# Building a coalition to develop a data driven decision-making culture

TAIR 2019 Conference
Track: Stewards of data and information

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# Office of Institutional Effectiveness (IE)

## Department Structure

- Planning and Assessment (P&A)

- Institutional Research (IR)
  for calendar year 2018 IR was responsible for
  - 56 Mandatory Reports (state and federal)
  - 83 Standardized Routine Reports (internal and external)
  - 160+ Ad-hoc Reports (internal and external)
  - Provided support for Planning and Assessment in
    - TaskStream, AMS/ LAT – technical support
    - Digital Measures – tech support, data feeds, faculty/staff trainings, etc.
    - Data reporting in support of P&A as well as survey development, administration and reporting

- IE consists of 8 staff, 1 student worker, 1 vacancy
  - staffing resources are shared between P&A and IR

- 3 IE staff are partially dedicated to the data warehouse project

UHCL
The choice is clear.

# Institutional Research (IR)

- Reporting Responsibilities
  - State (i.e. CBM) and Federal (i.e. IPEDS)
  - UH System and UHCL Internal reporting
  - Ad-hoc reporting
  - External reporting (i.e. external surveys)
  - University surveys and survey support services
  - P&A support
- Stakeholders
  - UH System and Board of Regents
  - President and Vice President/Provost
  - University Executive Administration (i.e. Associate VPs, Exec. Directors, Deans)
  - Colleges and Sites (i.e. Department Chairs, Program Coordinators, Faculty, Staff)
  - Other Administrative Departments (i.e. Student Success Center, Sponsored Programs, Career Services)

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The choice is clear.

# Data Warehouse Timeline

| | |
|---|---|
| **2013** | > Dean of Human Sciences and Humanities (HSH) and the Associate VP of Academic Affairs request program level data that is accessible. |
| **2013-2014** | > First attempt to creating a data warehouse to generate program review data. MS SQL infrastructure is implemented and drafts of the reports are produced. |
| **2014-2015** | > High turnover in IR. |
| **2015** | > New IR team reviews previous work and meets with HSH Dean and HSH Director of Operations to redefine reporting requirements. |
| | > IR begins research and development using new methodologies and current technical infrastructure. IR also decides to provide these reports the other colleges. |
| | > IR meets with all deans to inform them of the development of program level reports and asks for input. |
| **2016-2017** | > New drafts of the Program Review Reports are developed and distributed via share drives for review. |
| | > Approved Reports are produced every term and distributed via share drives |
| **2017** | > Fall term, OIE Secure Data Portal goes live with Program Review Reports that are now accessible by faculty and staff. |
| **2018** | > New UHCL President and Executive Director of Information Resources reach out to IE to lead the Data Warehouse Initiative with support of University Computing and Telecommunications (UCT) department. |
| | > Development of the Data Warehouse Steering Committee and the Data Warehouse Technical Work Group |
| | > IR met with all colleges individually and asked for buy-in for this initiative. |
| **2018-2019** | > Hold monthly meetings to provide updates on progress, address additional data needs, and discuss data definitions and terms |
| | > Currently testing Power BI capabilities and user level security |
| | > Working on Data Dictionary |
| | > Formation of the Data Analysis Governance group |

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# Data Warehouse Steering Committee

- College Data Experts (CDE) from each of the four colleges
  - 2-3 individuals appointed by the deans

- UCT Senior Database Administrator
- UCT Director of Web & Multimedia Services

- IE Executive Director of Planning and Assessment
- IE Associate Director of Data Management
- IE Institutional Research Analyst III
- IE Client Server DB/Analyst I

- The committee has also had guest appearances by
  - VP/Provost of Academic Affairs
  - AVP of Academic Affairs
- Other areas that have not yet joined the committee but have been notified and asked to participate in future meeting
  - Enrollment Management, Finance, and Human Resources

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# Data Warehouse Technical Work Group

- UHCL Information Security Officer

- UCT Senior Database Administrator
- UCT Client Server Op Sys/DBA I
- UCT Associate Director of Business Applications
- UCT Client Server DB/Analyst III
- UCT Director of Web & Multimedia Services

- IE Executive Director of Planning and Assessment
- IE Associate Director of Data Management
- IE Institutional Research Analyst III
- IE Client Server DB/Analyst I

