TAIR 2021 Conference

IPEDS Peer Analysis Dashboards as Easy as 123

Preeti Tanwar, *CEO, HiEd Success*

HiEd Copyright 2020

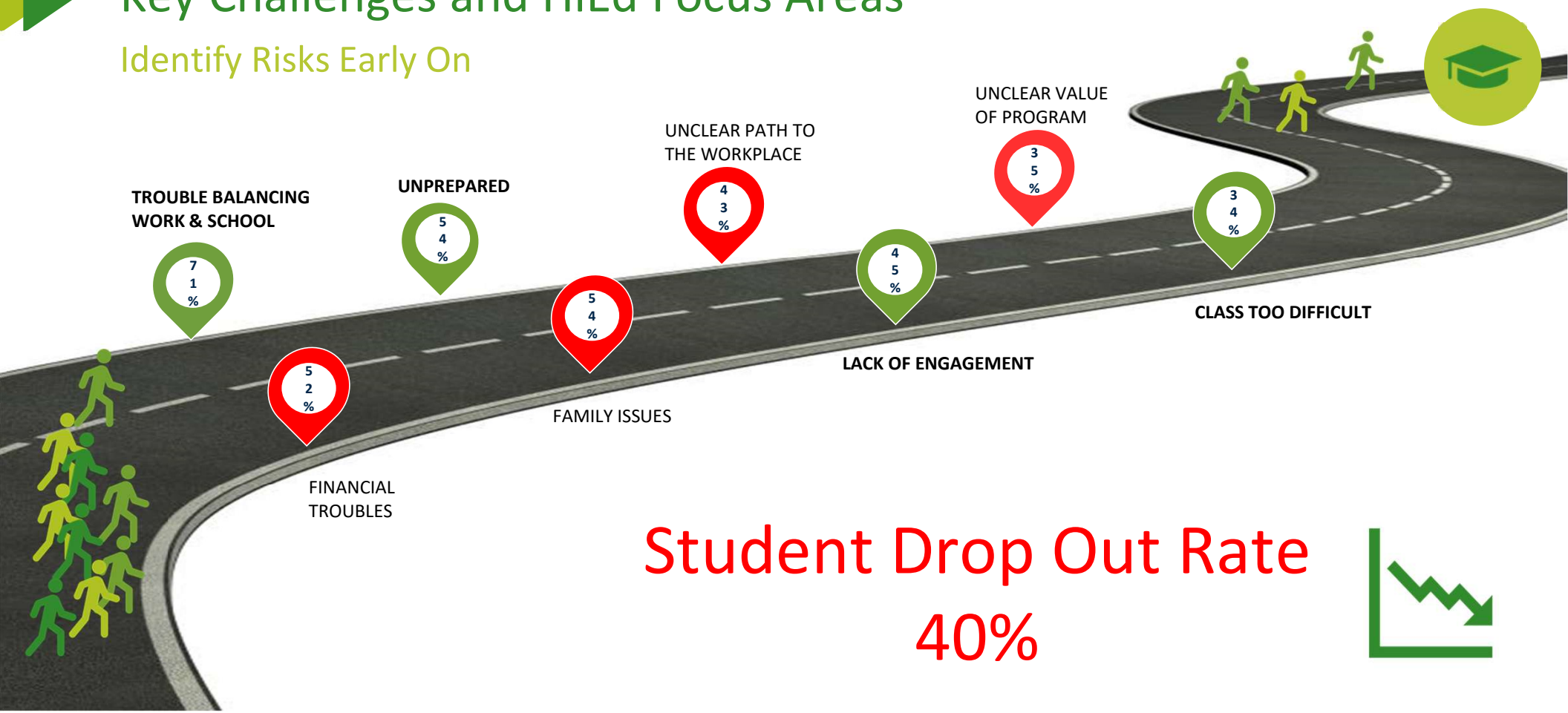
HiEd SUCCESS

Your Success is Our Success

Key Challenges and HiEd Focus Areas

Identify Risks Early On

$16.5B loss



Student Drop Out Rate
40%

Source: EducationData.org, Gates Foundation Research

HiEd SUCCESS

HiEd Analytics Services

Data Collection

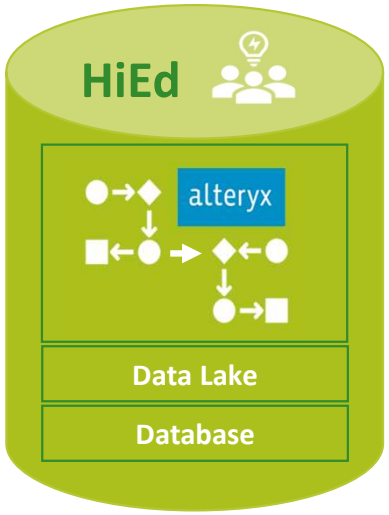
ellucian.
moodle
salesforce
ORACLE PeopleSoft
ADP
qualtrics XM

Data Extraction

Data Source

- SIS
- LMS
- CMS
- Library
- Survey
- HR/Payroll
- SaaS Apps
- Advisor
- Retention
- Finance
- Federal

Data Normalizing



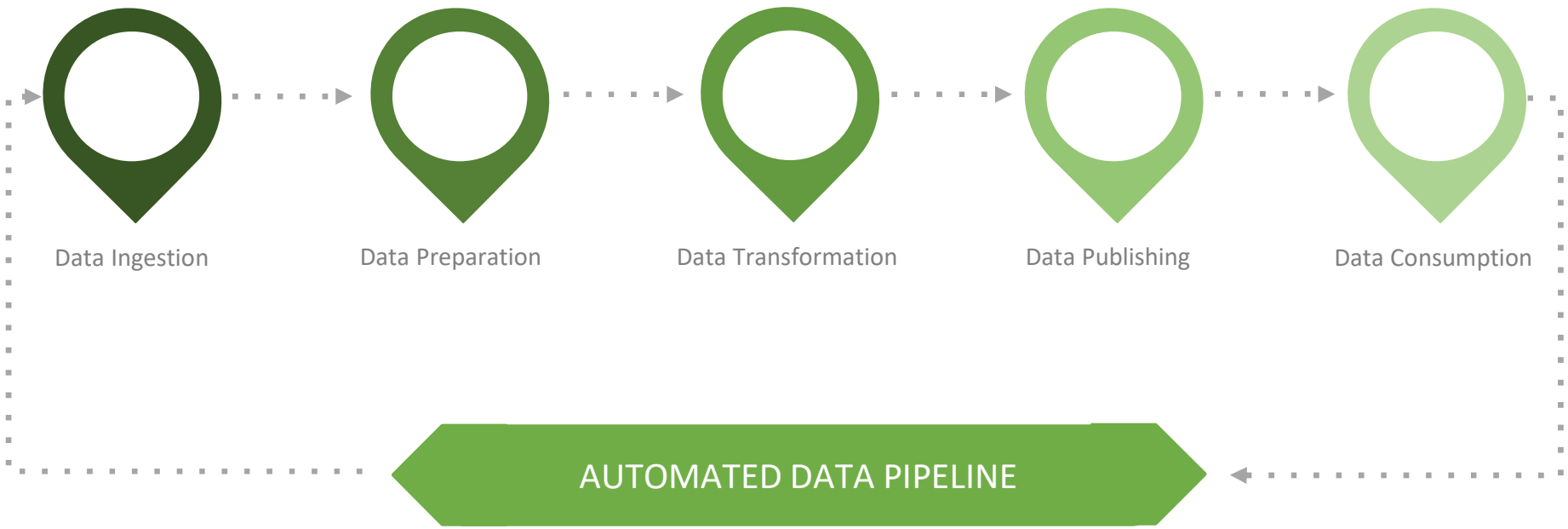
Data Analysis & Visualization

Predictive Diagnostic

In collaboration with tableau

Student | Current – Less Need | Future – More Need

Automate


Data Ingestion
Data Preparation
Data Transformation
Data Publishing
Data Consumption
AUTOMATED DATA PIPELINE

Do NOT work for the Tool,

Let the Tool work for YOU!!!

Pandemic Impact
Strategy Updates
More Board Meetings
Trend Analysis
Peer Analysis
IR

General Concerns about Student Success

- Who I can help today to be successful (Descriptive)
  What happened
- Who, in future, would need my help to be successful (Predictive)
  What will happen next
- What can I do to make them successful (Prescriptive)
  Let's do this to improve
- What patterns were found for the success criteria (Diagnostic)
  Why did it happen

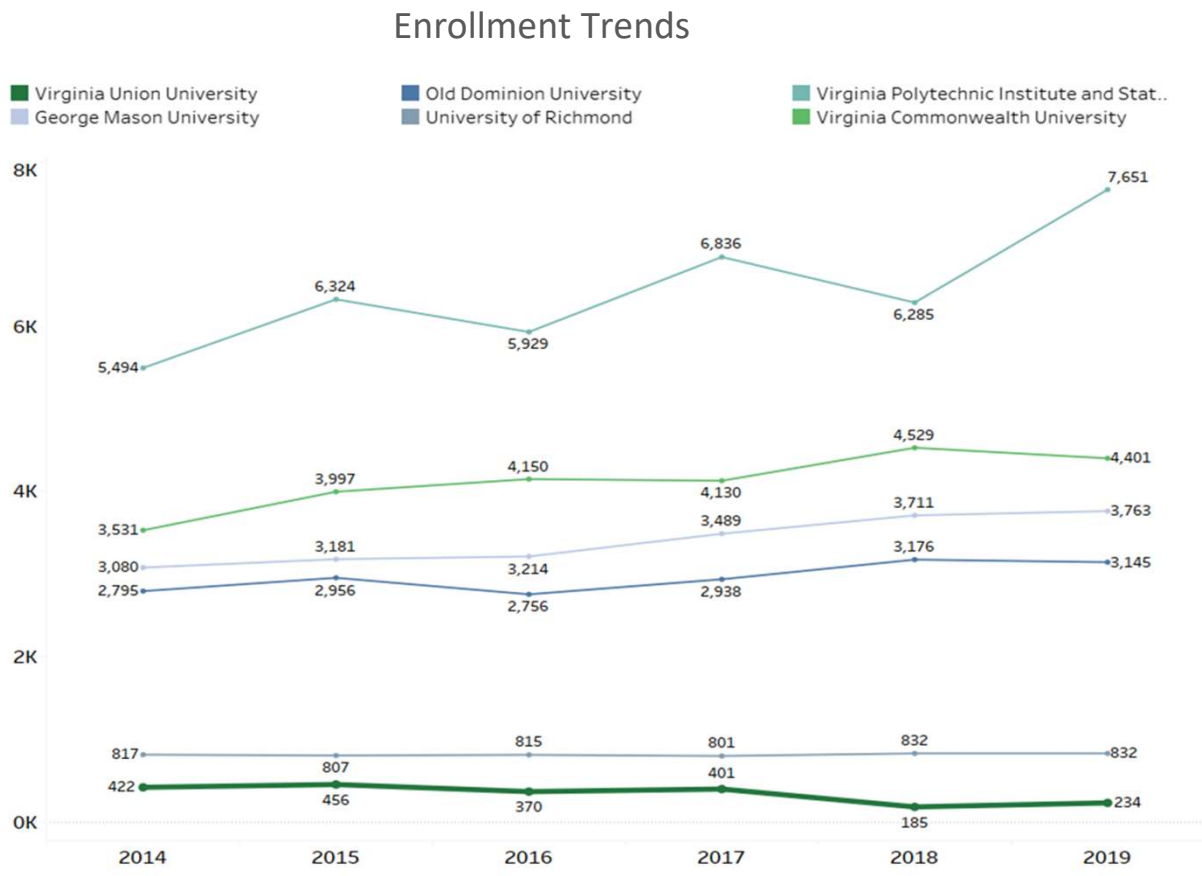
Student → Current at-risk → Future at-risk

HBCU Client Peer Analysis Requests…

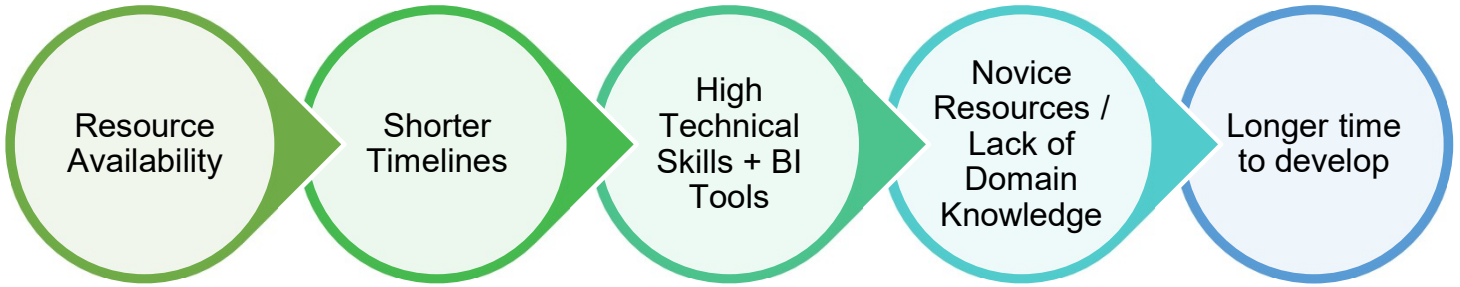
By Location
- Virginia State University
- University of Mary Washington

By Mission
- Hampton University
- Norfolk State University
- Virginia State University

By Strategy
- University of Richmond
- George Mason University
- Old Dominion University
- Virginia Commonwealth University
- Virginia Polytechnic Institute and State University



Difference


Resource Availability
Shorter Timelines
High Technical Skills + BI Tools
Novice Resources / Lack of Domain Knowledge
Longer time to develop

HiEd Solutions

HiEd Harmony Portal

Student Challenges and HiEd Solutions

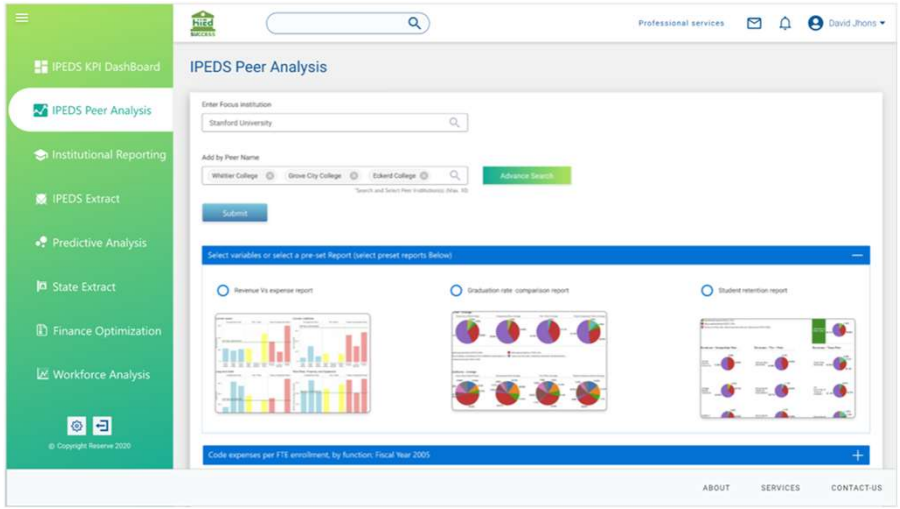
Trouble balancing work & school	Financial troubles
Unprepared	Family Issues
Unclear path to the workplace	Lack of engagement
Unclear value of program	Class too difficult

