The Evolution of The UT System Dashboard

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History of the Dashboard

Driving Forces (2011)

- Board of Regents
- Executive leadership
- State and national trends
- Calls for increased transparency and accountability
- Calls to demonstrate productivity, efficiency, and impact
- Desire to streamline and automate office operations as requests from stakeholders increased

Choosing the Technology (2011)

End-User Requirements	Internal Requirements
Public-facing (no log-in)	Data warehouse integration (BI tools)
User-friendly	Streamline processes with automation
Ability export	Analyze large datasets
Web-based custom reporting	Conduct robust statistical analyses
Mobile-friendly	Data security/privacy

Original Dashboard Launch (2011)

Kick off meeting (Aug 2011) ➔ *1st launched Dec 2011*

- Began as online fact book
- Started with 10 Core Indicators

Phase 2 (Jan 2012)

- Grew to 70+ measures
- Grew to include interactive data visualizations (SAS VA) on specific topics

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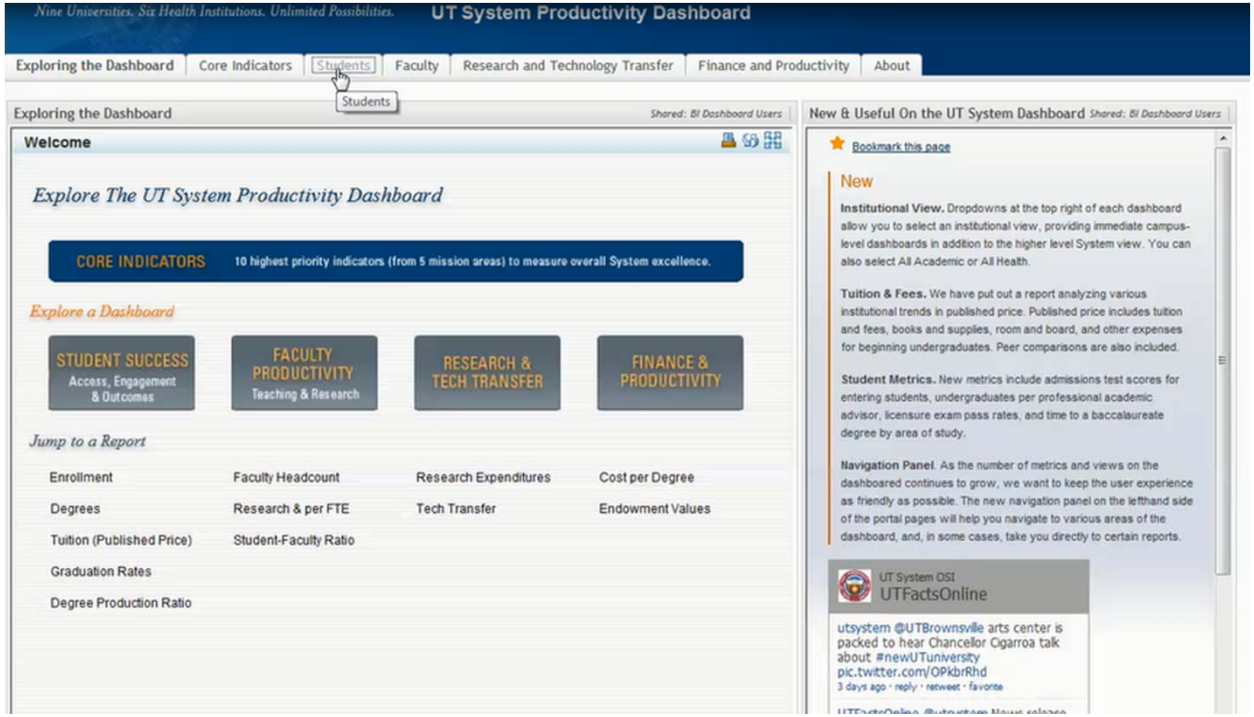
UT SYSTEM DASHBOARD

