

Developing Impactful Public-Facing Dashboards

South Carolina Association for Institutional Research
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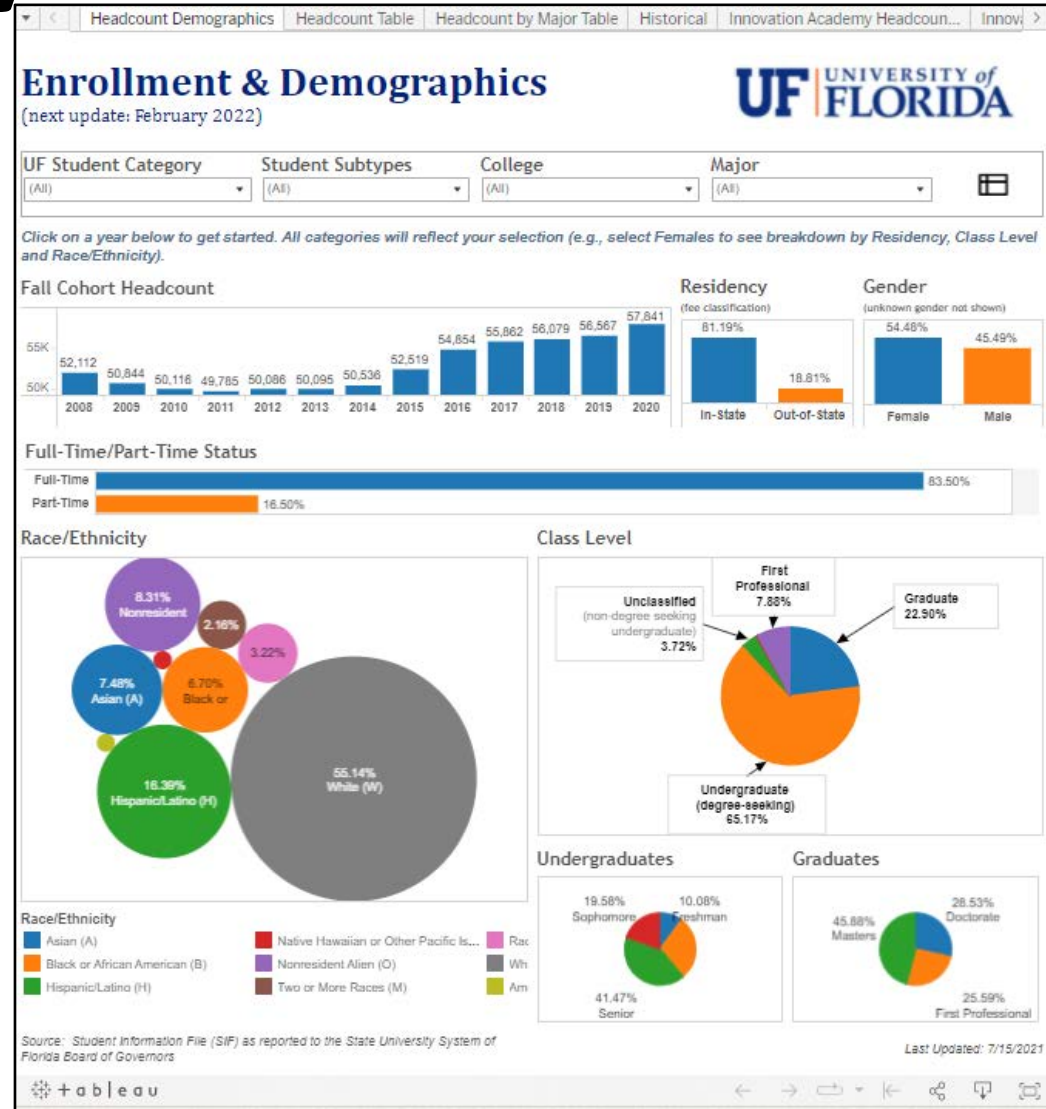
Session Overview

- Market Research Among Peer Institutions
- Investigating Data Available
- Creating Datasets and Data Dictionaries
- Demo of Developed Dashboards
- Improving Accessibility

