



POWER BI IN ACTION

**4DX DASHBOARDS AND
OTHER DATA-DRIVEN
TOOLS FOR DECISION
SUPPORT**



TEXAS A&M
UNIVERSITY
KINGSVILLE®

PRESENTERS



**Dr. Kristina Ramirez
Wilson**
Chief of Performance
Excellence & Strategy



Miao Zhuang
Director, Institutional
Research and
Analytics



Jonathan Korsah
Senior Data Analyst

TEXAS A&M UNIVERSITY-KINGSVILLE

- Founded in 1925
- First university in South Texas, serving rural and urban communities
- Student population of approx. 6,900
- About 80% of students are undergraduates
- Signature programs in teacher preparation, engineering and agriculture
- **Prior to 2022:** Declining enrollment, leadership turnover, lack of strategic vision and coordination across the university



A NEW NORTH STAR

June 2022 - Dr. Robert Vela becomes President of TAMUK, launching a period of transformation

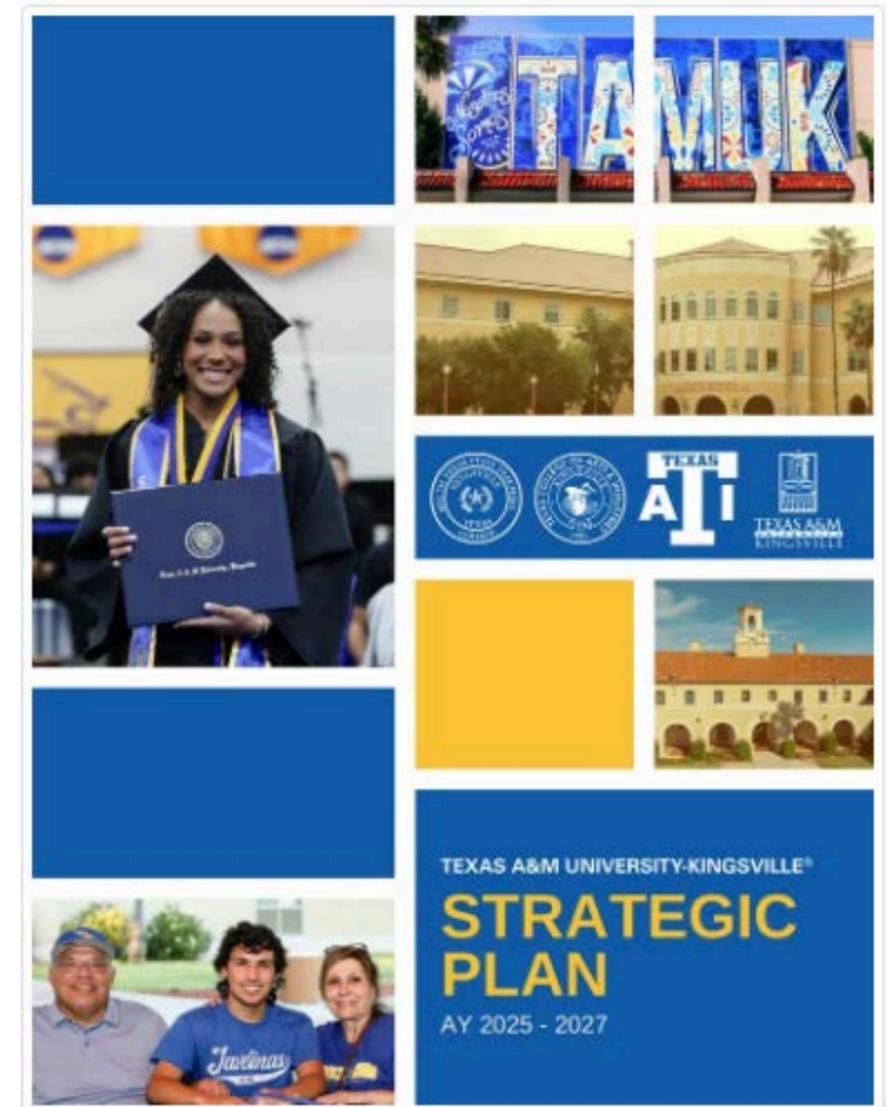
- Development of new **Mission, Vision, Shared Values**, and **Strategic Plan**
- Launch of the **4 Disciplines of Execution (4DX)** model for strategic execution
- Launch of the **Caring Campus** framework for student engagement
- **SACSCOC Reaffirmation of Accreditation - Class of 2025**