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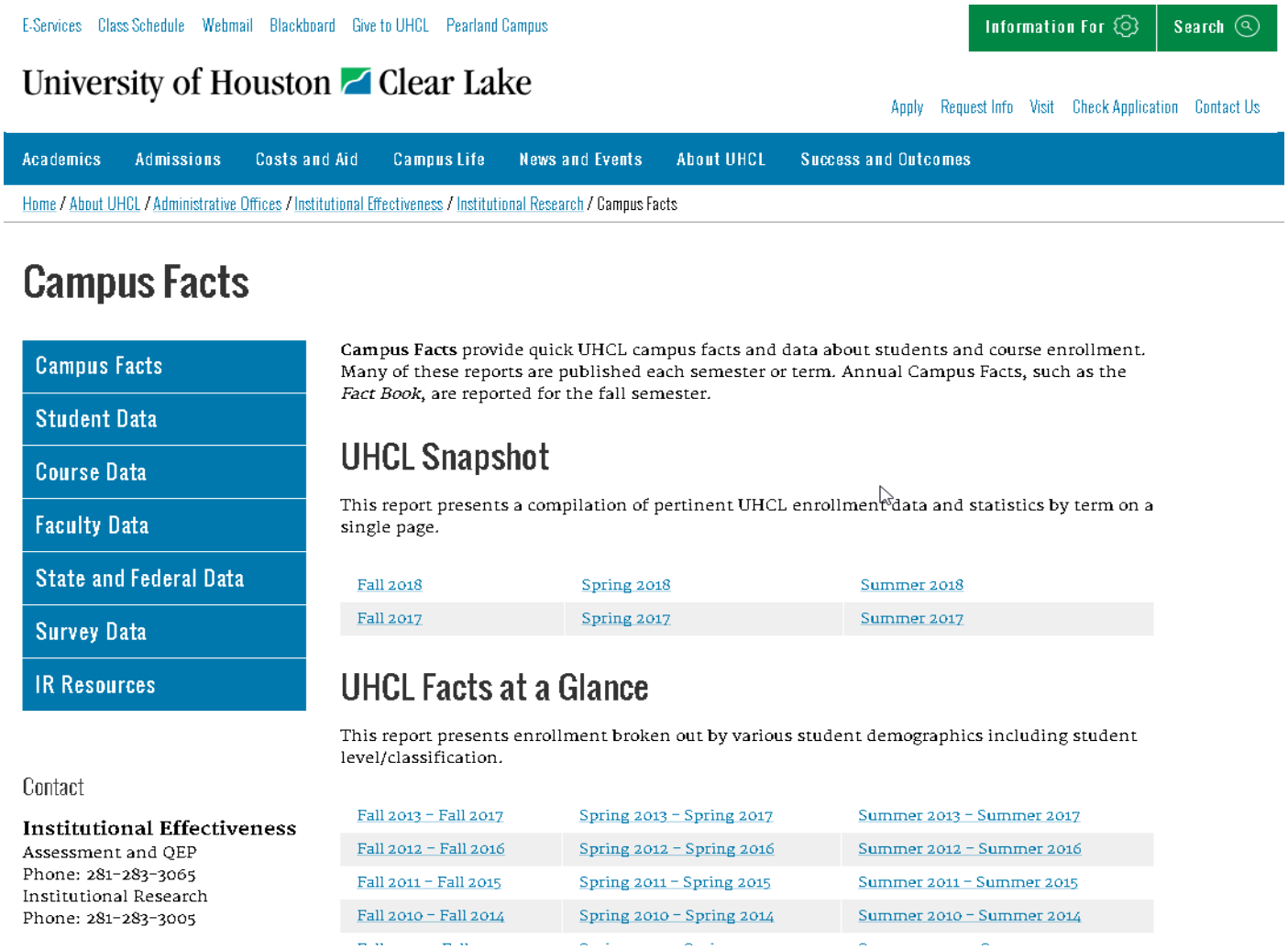
# IR Website

- https://www.uhcl.edu/about/administrative-offices/institutional-effectiveness/institutional-research/

