All You Ever Wanted to Know About Institutional Data But Were Afraid to Ask

Stephanie Kane and Steve Selk

Office of Strategy, Planning, and Analysis
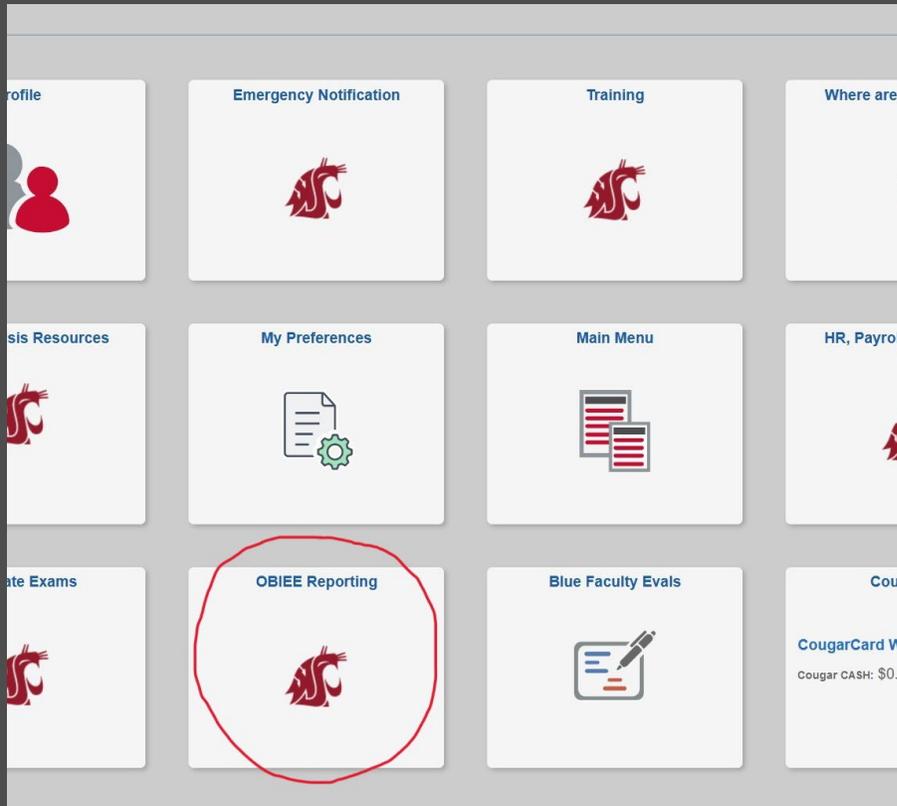
OBIEE Census Dashboards

OBIEE Reporting

- Student Profile
  - Total and New Students
- Degrees Conferred
- Academic Program
  - Program, Plan, and Sub Plan
- Admissions
- Courses (FTE)
- Grades
- Honors

OBIEE Census Dashboards – How do I get there?
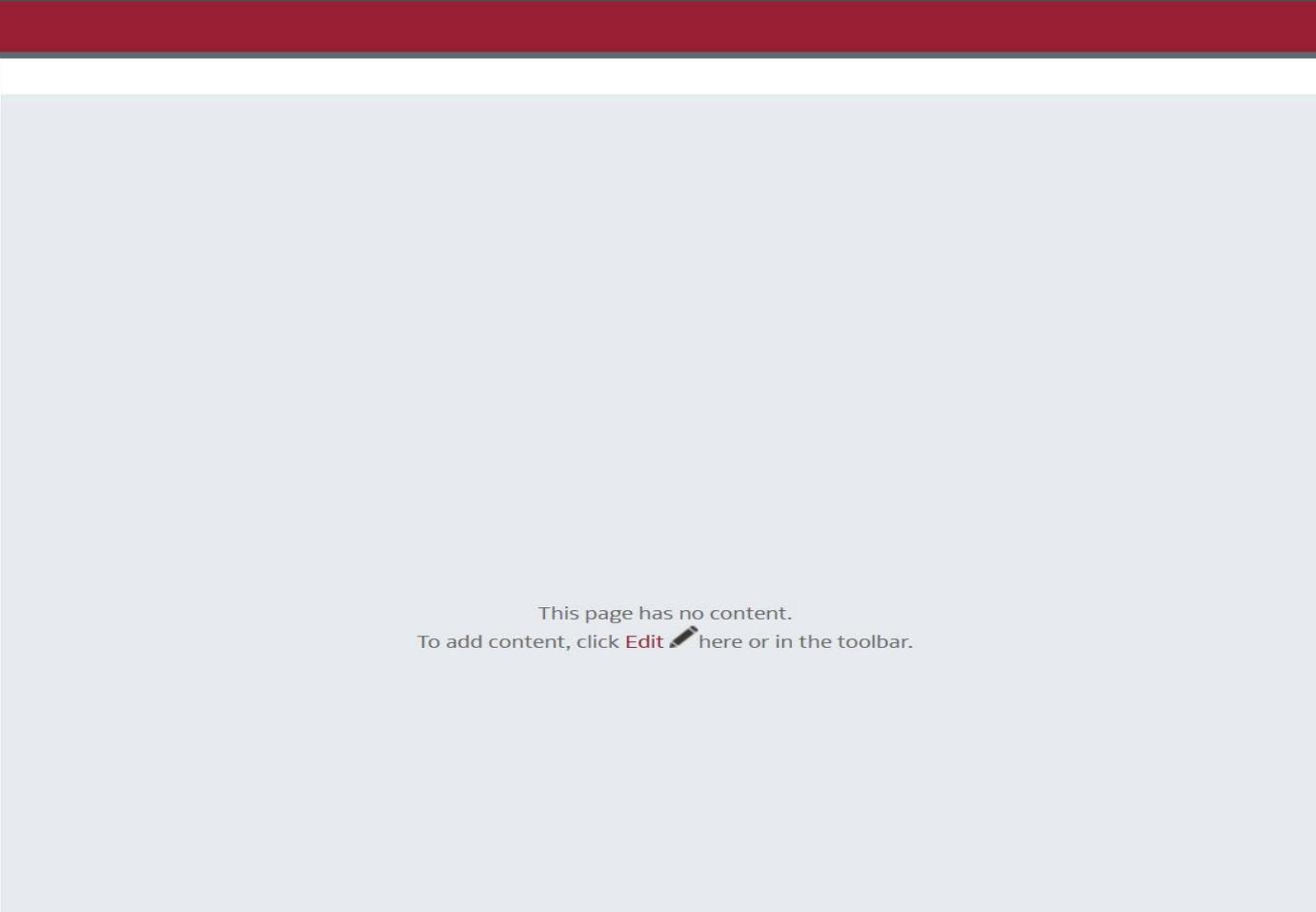

