

# Expanding Data-Informed Decision Making Capabilities at our New Frisco Campus

Presenters:

Dr. SuChuan (Rita) He  
Business Intelligence Analyst

Dr. Mary Barton  
Director, Institutional Research

Presentation: TAIR 2023



# Background

## About UNT

- The university is located in Denton, a town of about 136,000 people only 36 miles north of Dallas-Fort Worth, the country's fourth-largest metropolitan area.
- Offer 112 bachelor's, 94 master's and 38 doctoral degree programs.

## UNT at Frisco

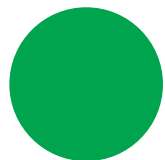
- UNT has been offering classes in Frisco since 2016, at locations including Hall Park and Inspire Park.
- UNT at Frisco's convenient location near some of the world's top companies and industries.

## Frisco Landing

- The first building on the UNT at Frisco branch campus.
- Frisco Landing will be home to many of the 27 undergraduate and master's level programs offered to more than 2,500 students enrolled in classes at UNT at Frisco.

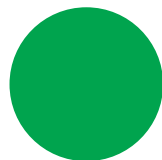
## Student Enrollment Data for Frisco Campuses

- Collaboration between DAIR and UNT Frisco Administration
- Data Provided Stages
- Improvement for each stage



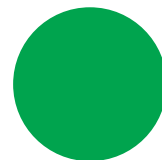
### Ad-Hoc Request

Weekly updates on headcount and SCH



### Excel Spreadsheet

Added more and more columns and data into the Excel spreadsheet which makes it unreadable.



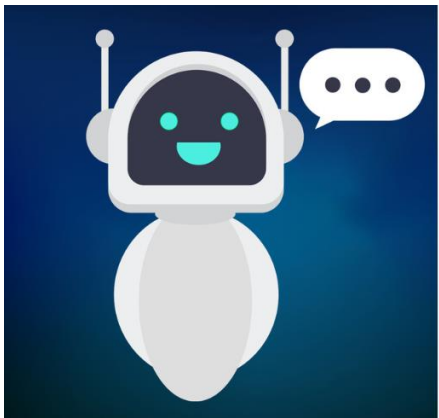
### Frisco Student Tracker Dashboard

Automated the Daily update process and replaced the Excel spreadsheet

Spring 2016-Fall 2018 terms are hidden for visual ease. Please unhide the columns to see all data