Difficult to capture

Root causes that Analytics can capture

HiEd Strategy Portal

Providing Actionable Analytics



LMS Analytics

Scoring

IPEDS Peer Analysis

Assessment

Institutional Dashboards

Finance optimization

HBCU Client Peer Analysis Requests…

By Location
- Virginia State University
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- Hampton University
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By Strategy
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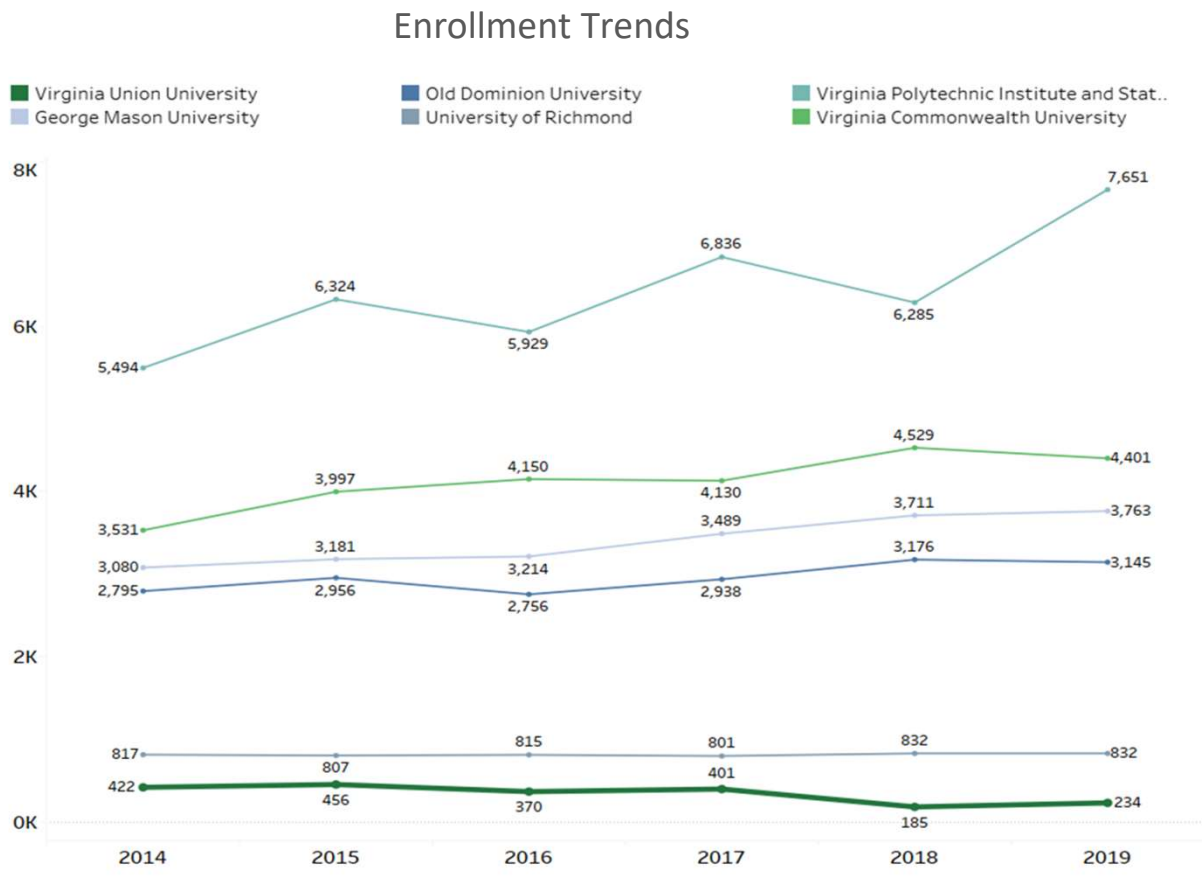
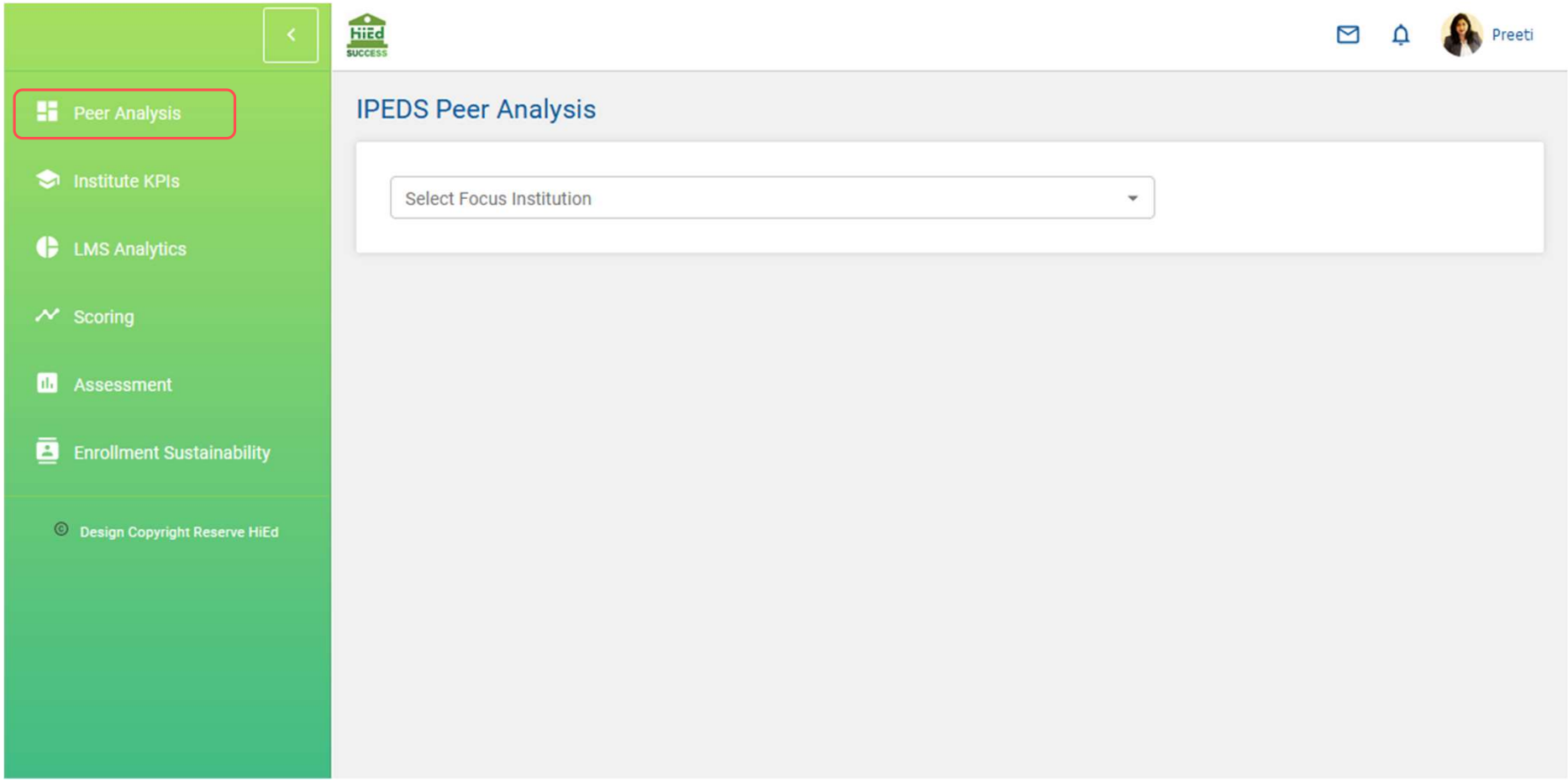
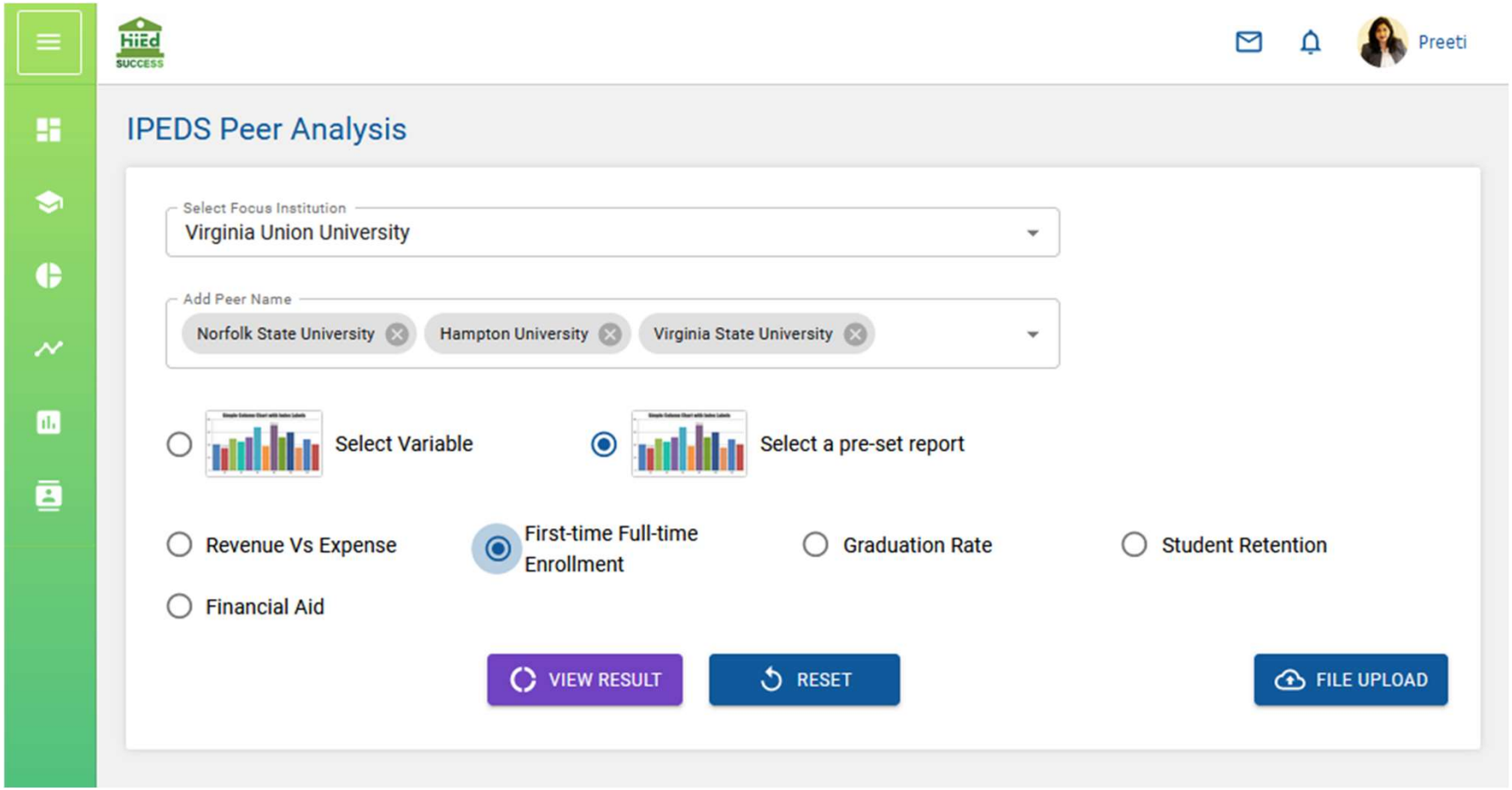


Peer Analysis

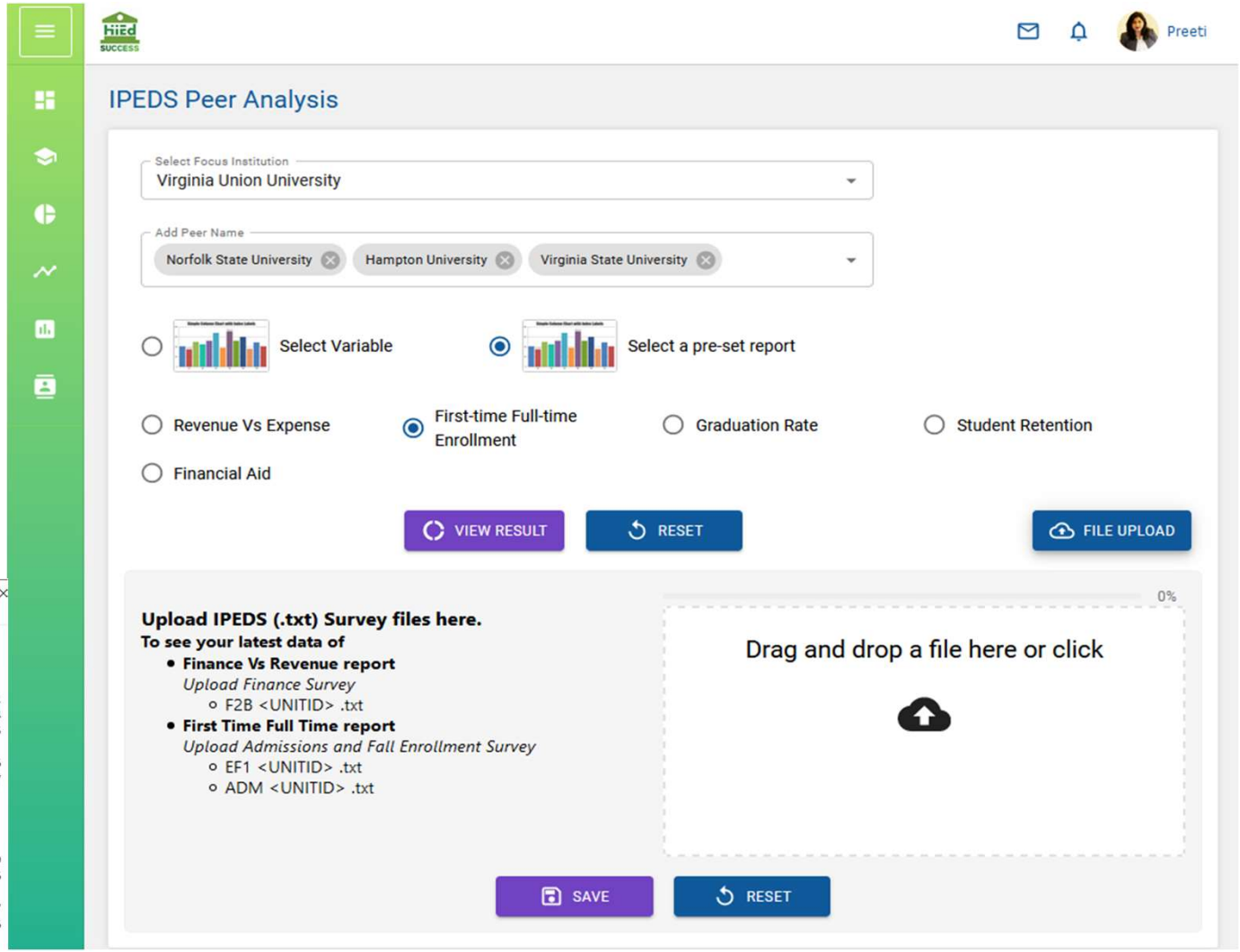


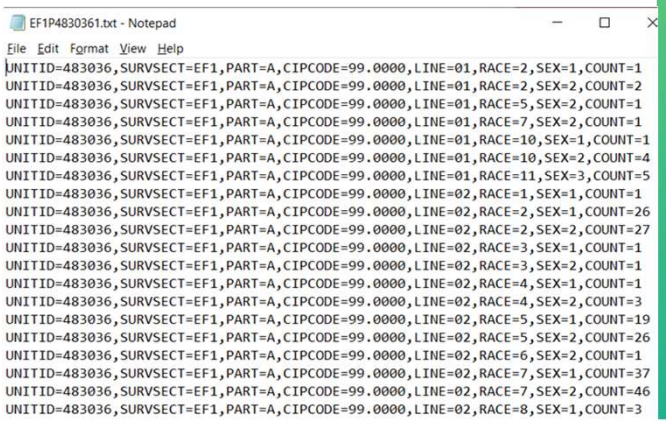
Select Peers and Report Category



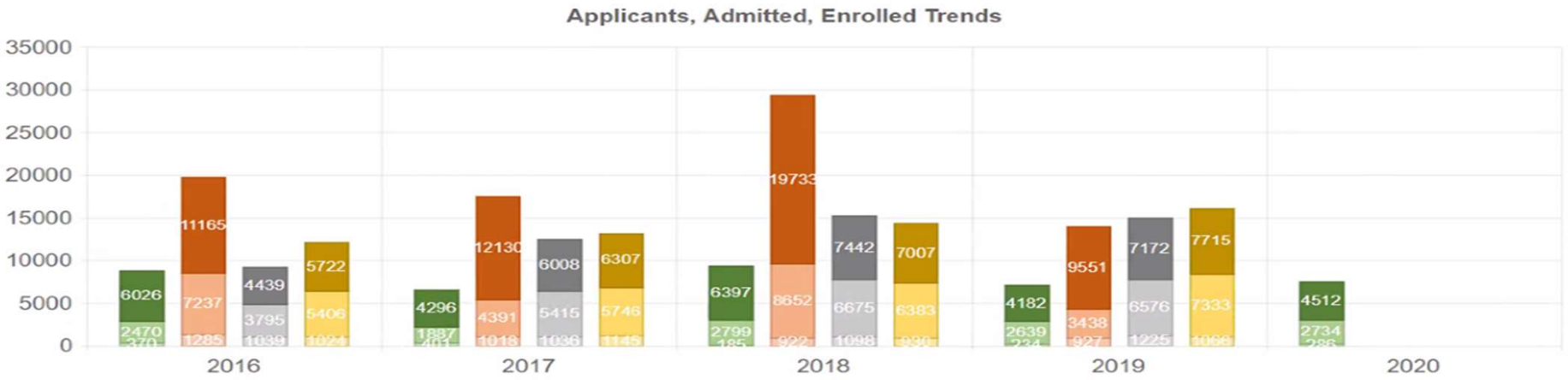
File Upload

- No additional efforts required
- Real-time updates to KPI Dashboards
- Full control over uploaded data set(s)



