# POWER BI IN ACTION

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

TEXAS A&M UNIVERSITY KINGSVILLE®

# PRESENTERS

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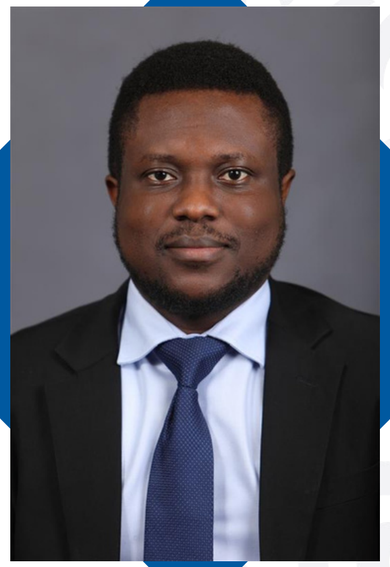


**Jonathan Korsah**
Senior Data Analyst

# 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

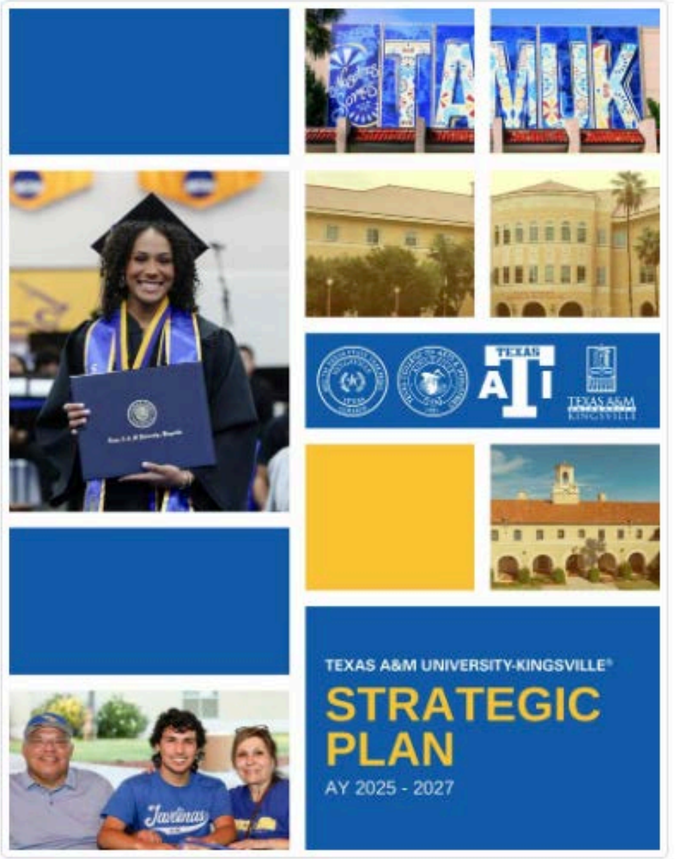
**June 2022** – Dr. Robert Vela becomes President of TAMUK, launching a period of transformation

- 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.