NEW STRATEGIC PLAN

LAUNCHED FALL 2024

- Created with extensive **stakeholder feedback** over the course of a year (students, faculty, staff, alumni, and community)
- New Mission Statement, Vision, and Shared Values
- Strategic Priorities, Goals, and Objectives crafted in conjunction with development of University's 4DX WIG
- University's first strategic plan to intentionally integrate **Key Performance Indicators (KPIs)** for each Strategic Priority area



THE 4 DISCIPLINES OF EXECUTION (4DX)



Discipline 1: Focus on the Wildly Important

Focus on 1 Wildly Important Goal (WIG)



Discipline 2: Act on the Lead Measures

Act on the actions/behaviors that are predictive and influenceable by you.



Discipline 3: Create a Compelling Scoreboard

Create a player's scoreboard so everyone knows in seconds if they are winning or losing.



Discipline 4: Create a Cadence of Accountability

Hold weekly WIG Sessions or WIG Huddles and set weekly commitments.



WILDLY
IMPORTANT GOAL

GROWING ENROLLMENT TO
10K *by* **2028**
STUDENTS

A large blue arrow points from the goal text to the enrollment goal.

SCOREBOARDS IN 4DXOS SOFTWARE

The screenshot displays the 4DXOS software interface. The top navigation bar includes 'WIG Session', 'Reports', 'Advanced', 'Resources', and 'Settings'. The main content area features a 'Scoreboard' section for a 'Wildly Important Goal' titled 'Increase 1st Fall to subsequent spring retention'. This goal is represented by a donut chart showing a current value of 72.3% against a target of 29.2% and a Y-axis goal of 89.8%. Below the main goal are three 'Lead' cards: 'Student Class Attendance' (83.10% current, 85.39% target), 'Weekly Attendance in Starfish' (12 current, 11 target), and 'Weekly Graded Activity' (21 current, 19 target). A right-hand sidebar lists 'Due: Session This Week' and 'Due: Session Next Week' with associated activities and commitment buttons. A 'Start WIG Session' button is located at the bottom left.

4DX Management, Marketing & Inf...
Francisco Haces-...
Francisco Haces-...
Start WIG Session

WIG Session Reports Advanced Resources Settings
Scoreboard

Wildly Important Goal Increase 1st Fall to subsequent spring retention

Increase 1st Fall to subsequent spring retention

Increase 1st Fall to subsequent spring retention of Full-time FTICs from 0.0% (baseline of 88.8%, Fall 2024 cohort) to 89.8% by 01/28/2026
Last Updated 2 hours ago

Current Value: 72.3%
X: 0.0% Y: 89.8%
Start: 9/15/2025 End: 1/28/2026
Target: 29.2% Current: 72.3%

SubWIG

Student Class Attendance
Maintain Student Class Attendance at 85.39% (baseline 83.9%, Fall 2024) by 12/13/2025

Current Value: 83.10%
Current: 83.10% Target: 85.39%

Lead

Weekly Attendance in Starfish
Faculty will record twice-weekly attendance for each class using Starfish for an aggregate of 11 reports every week by 11:59 PM every Sunday across the MMIS Department.

Current Value: 12
Current: 12 Target: 11
No Commitments Made for this Week
+ Add Commitment

Lead

Weekly Graded Activity
Faculty will require one weekly in-class or date-specific (for online classes) graded activity in each class for an aggregate of 19 activities every week across the MMIS Department.