Dashboard 1.0 Screenshots



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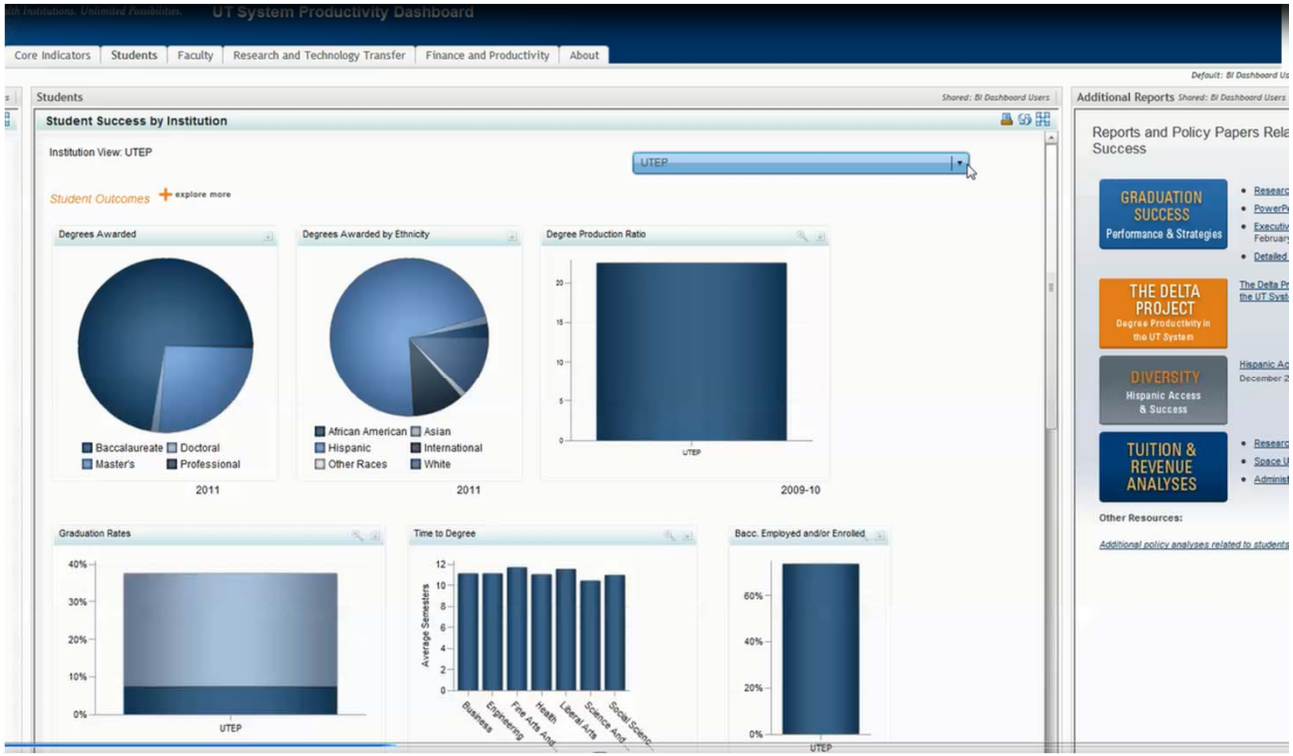

