Student Analytics Program Update

January 2023

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Student Analytics Program

Part 1 – January 2023 update

- Program overview
- Student Analytics Landscape Analysis
- Student Experience Dashboards (Review)
- Product KPIs, Fast Facts (Review)
- BrightSpace Ingestion
- BrightSpace Dashboard Prototypes

- *Upcoming: Institutional FactBook*

Part 2 – February 2023 Update

- Student Analytics & Insights Lab
  - Overview
  - Select Insights & Analyses
- CAP Scholarship Analysis
- Student Journeys (revisited; RICP Experiment)
- D&A Community: *Data literacy program*
- Learning Objectives / Assessment

- *Upcoming: Data along the student journey*
- *Upcoming: Assessment support*
- *Upcoming: Increase usage of Tableau & analyses*

Student Analytics Program – Overview

Student Experience Dashboards (2021 – 2022)

1. New QA Process

2. Program Completion

3. Enrollment

4. Persistence

5. Active Student Retention

Acceleration phase (2022)

❖ RICP Experiment (esp. Journeys)   5 / '21- 12 / '22

❖ Product KPIs   1 / '22

❖ Student Analytics Landscape Analysis   5 / '22

❖ BrightSpace Data Ingestion   6 / '22

❖ BrightSpace prototypes   6 / '22

❖ Student Analytics & Insights Lab   6 / '22 – 8 / '22

Next Steps

- D&A Community: Data Literacy program
- Usage of Tableau dashboards, analyses, etc.

- Data along the Student Journey
- Assessment

Student Analytics Landscape Analysis

Please see relevant PowerPoint Deck
by Yin Wang

Presented by:

Yin Wang

Tableau Dashboards

Please see relevant [Video](#)
by Katy Brennan

Presented by:

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Sue Lanigan
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BrightSpace Data Ingestion

Overview: Engagement to create a repeatable process to download and store core data from the BrightSpace LMS on an ongoing basis

Rationale: More data, particularly granular student data accessed and stored in a scalable way, was identified as a core need coming out of The RICP Experiment.
For example: there simply wasn't enough student data to build effective e-Learning personas, assess drivers of student success, or create effective predictive models.
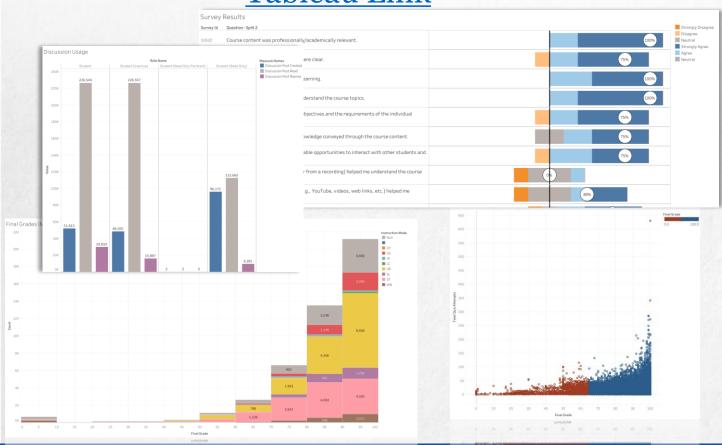
Results: ~60 Tables are populated & stored on an automated basis (daily) since ~April 2022.

- **When:** 2/2022-5/2022
- **Who:** D2L (BrightSpace), Instructional Design, Network Operations, Data & Analytics

- **Where**: SQL Server Data Repository— accessible through Tableau, Data Science / Analytics environment, IT environments
- **Project Lead**: Leslee Lam

BrightSpace Prototypes

Tableau Prototypes

- [Tableau Link](#)

Sample of BrightSpace tables

Project Lead:
Leslee Lam

What is a Fact Book?

Typically, an annual publication containing current facts and figures about major areas of the College, including student enrollments, faculty/staff characteristics, fiscal and capital resources, and instructional and research productivity.

Why Have a Fact Book?