Current Value: 21
Current: 21 Target: 19
Ask the faculty to talk about activities to encourage attendance in class
+ Add Commitment

Due: Session This Week
(Nov 30 - Dec 6)
Weekly Graded Activity
Ask the faculty to talk about activities to encourage attendance in class
Clear the Path
Send reminders to the Faculty to report on 4DX activities
Present results to faculty regarding class attendance and 4DX participation
+ Add Commitment

Due: Session Next Week
(Dec 7 - Dec 13)
Weekly Graded Activity
Ask faculty to share their experience in our Huddle on the use of AI to improve student attendance and retention
Clear the Path
Send reminders to the Faculty to report on 4DX activities
Present results to faculty regarding class attendance and 4DX participation
Ask faculty to remind students in their classes to register for Spring 2026
+ Add Commitment

PROGRESS NOT PERFECTION

Getting Started

- Explore existing data spreadsheets - high level “pain points”
- Focus on getting started - understanding the framework

Evolving to Interactive PowerBI Dashboards

- Transitioned from static sheets to dynamic PowerBI visuals
- Real-time updates and trend analysis

Empowering Users with Data

- Culture shift from reporting to strategic action
- Disaggregated data based on team needs



TAMUK 4DX WIG PROGRESS APP



The app compares TAMUK's enrollment progress to 4DX targets. These targets are ambitious and aspirational, designed to help the university reach its goal of 10,000 students by Fall 2028.



THREE FOCUS AREAS

1. Headcount

2. Recruitment

- FTICs
- UG Transfers
- Dual Credit
- Master's
- Doctoral
- Workforce

3. Retention

- Full time FTICs
- Non-FTIC, Non-DE Undergraduates
- Master's
- Doctoral

For each Focus Area, we have a WIG Goal and Weekly Projections toward the Goal

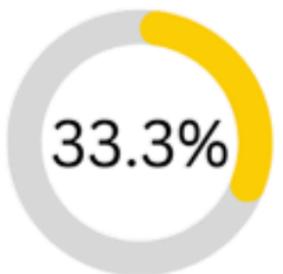
Progress Report on 4DX Headcount Dashboard - 13th December 2024