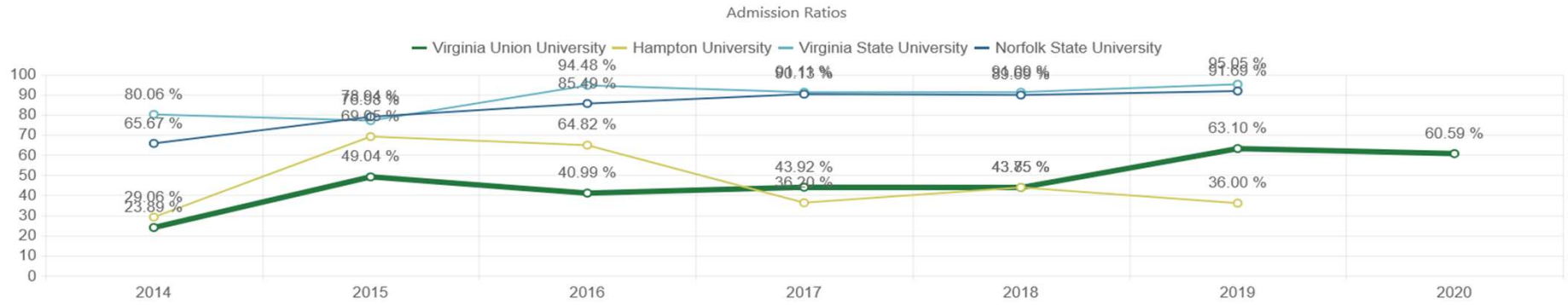


Peer Analysis



Ratios

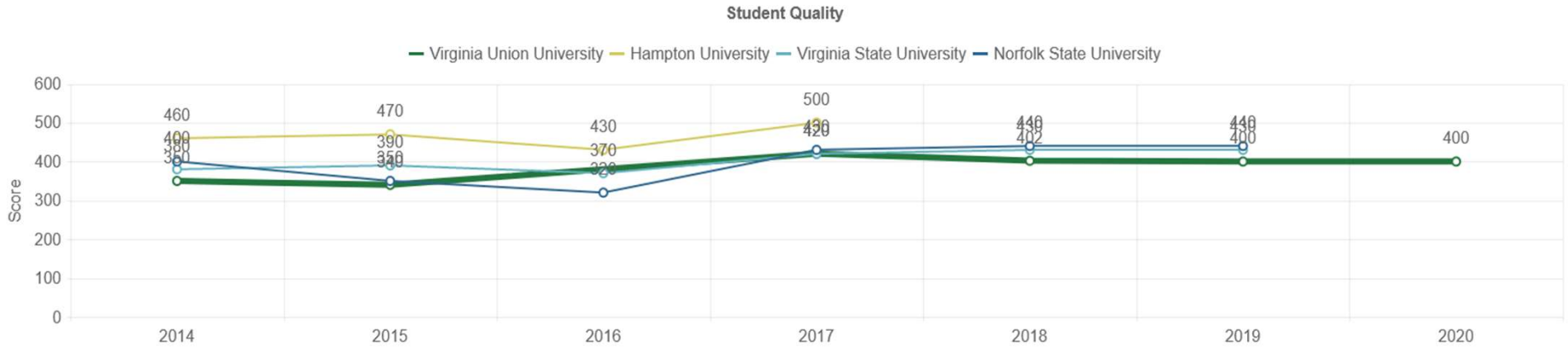
Acceptance Rate



Percentile

SAT Evidence-Based Reading and Writing

25 Percentile 75 Percentile



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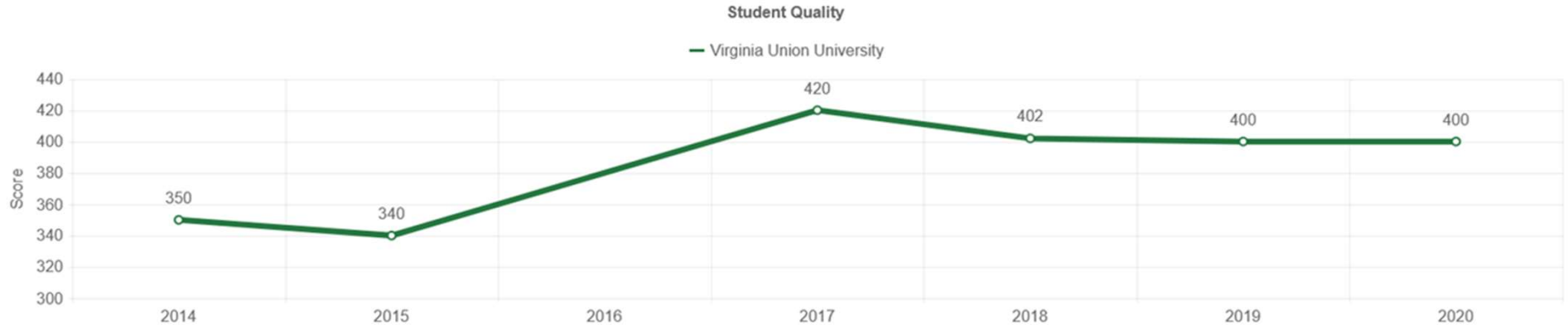
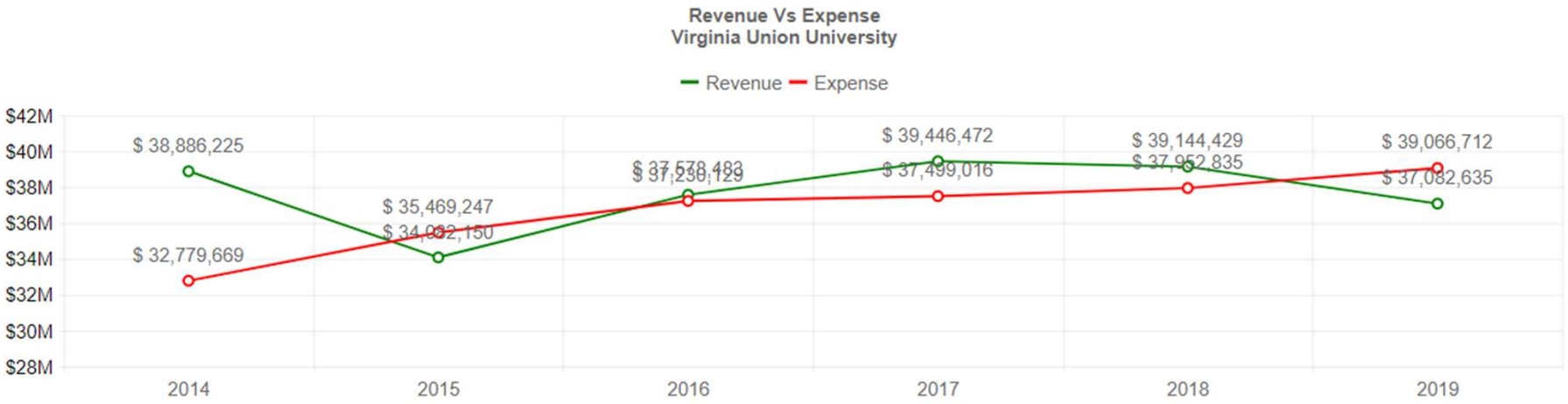
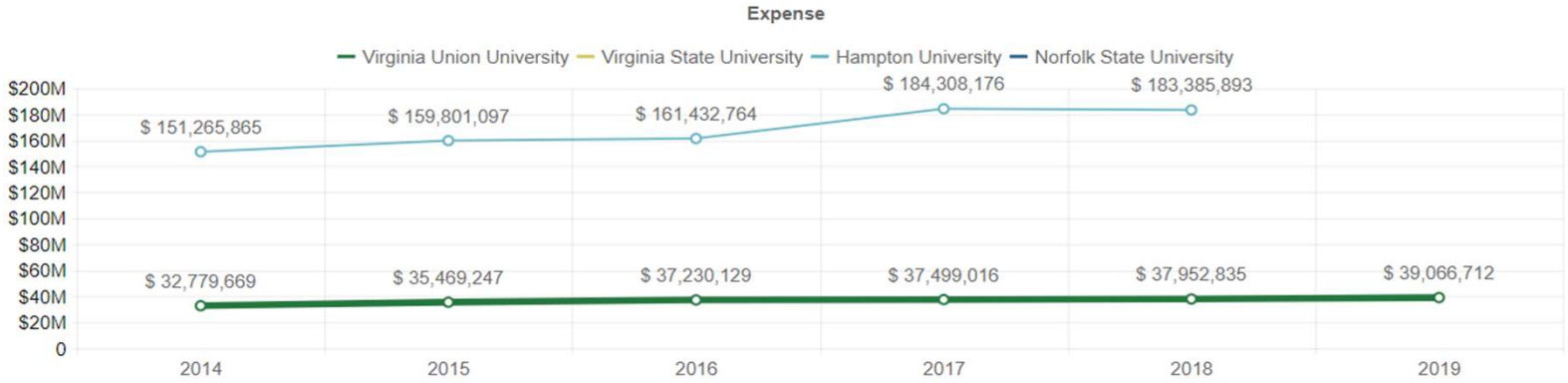