https://portal.wsu.edu/

Census reports used for:
- External reporting
- Year over year benchmarking
- Peer comparisons (e.g. degrees awarded, admission funnel)
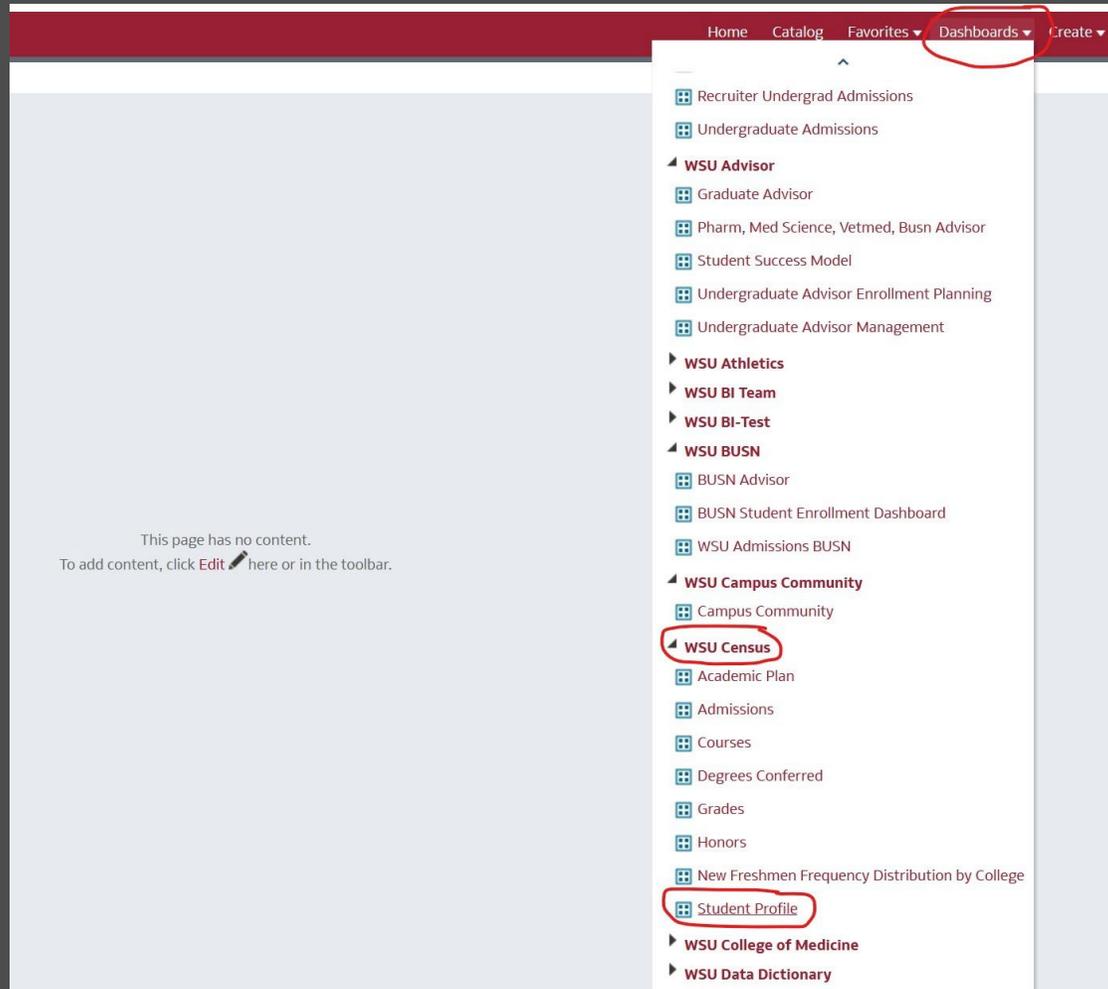- Detailed analyses

OBIEE Dashboards – Don't panic…

This page has no content.
To add content, click **Edit** ✏ here or in the toolbar.

- You've come to the right place!