Market Research Of SEC Schools

- Inconsistent among schools
- Best usability and layout within IR website
 - University of Florida
 - <https://ir.aa.ufl.edu/uffacts/>
 - Vanderbilt University
 - <https://www.vanderbilt.edu/pie/student/>

University of Florida - Enrollment



University of Florida - Enrollment

[Headcount Demographics](#) | [Headcount Table](#) | [Headcount by Major Table](#) | [Historical](#) | [Innovation Academy Headcount...](#) | [Innov...](#)

Enrollment & Demographics

(next update: February 2022)

UF UNIVERSITY of FLORIDA

UF Student Category: (All) | **Student Subtypes**: (All)

College: (All) | **Major**: (All) | **Residency**: (All) | **Race/Ethnicity**: (All)

Undergraduate Level

Demo Time Frame	Gender	Undergraduate (degree-seeking)				Total	Unclassified (non-degree seeking u...)	Total	Correspondence Course Student (non-d...)		Grand Total
		Freshman	Sophomore	Junior	Senior				Corresponde... Course Studen...	Total	
2008	Female	2,897	4,166	5,215	6,358	18,636	760	760	127	127	19,523
	Male	1,839	3,139	4,592	6,159	15,729	516	516	129	129	16,374
	Total	4,736	7,305	9,807	12,517	34,365	1,277	1,277	256	256	35,898
2009	Female	2,644	4,045	5,151	6,338	18,178	708	708	126	126	19,012
	Male	1,657	2,897	4,277	6,005	14,836	564	564	132	132	15,532
	Total	4,301	6,943	9,428	12,343	33,015	1,272	1,272	259	259	34,546
2010	Female	2,437	3,718	5,148	6,363	17,666	735	735	94	94	18,495
	Male	1,527	2,798	4,372	5,701	14,398	572	572	118	118	15,088
	Total	3,964	6,516	9,520	12,064	32,064	1,308	1,308	215	215	33,587

