

# Quickly Create Infographics

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TAIR 2021 Session 14

Laura Wichman, Ed.D.

**McLennan**  
COMMUNITY  
COLLEGE

**[data] matters.**

# Description

Our virtual data world often challenges us to find ways to share data effectively, which is easy to use and easy to understand. Last year, McLennan Community College (MCC) explored diverse ways to share data with its community and quickly discovered the effectiveness of using infographics to communicate with employees and students.



# Disclaimer

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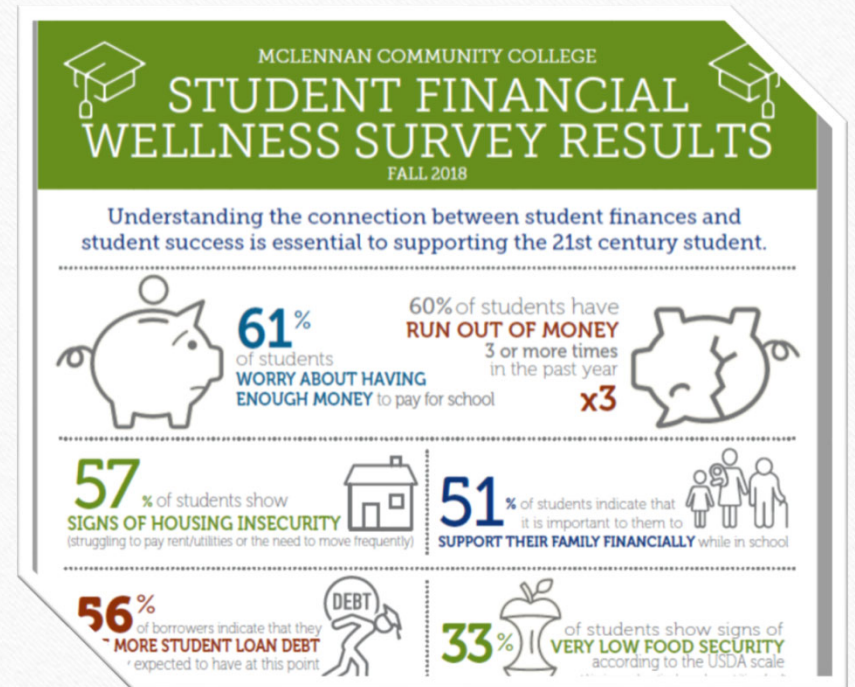
- This presentation is not a vendor presentation, but I will be showing you a product we utilize at McLennan Community College to create infographics. The product meets our current needs, demands, and budget.

# Overview

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- What are infographics and why use them?
- Poll Time
- Data shared through infographics at MCC
- How they are shared
- How do we create them

- What are infographics?
  - Visual representations of information or data<sup>1</sup>
- Why we use them
  - Quick overview of topic or data
  - Explain processes
  - Display findings
  - Raise awareness on issue, topic or cause



# Examples of Infographics

Google infographics

Q All Images Videos News Books More Settings Tools

design education timeline social media business food creative health marketing technology process water sim

What is an Infographic? (Exa...  
visme.co

an Infographic? Example...  
vengage.com

What is an Infographic? (Exa...  
visme.co

info-poster or an infogr...  
ktalberta.ca

Free Infographic Maker - 100+ Templates ...  
piktochart.com

an Infographic? Examples, Templates ...  
vengage.com

Step Guide to Making I...  
easel.ly

Tips for Creating an Infographic ...  
informaticsync.com

Using eLearning Infographics | TechSmith  
techsmith.com

15 Free Infographic Te...  
hubspot.com

Infographics: Quality Over Quantity ...  
multiview.com

Free Infographic Maker ...  
pinterest.com

Infographics are Dead. Long Live ...  
loritaylor.com

How to Make an Infograp...  
vengage.com

Free Online Infographic Maker by Canva  
canva.com

history of money infogra...  
easel.ly

INFOGRAPHIC • INFOGRAPHICS

CREATIVITY

CREATIVITY

INFOGRAPHICS WORKFLOW STEPS

The logo for Slido, featuring the word "slido" in a lowercase, sans-serif font. The letters are a vibrant green color. The logo is centered horizontally and positioned in the upper portion of the slide, set against a dark blue background with a network of glowing blue lines and nodes.

