Strategic Planning & Budgeting Advisory Committee
Wed., April 5, 2017
3-5 p.m., Cadillac/Brule Room, UC
(Open Block-style set-up)

Today's discussion focused on using data to set goals and make decisions. We heard presentations from:

Jason Nicholas, Director of Institutional Research & Analysis:
IR office has had several changes with not only technology, but new staff. Currently have two candidates for the Data Analyst position with the hopes of the position starting in May.

Jason shared a handout (attached) which includes current IR services and major projects. He stated the IR office is now retrieving better data; has purchased Tableau software; using new Fact Book.

Sherri Towers, Asst. Vice President for Budget & Finance, reviewed the financial reports that come from the finance and planning department. She reviewed state appropriation funding data and where it can be found online.

One big downfall to some budget reports is the difficulty in reading them. The next step is to try to make them easier to read.

Gerri Daniels, Director of Admissions, reported on how admissions uses their data (powerpoint presentation). They do a lot of source coding.

Derek Hall, Asst. Vice President of University Marketing & Communications, stated how his department gets their data:

Retargeting--can track students and invite them back
Social media—can easily track numbers/visits on media sites
Digital advertising
Focus groups—talk to high school students
Tableau is helpful.

Small group discussion ended the meeting.

Respectfully submitted,

Terri L. Williams
Administrative Assistant
Office of the President

Current IR Services and Major Projects: 1st dpt, last dat

Standard IR Reporting:

Student (snapshot, trend, and peer)

- Enrollment by student demographics, degree types, admissions codes, geography (interactive)
- Admissions reporting including by student credentials, demographics, geography, decision code, yields (interactive under development)

Performance Outcomes

- Grade point averages
- Retention Rates (interactive under development)
- Graduation Rates (interactive under development)
- Degrees granted (interaction under development)

Departmental

- Enrollment Reports (interactive)
- Credit hour and credit load reports (interactive)
- Class Size
- Grade Reports

Faculty and Staff

- Employee by type, ft/pt status, gender, ethnicity, years of service, age
- Faculty by type, ft/pt status, department, gender, ethnicity, rank, highest degree, tenure, years of service, age

Interactive Reporting Portal (public & private)

IPEDS (and other NCES studies)

Common Data Set

HEIDI State Reporting

Weekly Enrollment Reporting

5 Year Master Plan

National Survey of Student Engagement (NSSE)

Faculty Teaching Load

Faculty Compensation Surveys (AAUP & CUPA)

NCAA Graduation Rates

Market Share Analysis

Gainful Employment Assistance

HLC Institutional Update

Enrollment Projections

McNair Scholars Program support

Qualtrics Campus Support

Assessment Support (APR data)

NMU Human Relations Survey (Diversity Officer)

Survey of Graduate Students and Post doctorates in Science and Engineering

External Survey requests - US News & World Report Surveys, others

Strategic Resource Allocation (Prioritization)

Ad Hoc Requests 100-150 per year (wide range of time commitments)

Projects and Services currently under development or revision:

Interactive Reporting using Tableau

- Continue specific dashboard development by content area (expand into attention, graduation rates, time to completion, employee)
- Specific KPI dashboards to provide indicators for strategic development areas as outlined in the "Implementing the Strategic Plan, Feb 2017" document
- Continue to publish more public level data
- Expand secure interactive reporting access (currently 60 licenses) with deeper levels of data
  - o Provide specific interactive analyses which are easy to update (i.e., Student Credit Load Analysis by SCH and count)
- Conduct user training – ensure data quality and solicit feedback for continual development

Faculty Teaching Lead:

- Reviewing project processes to standardize and increase efficiency and timeliness – project is resource intensive

Adopt comprehensive Project Management tool to ensure quality and better manage IR workload cycles

Enrollment Projections:

- Refine layers within student classes to breakout by additional student types and degree paths

Projects slated for development:

IR Glossary of Terms

IR Cookbook – detailed inventory of how important IR metrics are calculated

IR Yearly timeline (to be published)

IR Protocols Database – "how to" and "help" docs for common IR processes (internal)

Director & New Data Analyst to collaborate on:

- Alumni 3 & 5 Year Survey *(New Data Analyst focus on research –*
- NACE First Destinations Survey
- Comprehensive Placement Rates by dept/prog
- Deeper Market Share Analysis
- Applications/Orientation Data Analysis
- Withdrawal Exit Analysis (leavers)
- Student Enrollment Projections (increase refinement in model)
- Models of student success at NMU (predictives)
- Employee Exit Survey
- Community Engagement Survey
- More robust benchmarking

Qualtrics

- Expand the use and capacity of users to engage with the tool and utilize features beyond simple survey design (this isn't Survey Monkey)
- Support Instructional Design in offering workshops where participants bring their own projects
- Capitalize on new product features providing "insights" into our students' experiences at NMU

Hold program evaluation/ applied research methods workshops for capacity building in data collection and evaluation on campus

Offer consultation services for research design

Provide statistical/analytical support to undergrad and graduate students