Graduate Level

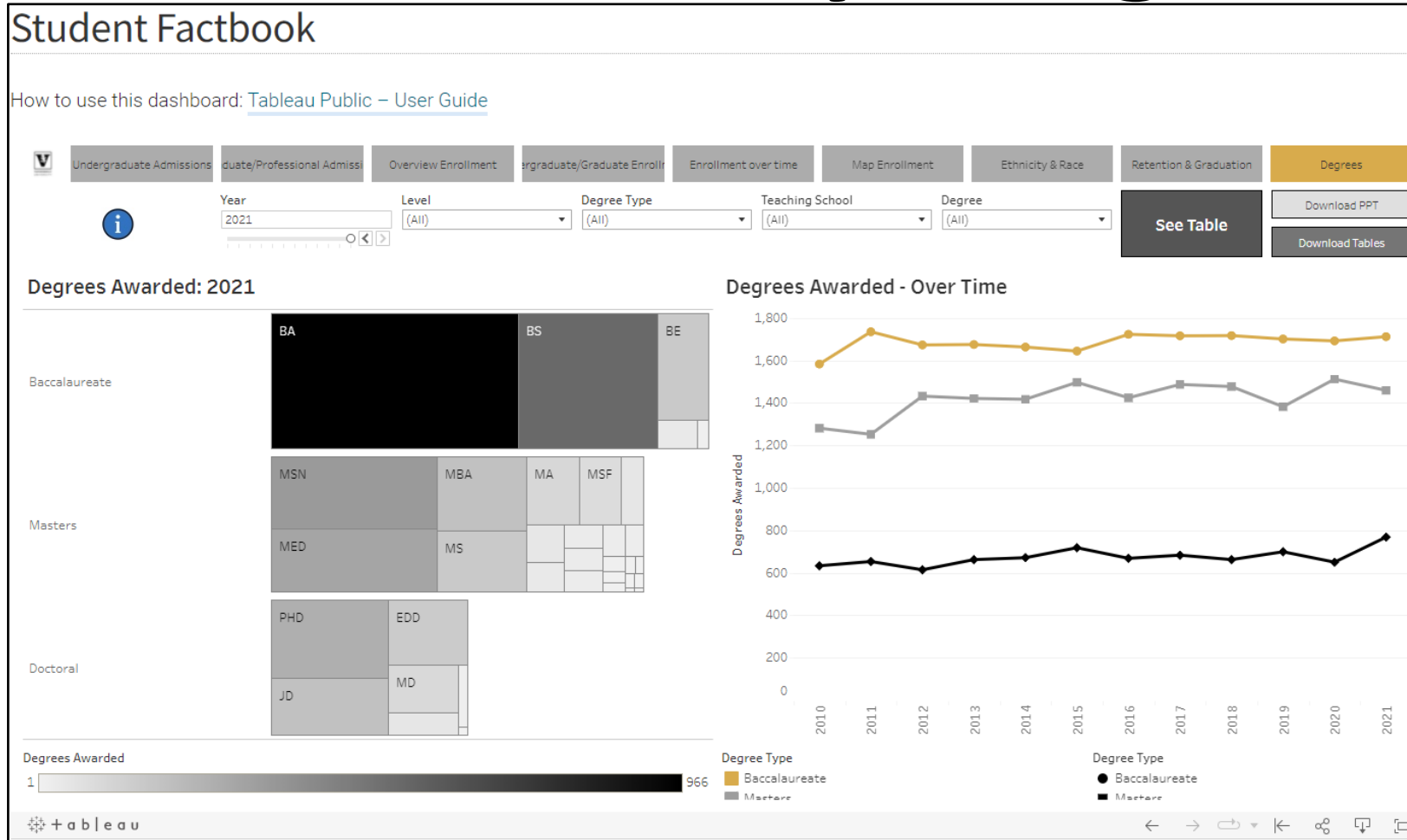
Demo Time Frame	Gender	Doctorate	First Professional	Masters	Grand Total
2008	Female	2,197	2,617	3,419	8,233
	Male	2,677	1,841	3,460	7,978
	Total	4,876	4,458	6,880	16,214
2009	Female	2,139	2,641	3,453	8,233
	Male	2,639	1,834	3,585	8,058
	Total	4,780	4,475	7,038	16,293
2010	Female	2,236	2,547	3,516	8,299
	Male	2,675	1,791	3,760	8,226
	Total	4,912	4,338	7,276	16,526
2011	Female	2,210	2,466	3,535	8,211
	Male	2,593	1,775	3,691	8,059
	Total	4,803	4,241	7,228	16,272

Source: Student Information File (SIF) as reported to the State University System of Florida Board of Governors

Last Updated: 7/15/2021

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Vanderbilt University - Degrees



Vanderbilt University - Degrees

Student Factbook

How to use this dashboard: [Tableau Public – User Guide](#)

[Undergraduate Admissions](#)
[Graduate/Professional Admissions](#)
[Overview Enrollment](#)
[Undergraduate/Graduate Enrollment](#)
[Enrollment over time](#)
[Map Enrollment](#)
[Ethnicity & Race](#)
[Retention & Graduation](#)
[Degrees](#)

Teaching School: (All)

[See Visual](#)
[Download PPT](#)
[Download Tables](#)