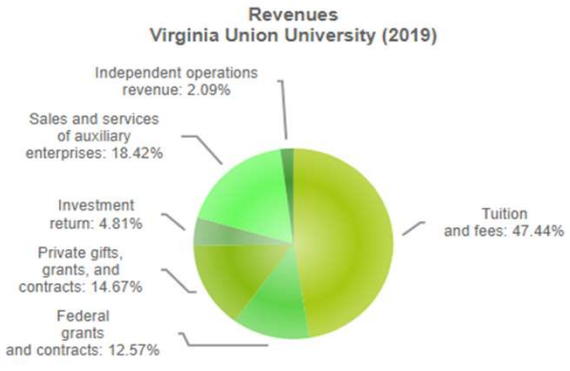
Revenue Vs Expense

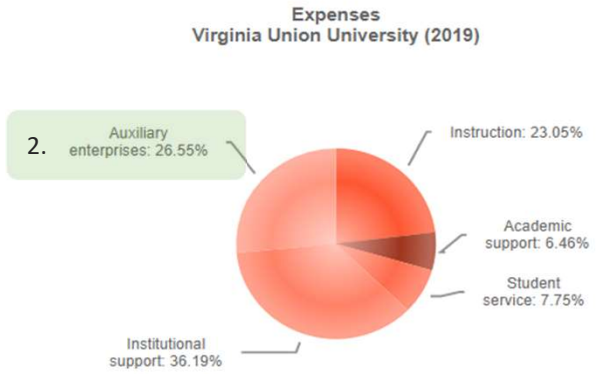


Peers by Mission

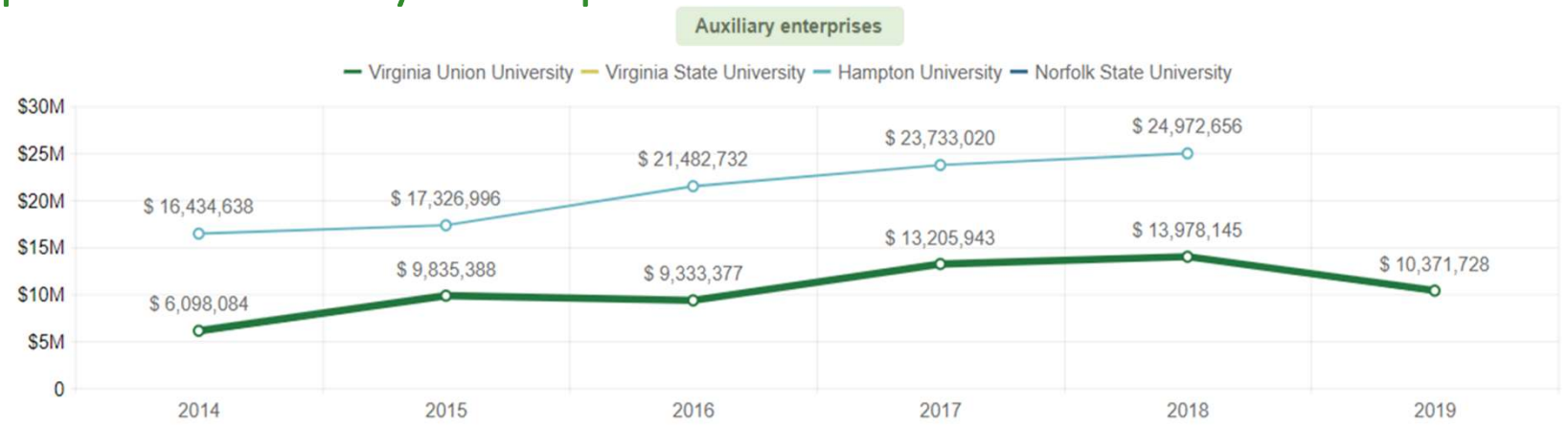
1. Expense

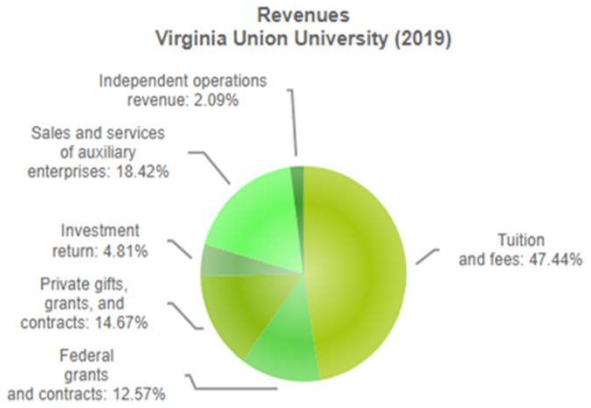


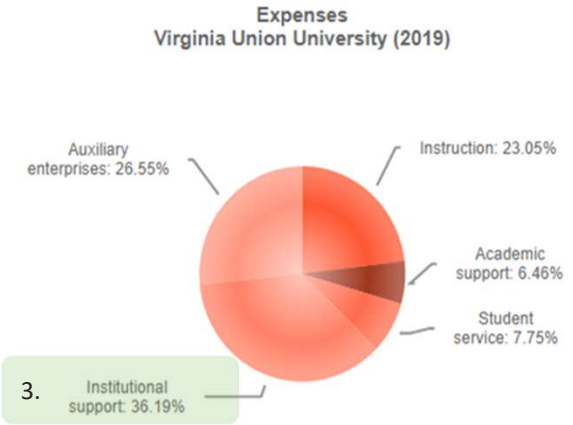




Expense: Auxiliary Enterprises

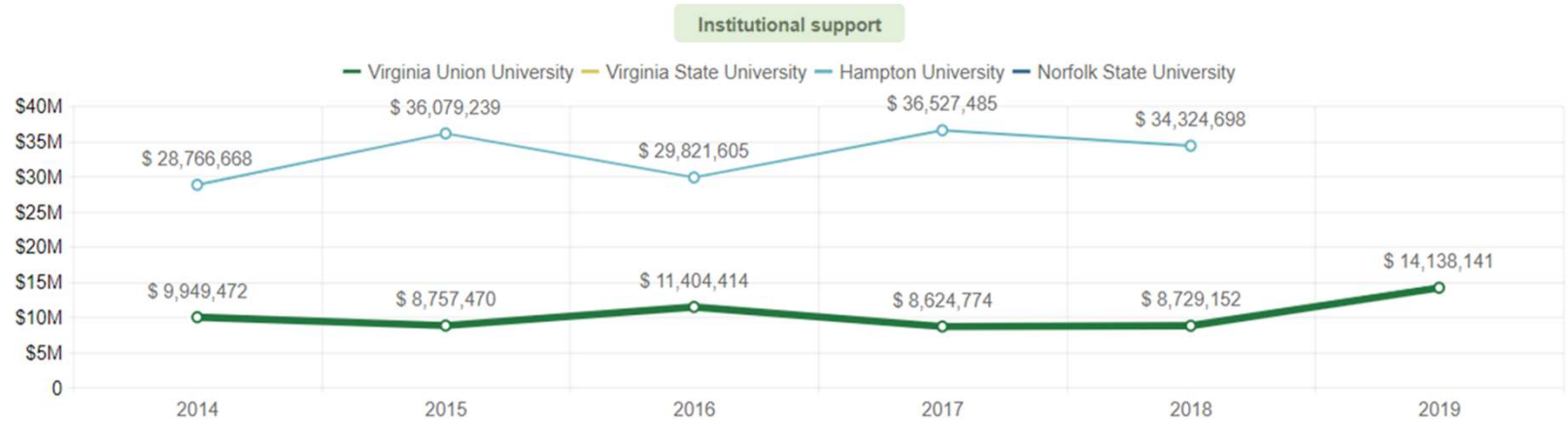


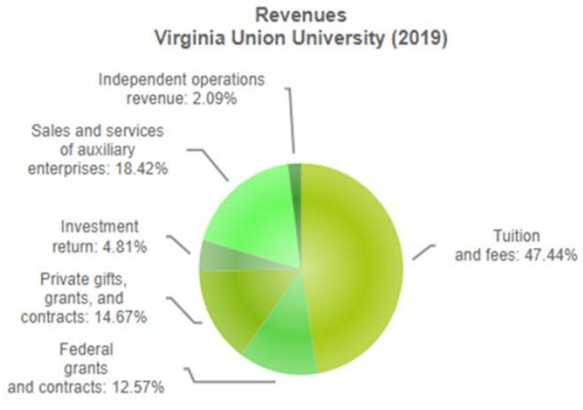


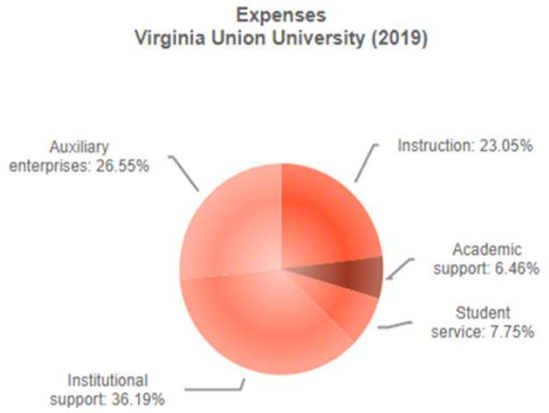


3.

Expense: Institutional Support

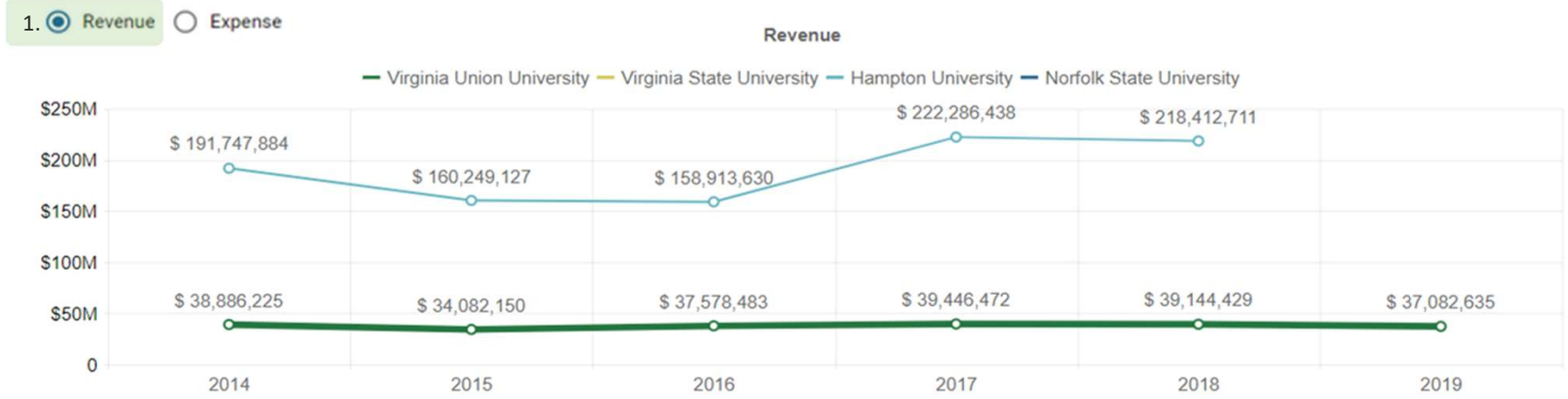


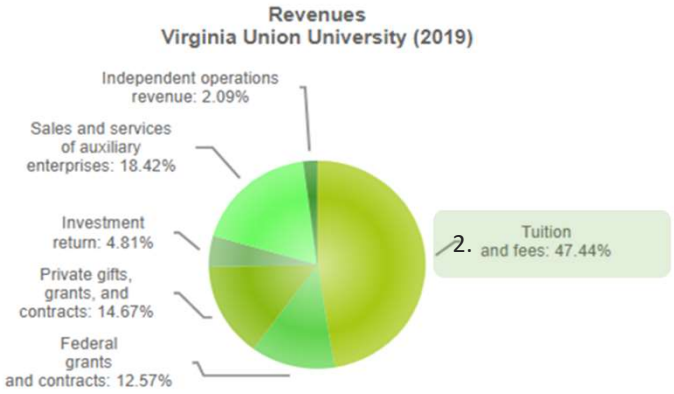


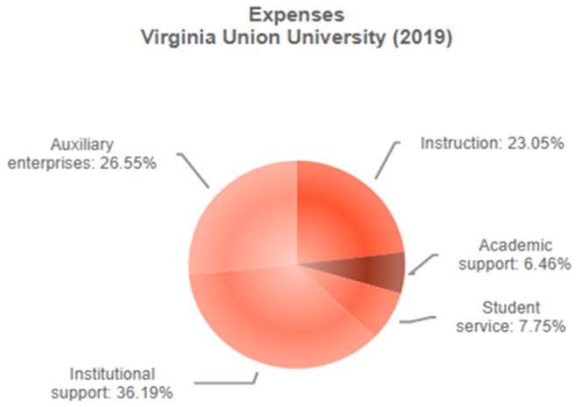


Revenue

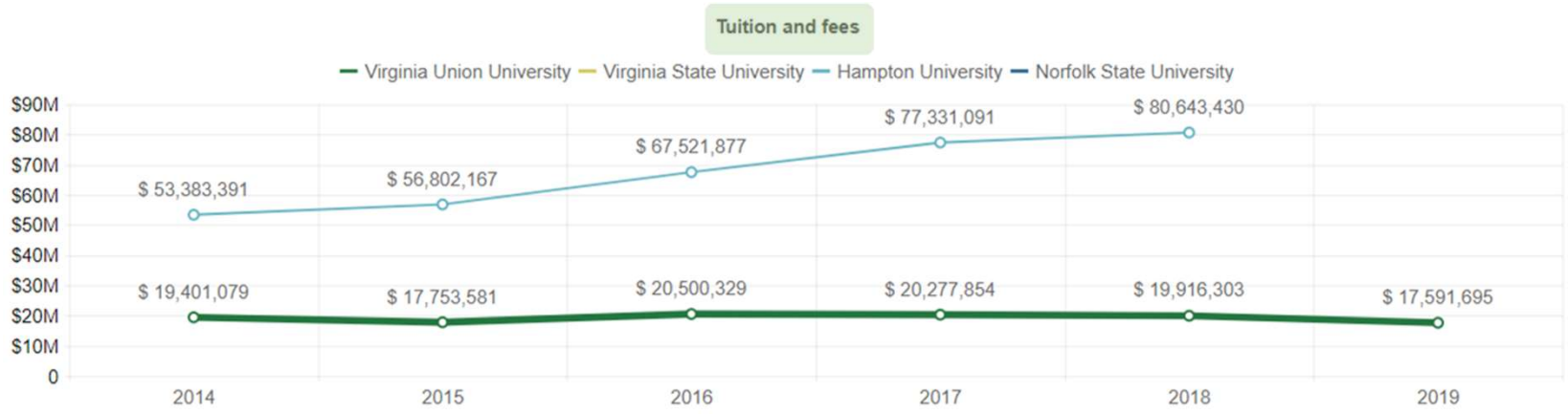
1. Revenue ○ Expense

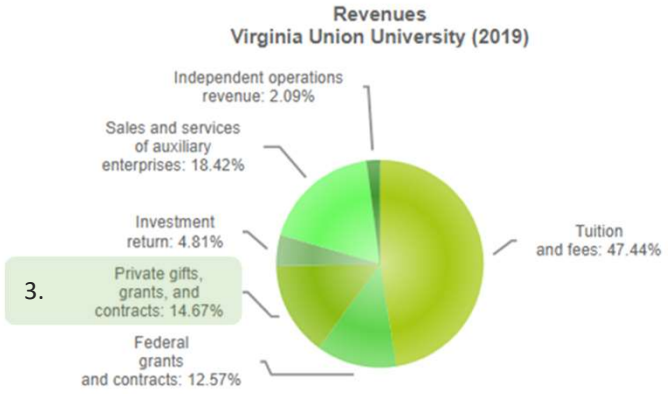


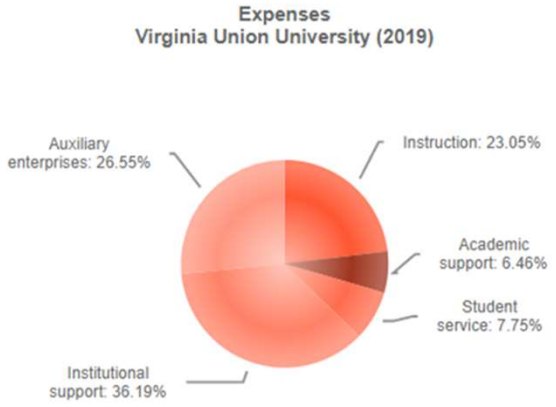




Revenue – Tuition and Fees

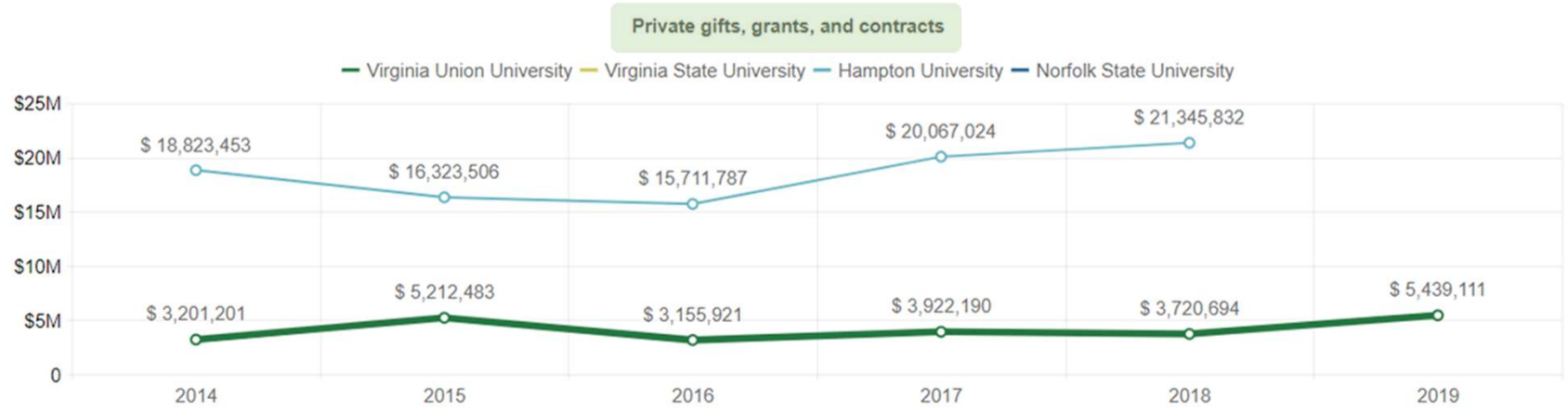


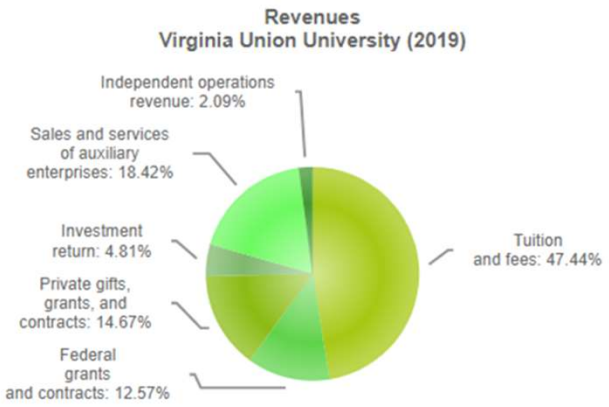


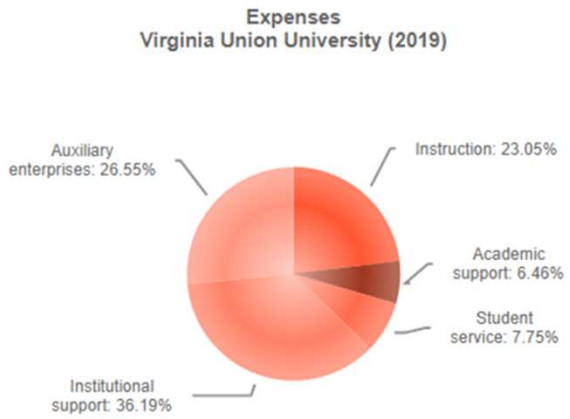


3.