- Promote data transparency & comprehension
- Support College decision-making & reporting
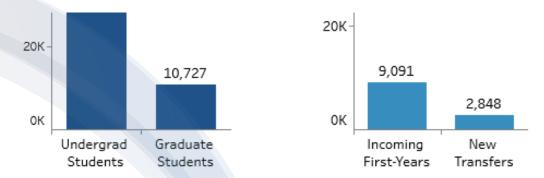- Provide consistent & accessible documentation
- Showcase key metrics & data points

Example: U. of Arizona

85.6%
One-Year Retention Rate
Fall 2021 First-Time, Full-Time Entry Cohort

67.9%
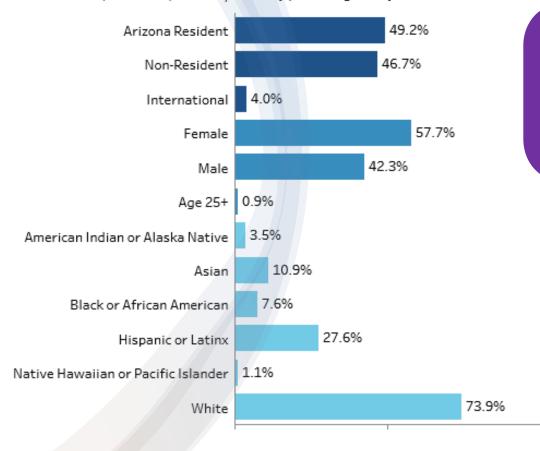Six-Year Graduation Rate
Fall 2016 First-Time, Full-Time Entry Cohort

Undergrad Students
Graduate Students — 10,727

Incoming First-Years — 9,091
New Transfers — 2,848

Enrollment by Academic Program
Campus and Academic Career
Fall 2022; Based on headcount.
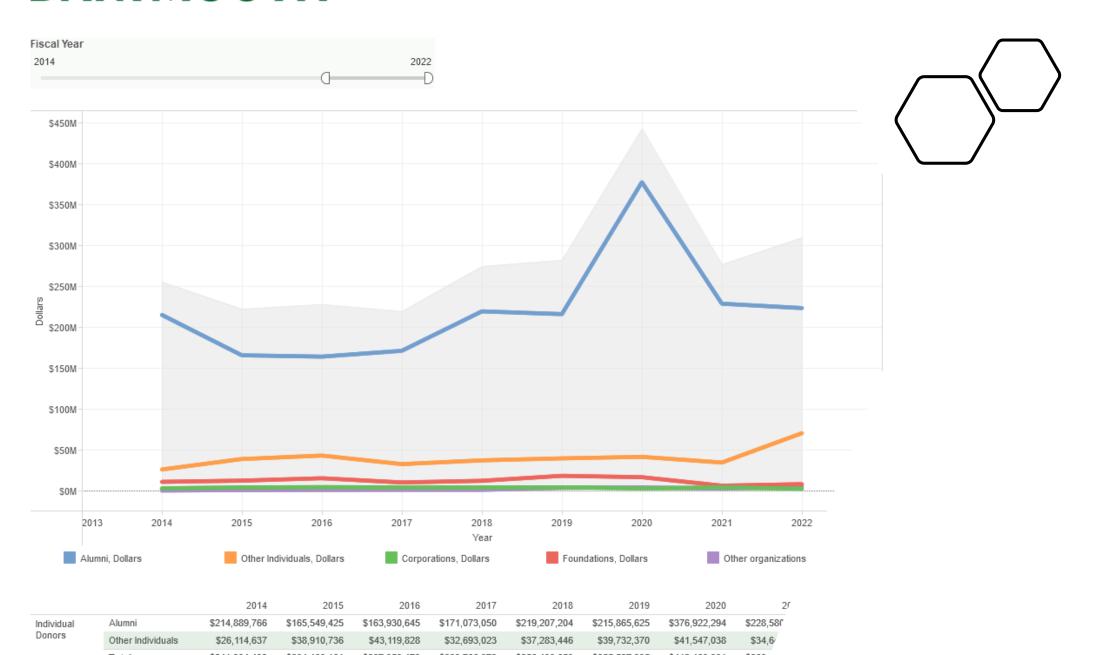
	Undergrad Students	Graduate Students	Total
Main	32,759	6,847	39,606
Arizona Online	5,386	2,746	8,132
Global	1,516	128	1,644
Phoenix		766	766
Distance	468	184	652
Southern Arizona	182	32	214
Global Direct	96	24	120
Total	40,407	10,727	51,134

