data spot

The
Data Spot
at UNT

dataspot.unt.edu 940.369.5289

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Introductions

- Your Presenters
- Raise your hand if you:
  - Work in IR
  - Work in IE
  - Work in a Business Intelligence Unit outside of IR
  - Work for a Public
  - Work for a Private
  - Been in the field for less than a year, 2-5, 6+ years
  - Have a dedicated, centralized data repository that captures a significant amount of data from all the major providers on your campus

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Why Are You Here Today?

- Please hold up a sheet of colored paper that corresponds to your feeling below:
  - Strongly Disagree
  - Disagree
  - Agree
  - Strongly Agree

1. Our campus shares data effectively across all providers?
2. Our campus is opening to change our current practice?
3. We have a strong culture of data-based decision making on campus?
4. I believe I could help bend the culture on my campus with regard to data sharing?

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What We Will Cover Today

- What is the Data Spot and why was it created?

- Bringing the Data Spot to life

- Partnerships and culture bending

- What is available and how it is to be used

- FERPA and the Data Spot

- Challenges and Successes

- Could You Implement This On Your Campus?

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Tell Us If You Experience:

- Confused data consumers who call multiple offices seeking the same information
- Concerned administrators who claim they can never find what they need when it comes to data
- Multiple versions of the truth and no understanding behind any of them because of all of the versions of data floating around campus
- Frustration and mistrust from consumers who would rather blame the data providers than the situation they are seeking to understand
- Pressure to support the campus in the face of hundreds of ad-hoc requests while still carving out time to meet external reporting expectations

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About UNT

- Located in Denton, Texas
- 36,000+ Students
- 97 Bachelor's Degree Programs
- 81 Master's Degree Programs
- 35 Doctoral Degree Programs
- 70+ administrative departments
- 2000+ faculty, 3800+ staff
- Working on SACSCOC reaffirmation due 9/15

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About IR&E

- 5 Data Analysts (Assessment, Faculty Data, General IR (2), Data Spot)
- 1 Director of Institutional Research
- 1 Director of Institutional Effectiveness
- 1 SACSCOC Data Analyst
- 2 Administrative Assistants
- 2 Graduate Assistant and 1 Student Assistant
- 1 Associate Vice Provost, IRE
- 5 Ph.D.s/Ed.D.s, 1 ABD, 2 in Doctoral Program

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Data Landscape
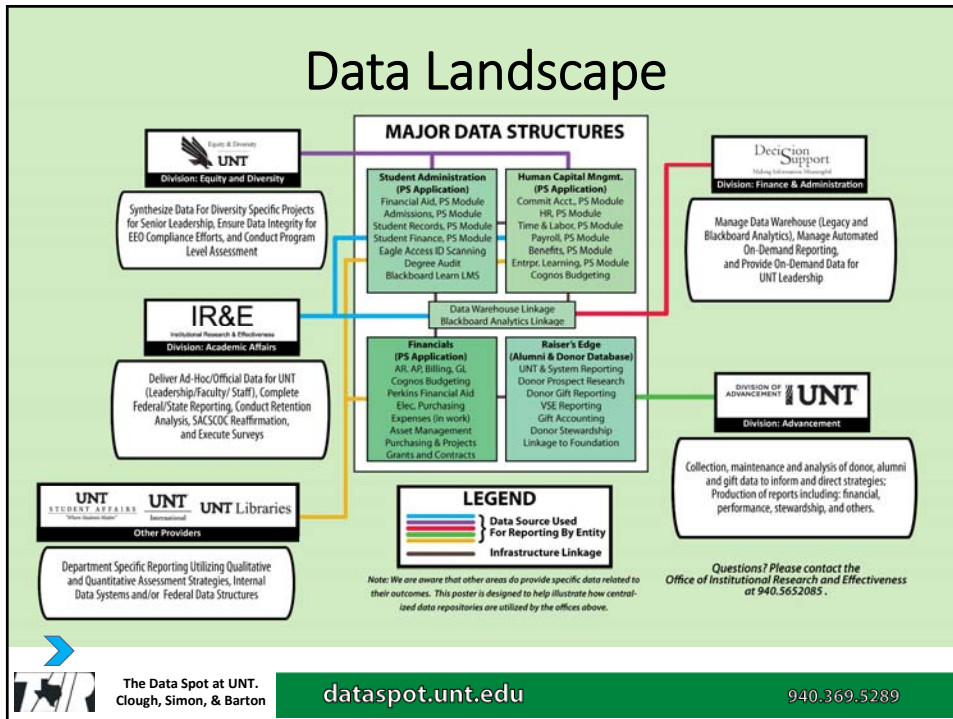
MAJOR DATA STRUCTURES