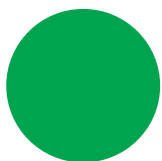
													LAST WEEK	THIS WEEK	Point-in-Time Comp
<b>Frisco (Hall Park and Inspire Park locations together) - CHEC is included for Summer &amp; Fall</b>	<b>Spring 2019 Official</b>	<b>Summer 2019 Official</b>	<b>Fall 2019 Official</b>	<b>Spring 2020 Official</b>	<b>Summer 2020 Official</b>	<b>Fall 2020 Official</b>	<b>Spring 2021 Official</b>	<b>Summer 2021 Official</b>	<b>Fall 2021 Official</b>	<b>Spring 2022 Official</b>	<b>Summer 2022 Official</b>	<b>Fall 2022 Census</b>	<b>Fall 2022 20th Class Day</b>	<b>Fall 2021 20th Class Day</b>	
Total Number of Courses	90	40	131	115	31	182	184	41	196	187	39	222	222	196	
Distinct Courses Offered	82	32	124	113	27	166	160	37	172	158	35	188	188	172	
Total Enrollments	1714	477	2609	2384	724	3901	4488	898	4265	4107	534	4579	4575	4264	
Distinct Enrollments	1143	324	1548	1457	584	2601	3415	821	2417	2294	466	2579	2570	2416	
Only Enrolled at Frisco	158	106	297	266	87	381	292	153	435	423	131	468	464	435	
Total SCH generated	4891	1375	7450	6864	2026	11155	12916	2516	11934.5	11266	1331	12965	12946	11931.5	
													LAST WEEK	THIS WEEK	Point-in-Time Comp
<b>CHEC</b>	<b>Spring 2019 Official</b>	<b>Summer 2019 Official</b>	<b>Fall 2019 Official</b>	<b>Spring 2020 Official</b>	<b>Summer 2020 Official</b>	<b>Fall 2020 Official</b>	<b>Spring 2021 Official</b>	<b>Summer 2021 Official</b>	<b>Fall 2021 Official</b>	<b>Spring 2022 Official</b>	<b>Summer 2022 Official</b>	<b>Fall 2022 Census</b>	<b>Fall 2022 20th Class Day</b>	<b>Fall 2021 20th Class Day</b>	
Total Number of Courses	18	10	17	21	6	16	21	7	16	17	4	13	13	16	
Distinct Courses Offered	18	10	17	21	6	16	19	7	16	17	4	13	13	16	
Total Enrollments	420	205	389	515	158	376	638	195	259	244	58	176	175	259	
Distinct Enrollments	328	194	297	402	152	346	540	183	236	219	55	161	160	236	
Only Enrolled at CHEC	20	33	29	34	16	12	12	33	13	15	16	12	11	13	
Total SCH generated	1260	615	1167	1545	474	1128	1914	585	777	732	174	528	525	777	
													LAST WEEK	THIS WEEK	Point-in-Time Comp
<b>Overall Headcounts (categories mutually exclusive only before Fall and Summer 2022)</b>	<b>Spring 2019 Official</b>	<b>Summer 2019 Official</b>	<b>Fall 2019 Official</b>	<b>Spring 2020 Official</b>	<b>Summer 2020 Official</b>	<b>Fall 2020 Official</b>	<b>Spring 2021 Official</b>	<b>Summer 2021 Official</b>	<b>Fall 2021 Official</b>	<b>Spring 2022 Official</b>	<b>Summer 2022 Official</b>	<b>Fall 2022 Census Not Mutually Exclusive</b>	<b>Fall 2022 20th Class Day Not Mutually Exclusive</b>	<b>Fall 2021 20th Class Day</b>	
Only Enrolled at Frisco	158	106	297	266	87	381	292	153	435	423	131	468	464	435	
Only Enrolled at CHEC	20	33	29	34	16	12	12	33	13	15	16	12	11	13	
Enrolled at Frisco and CHEC	18	13	24	28	2	5	1	3	12	6	16	12	11	12	
Enrolled at Frisco and Online	177	97	282	323	174	397	427	280	667	587	213	761	759	668	
Enrolled at CHEC and Online	46	55	37	55	30	31	32	44	43	27	18	30	30	43	
Enrolled at Frisco, CHEC, and Online	24	5	37	34	3	18	11	9	14	23	18	30	30	14	
Total	443	309	706	740	312	844	775	522	1184	1081	344	1229	1223	1185	
													LAST WEEK	THIS WEEK	Point-in-Time Comp
<b>Data points based on the message for 12th class day</b>	<b>Spring 2019 Official</b>	<b>Summer 2019 Official</b>	<b>Fall 2019 Official</b>	<b>Spring 2020 Official</b>	<b>Summer 2020 Official</b>	<b>Fall 2020 Official</b>	<b>Spring 2021 Official</b>	<b>Summer 2021 Official</b>	<b>Fall 2021 Official</b>	<b>Spring 2022 Official</b>	<b>Summer 2022 Official</b>	<b>Fall 2022 Census</b>	<b>Fall 2022 20th Class Day</b>	<b>Fall 2021 20th Class Day</b>	
Unduplicated Headcount of Students	1402	495	1752	1760	725	2902	3908	987	2608	2470	466	2579	2570	2607	
Collin Only Students	443	309	706	740	312	844	775	522	1184	1081	344	1229	1223	1185	
<b>Collin Only Students- Admit Type</b>															
New FTIC	0	0	19	0	0	91	0	7	85	0	3	100	100	85	
New Transfers	62	6	187	98	9	114	58	13	207	92	4	206	203	208	
New Graduate Students	29	6	75	46	5	109	59	3	82	32	1	62	62	82	
Continuing Students	351	290	423	590	297	529	658	498	810	956	324	860	857	810	
Transient	1	7	2	6	1	1	0	1	0	1	12	1	1	0	

# What is the automation for Institutional Research?

The logo for ChatGPT, featuring the text "ChatGPT" in a white, sans-serif font against a background of vertical bars in shades of purple and black.

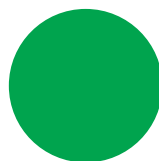
Automation for institutional research is a system of tools and processes that **streamline the gathering and analysis of data related to an educational institution.** These tools can be used to track student outcomes, enrollment trends, program performance, and other important metrics. Automation of institutional research can **help institutions make decisions quickly and accurately, improve efficiency, and ultimately improve outcomes for students.**

# Architect the Data Tables



## Outcome Variables:

- Unduplicated Headcount
- Course Enrollment Count
- Semester Credit Hours
- Courses Taken



## Demographics Variables:

- Student Major College/Department
- Student Demographics
- Courses College/Department
- Geographic Location



## Time Period

- Two-Year Period: Fall to Fall, Spring to Spring & Summer to Summer
- Point-to-Point Comparison
- Day-to-Day Comparison
- Historical Trend
  - ❖ Historical Snapshots  
HEADCOUNT – 45,000 x 60 x 6 (10 gigabyte)  
COURSE – 45,000 x 60 x 6 x 3 (over 22 Gigabyte)
  - ❖ Append Daily Snapshot to the Base Table

# How do I automate the process of uploading tables & updating it Daily?

**NO MORE MANUAL UPDATE!**



## 1. DAIR

- Created a base data table and saved in the External File folder.
- Scheduled a job in EG to append daily records to the base data tables every morning.



## 2. ITSS

- Picked up the file from the External File folder and loaded the base table in Viya.
- Scheduled a job to load appended data tables every morning in Viya

## Tips of Visualization

- How to visualize the data that engage and inform the user?
- How to arrange the data in a logical pattern?
- How to draw the user's eye to the key elements of the visual?





Questions?