OBIEE Census Dashboards – Drop down menu

- This is where you will access each of the dashboards you're looking for
- Down arrow is sensitive, so patience is paramount

OBIEE Census – Student Profile

- Unique Headcount
- External Reporting
- Filters
- Export – CSV or Excel

Helpful OBIEE Navigation Tips

- Make sure to click apply after setting prompts

- Don't forget there are multiple report views!

- You can export the data for presentations or additional analyses

- Notes below each report explain logic used in reporting
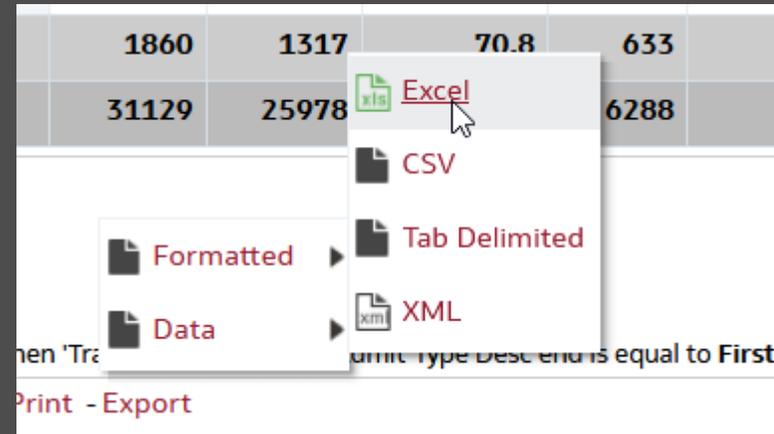
OBIEE – Others
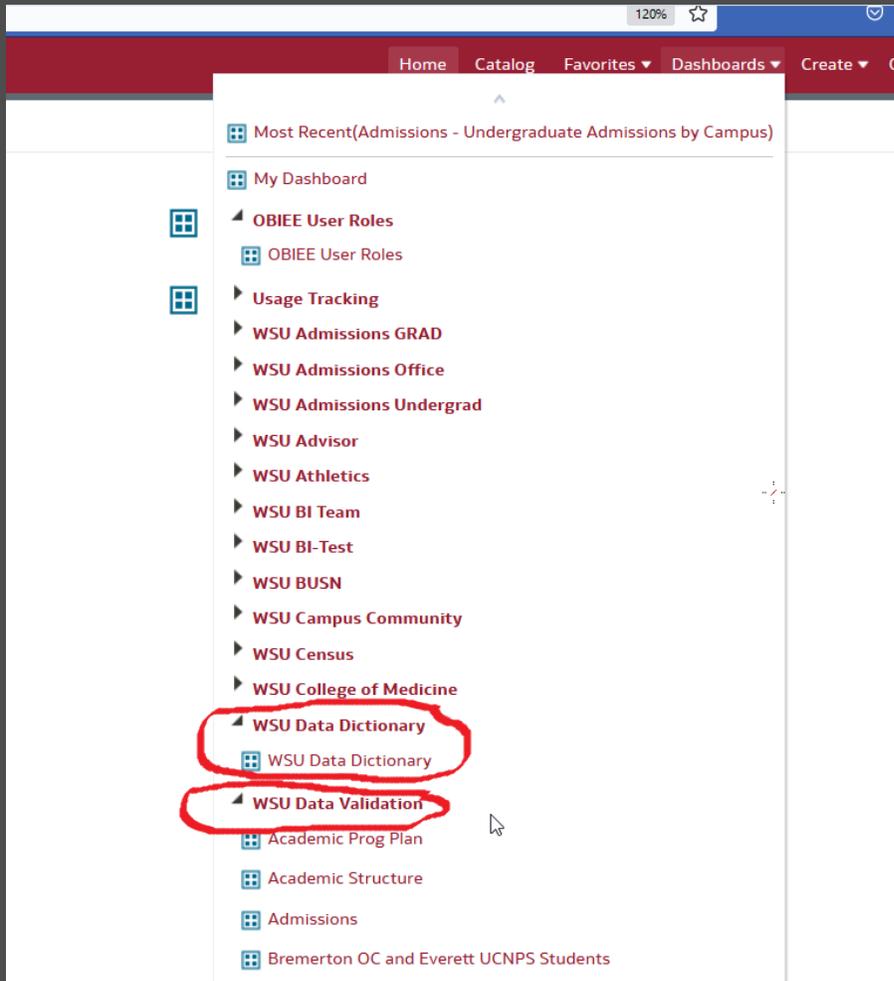
- Data Dictionary – what do all these terms/codes mean anyway?

- Data Validation – Pre Census checking

Data Validation Is Everyone's Job!

Licensed for non-commercial use under Creative Commons, Chris Lysy, Freshspectrum.com

Just kidding!

Analyses on bad data is still bad.

Standardization of data entry and business processes across the system leads to insightful data!

Institutional Research Website

Interactive Factbook

Student Dashboards – Where do I go?