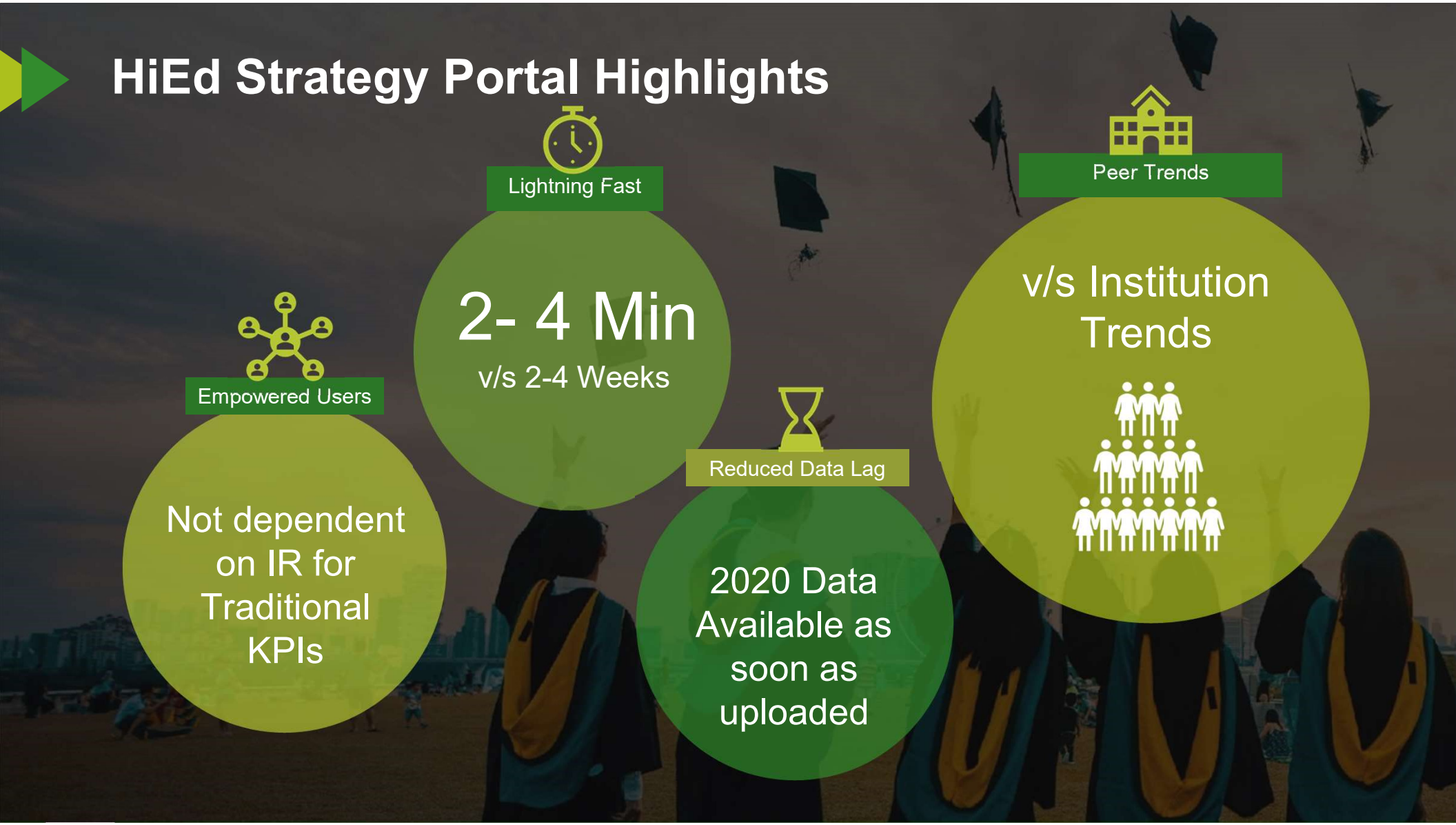
Revenue – Private Gifts, Grants, and Contracts







HiEd Strategy Portal Highlights



International Students

Almost 3 **Million** students apply to the US colleges

In 2019, over **1 Million** international students enrolled in the us colleges.

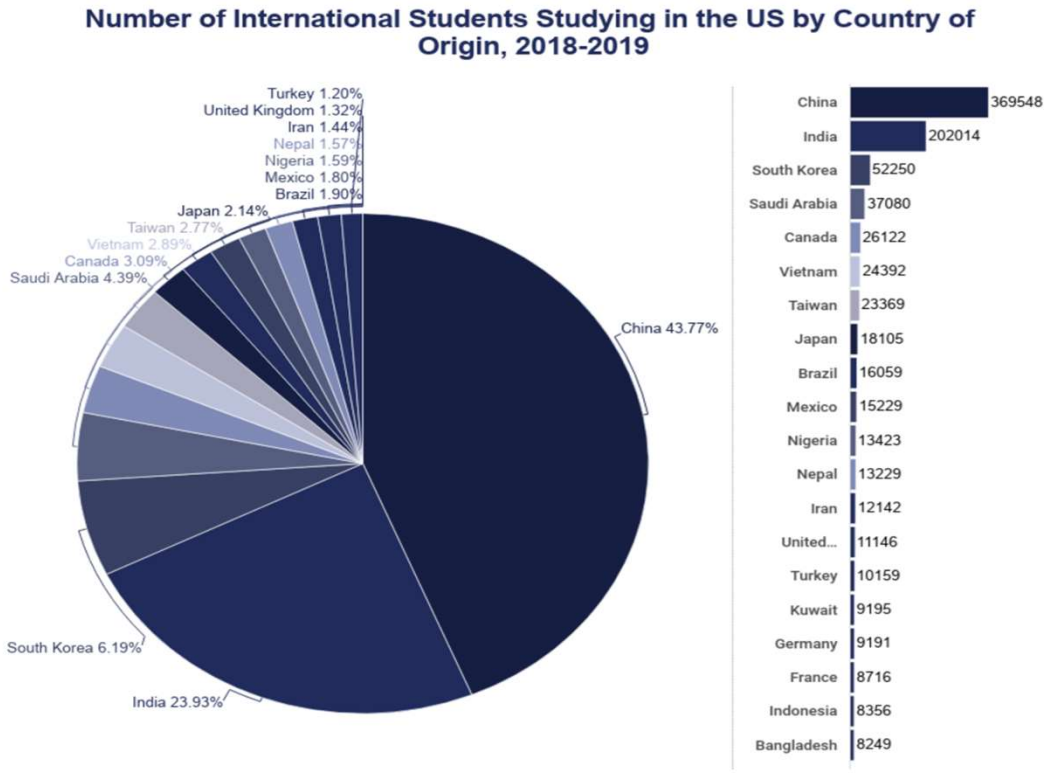
In 2018, contribution to the US economy by international students est. over **$45 Billion**

SEVP Institutions & Student Enrollment By State 2019

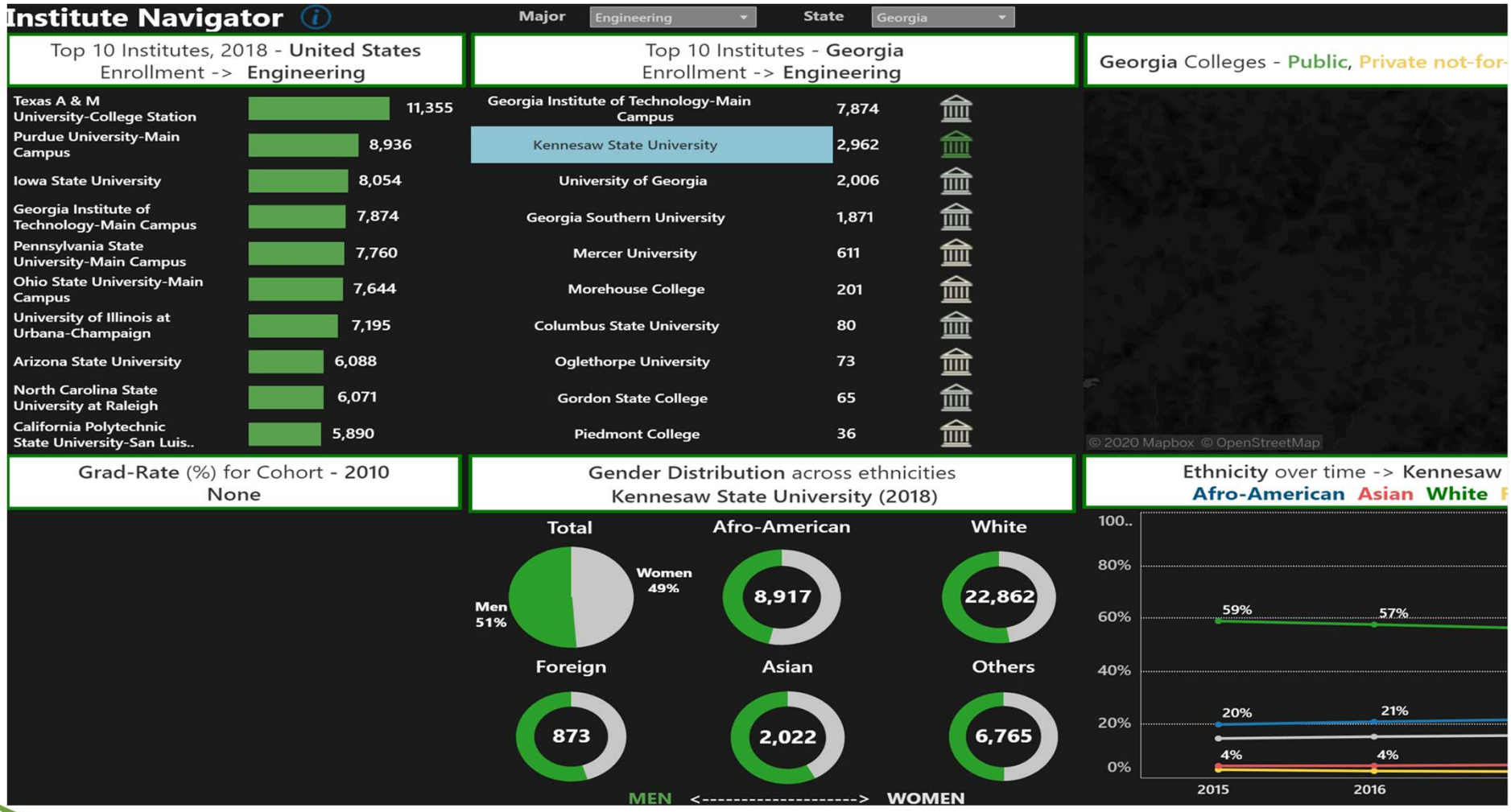
71,098	161,693	124,277	81,983
Massachusetts	California	New York	Texas
321 SEVP-certified schools	*1,054 SEVP-certified schools*	*567 SEVP-certified schools*	*463 SEVP-certified schools*

Source: EducationData.org

International Students



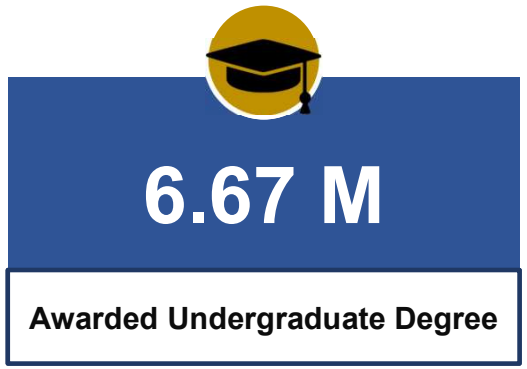
Source: EducationData.org

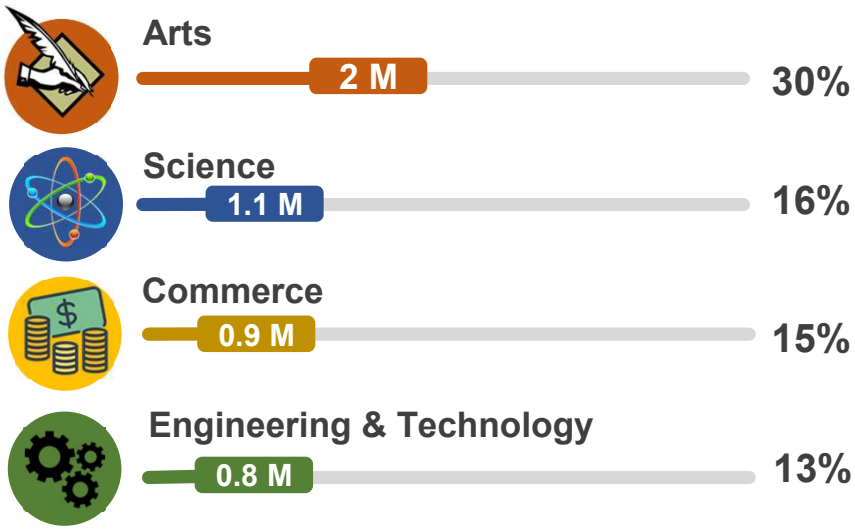

Institute Navigator
Major
Engineering
State
Georgia
Top 10 Institutes, 2018 - United States
Enrollment -> Engineering
Texas A & M University-College Station 11,355
Purdue University-Main Campus 8,936
Iowa State University 8,054
Georgia Institute of Technology-Main Campus 7,874
Pennsylvania State University-Main Campus 7,760
Ohio State University-Main Campus 7,644
University of Illinois at Urbana-Champaign 7,195
Arizona State University 6,088
North Carolina State University at Raleigh 6,071
California Polytechnic State University-San Luis.. 5,890
Top 10 Institutes - Georgia
Enrollment -> Engineering
Georgia Institute of Technology-Main Campus 7,874
Kennesaw State University 2,962
University of Georgia 2,006
Georgia Southern University 1,871
Mercer University 611
Morehouse College 201
Columbus State University 80
Oglethorpe University 73
Gordon State College 65
Piedmont College 36
Georgia Colleges - Public, Private not-for-
© 2020 Mapbox © OpenStreetMap
Grad-Rate (%) for Cohort - 2010
None
Gender Distribution across ethnicities
Kennesaw State University (2018)
Total
Women 49%
Men 51%
Afro-American
8,917
White
22,862
Foreign
873
Asian
2,022
Others
6,765
MEN <----------> WOMEN
Ethnicity over time -> Kennesaw
Afro-American Asian White
100..
80%
60%
40%
20%
0%
59%
57%
20%
21%
4%
4%
2015
2016

HiEd Harmony Portal

Let's pick a scenario with some statistics –

- A survey was conducted by the *"Ministry of Human Resource Development"* **Government of India** in 2019.



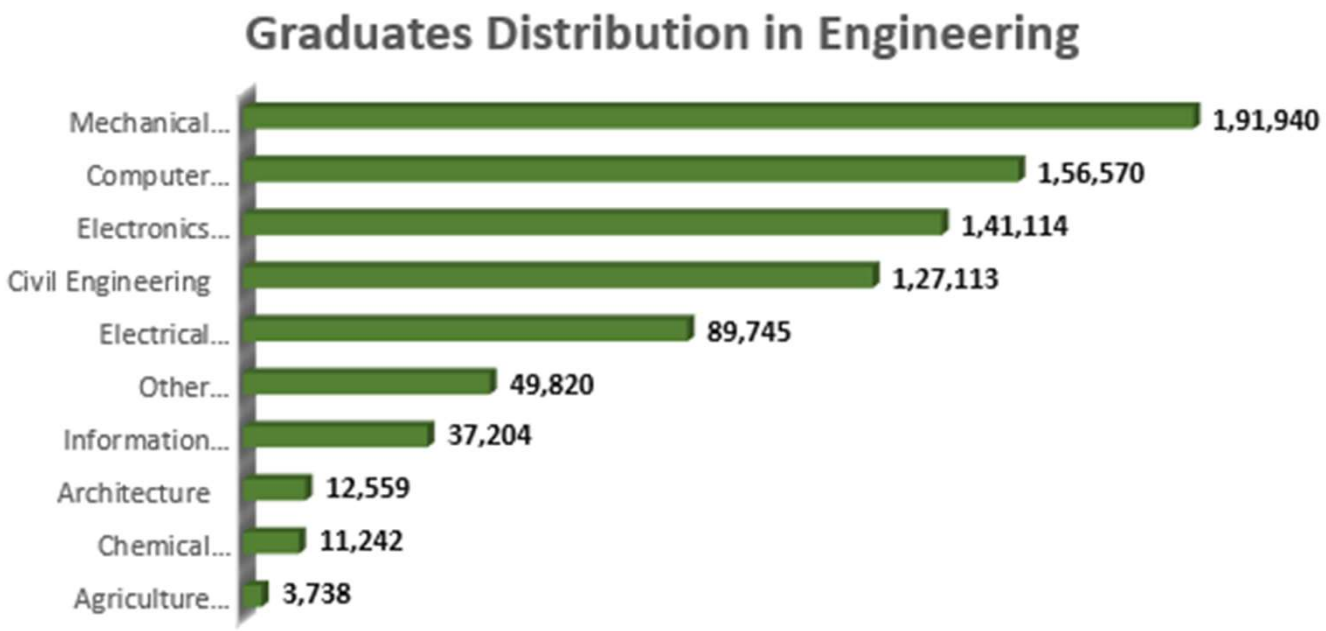


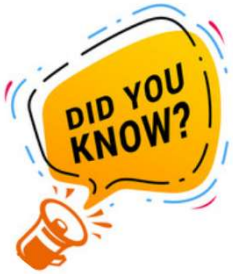
All India survey on higher education 2019, page T-33

HiEd Harmony Portal

832 K

Awarded Engineering Degree





Total enrolment in Undergraduate has been estimated to be 37.4 million in year 2019

All India survey on higher education 2019, page T-35

HiEd Harmony

Search...

