

# 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

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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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# Data Warehouse Timeline

<b>2013</b>	<ul style="list-style-type: none"> <li>&gt; Dean of Human Sciences and Humanities (HSH) and the Associate VP of Academic Affairs request program level data that is accessible.</li> </ul>
<b>2013-2014</b>	<ul style="list-style-type: none"> <li>&gt; First attempt to creating a data warehouse to generate program review data. MS SQL infrastructure is implemented and drafts of the reports are produced.</li> </ul>
<b>2014-2015</b>	<ul style="list-style-type: none"> <li>&gt; High turnover in IR.</li> </ul>
<b>2015</b>	<ul style="list-style-type: none"> <li>&gt; New IR team reviews previous work and meets with HSH Dean and HSH Director of Operations to redefine reporting requirements.</li> <li>&gt; IR begins research and development using new methodologies and current technical infrastructure. IR also decides to provide these reports the other colleges.</li> <li>&gt; IR meets with all deans to inform them of the development of program level reports and asks for input.</li> </ul>
<b>2016-2017</b>	<ul style="list-style-type: none"> <li>&gt; New drafts of the Program Review Reports are developed and distributed via share drives for review.</li> <li>&gt; Approved Reports are produced every term and distributed via share drives</li> </ul>
<b>2017</b>	<ul style="list-style-type: none"> <li>&gt; Fall term, OIE Secure Data Portal goes live with Program Review Reports that are now accessible by faculty and staff.</li> </ul>
<b>2018</b>	<ul style="list-style-type: none"> <li>&gt; 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.</li> <li>&gt; Development of the Data Warehouse Steering Committee and the Data Warehouse Technical Work Group</li> <li>&gt; IR met with all colleges individually and asked for buy-in for this initiative.</li> </ul>
<b>2018-2019</b>	<ul style="list-style-type: none"> <li>&gt; Hold monthly meetings to provide updates on progress, address additional data needs, and discuss data definitions and terms</li> <li>&gt; Currently testing Power BI capabilities and user level security</li> <li>&gt; Working on Data Dictionary</li> <li>&gt; Formation of the Data Analysis Governance group</li> </ul>

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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/>

[E-Services](#) [Class Schedule](#) [Webmail](#) [Blackboard](#) [Give to UHCL](#) [Pearland Campus](#)

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## Campus Facts

- Campus Facts
- Student Data
- Course Data
- Faculty Data
- State and Federal Data
- Survey Data
- IR Resources

**Campus Facts** provide quick UHCL campus facts and data about students and course enrollment. Many of these reports are published each semester or term. Annual Campus Facts, such as the *Fact Book*, are reported for the fall semester.

### UHCL Snapshot

This report presents a compilation of pertinent UHCL enrollment data and statistics by term on a single page.

<a href="#">Fall 2018</a>	<a href="#">Spring 2018</a>	<a href="#">Summer 2018</a>
<a href="#">Fall 2017</a>	<a href="#">Spring 2017</a>	<a href="#">Summer 2017</a>

### UHCL Facts at a Glance

This report presents enrollment broken out by various student demographics including student level/classification.

<a href="#">Fall 2013 - Fall 2017</a>	<a href="#">Spring 2013 - Spring 2017</a>	<a href="#">Summer 2013 - Summer 2017</a>
<a href="#">Fall 2012 - Fall 2016</a>	<a href="#">Spring 2012 - Spring 2016</a>	<a href="#">Summer 2012 - Summer 2016</a>
<a href="#">Fall 2011 - Fall 2015</a>	<a href="#">Spring 2011 - Spring 2015</a>	<a href="#">Summer 2011 - Summer 2015</a>
<a href="#">Fall 2010 - Fall 2014</a>	<a href="#">Spring 2010 - Spring 2014</a>	<a href="#">Summer 2010 - Summer 2014</a>

### Contact

**Institutional Effectiveness**  
Assessment and QEP  
Phone: 281-283-3065  
Institutional Research  
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# Secure OIE Data Portal