Division: Equity and Diversity

Synthesize Data For Diversity Specific Projects for Senior Leadership, Ensure Data Integrity for EEO Compliance Efforts, and Conduct Program Level Assessment

Student Administration (PS Application)
Financial Aid, PS Module
Admissions, PS Module
Student Records, PS Module
Student Finance, PS Module
Eagle Access ID Scanning
Degree Audit
Blackboard Learn LMS

Human Capital Mngmt. (PS Application)
Commit Acct., PS Module
HR, PS Module
Time & Labor, PS Module
Payroll, PS Module
Benefits, PS Module
Entrpr. Learning, PS Module
Cognos Budgeting

Decision Support
Division: Finance & Administration

Manage Data Warehouse (Legacy and Blackboard Analytics), Manage Automated On-Demand Reporting, and Provide On-Demand Data for UNT Leadership

IR&E
Institutional Research & Effectiveness
Division: Academic Affairs

Data Warehouse Linkage
Blackboard Analytics Linkage

Deliver Ad-Hoc/Official Data for UNT (Leadership/Faculty/ Staff), Complete Federal/State Reporting, Conduct Retention Analysis, SACSCOC Reaffirmation, and Execute Surveys

Financials (PS Application)
AR, AP, Billing, GL
Cognos Budgeting
Perkins Financial Aid
Elec. Purchasing
Expenses (in work)
Asset Management
Purchasing & Projects
Grants and Contracts

Raiser's Edge (Alumni & Donor Database)
UNT & System Reporting
Donor Prospect Research
Donor Gift Reporting
VSE Reporting
Gift Accounting
Donor Stewardship
Linkage to Foundation

DIVISION OF ADVANCEMENT UNT
Division: Advancement

Collection, maintenance and analysis of donor, alumni and gift data to inform and direct strategies; Production of reports including: financial, performance, stewardship, and others.

UNT STUDENT AFFAIRS   UNT International   UNT Libraries
Other Providers

LEGEND
Data Source Used For Reporting By Entity
Infrastructure Linkage

Note: We are aware that other areas do provide specific data related to their outcomes. This poster is designed to help illustrate how central-ized data repositories are utilized by the offices above.

Department Specific Reporting Utilizing Qualitative and Quantitative Assessment Strategies, Internal Data Systems and/or Federal Data Structures

Questions? Please contact the Office of Institutional Research and Effectiveness at 940.5652085 .

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Slide 1: Who Does What In The Landscape