Incoming First-Year Demographics
Fall 2022; Students are counted in every race/ethnicity group in which they have self-identified; therefore, the race/ethnicity percentages may exceed 100%.*

Arizona Resident	49.2%
Non-Resident	46.7%
International	4.0%
Female	57.7%
Male	42.3%
Age 25+	0.9%
American Indian or Alaska Native	3.5%
Asian	10.9%
Black or African American	7.6%
Hispanic or Latinx	27.6%
Native Hawaiian or Pacific Islander	1.1%
White	73.9%

DARTMOUTH

Voluntary Giving by Dor.
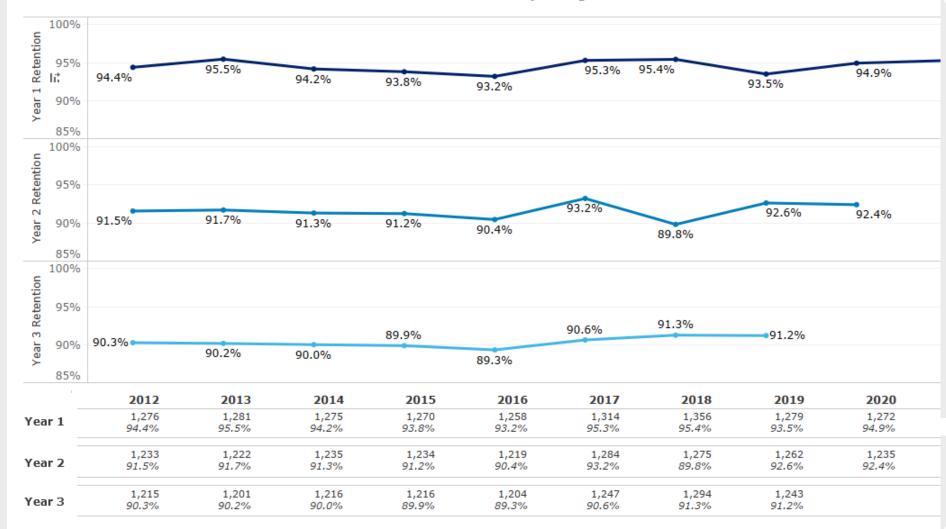
First-Time Full-Time Degree-Seeking Students
Year 1, Year 2, and Year 3 Retention
School: *Emory College*

	2012	2013	2014	2015	2016	2017	2018	2019	2020
Year 1	1,276 94.4%	1,281 95.5%	1,275 94.2%	1,270 93.8%	1,258 93.2%	1,314 95.3%	1,356 95.4%	1,279 93.5%	1,272 94.9%
Year 2	1,233 91.5%	1,222 91.7%	1,235 91.3%	1,234 91.2%	1,219 90.4%	1,284 93.2%	1,275 89.8%	1,262 92.6%	1,235 92.4%
Year 3	1,215 90.3%	1,201 90.2%	1,216 90.0%	1,216 89.9%	1,204 89.3%	1,247 90.6%	1,294 91.3%	1,243 91.2%	

Notes:

Next Steps

Asks / Check-ins

- Any Groups / Committees to share this message with?

- Institutional FactBook
  - Any decision-makers / responsible parties / input?
  - **Consult**: Christina Dryden, Brian Kain, Kevin O'Brien, Brian Sheppard, Alyson Kline, Tom Armington, Brittany Reese, Nicole Harding, Janet Schultz, Dave Eurich (?), HR Rep (?)

- Data along the Student Journey ('what data do we need for 2027')
  - Start with Data Stewards; anyone else we should include?

Next steps

- Assessment

- D&A Community: Data Literacy program

- Usage of Tableau dashboards, analyses, etc.