## Report Selection

### Program Review

Program Enrollment Summary

Degrees Conferred Summary

Enrollment Demographics

Retention and Graduation Rates

Doctoral Retention and Graduation Rates

Degrees Conferred

### Online and Distance Education Reports

Enrollment Demographics

Retention and Graduation Rates

Degrees Conferred

### Additional Reports

International Program Enrollment by Country

Course SCH by Residency

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# Power BI - Test

Fall 2017 Demographics BI

Ethnicity	Female	Male	Total
Am. Indian	11	4	15
Asian	192	198	390
Black	338	126	464
Hawaiian/Pacific	2	3	5
Hispanic	1572	739	2311
International	48	37	85
Multi-racial	107	68	175
Unknown	28	41	69
White	1526	941	2467
<b>Total</b>	<b>3824</b>	<b>2157</b>	<b>5981</b>

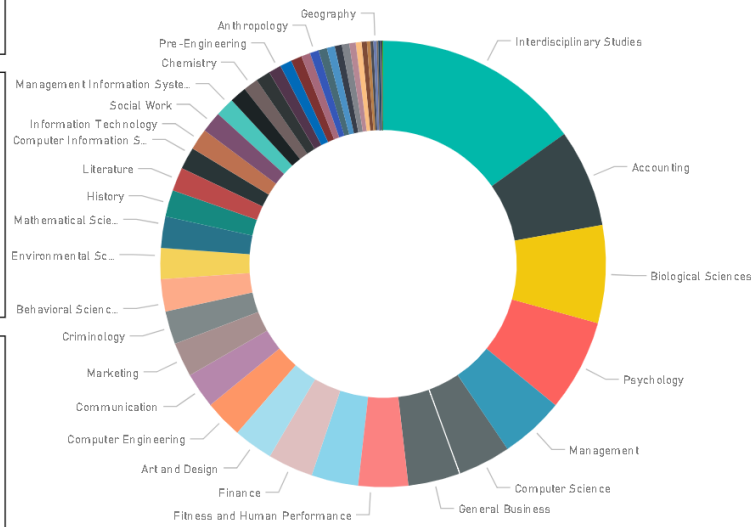
Ethnicity	Female	Male	Total
Am. Indian	129	45	174
Asian	2119	2106	4225
Black	3214	1273	4487
Hawaiian/Pacific	22	36	58
Hispanic	15608	7414	23022
International	480	404	884
Multi-racial	1098	723	1821
Unknown	287	375	662
White	16022	10052	26074
<b>Total</b>	<b>38979</b>	<b>22428</b>	<b>61407</b>

Ethnicity	Full Time	Part Time	Total
Am. Indian	10	5	15
Asian	221	169	390
Black	211	253	464
Hawaiian/Pacific	3	2	5
Hispanic	1048	1263	2311
International	50	35	85
Multi-racial	87	88	175
Unknown	28	41	69
White	1833	1134	2467
<b>Total</b>	<b>2991</b>	<b>2990</b>	<b>5981</b>

Program Level Selection

Doctoral
  Master
  Undergraduate

Enrollment by Program



Program	Enrollment	SCH
Accounting	424	4252
Addictions Counseling	8	72
Anthropology	38	365
Art and Design	171	1814
BAS Early Childhood Education	15	126
Behavioral Sciences	139	1267
Biological Sciences	423	4725
BS Early Childhood Care and Education	13	125
Chemistry	64	641
Communication	154	1699
Computer Engineering	166	1823
Computer Information Systems	96	1039
Computer Science	230	2533
Criminology	144	1503
Environmental Management	32	339
Environmental Science	135	1506
Finance	197	1881
Fitness and Human Performance	215	2387
General Business	226	1998
Geography	13	147
Healthcare Administration	204	2118
History	116	1270
Humanities	23	257
Information Technology	93	834
Interdisciplinary Studies	904	9158
Interdisciplinary Studies - Healthcare Services	27	228
Legal Studies	73	800
Literature	102	1106
Management	278	2885
Management Information Systems	83	809
Marketing	148	1609
<b>Total</b>	<b>5981</b>	<b>61407</b>



The choice is clear.

# 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 Office of Institutional Effectiveness

- IE website: [www.uhcl.edu/oie](http://www.uhcl.edu/oie)
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