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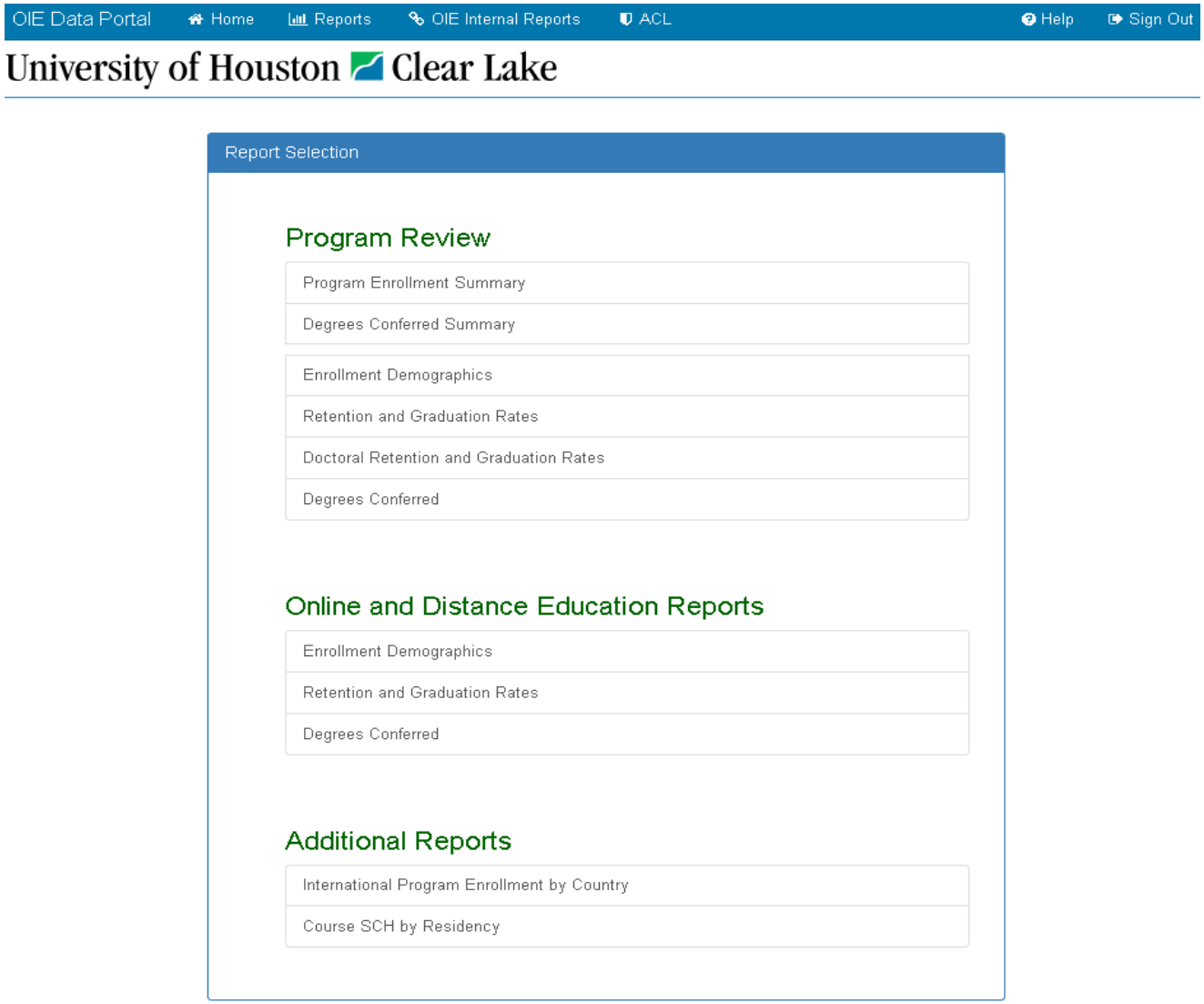
# Secure OIE Data Portal