4DX@TAMUK

WILDLY IMPORTANT GOAL

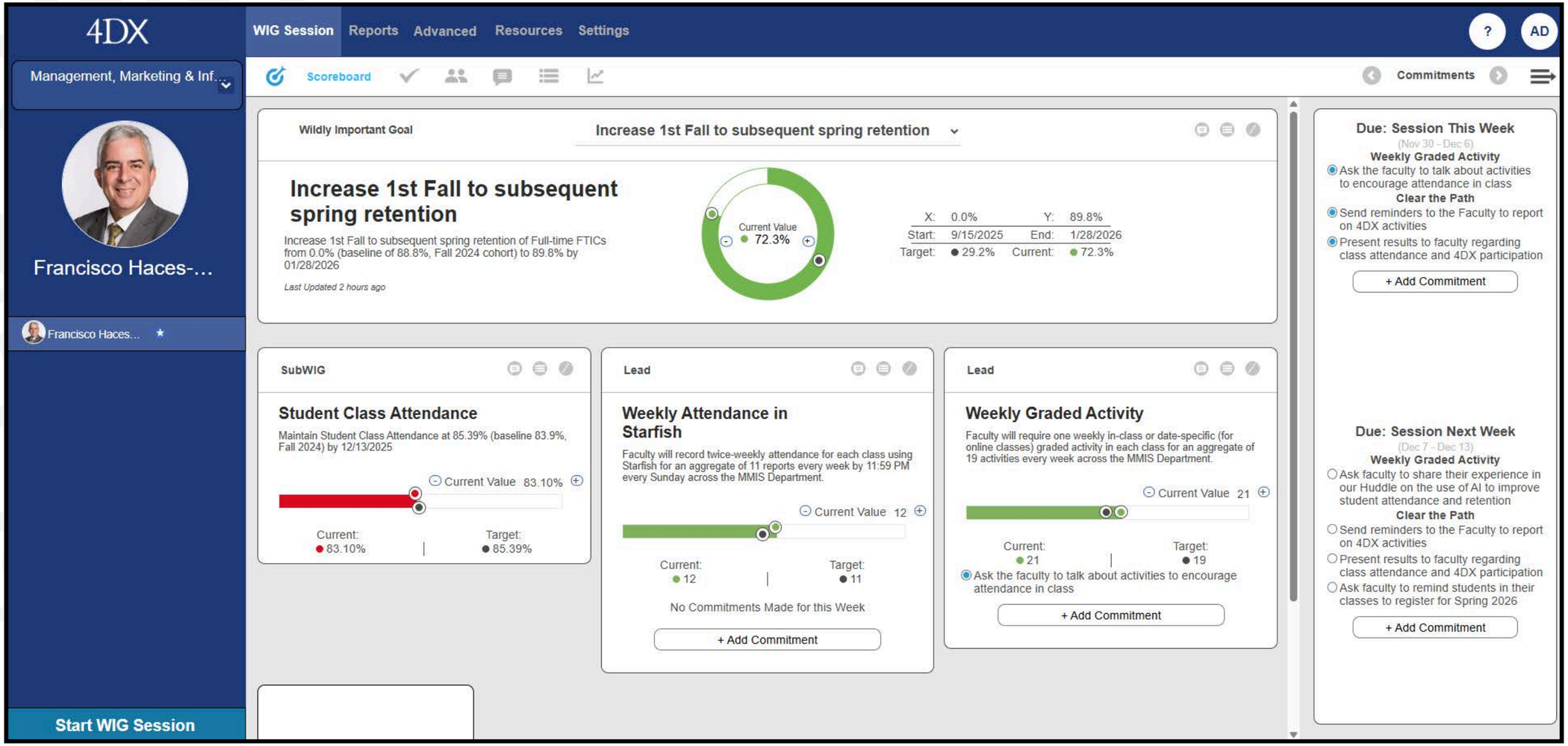
GROWING ENROLLMENT TO 10K STUDENTS by 2028

# ENROLLMENT

## RECRUITMENT

## RETENTION

# SCOREBOARDS IN 4DXOS SOFTWARE



# 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
- Disaggreated 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