IR Website

- Updates are in process (stay tuned)

Student Dashboards

- Admissions
- New Student Enrollment
- Retention and Graduation
- Degrees Conferred
- Total Student Enrollment
- Congressional Districts

- Matches OBIEE
- What used depends on need
- Good for trends

Employee Dashboard

- Instructional Faculty Headcount & FTE
- Employee Headcount & FTE
- PDF's

Finance Dashboard

- Fiscal Year R&D Expenditures
- HERD (updates coming soon)

Annual Reporting & Surveys (benchmarking data)

- Common Data Set (CDS)
- IPEDS (Federal Reporting)
- NSSE – National Survey of Student Engagement
- Administrative Comparison
- OSU Faculty Salary Survey
- Enrollment briefings
- Undergraduate Placement Survey (First Destinations) Public View
- Enrollment comparison to peers & WA Schools

National Survey of Student Engagement (NSSE)
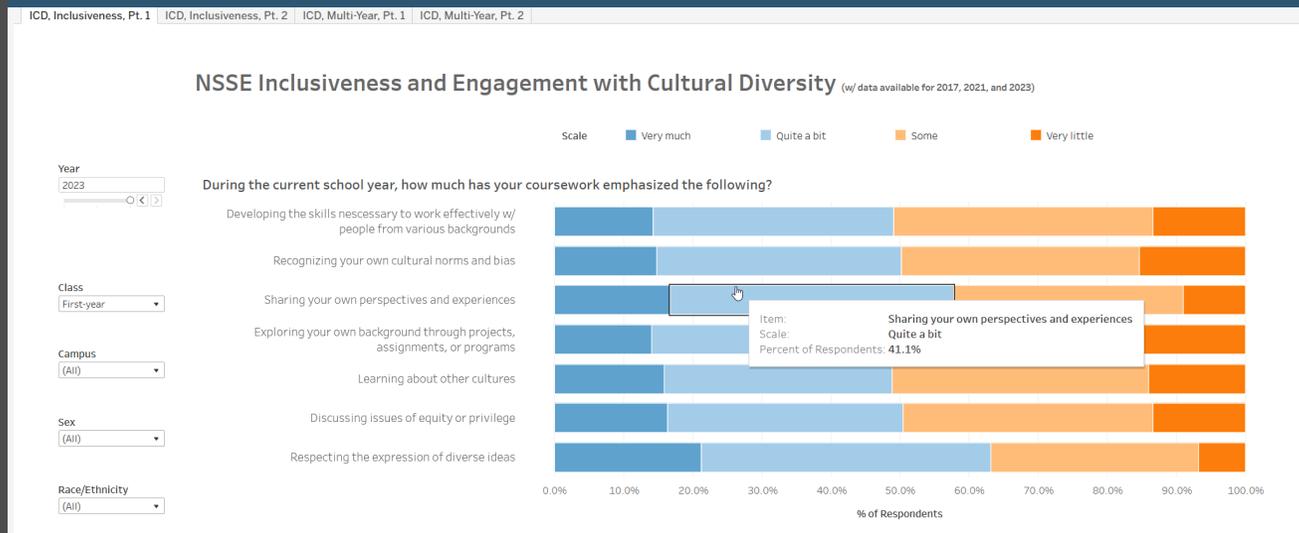
Two places for information:

System Level NSSE Reports & benchmarking to peers:

https://ir.wsu.edu/nsse-survey/

WSU Data Dashboards

- Select modules and questions
- Filters by campus, student level, and demographics

https://strategy.wsu.edu/nsse-survey/

First Destinations Survey Data
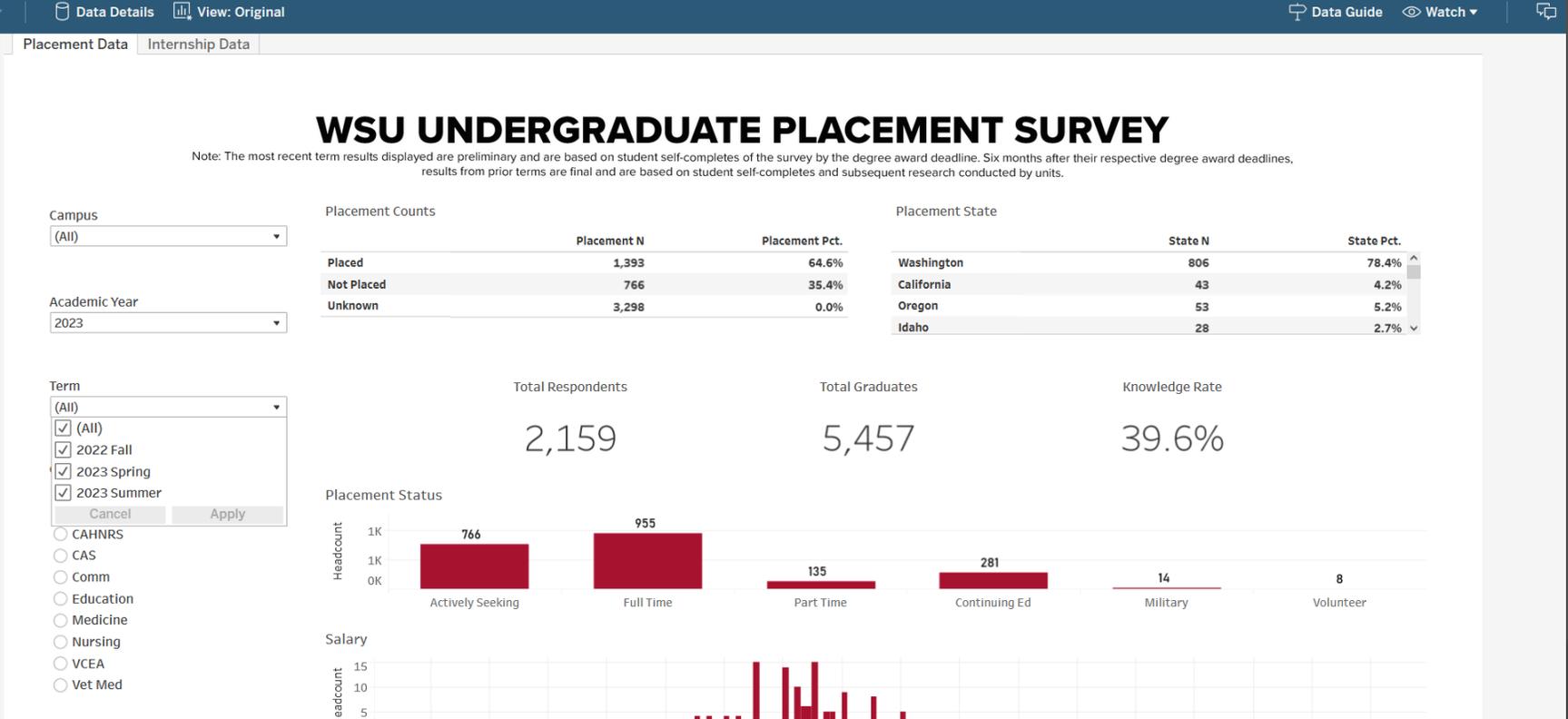
Collaboration between Provost Office, OSPA, ASCC, and the Colleges.