IR&E — Institutional Research & Effectiveness — Academic Affairs

Data Deliverable
- 1000+ Ad-Hoc Data Projects
- IPEDS Submission
- Enrollment Modeling
- Enrollment Snapshots By Dept.
- Admitted Student Questionnaire (ASQ) from College Board
- Engage – ACT College Readiness
- UNT Retention Almanac
- UNT Retention Scorecards
- TRACDAT IE System (SACS COC)
- Engagement Retention Index
- Faculty Profile System (HB 2504)
- 18 Char. of Doctoral Programs
- Academic Program Review Data
- US News & World Report
- Common Data Set Reporting
- UNT Factbook Production
- Division of Student Affairs Assessment Oversight
- Management of ID Card Swiping
- Thomson's Reuters Data
- Noel-Levitz Student Satisfaction
- Electronic Factbook for Self-Service Data Requests
- Electronic Cognos Reports for Self-Service Data Requests
- Chancellors Key Indicators Performance Report (KIPR) Data
- ETS Proficiency Profile
- Academic Analytics
- Global Research Univ. Prog. Survey
- Peterson's Campus Updates
- NSF NIH Surveys
- Council of Grad. Schools Surveys
- ACT Grad. and Prof. School Survey
- Grad. Student Needs Assessment
- Post-Secondary Student Aid Study
- Natl. Survey of Stdnt. Engagement
- UNT Student Retention Model
- PEAC Data Support
- RMC Data Support
- Program Management Data
- THECB, SACS COC, & Title IV Off-Site Location Management
- Student Portraits Symposium - Persistence Data Conference
- Substantive Change Notification (SACSCOC)

Decision Support — Making Information Meaningful — Finance and Administration

Data Deliverable
- OLAP Cube Modifications
- Ad Hoc requests (UNT, UNT-D, UNTHSC)
- Data Warehouse/ETL Management
- Regular Enrollment Reports for UNT Leadership
- Board Level Financial Report Support (Quarterly and Annually)
- Board Level Dashboards
- Enrollment Cube
- Degrees Awarded Cube
- Finance Cube
- Advancement Cube
- UNT Foundation Data Support
- Blackboard Analytics Student Module
- Blackboard Analytics Financial Aid Module
- Blackboard Analytics Finance Module
- Cognos Report Support
- ID Card Report Support
- Factbook Support

UNT Equity & Diversity — Equity and Diversity

Data Deliverable
- Multicultural Center Surveys
- Program Assessment
- ID Card Swiping Event Attendance & User Capture
- Center Budget Analysis
- PDC / PEAC Research
- Equal Opportunity / Affirmative Action Plan

DIVISION OF ADVANCEMENT | UNT — Advancement

Data Deliverable
- UNT & System Reporting
- Donor Prospect Research
- Donor Gift Reporting
- VSE Reporting
- Gift Accounting
- Donor Stewardship
- Linkage to Foundation

UNT — Other Providers

Data Deliverable
- Student Directory Requests - Registrar's Office
- Academic Status Report - Registrar's Office
- Satisfactory Academic Performance (SAP) - Student Financial Aid & Scholarships
- Student Withdrawal Study - Dean of Students
- LibQual - UNT Libraries
- ACRL Value of Academic Libraries - UNT Libraries
- LibPas - UNT Libraries

UNT STUDENT AFFAIRS "Where Students Matter" — Student Affairs

Data Deliverable
- Widescale local surveying of students and users
- Periodic focus groups on key questions facing students
- Partners with IR&E on National surveys of interest
- Utilizes an Assessment Team with representatives from each department to collect data

Who Does What In The Landscape

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Slide 2

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It's Cultural

- Fear of releasing data resulted in hording
- Data was used as a weapon at times so silo building resulted
- Data was requested from multiple providers to:
  - See who could get it to them fastest
  - See how the data compared and "pick" best set
  - Address the innocent confusion of where they should ask it from
- Overly policy-driven and hyper rigid procedures
- Overworked data providers lacked resources to adequately prioritize competing interests
- Data was never good enough. Requests brought follow up upon follow up secondary and tertiary requests
- Data was misunderstood from a transactional vs. static framework

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Why the data spot at UNT?

- Main data providers across campus have experienced significant increases in the numbers of requests, some resulting in redundancy across campus
  - *Encouraging*: More decisions are being made with the use of data
  - *Challenging*: Duplicative requests, inefficient use of time, analysts time can not be spent helping consumers interpret the data
- Data consumers lacked knowledge and understanding of systems and providers across campus

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A response to the need

- A task force of data providers, consumers, faculty, department chairs, and senior staff worked to develop a solution based directly on the expressed needs of the UNT community.
  - Study conducted to identify commonly requested data sources and needs
  - Site built from findings of the survey work and analysis of common requests across data providers
- The data spot emerged as the solution:
  - The creation of a one stop point of entry for static data about students, retention, grades, etc.
  - A gateway pointing to other real-time data systems (Blackboard Analytics, Cognos, etc.)