Filters

Profile Update
Update your profile to improve your search! **Update**

Suggested Colleges (12)

Based on your profile best suitable colleges

Sort by: Admission Probability

Compare

Northwestern Oklahoma State University

PUBLIC ★★★★☆

709 Oklahoma Blvd., Alva, OK 73717, United States

Mark as Favorite | View Details | More

90% ADMISSION PROBABILITY

95% PROFILE COMPATIBILITY

Sul Ross State University

PUBLIC ★★★★☆

79830 US-90, Alpine, TX 79830, United States

Mark as Favorite | View Details | More

65% ADMISSION PROBABILITY

90% PROFILE COMPATIBILITY

Texas A&M University

PUBLIC ★★★★☆

400 Bizzell St, College Station, TX 77843, United States

Mark as Favorite | View Details | More

48% ADMISSION PROBABILITY

60% PROFILE COMPATIBILITY

Kate Wilson

kate.wilson20@gmail.com
Alva, Oklahoma

Course Level: BACHELORS

30% DONE — The more complete your profile, the better we can match you with an institution.

Scores & Ranks

SAT	ACT	TOEFL
1500	75	80

Field of Interest

STATISTICS | DATA SCIENCE | PROGRAMMING

Awards

- Guardian
- Student Media Award
- Morgan Prize

Hobbies

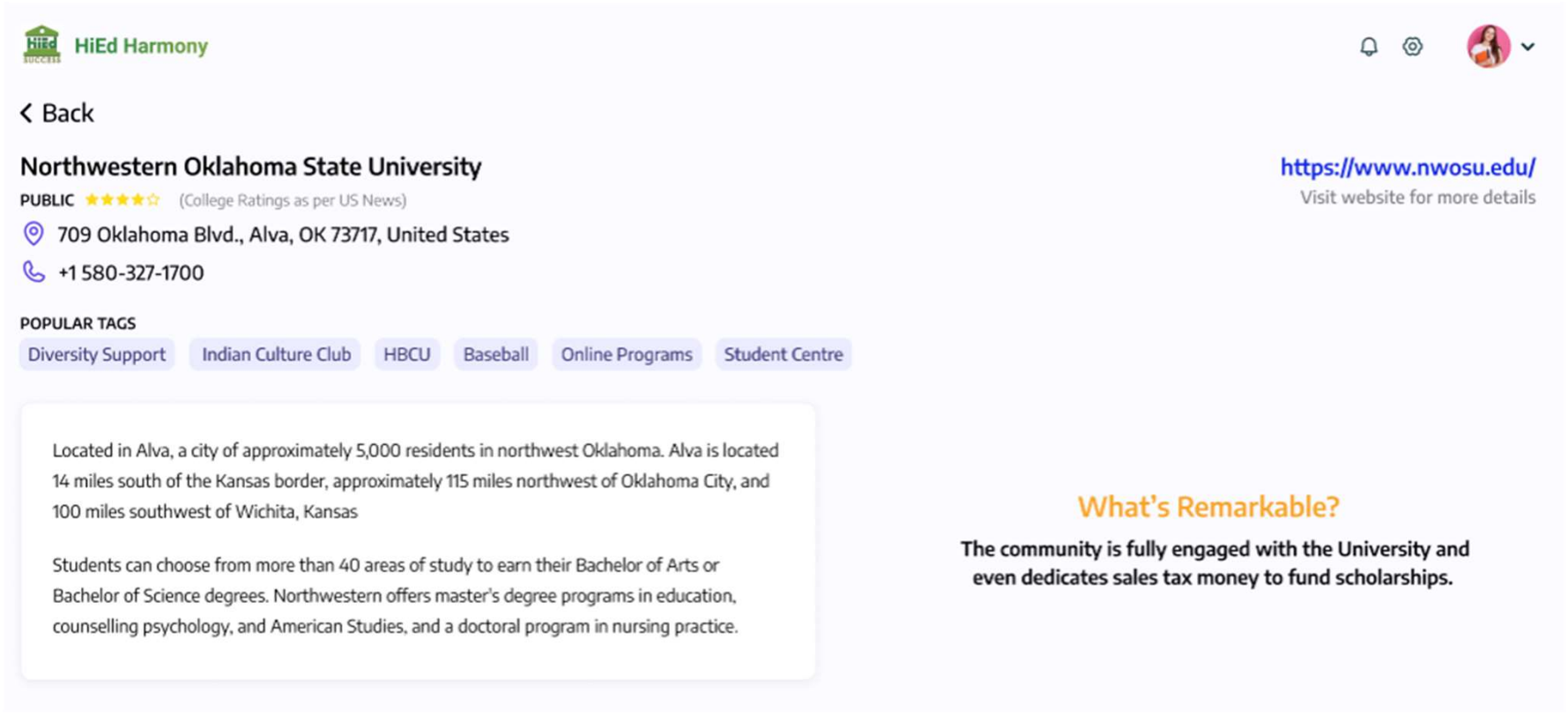
Traveling | Swimming | Baseball

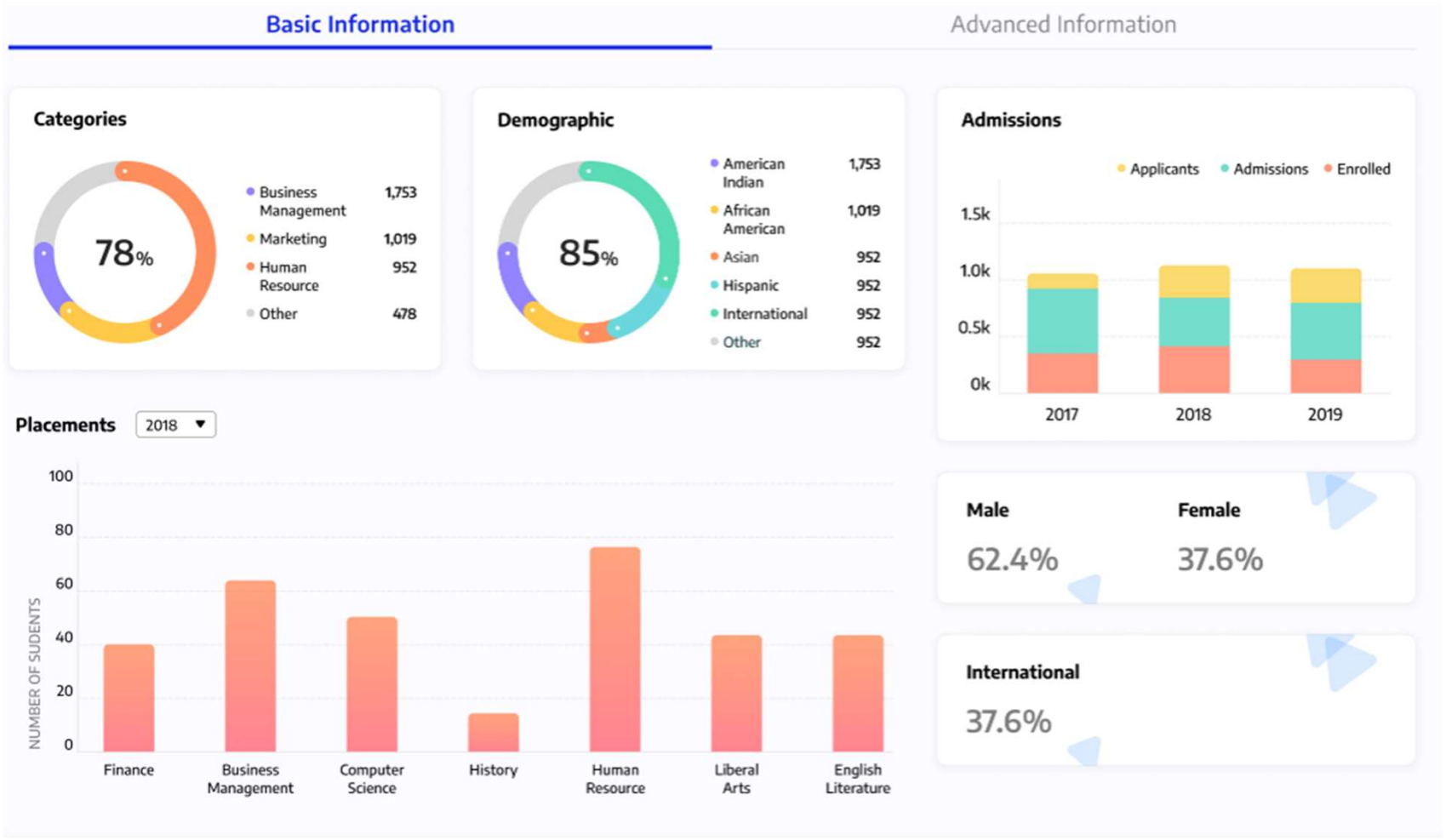
Volunteer Hours	Current Income
60 hours	$45,001 - $60,000

Notifications

General Alert 1:30 PM
Webtest #5 is now unlocked. Please visit the **Resources**

HiEd SUCCESS


HiEd Harmony
Back
Northwestern Oklahoma State University
PUBLIC ★★★★☆ (College Ratings as per US News)
709 Oklahoma Blvd., Alva, OK 73717, United States
+1 580-327-1700
https://www.nwosu.edu/
Visit website for more details
POPULAR TAGS
Diversity Support
Indian Culture Club
HBCU
Baseball
Online Programs
Student Centre
Located in Alva, a city of approximately 5,000 residents in northwest Oklahoma. Alva is located 14 miles south of the Kansas border, approximately 115 miles northwest of Oklahoma City, and 100 miles southwest of Wichita, Kansas
Students can choose from more than 40 areas of study to earn their Bachelor of Arts or Bachelor of Science degrees. Northwestern offers master's degree programs in education, counselling psychology, and American Studies, and a doctoral program in nursing practice.
What's Remarkable?
The community is fully engaged with the University and even dedicates sales tax money to fund scholarships.


Basic Information
Advanced Information
Categories
78%
Business Management 1,753
Marketing 1,019
Human Resource 952
Other 478
Demographic
85%
American Indian 1,753
African American 1,019
Asian 952
Hispanic 952
International 952
Other 952
Admissions
Applicants
Admissions
Enrolled
1.5k
1.0k
0.5k
0k
2017
2018
2019
Placements
2018
NUMBER OF SUDENTS
100
80
60
40
20
0
Finance
Business Management
Computer Science
History
Human Resource
Liberal Arts
English Literature
Male
62.4%
Female
37.6%
International
37.6%

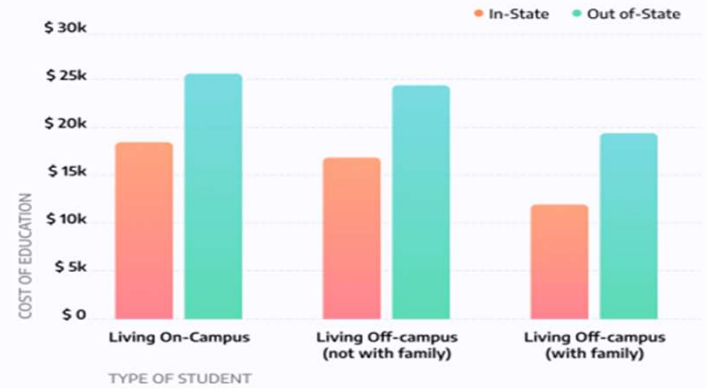
Basic Information | **Advanced Information**

SUMMARY

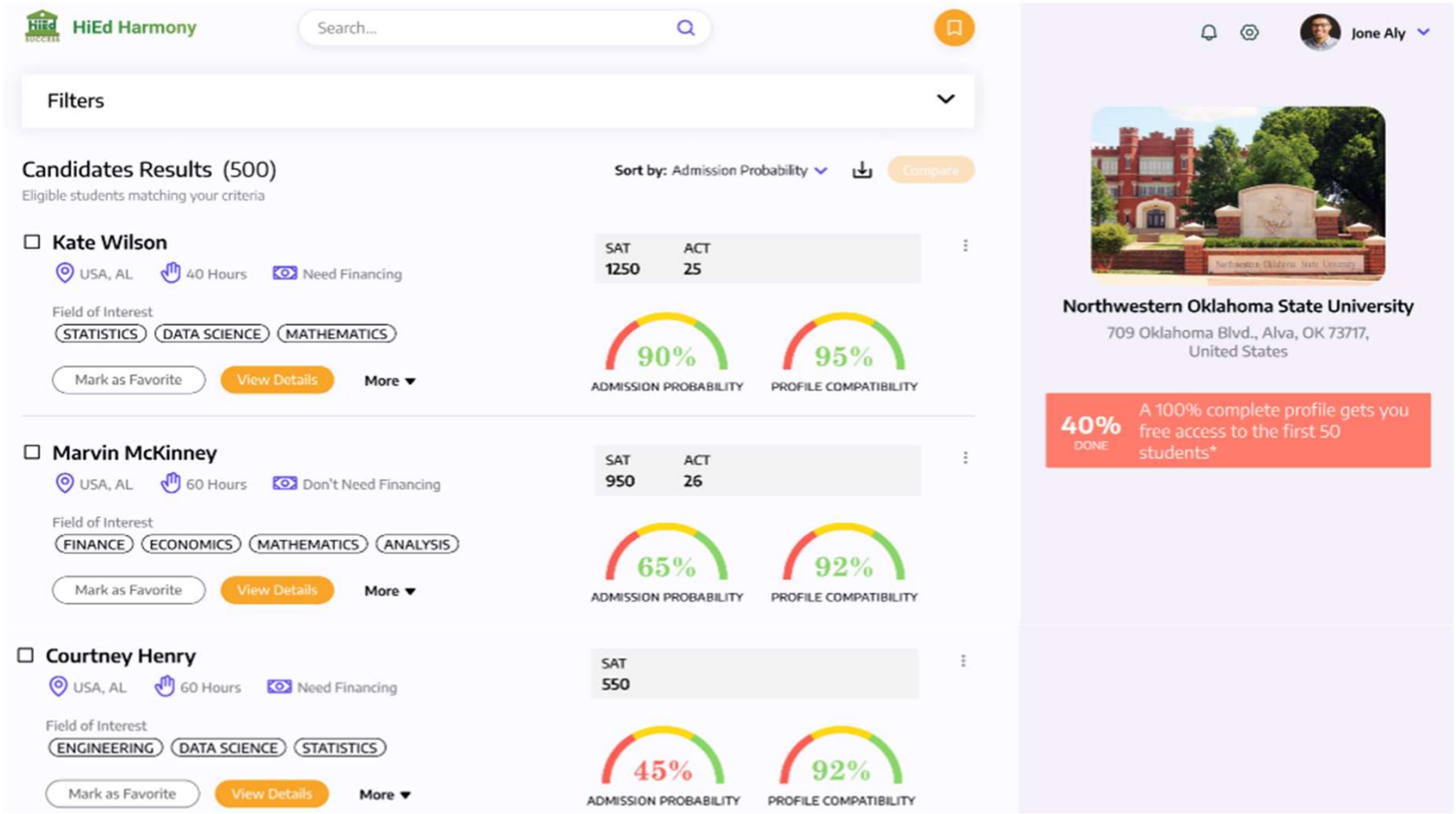
Rating 4.2	Acceptance rate 68%	Graduation Rate 24%	Type PUBLIC
Level of Institution 4 or More Years	Size of Institution 1,000 - 4,999 (Mid-Size)	Tuition Fee $ 8018	Undergraduate Enrollment 1849