Which One Do I Use?

External Reporting/Benchmarking:
- IPEDS, OBIEE Census, Common Data Set: should all show the same results for a given population (e.g. total undergraduate enrollment by term)
- These numbers are standardized for comparison to other institutions
- CDS may have more recent information for a school than IPEDS; easy to find on institution websites

Some reports (OBIEE dashboards) have more detailed information or duplicate counts across programs/colleges
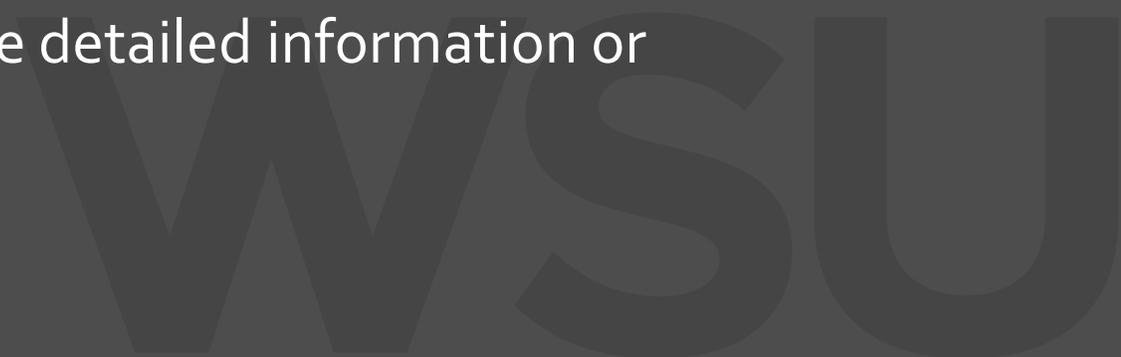
Which One Do I Use?

External Sources of Data for Benchmarking, Analysis:

https://nces.ed.gov/collegenavigator/   (IPEDS – every Title IV granting institution)

https://erdc.wa.gov/data-dashboards/public-four-year-dashboard#annual-enrollment (OFM/ State of Washington) – data have different logic than IPEDS, dashboard is final enrollment not Census day, focus on state funded students and enrollments

https://erdc.wa.gov/data-dashboards/earnings-for-graduates (OFM/ State of Washington)

https://www.sbctc.edu/colleges-staff/research/data-public/enrollment-data-dashboard (CTC enrollment in Washington)

Source Selection – Questions to Ask

- Who is audience?
  - Internal – any source may work, depending on purpose and need
  - External – use official Census numbers from OBIEE Census or IR Website
- Purpose
  - In-cycle reporting -> EM Tableau dashboards or OBIEE Admissions Office Dashboards, Student Data Warehouse
  - Year over year final comparisons -> OBIEE Census data
  - Benchmarking -> IPEDS, Common Data Set
- What do I need?
  - Graphs/figures for a talk or presentation -> Website visualizations
  - Numbers -> OBIEE Census