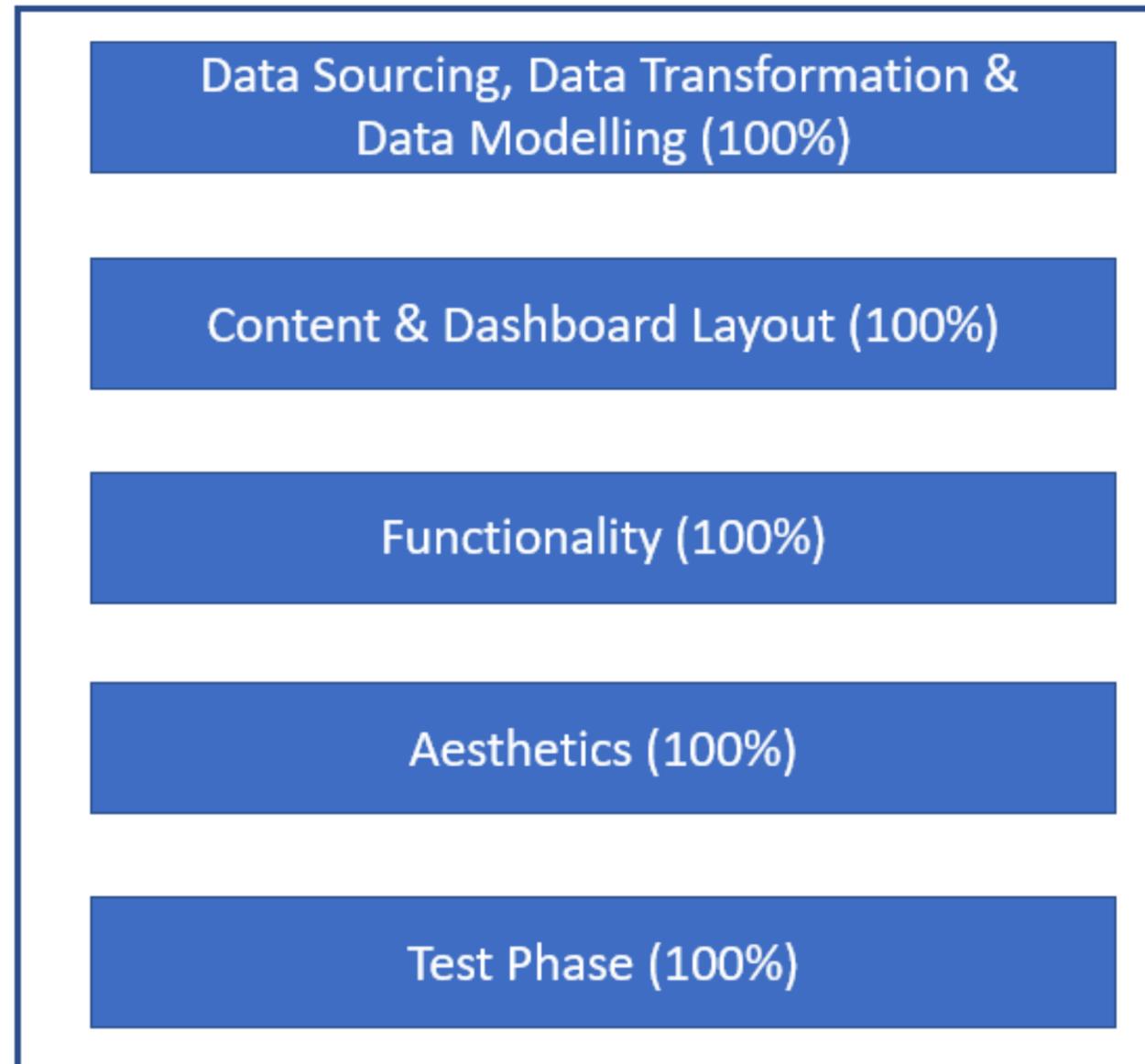
Deadline



Headcount Dashboard
Completion Rate



Overall WIG
Completion Rate



Task Layout Diagram

Achievement

- 1) Completed and implemented 100% of dashboard layout plan
- 2) Designed conditional formatting of column and line chart to show actual headcount and projected headcount targets
- 3) Designed KPI Card Visual to show headcount vs projection and headcount vs goal
- 4) Designed tooltips for the column and line chart to show the progress of headcount in relation to Spring weekly projection target and Spring Goal
- 5) Designed tooltips for headcount vs projection to show weekly progress of headcount in relation to projection
- 6) Designed tooltips for headcount vs projection to show class level disaggregation
- 7) Designed and embedded headcount by college in headcount vs projection KPI Card Visual
- 8) Designed reservoir tooltip for headcount vs goal KPI Card Visual

Plan for Next Week

- 1) Data Sourcing, Transformation and Modelling for 4DX Retention Dashboard
- 2) Dashboard Layout plan and implementation for 4DX Retention Dashboard

FALL 2024

Overall Headcount: Up 4.7%

Recruitment: Up 6.3%

- FT FTICs: Up 6.3%
- Transfer: Up 6.6%
- Dual Credit: Up 13.3%

SPRING 2025

Overall Headcount: Up 3.7%

Recruitment:

- Dual Credit: Up 8.2%

Fall-to-Spring Retention:

- FT FTICs: Up 3 points (90.8%)
- Other Undergrads: Up 3.8 points (84.5%)
- Master's: Up 3.7 points (86%)
- Doctoral: Up 2.2 points (86%)

SUMMER 2025

Overall Headcount: Up 9.2%

- FTICs: **FLAT**
- Other Undergrads (excluding FTICs, Transfer, Dual E): **Up 21%**
- Doctoral: **Up 16.8%**

FALL 2025

Overall Headcount: Down 0.4%
(international student challenges)

Recruitment:

- Dual Credit: **Up 7.4%**
- Transfers: **Up 10.7%**

Fall-to-Fall Retention:

- FT FTICs: **Up 6.5 points (71.1%)**
- Other Undergrads: **Up 3.1 points (63.7%)**
- Doctoral: **Up 5.2 points (79.4%)**

SPRING 2026

Preliminary Data

Overall Headcount: Down 1.0%
(international student challenges)

Recruitment:

- Dual Credit: **Up 8.2%**

Fall-to-Spring Retention:

- FT FTICs: **Up 2.0 points (92.7%)**

Graduation Rates

- FT FTIC 6-Year Rate: **Up 3.1 points (45%)**

WHAT'S NEXT

Focus on Graduate Recruitment & Retention

Structure WIG to include a focus on student completion and availability



QUESTIONS?



CONTACT INFORMATION

Dr. Kristina Ramirez Wilson

Email: kristina.wilson@tamuk.edu

Miao Zhuang

Email: miao.zhuang@tamuk.edu

Jonathan Korsah

Email: jonathan.korsah@tamuk.edu



Scan the QR code to
complete the session
survey.