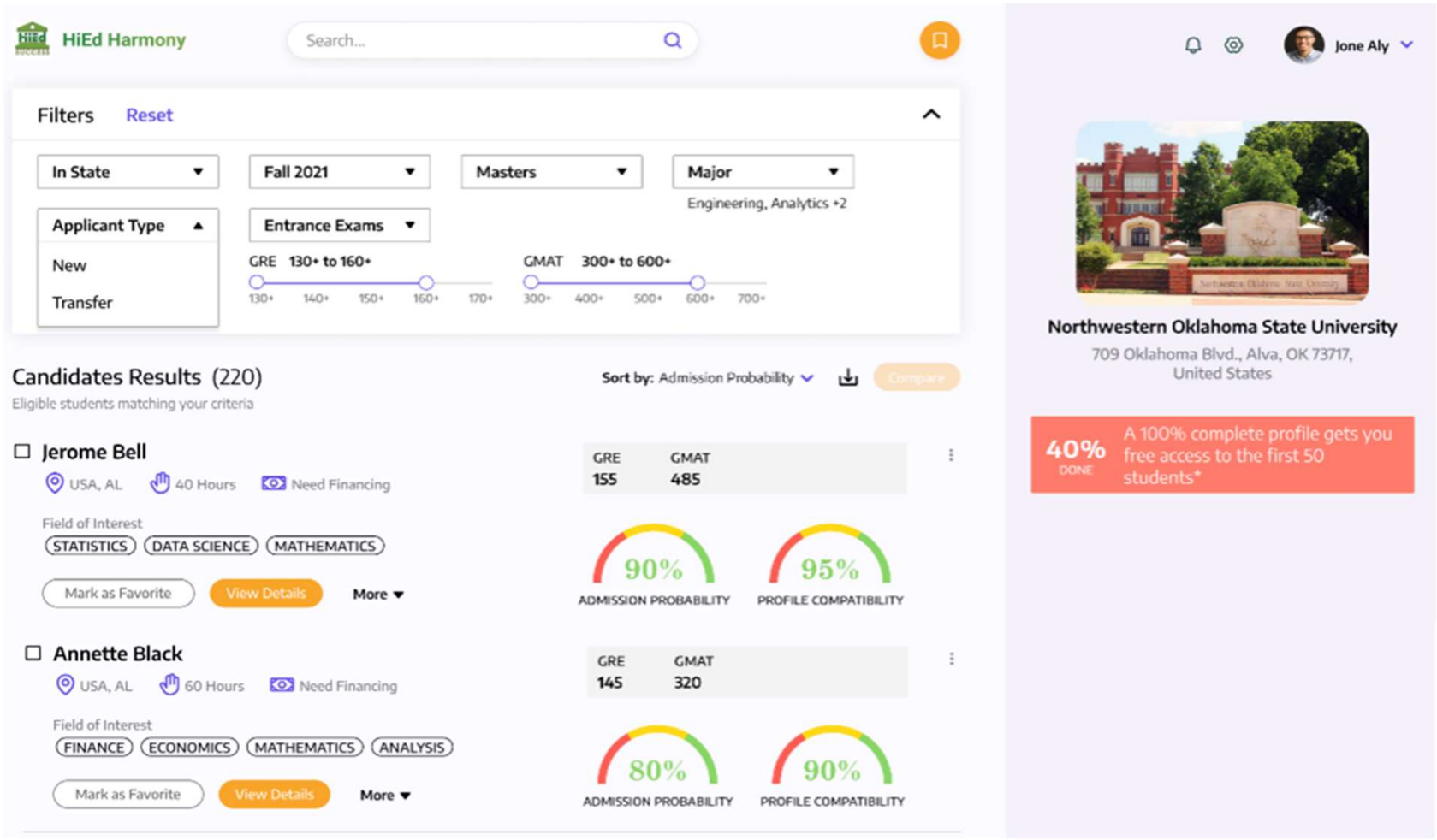
STATISTICS

Cost of Education



Cost by Household Income


HiEd Harmony
Search...
Jone Aly
Filters
Candidates Results (500)
Eligible students matching your criteria
Sort by: Admission Probability
Compare
Kate Wilson
USA, AL
40 Hours
Need Financing
SAT 1250
ACT 25
Field of Interest
STATISTICS
DATA SCIENCE
MATHEMATICS
Mark as Favorite
View Details
More
90%
ADMISSION PROBABILITY
95%
PROFILE COMPATIBILITY
Marvin McKinney
USA, AL
60 Hours
Don't Need Financing
SAT 950
ACT 26
Field of Interest
FINANCE
ECONOMICS
MATHEMATICS
ANALYSIS
Mark as Favorite
View Details
More
65%
ADMISSION PROBABILITY
92%
PROFILE COMPATIBILITY
Courtney Henry
USA, AL
60 Hours
Need Financing
SAT 550
Field of Interest
ENGINEERING
DATA SCIENCE
STATISTICS
Mark as Favorite
View Details
More
45%
ADMISSION PROBABILITY
92%
PROFILE COMPATIBILITY
Northwestern Oklahoma State University
709 Oklahoma Blvd., Alva, OK 73717, United States
40% DONE
A 100% complete profile gets you free access to the first 50 students*


HiEd Harmony
Search...
Jone Aly
Filters
Reset
In State
Fall 2021
Masters
Major
Engineering, Analytics +2
Applicant Type
New
Transfer
Entrance Exams
GRE 130+ to 160+
130+ 140+ 150+ 160+ 170+
GMAT 300+ to 600+
300+ 400+ 500+ 600+ 700+
Candidates Results (220)
Eligible students matching your criteria
Sort by: Admission Probability
Compare
Jerome Bell
USA, AL
40 Hours
Need Financing
GRE 155
GMAT 485
Field of Interest
STATISTICS
DATA SCIENCE
MATHEMATICS
Mark as Favorite
View Details
More
90%
ADMISSION PROBABILITY
95%
PROFILE COMPATIBILITY
Annette Black
USA, AL
60 Hours
Need Financing
GRE 145
GMAT 320
Field of Interest
FINANCE
ECONOMICS
MATHEMATICS
ANALYSIS
Mark as Favorite
View Details
More
80%
ADMISSION PROBABILITY
90%
PROFILE COMPATIBILITY
Northwestern Oklahoma State University
709 Oklahoma Blvd., Alva, OK 73717,
United States
40%
DONE
A 100% complete profile gets you free access to the first 50 students*

Trusted by

Xavier University of Louisiana

Brandman University Chapman System Est. 1861

Georgia State University

Drew University

Kennesaw State University

University System of Georgia

CNM Central New Mexico Community College

University of West Georgia

University of South Carolina

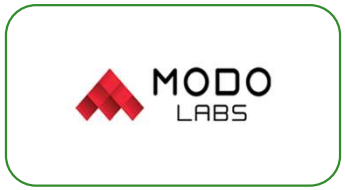
Enrollment Design Plan. Design. Innovate.

Alamo Colleges District

SAIT

Affiliations and Technology Partnerships

Current Alliances



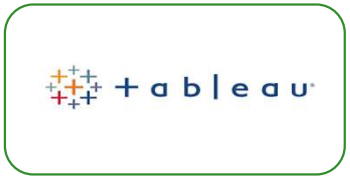
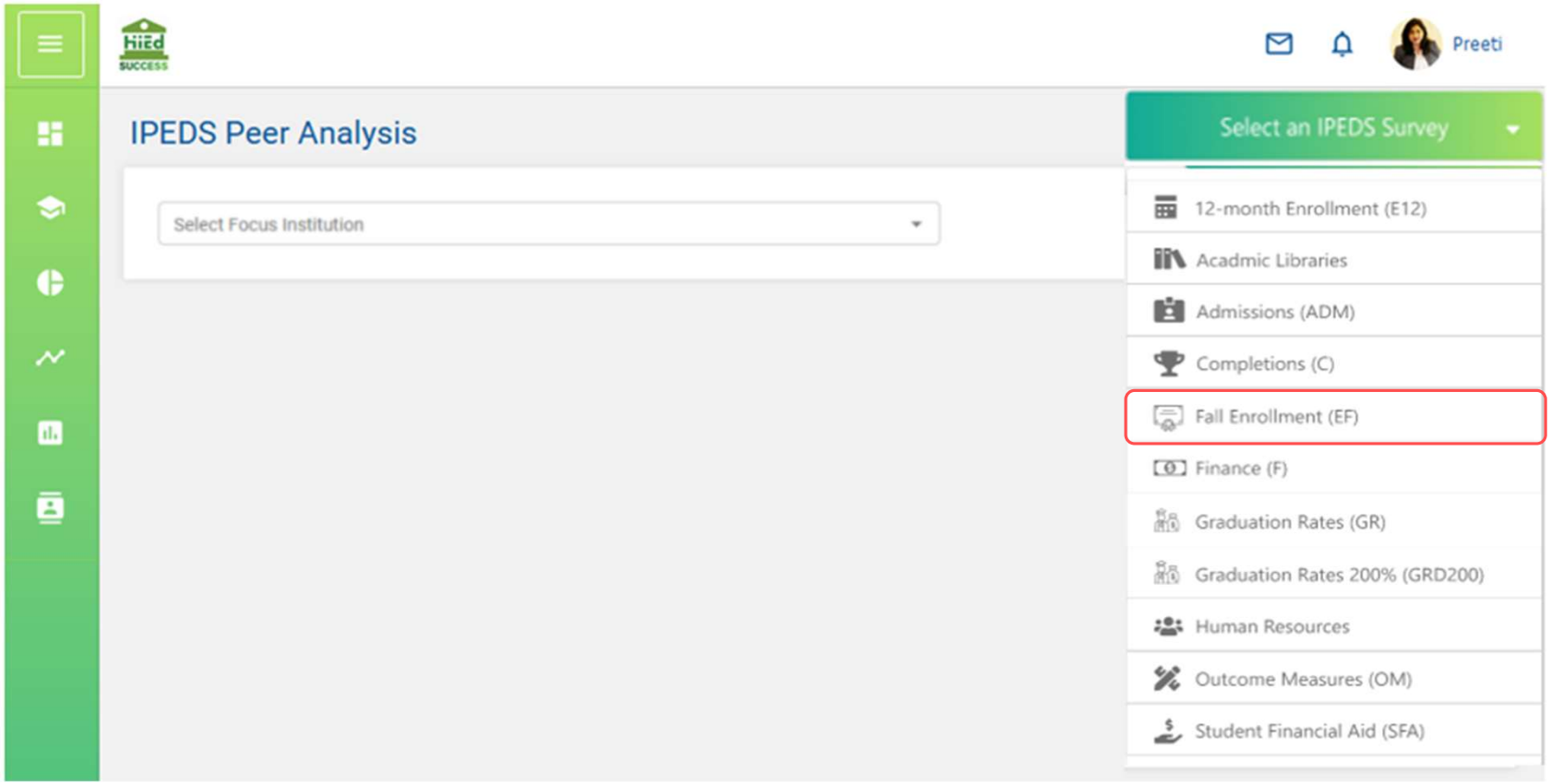


Tableau* NDA Signed, Signed Contract Pending.

HiEd Strategy Portal – Peer Analysis Module

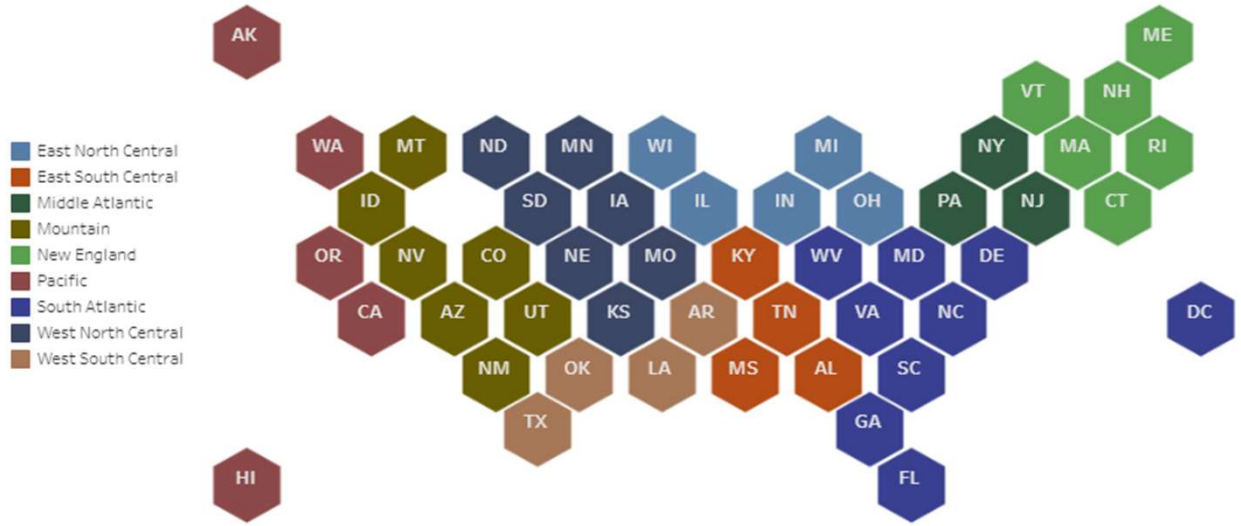


Domestic Summer Enrollment Distribution by Region

Click the Term filter in the top right corner to see the data over years

Term: 2020

2020



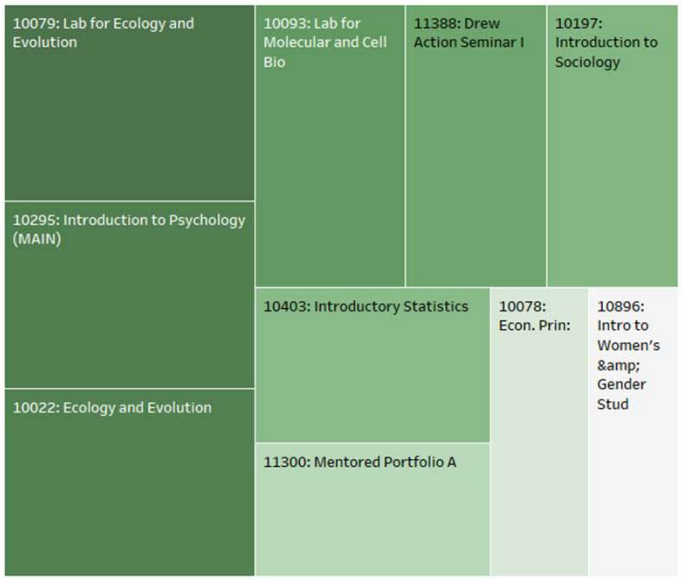
Region	Head Count	Head Count %	Term Hours	Term Hours%
East North Central	378	8%	3,206	8%
East South Central	235	5%	2,064	5%
Middle Atlantic	565	12%	4,286	11%
Mountain	150	3%	1,436	4%
New England	237	5%	2,055	5%
Pacific	411	9%	3,676	9%
South Atlantic	2,385	51%	21,084	52%
West North Central	111	2%	986	2%
West South Central	233	5%	1,769	4%
Grand Total	4,705	100%	40,561	100%

Created by

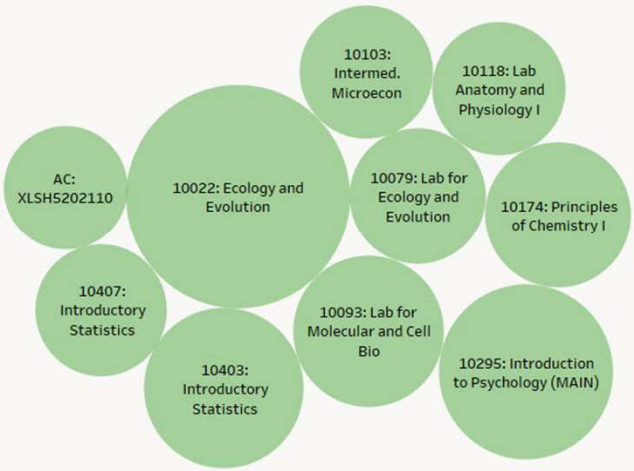
Admin Dashboard - Fall 2020

946	442	2,326	1,992
Total Courses	Active Courses	Total Students	Active Students

Top 10 Courses in Enrollment



Top 10 Active Courses



Students Never Accessed Course

Questions?