Rankings Website
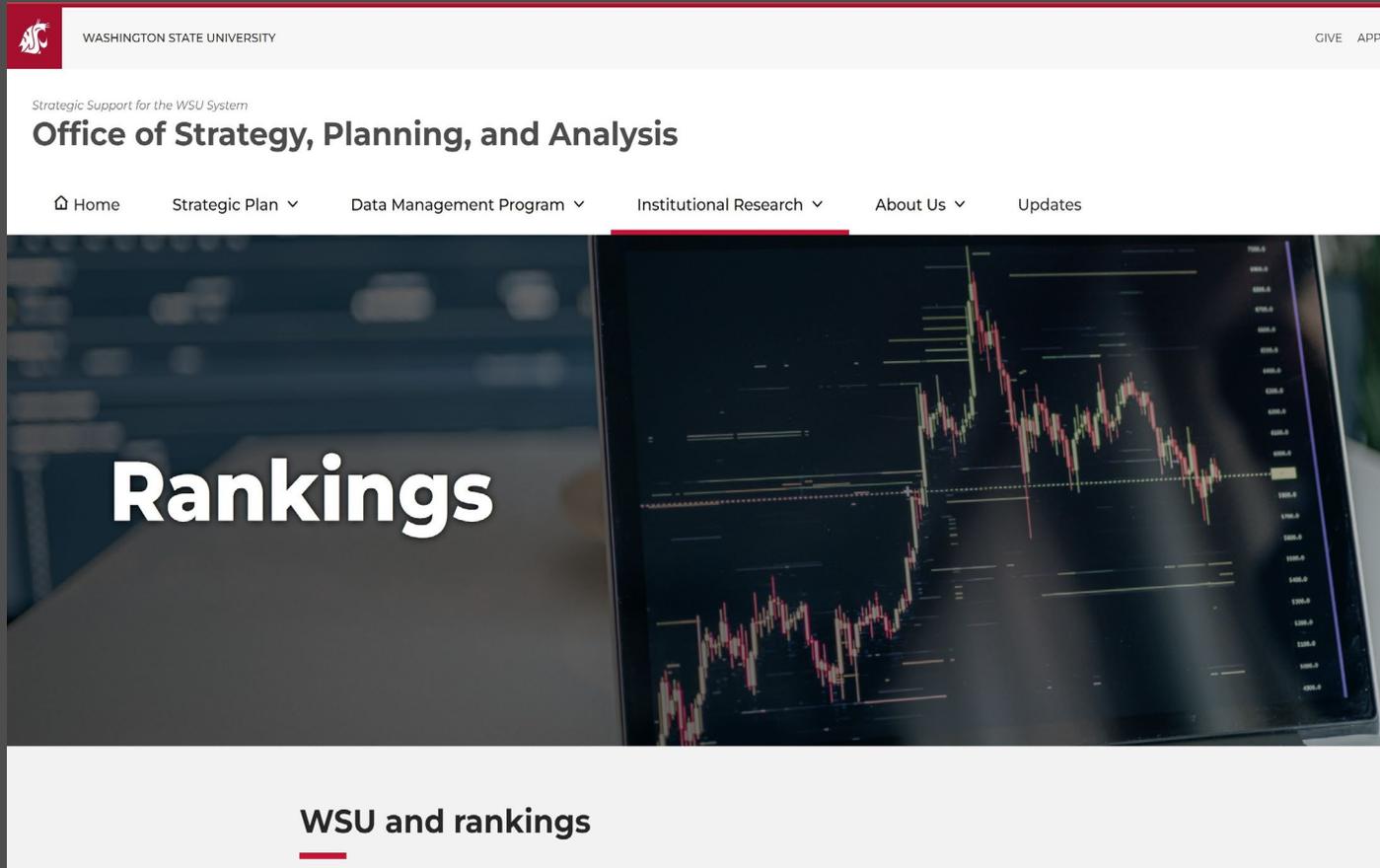
Updated information on WSU's rank/placement in national and international rankings guides.

But what about other rankings?

https://strategy.wsu.edu/institutional-research/rankings/

OSPA Data Visualizations (Tableau)
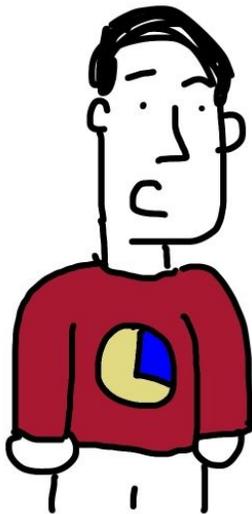
Licensed for non-commercial use under Creative Commons, Chris Lysy, Freshspectrum.com

- Admissions funnel
- Total enrollment
- Lost market
- Financial aid
- Retention
- Placement survey (internal view)

Admissions Funnel

- Nightly data
- Within cycle processing
- Year over year comparisons
- Undergraduate and Graduate/Professional dashboards