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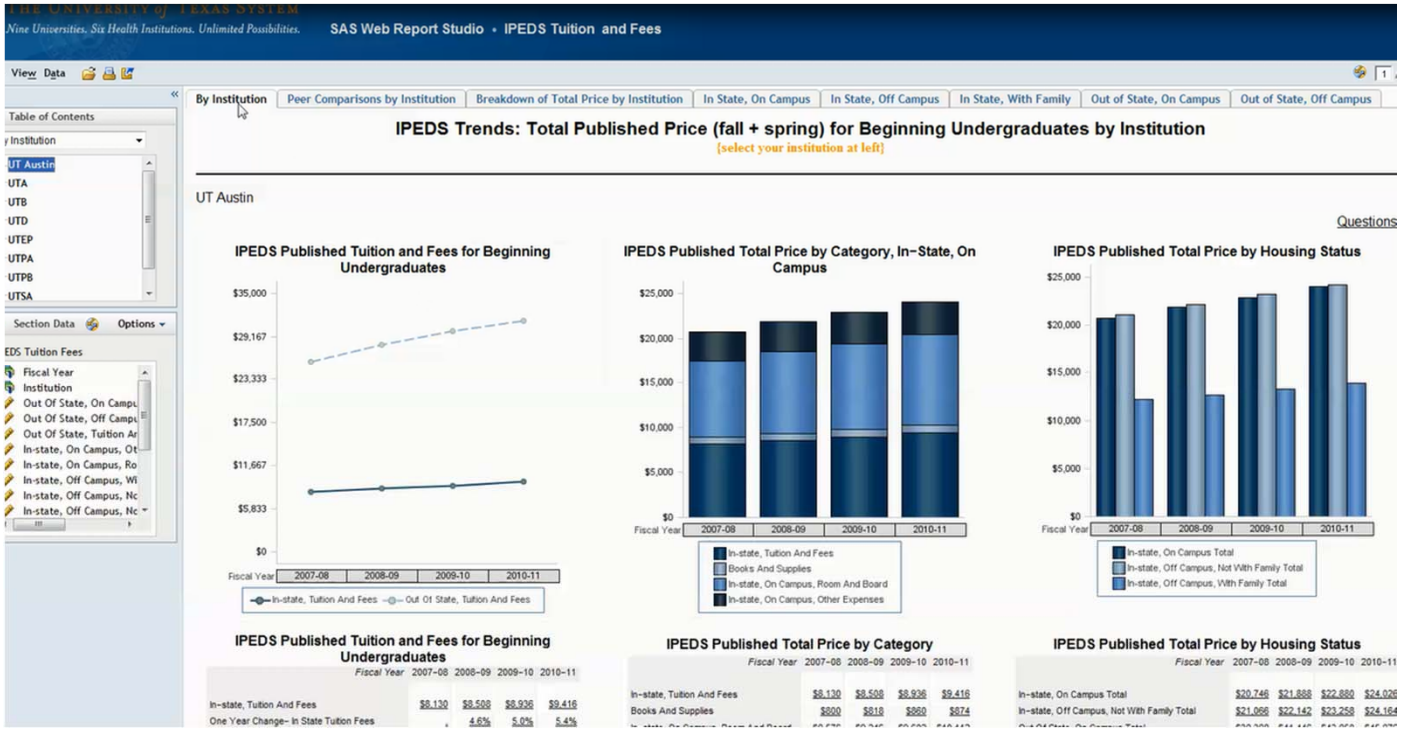


Feedback & Areas for Improvement

- Big step forward and successfully launched very quickly

However…

- Difficult to navigate and find what you are looking for
- Long load times
- No context for the data, just data points
- Too few outcomes measures in climate increasingly calling for data on the value of higher education

Growing & Changing Data Culture

- Tell institutional stories through data visualization and infographics
- In-depth and more complex analyses of special topics, presented in straightforward ways
- Recognize all users are not content experts
- Expand communication efforts and user base