Preeti Tanwar

CEO - HiEd Success

preeti.tanwar@hiedsuccess.com

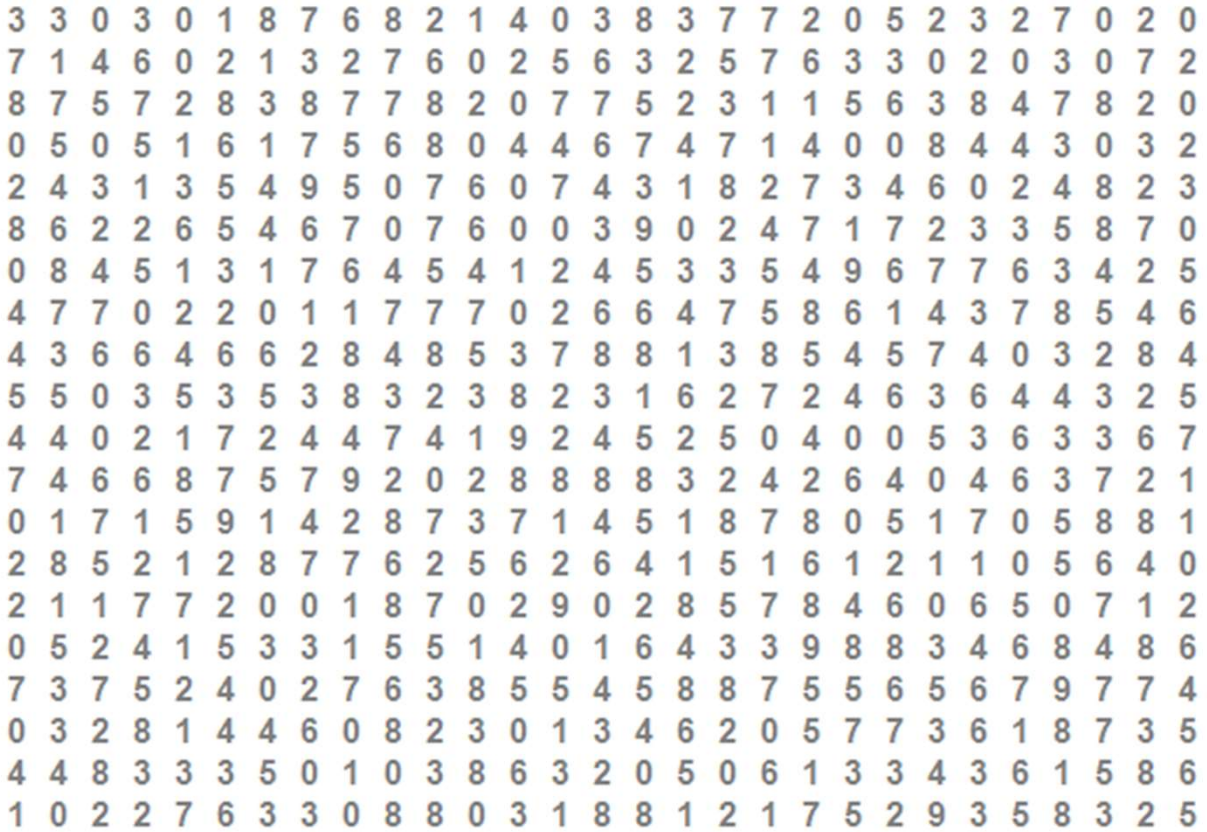
https://www.linkedin.com/in/preetitanwar/

HiEd SUCCESS

Your Success is Our Success

Human Perception is Powerful

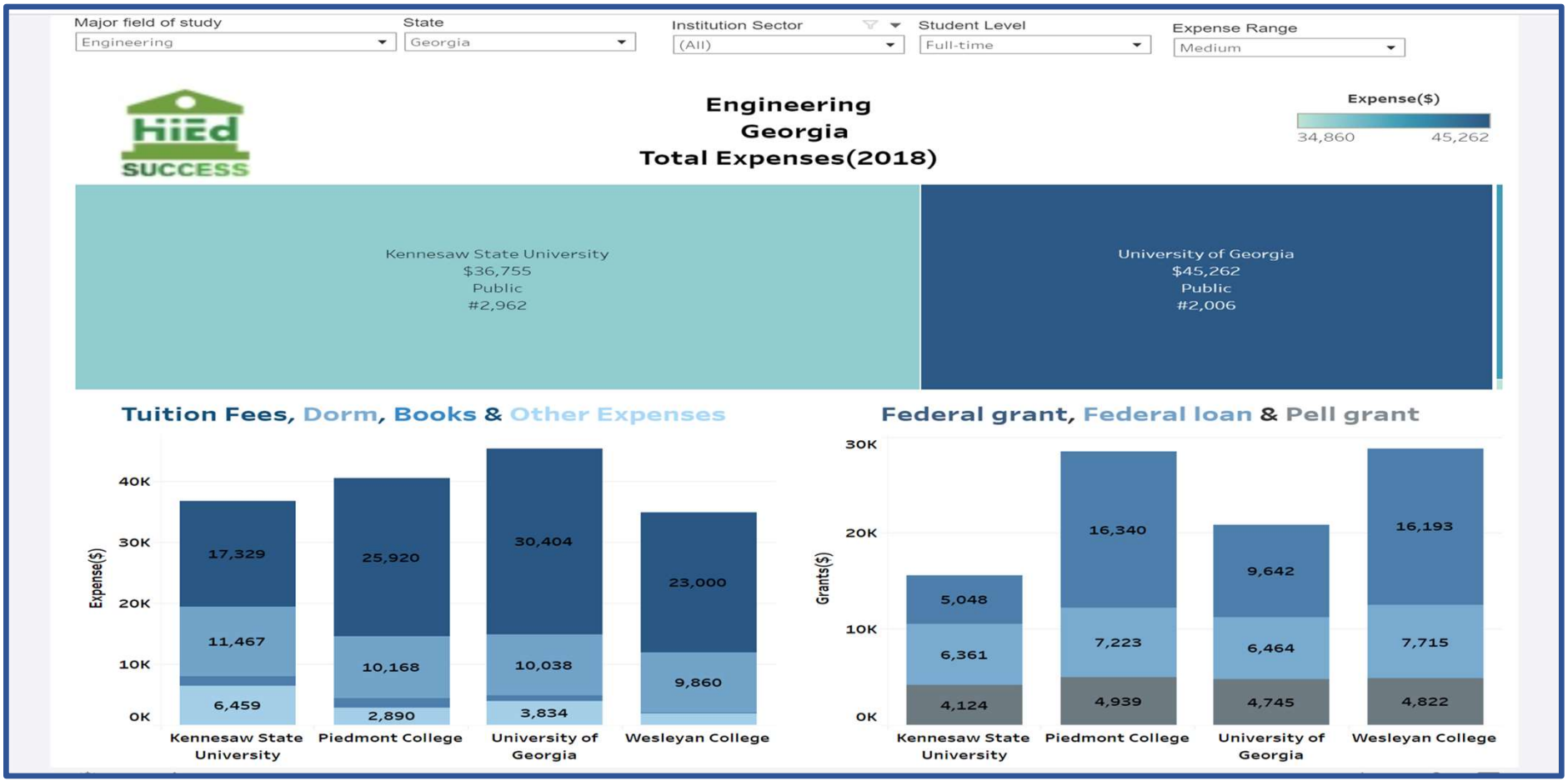
How Many 9s?



Human Perception is Powerful

Pre-Attentive Perception

HiEd Edulytics



Fall 2020: Students Last accessed report By Department

Department

MATH

% of Students
- 0-25%
- >75%

Last Accessed 15 Days ago

Course ID	Course Name	Total Enrolled Students	Students %
8076	MATH 117: Introductory Statist..	60	7%
8077	MATH 117: Introductory Statist..	32	100%
8078	MATH 117: Introductory Statist..	30	0%
8079	MATH 117: Introductory Statist..	35	0%
8080	MATH 150: Calc & Analytic..	28	18%
8081	MATH 150: Calc & Analytic..	19	100%
8082	MATH 151: Calc & Analytic..	13	23%
8084	MATH 220: Discrete Mathemati..	17	100%
8085	MATH 227: Intermediate Statis..	22	0%
8088	MATH 250: Calculus & Anal..	15	100%
8091	MATH 320: Probability	9	22%
8240	MATH 117: Introductory Statist..	37	0%
8419	MATH 001: Preparation for Calc..	15	93%
8420	MATH 220: Discrete Mathemati..	19	100%
8422	MATH 303: Linear Algebra	8	13%
8797	MATH 300: Independent Study	2	100%

NEVER accessed the course

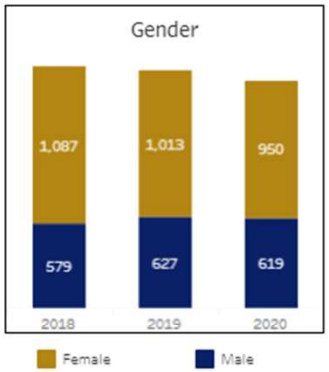
Course ID	Course Name	Total Enrolled Students	Students %
8076	MATH 117: Introductory Statistics	60	0%
8077	MATH 117: Introductory Statistics	32	6%
8078	MATH 117: Introductory Statistics	30	0%
8079	MATH 117: Introductory Statistics	35	0%
8080	MATH 150: Calc & Analytical Ge..	28	0%
8081	MATH 150: Calc & Analytical Ge..	19	100%
8082	MATH 151: Calc & Analytical Ge..	13	0%
8084	MATH 220: Discrete Mathematics	17	100%
8085	MATH 227: Intermediate Statistics	22	0%
8088	MATH 250: Calculus & Analytic..	15	100%
8091	MATH 320: Probability	9	0%
8240	MATH 117: Introductory Statistics	37	0%
8419	MATH 001: Preparation for Calculus	15	93%
8420	MATH 220: Discrete Mathematics	19	100%
8422	MATH 303: Linear Algebra	8	0%
8797	MATH 300: Independent Study	2	100%

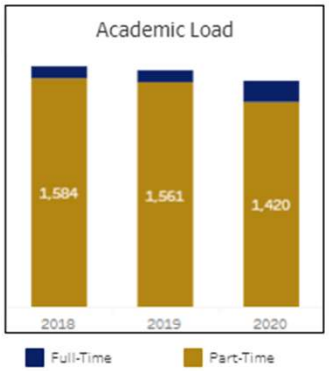
Summer Enrollment Distribution Over 3 Years

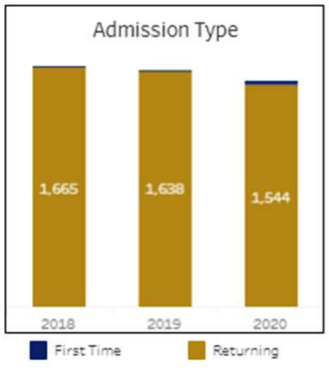
College of Arts & Sciences

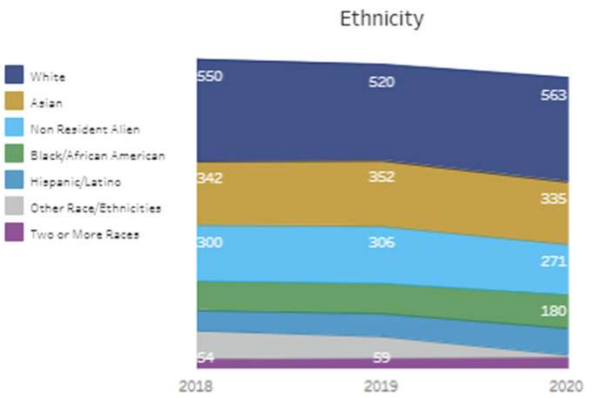
Select Academic Career

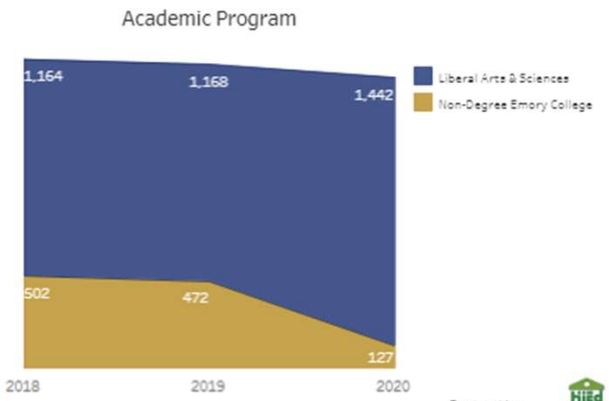
College of Arts & Sciences





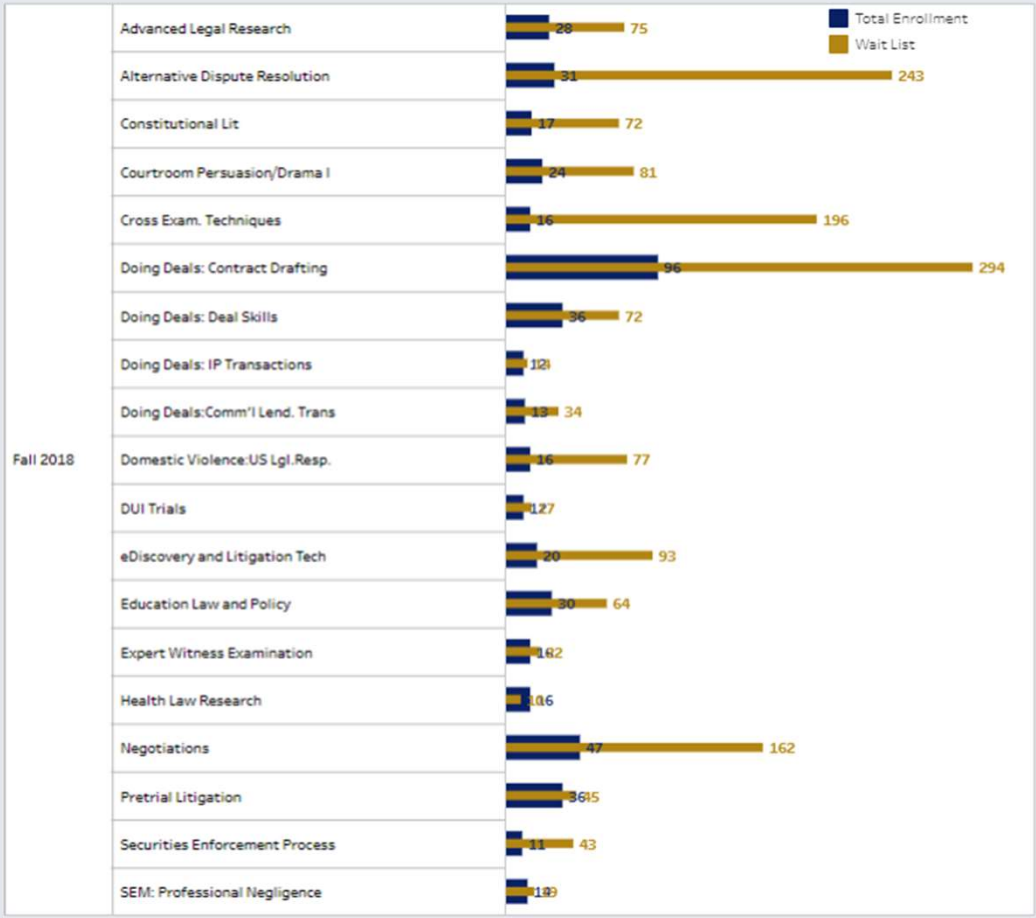






Created by

Course Demand Dashboard
Fall 2018-2020



Term
Fall

Career
Law

Course Name
(All)

WaitList
- [ ] (All)
- [ ] 25-50%
- [x] 50-75%
- [ ] < 25%
- [x] >75%

We are currently benchmarking against the other three HBCUs in Virginia: Virginia State University, Hampton University and Norfolk State University.

We have identified the following as peers: Shaw University, St. Augustine's University, Lincoln University, J. C. Smith University, Virginia State University, Claflin University and Mary Washington University.

We have also discussed aspirant universities we will benchmark against. They include: Spelman University, University of Richmond, George Mason University, Old Dominion University, University of Maryland, Virginia Commonwealth University and Virginia Tech University.