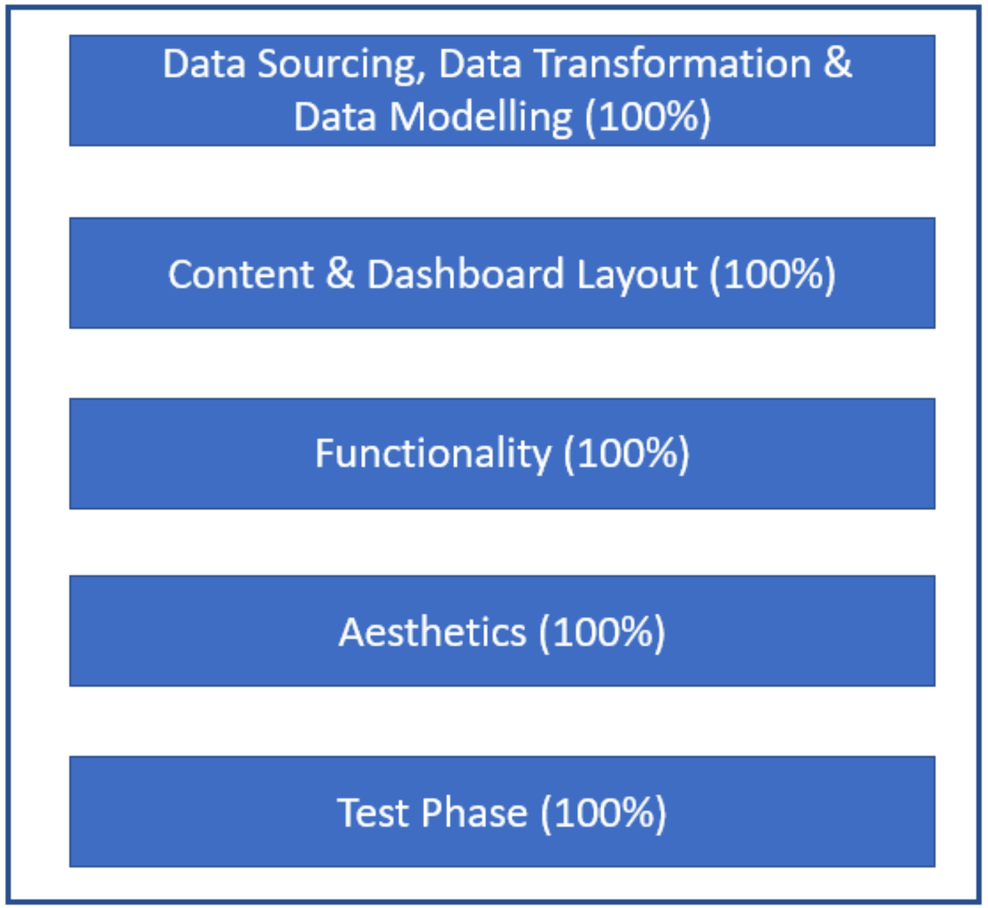
**For each Focus Area, we have a WIG Goal and Weekly Projections toward the Goal**

# 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**

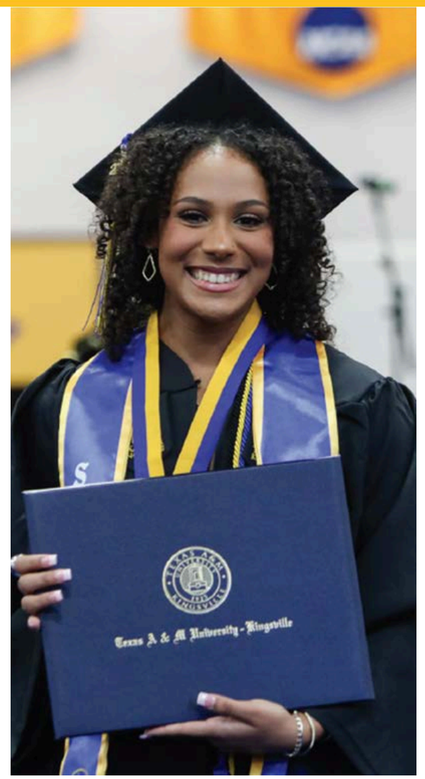
- FT FTIC 6-Year Rate: Up 3.1 points (45%)

# WHAT'S NEXT

**Focus on Graduate Recruitment & Retention**

**Structure WIG to include a focus on student completion and availablity**

# QUESTIONS?



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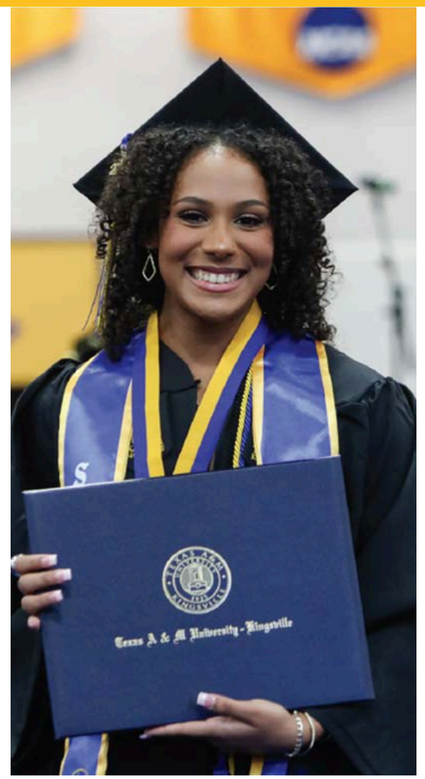

Scan the QR code to complete the session survey.

TTR 2026