Demonstration

http://data.utsystem.edu

Developing Dashboard 2.0

Engaging Stakeholders

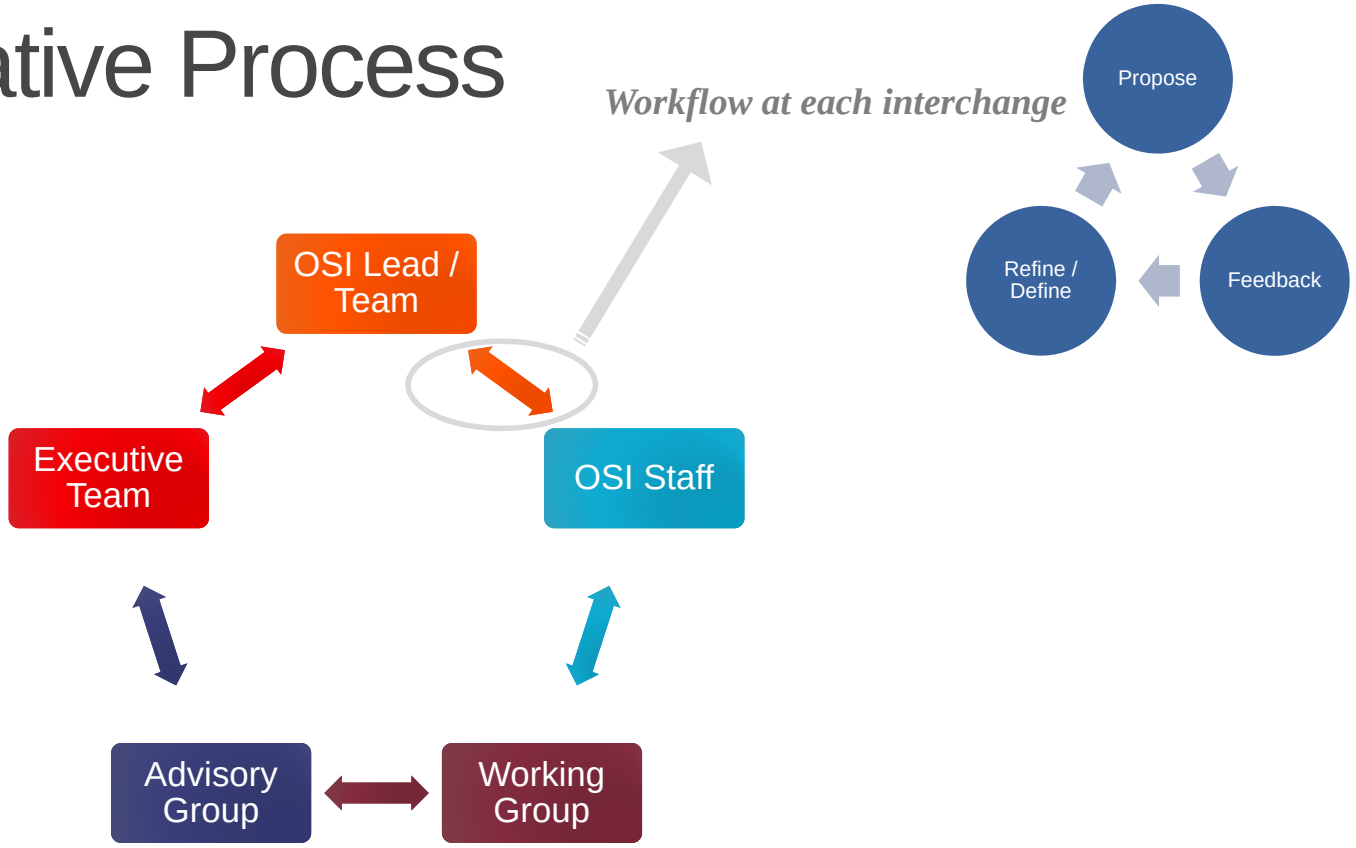
DASHBOARD ADVISORY GROUP

Focus	Members
•Overarching goals •Content areas •What matters? (metrics) •Feedback and guidance	•Executive leadership •Campus vice presidents/provosts

WORKING GROUPS

Metrics Development	Design and Presentation
OSI staff, UT System staff, campus IR staff Responsible for: •Metrics - refine and define •Data sources •Breakdowns, drill-down levels •Benchmarks/Targets	OSI staff, UT System staff Responsible for: •New design/user interface •Data presentation •Technology selection

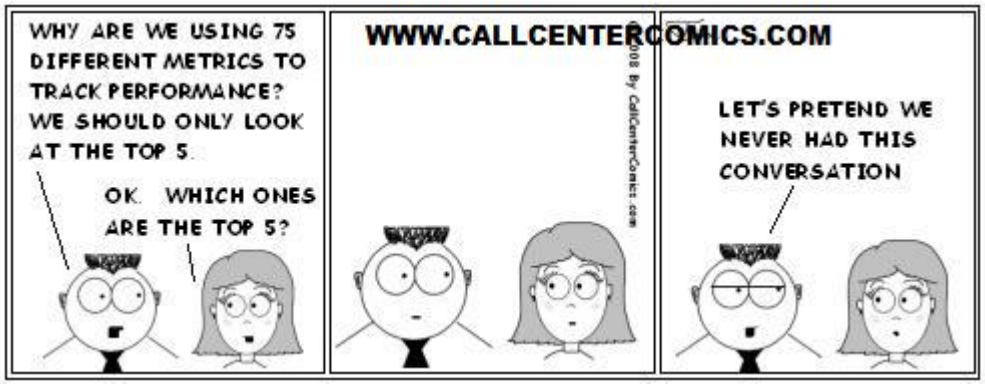
Iterative Process



Design & Presentation Working Group

- Drupal 7 server based
- Organize topically/by subject area, not by software used or data source, to improve navigation and user-friendliness

Metric Working Group



Metric Working Group

- Charge: identify the most appropriate metrics (not simple counts) to provide a clear, straightforward indication of the critical operations of UT System -- “tell our story” and measure performance with benchmarks, when possible.
  - Explored dashboards of many other Systems and institutions
  - EAB report on “Developing a Data-Driven University”
  - Consulted campuses and other UT System Offices
  - Considered unit of analysis for System Office dashboard

Communication Efforts

- Social media and blogging efforts
  (follow us @UTFactsOnline)
- Connect with stakeholders in additional formats (e.g., *Dash It All* newsletter)
- Survey to solicit ongoing feedback