https://tableau.wsu.edu/#/views/EnrollmentManagement/Admitted
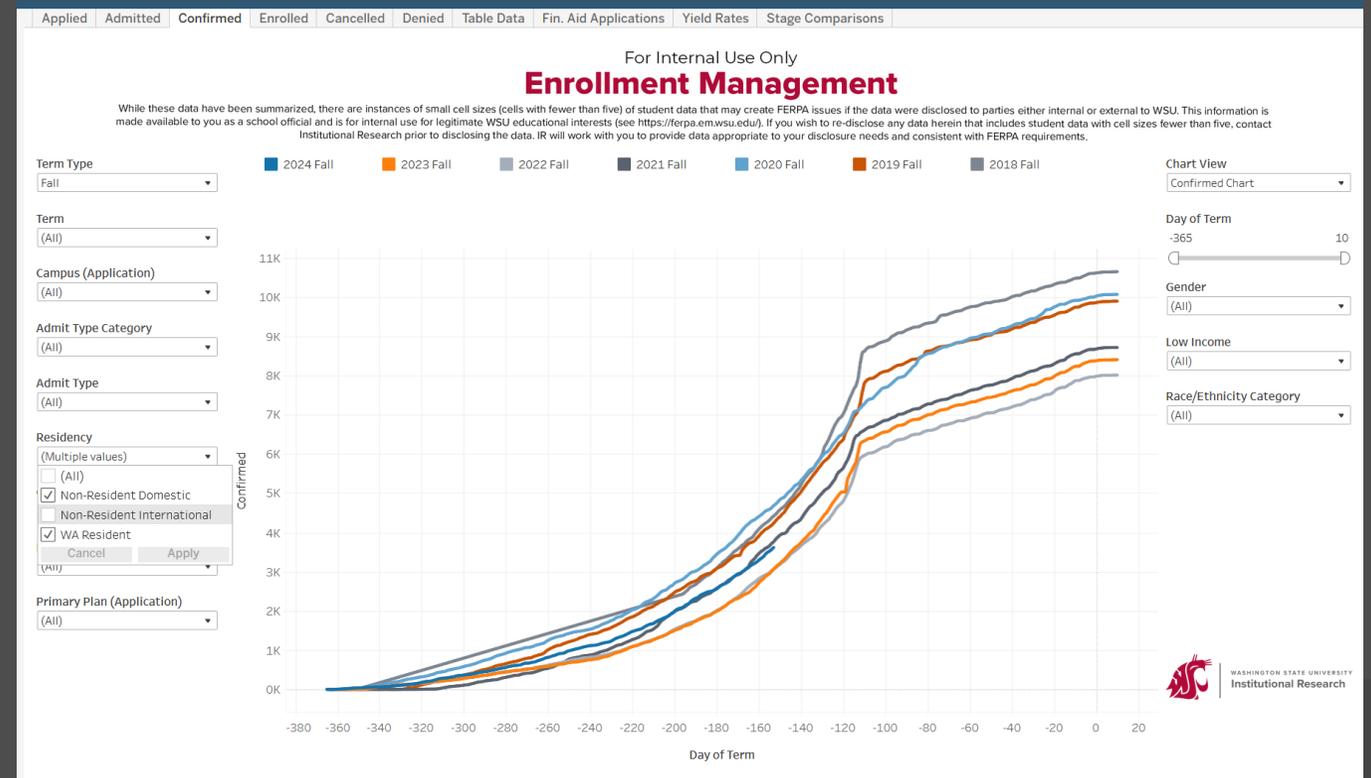
Total Enrollment (nightly)
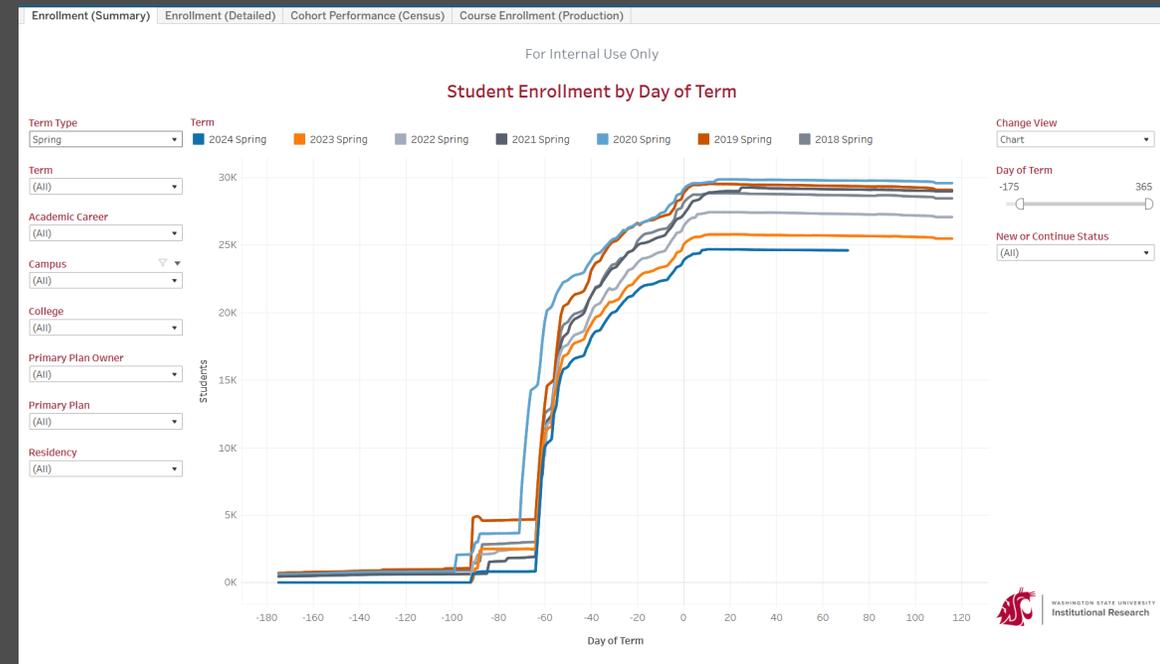
- Nightly data
- Within cycle processing
- Year over year comparisons
- Undergraduate and Graduate/Professional dashboards

https://tableau.wsu.edu/#/views/StudentEnrollment_16275799458800/EnrollmentSummary?:iid=1

More Complicated Analyses?

Sometimes, the report you need does not exist…but it should.

BI team works on created additional corporate dashboards in OBIEE/OAC.

OSPA continues to develop data visualizations and reports.

Some reports require development on an ad hoc basis.

WSU

Data Release – Things to Know

Employees should be aware of applicable data policies and procedures

EP8 – Defines types of data, release of data, data security, retention

BPPM – 90.06: Student Educational Records, 90.07: Personnel Records, Section 87: Information Security

FERPA – Federal regulations on release of student information

Other policies may also be applicable – financial aid data, health information, and sensitive PII (such as SSNs) have additional restrictions. It is your responsibility to be aware of applicable policies and procedures regarding data.