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Main goals

- Evolving collaboration between data providers and data consumers
- Three main goals:
  1. Make mission-critical data more accessible and easier to find
  2. Remove barriers to data-based decision making by elevating data accessibility
  3. Reduce the hoops to jump through to get high quality information

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What We Provide

- Enrollment statistics
- Admissions reports
- The retention factors amongst FTIC and Transfer
- Findings from National Surveys
- Factbooks
- Academic Status Reports
- Data and reports from state and federal agencies (THECB, IPEDS, etc.)
- Ad-hoc reports of interest to multiple constituents
- Department or Division based assessment findings which provide insights on in-class and out-of-class trends
- **Student population files with key characteristics and variables**

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Importance of Partnerships

- Without buy in across campus, this project could not succeed
- Leveraging existing relationships and building new ones
- Supporting each other while changing the culture and practices of data providers as whole
- Starting from a place of mutual trust and goals
- Being flexible in the face of concerns about change
- Being adaptable during implementation to the partner demands and realities
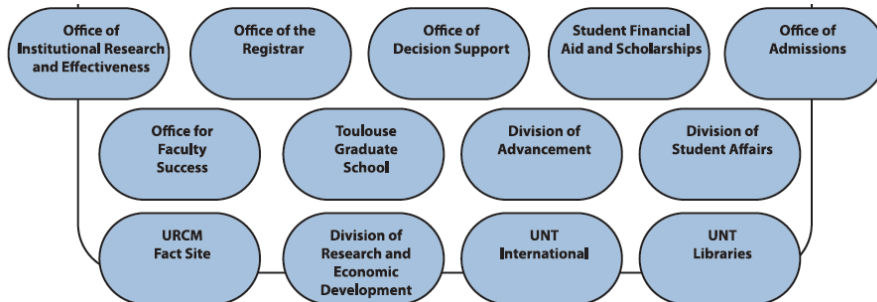
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Our Major Partners

Data Providers: Responsible for providing data spot files and maintaining currency of information through regular communication with Data Spot Analyst.

- Office of Institutional Research and Effectiveness
- Office of the Registrar
- Office of Decision Support
- Student Financial Aid and Scholarships
- Office of Admissions
- Office for Faculty Success
- Toulouse Graduate School
- Division of Advancement
- Division of Student Affairs
- URCM Fact Site
- Division of Research and Economic Development
- UNT International
- UNT Libraries

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Changing a Campus Culture: Can You?
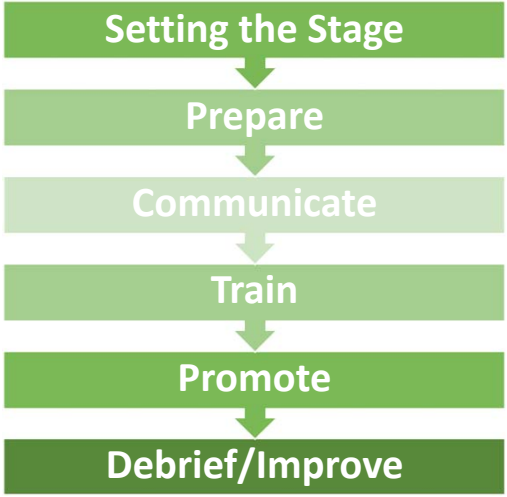
- Easier said than done
- Requires innovation, creativity, and bravery
- Must provide an outstanding solution that will stand up to your worse critics
- Must be prepared to carve out resources
- Must address: Habits, norms, preferences, and unspoken rules of behavior
- We're in the midst of it, we'll tell you in a few years...but we can already see the evidence

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Phases of implementation

Setting the Stage

Prepare

Communicate

Train

Promote

Debrief/Improve

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Slide 1

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- Allowed for effective planning
- Let senior leadership know what to expect of the project
- Identified milestone tasks
- Created a culture of intentionality in decision making
- Bolstered us against last minute or single user requests "It's Not In The Plan"

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Roll Out Plan: Fall 2014

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Makes mission-critical data more accessible and easier to find. Reduces the hoops to jump through to get high quality information. Removes barriers to data-based decision making by elevating data accessibility.