Degrees Awarded (Table): All

			2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Baccalaureate	Undergraduate	BA	Bachelor of Arts	935	1,054	1,044	1,029	1,023	996	1,031	985	975	962	941	966	
		BE	Bachelor of Engineering	222	253	244	241	243	243	267	255	235	234	200	159	
		BMA	Bachelor of Musical Arts											9	9	
		BMU	Bachelor of Music	45	54	48	43	46	40	36	45	46	56	38	33	
		BS	Bachelor of Science	381	374	337	362	351	365	389	431	461	449	504	545	
Masters	Graduate	MA	Master of Arts	102	87	116	118	102	117	96	103	104	79	79	103	
		MAS	Master of Liberal Arts & Sci	24	17	20	15	9	6	12	12	8	9	16	7	
		MFA	Master of Fine Arts	4	5	7	4	1	5	6	6	6	2	7	6	
		MS	Master of Science	120	102	116	107	120	120	95	96	106	93	96	135	
		LLM	Master of Laws	28	22	35	37	52	47	58	59	60	54	66	4	
	Professional	MAC	Master of Accountancy	28	30	26	37	44	44	31	47	40	32	36	41	
		MBA	Master Business	219	184	228	213	229	223	219	268	212	215	232	191	
		MCI	M.S. Clinical Investigation	19	12	7	10	16	14	11	15	12	10	8	10	
		MDE	Master of Educ of the Deaf	2	7	4	2	9	4	5	4	3	3	2	1	
		MDV	Master of Divinity	40	43	51	44	40	47	39	39	31	43	35	32	
		ME	Master of Engineering	19	20	24	7	16	10	17	16	16	12	18	17	
		MED	Master of Education	205	247	306	253	253	301	330	294	324	272	347	303	
		MGC	Master of Genetic Counseling													5
		MHE	Master of Health Prof Educ					6	1	1						
		MLI	Master of Lab Investigation	7	3	5	1	2	4	3	4	10	3	5	1	
		MM	Master of Mgt in Health Care	25	27	30	27	31	29	29	38	33	26	27	27	
		MMARK	Master of Marketing								14	15	22	31	44	
		MMP	M.S. in Medical Physics	7	6	3	2	1	12	3	5	10	1	4	4	

Investigating Data Available

- **Current dashboard projects:**
 - Student Enrollment
 - Degrees Awarded
 - Human Resources Data
- **Future dashboard possibilities:**
 - Admissions
 - Retention and Graduation Rates
 - Financial Aid

Student Enrollment Data Sources

- **Reported**

- Gender, Student Level, County ID, etc.

- **Internal**

- Student Classification, College, Program, etc.

- **Calculated Fields**

- Race Grouping, Fall Cohort, Resident Indicator, etc.

Degrees Awarded Data Sources

- **Reported**

- Gender, Degree Level, Race Identifiers, etc.

- **Internal**

- College, Degree, Residency, etc.

- **Calculated Fields**

- Academic Year, Degree Level Grouping, etc.

Human Resources Data Sources

- **Reported**

- Rank, Primary Responsibility, Employee Status, etc.

- **Internal**

- Department, Terminal Degree Indicator, etc.

- **Calculated Fields**

- Academic Year, Race Grouping, Term, etc.

Data Dictionaries

- **Public**

- Inform users about variable definitions
- Dashboard variable, definition, sample value, etc.

- **Internal**

- Inform staff about dataset development
- Original variable name, source, source dataset location, etc.

Data Dictionaries - Public

Dashboard Variable	Definition	Data Type	Source	Sample
Academic Year	Grouping of academic terms (fall-summer) when degree was awarded	YYYY-YY	OIRAA	2016-17
Campus	Signifies ownership by one of the eight campuses of USC. Campus is determined by the program in which the degree was awarded	Character	OIRAA defined by CHE	Aiken
College	College is determined by the program in which the degree was awarded	Character	UofSC Banner ODS	College of Engineering and Computing
Degree	Defines the degree that a student was awarded	Character	UofSC Banner ODS	Bachelor of Arts
Degree Type	Grouping of SC Commision on Higher Education reported degree level into: Undergraduate, Masters, Professional, Specialist, Doctoral	Character	OIRAA	Masters
Gender	Reported gender of degree recipient at time of degree awarded	Character	SC Commision on Higher Education Report	Male
Race Group	Grouping of SC Commision on Higher Education reported race identifiers into Non-Resident Alien, Person of Color, White, Unknown	Character	OIRAA	White
Residency	Defines a student's South Carolina legal residency status at time of degree awarded	Character	UofSC Banner ODS	Resident
Semester	Semester description when degree was awarded	Character	OIRAA defined by SC Commision on Higher Education	Spring
Term	Term description including semester and calendar year when degree was awarded	Character	OIRAA	Spring 2013
Year	Calendar year when degree was awarded	YYYY	SC Commision on Higher Education Report	2014
Degrees Awarded	Count of degrees awarded	Numeric	OIRAA	4