Data Release – Things to Know

- If you find it on the website, it's publicly releasable
- OBIEE is available to all employees; if releasing outside the institution be aware of small cell counts (< 5). Redaction may be warranted.
- Best practice is to avoid disclosure of individuals.
- Individuals can be disclosed not just by name, WSU ID, or email but also by sufficient detail in fields – be aware.
- OSPA/IR can help you locate data, but we may need to have sign-off from:
  - Registrar (data request) and/or The Graduate School
  - SFS
  - CCR (employee race/ethnicity)
  - HRS
  - Provost
  - IRB
  - AG
  - Etc.

Still Have Questions?

ir@wsu.edu

509-335-4553

Licensed for non-commercial use under Creative Commons, Chris Lysy,
Freshspectrum.com

OBIEE Census – Degrees Conferred

- Several variables available
  - Fiscal Year
  - Academic Year
  - Term
  - Career
  - Campus
  - Academic Group
  - Etc.

Appendix

OBIEE Census - Academic Plan

- Academic Plan rolls AI to Provost
- Students are reported in every program
  - Majors, Academic Interests, Minors, Certificates, Thesis and Non-Thesis Masters, Doctoral degree programs
  - Students may be duplicated due to multiple program enrollments at department, college, or system level
- Sub-Plan provides more detail relative to major

OBIEE Census – Admissions

- Final application funnel for external reporting

- Reports by admit campus – enrollment may not be to the admit campus

- Change view to see last school attended

OBIEE – Data Validation, Teacher Assignment

- All group taught courses must have instructor of record
- PI/SI interchangeable
- All effort for the class must sum to 100%
- Administrative support should receive 0% effort
- TAs should receive load commiserate with actual effort in course

Teacher Assignment

Group Taught Classes | **Group Taught Not 100% Load** | Group Taught Primary Instructor | Group Taught Administrative Support | Individually Taught Classes | Individually Taught Classes Duplicate Instructor

OBIEE – Data Validation, Admissions Example

- Logic shows incompatible data values (e.g. first year with no HS)
- Don't have to sort through everyone
- Pulls from SDW so updates nightly

UGRD Admisions Data To Check Domestic (CS)

This report lists out potential issues found in domestic undergraduate admissions data. We need the Admissions Office to check through the list, and confirm

Criteria for matriculated applicants to be included here:

admit term with prog status = AC
no AIP service indicator

Either any of the followings:
admit type = FRS, TRN and last school attend is blank
admit type = FRS and last school attend type not HS
admit type = TRN and last school attend type not CC, COL
admit type = NDG and acad level (in Student Records) in 10,20,30,40 (Freshman - Senior)
admit type = FRS, TRN and acad level (in Student Records) = 08 (Non-Degree)
admit type = FRS and HSOV high school gpa is null and age < 25 and last school attend not 011316789 (Home School All States), 009874716 (G.E.D. Test)

OBIEE – But Wait, There's More

Other corporate dashboards available:

- Admissions office
- Advising
- International Programs
- Registrar
- Schedule Builder
- Athletics
- Enrollment Planning
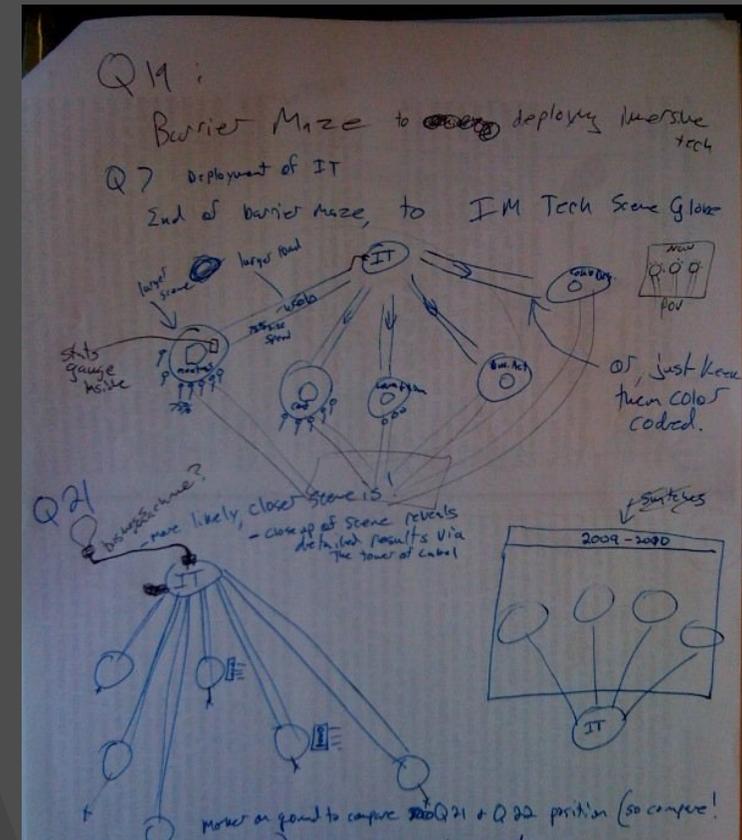
Limited Access or Coming Soon

- Financial Aid
- Expanded retention dashboards
- Graduate retention by program
- Lost Market

https://tableau.wsu.edu/#/views/EnrollmentManagement/Admitted