PREPARE

August
- Loading pertinent data from IR&E, Decision Support, Financial Aid, Admissions, etc.
- Formalize training & communication materials
- Schedule training sessions
- Conduct individualized training sessions for data providers
- Discover and debug issues in system

COMMUNICATE

September
- Begin presenting site to key constituent groups:
  - 10th: Chairs Academy
  - 12th: Academic Associate Deans
  - 24th: Student Affairs Directors
- Load new data as available for new semester (Retention, official enrollment, etc.)
- Work with data providers to identify appropriate set of guiding questions for funnel
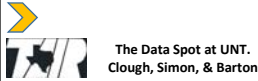
TRAIN

October
- Continue to present to key constituent groups
  - 1st: Provost Council
  - Others as recommended
- InHouse announcement for the site launch and training dates
- Conduct weekly training sessions for users
- Load new data as it becomes available
- Begin to monitor usage and user preferences

PROMOTE

November
- Attend various campus group meetings to present the site and promote its use
- Seek regular feedback from key users and providers on successes and challenges
- Load new data as it becomes available
- Train users, through formal or individual sessions
- Monitor usage and user preferences
- Implement the funnel for non-dataspot data

DEBRIEF/IMPROVE

December
- Hold a data providers forum to discuss successes and challenges with the initial process and transition, discuss goals for future use
- Hold a data consumers forum to discuss successes and challenges with site usage, discuss desired improvements
- Create and disseminate end of semester report detailing usage patterns and recommendations

Questions? 940.369.5289 - dataspot@unt.edu

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- Monthly Distribution
- Highlights New Features
- Showcases Uses for Data
- Educates on Future Trainings
- Provides a Political Advantage to Keep Approach Front and Center

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spotlight

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UNT's Monthly Data Spot Newsletter — February 2015

What's New?

Since the launch of the Data Spot, over 170 individuals have been trained and granted access to the site. Users cut across 6 Divisions and represent faculty, staff, and administrative positions across campus. Currently there is a total of 658 documents on the Data Spot, representing 26 reports unique reports focusing heavily on student characteristics and enrollment.

As you know, the Data Spot approach to the sharing and dissemination of information is new and uncharted territory. We thank each and every one of you for your interest, feedback, and use of the site.

Check It Out!

Data Spot users have spoken and we have listened! Now available are "Courses: Student Level Detail" files. For each semester beginning in Fall 2011.

Q: What's in these files?

A: This file contains student level information for all students enrolled in the semester indicated and each course that the student enrolled in. NOTE: This file is quite large (about 140,000+ rows) and there are multiple rows per student (one for each course the student took).

Q: What can I do with them?

A: These files will help you quickly identify students in a specific major or key course, track their success, and identify populations of interest. Real life examples: Looking at all the TECM majors and the grades they received in each TECM course during Fall 2014, or identifying Math majors for scholarship eligibility based on performance in Math-3000 or FINA-3770.

did you KNOW?
- Under Tools and resources you will find a "Report Directory." This document identifies the title, description, source, and category tags for each document on the website.
- The Data Spot will be presented at both the Texas and national conferences for Institutional Research. We hope to inspire our colleagues around the country to embrace our spirit of collaboration and data sharing!

USER'S corner

Please remember to keep track of the instances in which you use FERPA protected information. You may refer to the "FERPA Tracking Form" under the Tools and Resources or create your own form of documentation. This is needed to demonstrate compliance and our continued dedication to protecting student information.