Data Dictionaries - Internal

Dashboard Variable	Definition	Data Type	Source	Sample	Dataset Location	Original Variable
ACADEMIC_YEAR	Grouping of academic terms (fall-summer) when degree was awarded	YYYY-YY	OIRAA	2016-17	K:\Dept\IPA\00 Data	calculated field based on GRADUATION_TERM_CODE_DESC
CAMPUS	Signifies ownership by one of the eight campuses of USC. Campus is determined by the program in which the degree was awarded	Character	OIRAA defined by CHE	Aiken	K:\Dept\IPA\Sophie	CAMPUS_DESC
COLLEGE	College is determined by the program in which the degree was awarded	Character	UofSC Banner ODS	College of Engineering and Computing	K:\Dept\IPA\Sophie	COLLEGE_DURING_ENROLLMENT_DESC
DEGREE	Defines the degree that a student was awarded	Character	UofSC Banner ODS	Bachelor of Arts	K:\Dept\IPA\Sophie	DEGRE_DESC
DEGREE_TYPE	Grouping of SC Commision on Higher Education reported degree level into: Undergraduate, Masters, Professional, Specialist, Doctoral	Character	OIRAA	Masters	K:\Dept\IPA\00 Data	calculated field based on DEGREE_LEVEL_CODE
GENDER	Reported gender of degree recipient at time of degree awarded	Character	SC Commision on Higher Education Report	Male	K:\Dept\IPA\00 Data	CHE_GENDER
RACE_GROUP	Grouping of SC Commision on Higher Education reported race identifiers into Non-Resident Alien, Person of Color, White, Unknown	Character	OIRAA	White	K:\Dept\IPA\00 Data	calculated field based on RACE
RESIDENCY	Defines a student's South Carolina legal residency status at time of degree awarded	Character	UofSC Banner ODS	Resident	K:\Dept\IPA\00 Data	ODS_RESIDENCY_IND
SEMESTER	Semester description when degree was awarded	Character	OIRAA defined by SC Commision on Higher Education	Spring	K:\Dept\IPA\00 Data	GRADUATION_SEMESTER
TERM	Term description including semester and calendar year when degree was awarded	Character	OIRAA	Spring 2013	K:\Dept\IPA\00 Data	GRADUATION_TERM_CODE_DESC
YEAR	Calendar year when degree was awarded	YYYY	SC Commision on Higher Education Report	2014	K:\Dept\IPA\00 Data	CHE_REPORT_YEAR
DEGREES_AWARDED	Count of degrees awarded	Numeric	OIRAA	4		COUNT(USCID)
USCID	Unique identifier for USC students	Character	UofSC Banner ODS	X91483045	K:\Dept\IPA\00 Data	USCID
DEGREE_LEVEL_CODE	The award conferred upon the student by the institution for the successful completion of a given curriculum or program.	Numeric	SC Commision on Higher Education Report	9	K:\Dept\IPA\00 Data	CHE_DEG_LEVEL
DEGREE_LEVEL	The award conferred upon the student by the institution for the successful completion of a given curriculum or program.	Character	SC Commision on Higher Education Report	Masters	K:\Dept\IPA\00 Data	calculated field based on CHE_DEG_LEVEL

OIRAA Dashboards

- **Student Enrollment**

- Overview
- Geographic Enrollment
- Trends

- **Degrees Awarded**

- Overview
- Trends

- **HR Data**

- Workforce Trends
- Faculty
- Staff

Improving Accessibility

- **Web Content Accessibility Guidelines (WCAG) Principles**
 - Perceivable, Operable, Understandable, Robust
- **Logical and intuitive hierarchy**
 - Dashboard summary
 - Clear titles and captions
 - Related items grouped together
- **Collaboration across offices**
 - Laurie Barnhill, Associate Director of Digital Strategy
 - Kim Hodges, Director of Digital Accessibility

[Tableau FAQ: Accessibility](#)

Screen Reader Test - Enrollment



THANK YOU FOR YOUR TIME

Please Feel Free To Reach Out Over Email With Any Follow-up Questions

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