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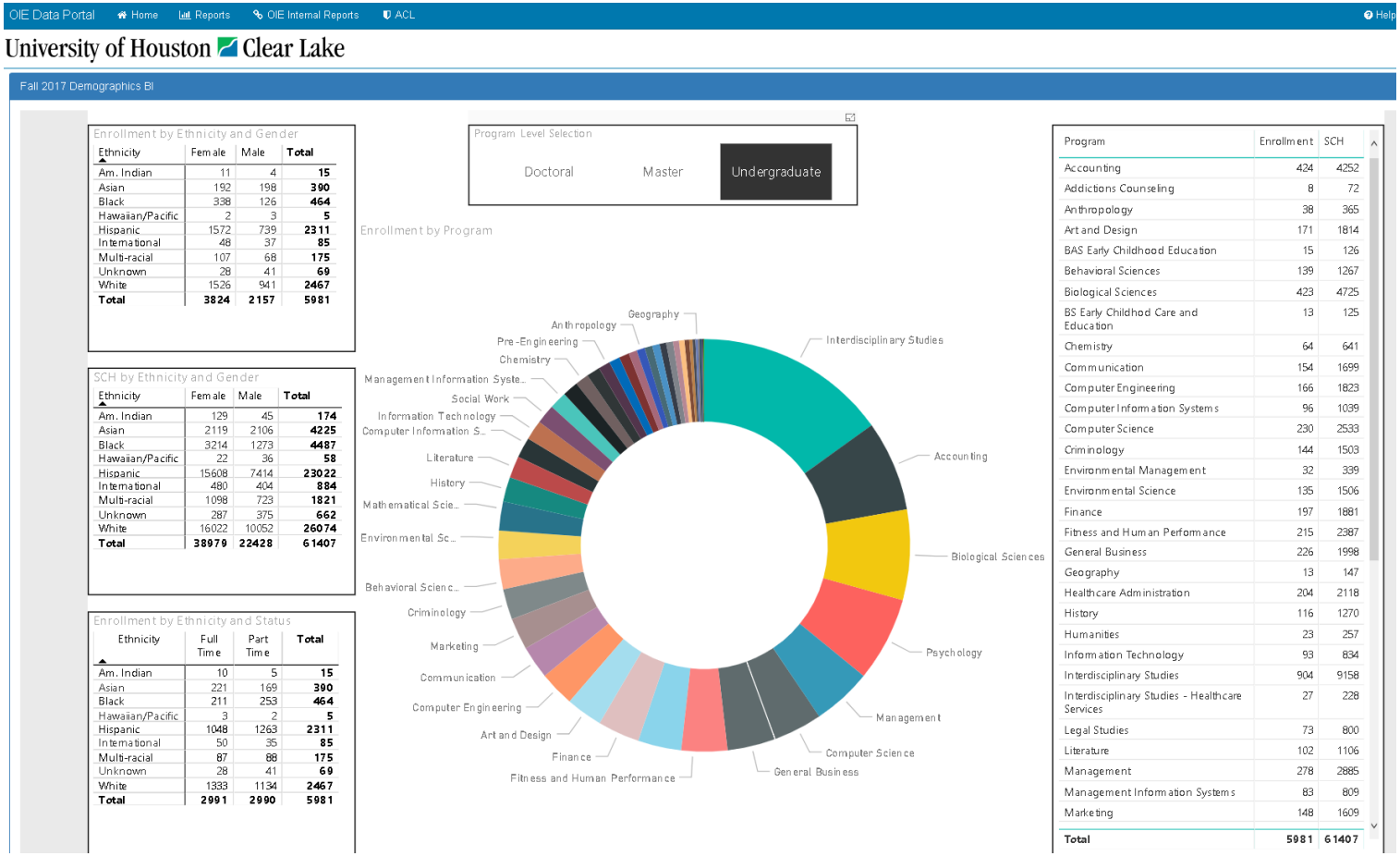
# Power BI - Test

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# Systems/Applications Information

- University Information System: PeopleSoft 9.2

- Data Warehouse
  - Data Warehouse: MS SQL 2016
  - OIE Data Portal: ASP.NET, C#, SQL
  - Data Dictionary & ERD: Dataedo

- Other Reporting Tools
  - SPSS
  - MS EXCEL
  - Qualtrics

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# Discussion Topics

## Sharing is caring.

- Does your IE/IR department have Executive Administrative Support (i.e. IE/IR champion)?
- Does your institution have a Data Governance committee/working group?
  - If so, what is its purpose and what are some of the results/benefits?
- How do you work towards building culture of understanding through communication (i.e. speaking the same language when addressing data needs)?
- How are data definitions and data dictionaries managed at other institutions with a data warehouse or information system?
- How are transactional vs. static data (standardized state/federal) reported by IE/IR?
- How is your IE/IR department managing and addressing work volume and resources (staffing, professional development, technical support)?

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# Questions?

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# Don’t forget to complete the evaluation for this session:

## E1: Building a coalition to develop a data driven decision-making culture

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# Contact Information

## University of Houston-Clear Lake

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