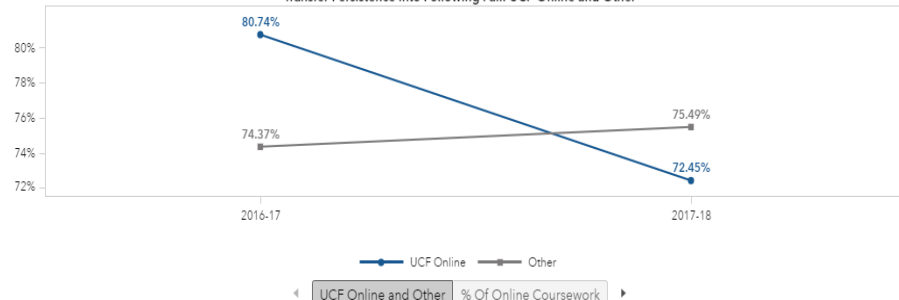
Transfer Persistence into Following Fall: UCF Online and Other



Transfer Persistence into Following Fall by Status



Transfer Persistence into Following Fall: UCF Online and Other



UCF

UCF Online Student Performance



Close

Course Success

Persistence

Retention

FAQ

UCF Online Retention

Cohort Type: Annual All

Cohort Year

2017-2018

Gender

Ethnicity

Transfer Student Type

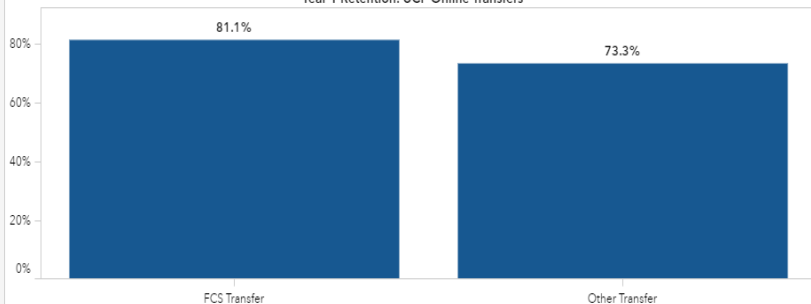
Previous Institution

First Generation Flag

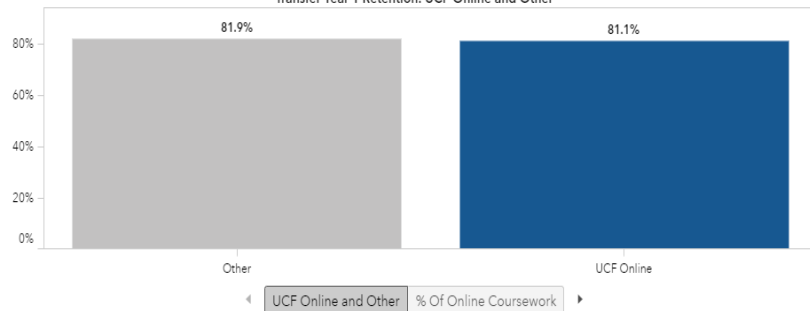
Pell Eligible Flag

Active Filters: Cohort Year = '2017-2018'

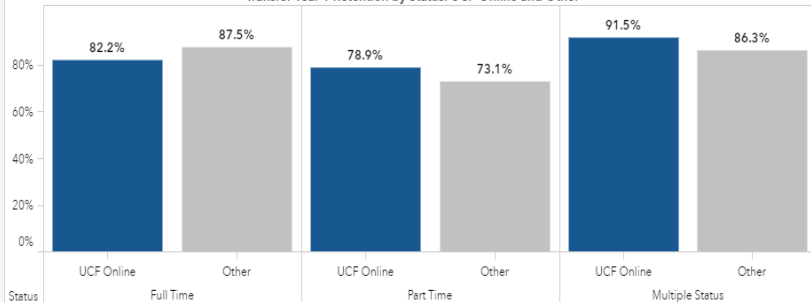
Year 1 Retention: UCF Online Transfers



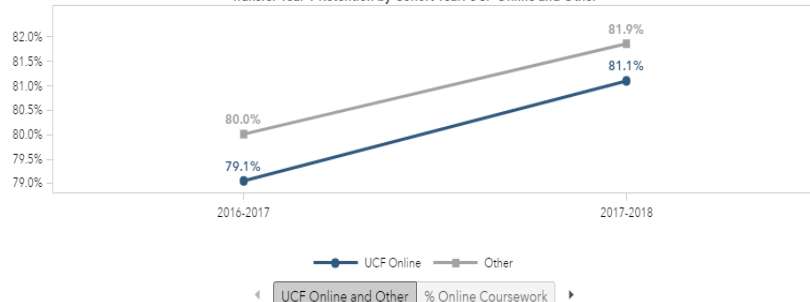
Transfer Year 1 Retention: UCF Online and Other



Transfer Year 1 Retention by Status: UCF Online and Other



Transfer Year 1 Retention by Cohort Year: UCF Online and Other



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?

All data and images provided by IKM and The University of Central Florida website