Who currently shares data and with whom?

 Start presenting to display the poll results on this slide.

The logo for Slido, featuring the word "slido" in a lowercase, sans-serif font. The letters are a vibrant green color. The logo is centered horizontally and positioned in the upper portion of the slide, set against a dark blue background with a network of glowing blue lines and nodes.

How do you share data? (multiple choice)

 Start presenting to display the poll results on this slide.



# Data Shared in Infographics at MCC

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- Had at least one professor who made them excited about learning **93%**
- Felt their professors cared about them as a person **90%**
- Had a mentor who encouraged them **62%**

**29%**

Response Rate  
n=607

# Fall 2020 Graduate Survey

**97%**

would choose McLennan Community College again

**63%** Will be working full-time

**21%** Will be working part-time

**48%** Of full-time workers working in degree field

**67%** Staying in Waco/McLennan County

**81%** continuing their education



- 37%** at McLennan Community College
- 33%** at University Center Partner
- 11%** at a 4-year school not part of the University Center

This was the first infographic I ever created

Most recent I created

# MCLENNAN COMMUNITY COLLEGE SPRING 2019 GRADUATES



**OVER 700 GRADUATES\***

**607 ASSOCIATE DEGREES**  
150 CERTIFICATES

**40**  
DUAL-CREDIT OR EARLY COLLEGE HIGH SCHOOL STUDENTS

**698 GRADUATES SURVEYED**  
**333 GRADUATES RESPONDED**  
**47.7% RESPONSE RATE**

**96% HAD AT LEAST ONE PROFESSOR MAKE THEM EXCITED ABOUT LEARNING**



**86% HAVE A JOB AFTER GRADUATION**



**96% OF THOSE WITHOUT A JOB ARE CONTINUING THEIR EDUCATION**



**97% WOULD CHOOSE MCLENNAN AGAIN**

\*Not all graduates have been posted.



## Honor Roll Recognition

- Compensation & Benefits
- Facilities, Workspace & Security
- Job Satisfaction
- Professional Development
- Teaching Environment

100%

## MCLENNAN COMMUNITY COLLEGE FALL 2020 8-WEEK COURSE FEEDBACK

## 100% SUCCESSFUL PLACEMENT IN EMPLOYMENT OR HIGHER EDUCATION OF 2018-19 GRADUATES

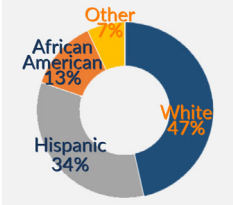
McLennan Community College  
2020  
Fast Facts



Total Enrollment 7,743



32%



Pell recipients 42%

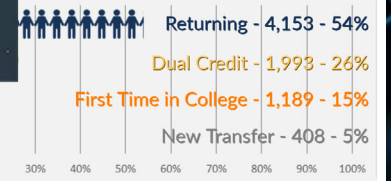


Transfer 76%

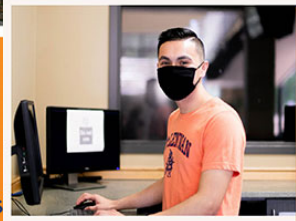


Workforce 24%

### Enrollment Type



- Overall Position 89%
- Facilities 91%
- Cost 89%
- Teaching 87%
- Staff 84%



### Top Reasons of Attending MCC

- Likelihood of success
- Ability to work while attending
- Convenient location
- Low cost
- Financial Assistance
- Reputation of instruction

89% Overall Satisfaction

Fall 2020 Annual Student Satisfaction

91% Would choose MCC again

- 88% Excellent/Good quality of education
- 69% MCC was their first choice
- 69% plan to continue with the University Center
- 11% attended MCC for the first time



100% SURVEYED  
100% RESPONDED  
100% RESPONSE RATE

59% V  
PREPARED  
PACE O  
8-WEEK

Students to register for 8-week courses\*

44%
32%
28%
25%

Learned of 8-week course option:

51%
18%
18%

\*Students were allowed to select multiple reasons, so percentages do not add to 100%

- DATA ENTRY/MICROCOMPUTER APPLICATIONS
- CERTIFIED MEDICAL ASSIST.\*
- CHILD STUDIES + EDUCATION
- CRIMINAL JUSTICE + CORRECTIONS
- FIRE ACADEMY
- HEALTH INFORMATION TECHNOLOGY
- HOSPITALITY MANAGEMENT\*
- INTERPRETER TRAINING\*
- LAW ENFORCEMENT ACADEMY\*
- LEGAL ASSISTANT/PARALEGAL\*
- OFFICE TECHNOLOGY CAREERS
- OPERATIONS MANAGEMENT\*
- PARAMEDICINE\*
- PHYSICAL THERAPIST ASSISTANT
- RESPIRATORY THERAPY\*
- VETERINARY TECHNOLOGY

\*100% FOR 24 CONSECUTIVE YEARS

# Created...now what?!



## IR Minutes ▸ 2020-21 ⓘ

[+](#) New [↑](#) Upload [↻](#) Sync [↻](#) Share [More](#) ▾

All Documents

✓	📄	Name	Modified	Modified By
	📄	2018-19 Adult Learner Follow-up	... January 29	<input type="checkbox"/> Laura Wichman
	📄	Fall Student Check-In	... January 29	<input type="checkbox"/> Laura Wichman
	📄	Great Colleges to Work For - Compensation	... January 29	<input type="checkbox"/> Laura Wichman
	📄	Great Colleges to Work For - Facilities	... January 29	<input type="checkbox"/> Laura Wichman
	📄	Great Colleges to Work For - Job Satisfaction	... January 29	<input type="checkbox"/> Laura Wichman
	📄	Great Colleges to Work For - Overall	... January 29	<input type="checkbox"/> Laura Wichman
	📄	Great Colleges to Work For - Professional Development	... January 29	<input type="checkbox"/> Laura Wichman
	📄	Great Colleges to Work For - Teaching Environment	... January 29	<input type="checkbox"/> Laura Wichman
	📄	Student-Satisfaction---Fall-2020	... February 1	<input type="checkbox"/> Laura Wichman

## ADA Compliance

Mon 2/1/2021 9:08 AM  
Laura Wichman  
Data Series - Annual Student Satisfaction

Today, the Office of Institutional Research is starting a five-part data series to share the Fall 2020 Student Satisfaction survey results! I want to note our lower than normal response rate this year compared to previous student satisfaction surveys. This year rather than surveying all non-dual credit students as we have in the past, we surveyed a sample of 2,500 fall students and received a 5.7% response rate. We surveyed fewer students this year because we chose to partner with other survey groups during the fall to gather additional data points. I hope you enjoy this data series over the next couple of weeks! To view the full survey report, please [click here](#).

**Top Reasons of Attending MCC**

- Likelihood of success
- Ability to work while attending
- Convenient location
- Low cost
- Financial Assistance
- Reputation of institution

**89%** Overall Satisfaction

**91%** Would choose MCC again

**88%** Excellent/Good quality of education

**Fall 2020 Annual Student Satisfaction**

### Fall 2020 Annual Student Satisfaction

- 89% Overall Satisfaction
- 91% would choose MCC again
- Top Reasons of Attending MCC
  - Likelihood of success
  - Ability to work while attending
  - Convenient location
  - Low cost
  - Financial assistance
  - Reputation of institution
- 88% indicated an excellent/good quality of education
- 69% indicated MCC was their first choice
- 69% plan to continue with the University Center
- 11% attended MCC for the University Center

Thanks!

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**Laura Wichman, Ed.D.**

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254.299.8476

**[data] matters.**

Yes...wonderful...thank you, thank you

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# Seriously though..

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- This is just utilizing tools that are already available.



**PIKTOCHART**  
Picture the Difference



Adobe Spark

# Demo day

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<https://spark.adobe.com/sp/>