Upcoming Trainings

February 19th, 2:30-3:30pm
February 27th, 1:30-2:30pm
March 9th, 2-3pm
March 25th, 9-10am
March 31st, 10-11am

Click the date to register

Questions about the Data Spot? Email dataspot@unt.edu or call 940.369.5289

Site Analytics

- Since launching the site over 175 employees have been trained
  - Users cut across 7 of our 10 administrative divisions
  - Average 2 unique visitors per day (range 2 to 9), spikes after a training but no other user patterns
- There are approximately 680 documents on the site representing 26 unique reports
  - Top 3 Documents:
    - All Enrolled Students Fall 2014
    - Fall daily comparison report by days before and after 1st class day
    - IPEDS 2014 DFR Report

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How we address FERPA

- Verify official university training and role permissions
- Cover FERPA in depth during training, providing examples of real life challenges
- Users sign a form indicating personal responsibility and commitment to upholding the policy standards
- Ongoing and regularly planned audits of user practices to ensure compliance and due diligence
- Clear messages delivered about expectations in training materials and printed pieces

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Sample Slides from Training

FERPA
- What is FERPA?
  - The Family Educational Rights and Privacy Act of 1974
    - A Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education.
    - Restricts the release of confidential student information, even to parents, without consent from the student.
    - Release of "directory information" is permitted without consent (Student's name, Address, Telephone number, etc.)
  - For more information please refer to UNT Policy 18.1.9 http://policy.unt.edu/sites/default/files/untpolicy/18.1.9_FERPA%20Policy_0.pdf

http://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html

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FERPA: User Responsibilities
- The law allows disclosure without consent to school employees who have a **legitimate educational interest**.
- Compliance with FERPA is an essential component of the data spot and all users must act responsibly when accessing and using student level data.
- Failure to comply with the law could result in lawsuits, loss of federal funding, conviction of a misdemeanor under the Public Information Act (jail time, a fine, or both), or dismissal.
- Data spot users will need to document their use of confidential student data in order to comply with new regulations and provide evidence of compliance in the event of an audit.

When in doubt, don't use it or give it out!

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Challenges

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► Expected

- Push back on procedure changes
- Lack of desire to learn "another new thing"
- Healing from past SharePoint failures
- Discomfort with setting the data free
- Fear about user competency and policy adherence
- Balancing FERPA while addressing the problem

► Unexpected

- The need for historic data
- Having to tell senior administrators they need training
- IT staff changes in the midst of the campus wide launch
- Lack of trickle down communication from key constituent groups
- Negative impact on small offices relying on graduate students
- Opening the Pandora's Box on data

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If you give me a course enrollment file I want a degree file next! And of course we'll need this immediately and with 3 years of historical data ☺

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Successes

Anticipated	Surprising
Increased consumer understanding of data landscape	Learning of other departments to partner with as providers
Reduced ad-hoc requests	Winning over our toughest critics early
Relief of pressure on data partners	Enthusiasm for user based data mining (Pivot table tutorials, merging of data sets)
Engaging diverse constituents that typically have not utilized these types of data	Ease at which users agreed to and adhered to the FERPA constraints and personal responsibility

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This would not have been successful without…

- Adapting to the feedback from users
- Recognizing the magnitude of change needed and the number of people involved
- A dedicated employee to manage the site and coordinate efforts
- Supportive administration
- An eye towards marketing and communications as a viable strategy in an IR focused enterprise (not skills we are often good at or have time to do)

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Final Poll

- Please hold up a sheet of colored paper that corresponds to your feeling below now:
  - ▬ Strongly Disagree
  - ▬ Disagree
  - ▬ Agree
  - ▬ Strongly Agree

1. I learned one strategy to promote better data sharing.
2. Our campus might be receptive to a similar strategy.
3. This approach would help promote better information sharing.
4. This approach would further enhance our ability to build strategic partnerships on my campus.

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Q&A

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