

The banner features a dark blue background with a blurred image of a modern building on the left. In the center, there is a white bar chart with four bars of increasing height. To the right of the bar chart, there is a faint circular graphic containing a line graph. The text 'THE UNIVERSITY of TEXAS SYSTEM' is written in white, uppercase letters above the bar chart.

THE UNIVERSITY of TEXAS SYSTEM

UT SYSTEM DASHBOARD

# The Evolution of The UT System Dashboard

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Jessica Shedd and Cathy Delgado

Office of Strategic Initiatives

The University of Texas System



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UT SYSTEM DASHBOARD

# History of the Dashboard

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## 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) → 1<sup>st</sup> 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

# Dashboard 1.0 Screenshots

*Nine Universities. Six Health Institutions. Unlimited Possibilities.* **UT System Productivity Dashboard**

Exploring the Dashboard | Core Indicators | **Students** | Faculty | Research and Technology Transfer | Finance and Productivity | About

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Exploring the Dashboard Shared: BI Dashboard Users

**Welcome**

*Explore The UT System Productivity Dashboard*

**CORE INDICATORS** 10 highest priority indicators (from 5 mission areas) to measure overall System excellence.

*Explore a Dashboard*

**STUDENT SUCCESS**  
Access, Engagement & Outcomes

**FACULTY PRODUCTIVITY**  
Teaching & Research

**RESEARCH & TECH TRANSFER**

**FINANCE & PRODUCTIVITY**

*Jump to a Report*

Enrollment	Faculty Headcount	Research Expenditures	Cost per Degree
Degrees	Research & per FTE	Tech Transfer	Endowment Values
Tuition (Published Price)	Student-Faculty Ratio		
Graduation Rates			
Degree Production Ratio			

New & Useful On the UT System Dashboard Shared: BI Dashboard Users

★ [Bookmark this page](#)

**New**

**Institutional View.** Dropdowns at the top right of each dashboard allow you to select an institutional view, providing immediate campus-level dashboards in addition to the higher level System view. You can also select All Academic or All Health.

**Tuition & Fees.** We have put out a report analyzing various institutional trends in published price. Published price includes tuition and fees, books and supplies, room and board, and other expenses for beginning undergraduates. Peer comparisons are also included.

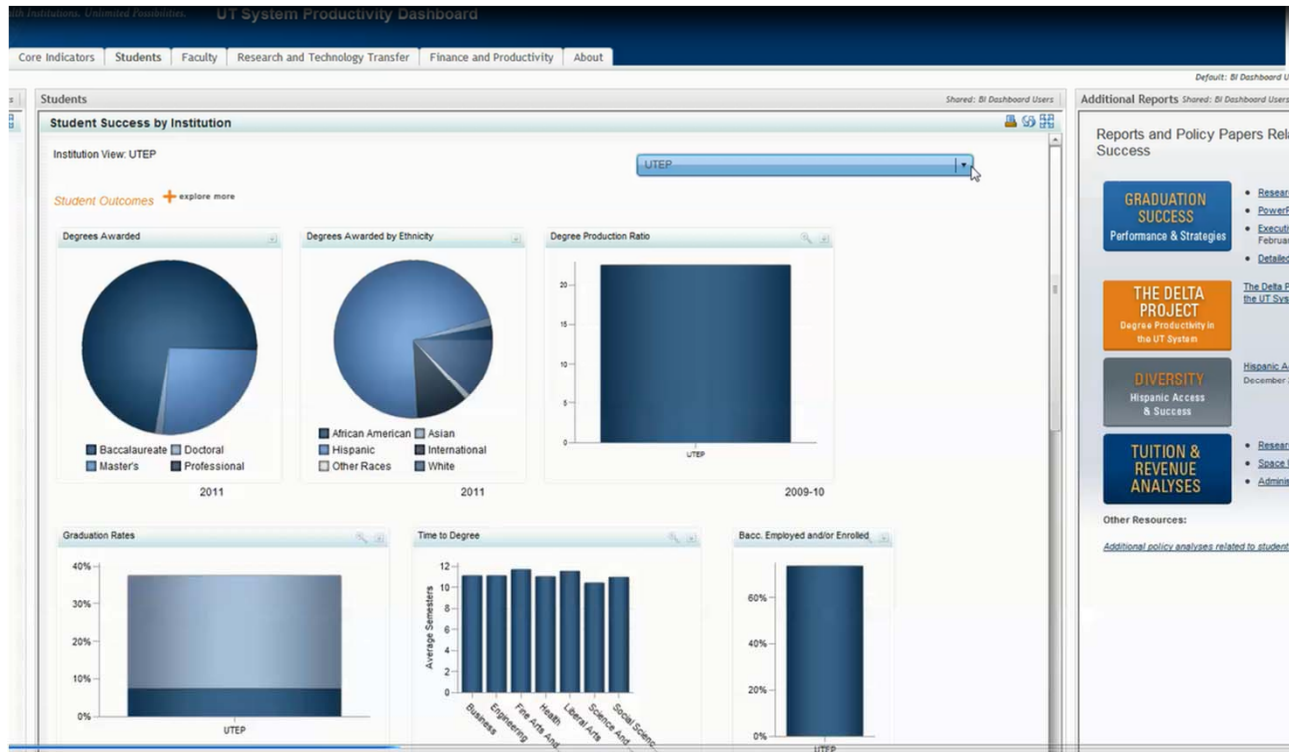
**Student Metrics.** New metrics include admissions test scores for entering students, undergraduates per professional academic advisor, licensure exam pass rates, and time to a baccalaureate degree by area of study.

**Navigation Panel.** As the number of metrics and views on the dashboard continues to grow, we want to keep the user experience as friendly as possible. The new navigation panel on the lefthand side of the portal pages will help you navigate to various areas of the dashboard, and, in some cases, take you directly to certain reports.

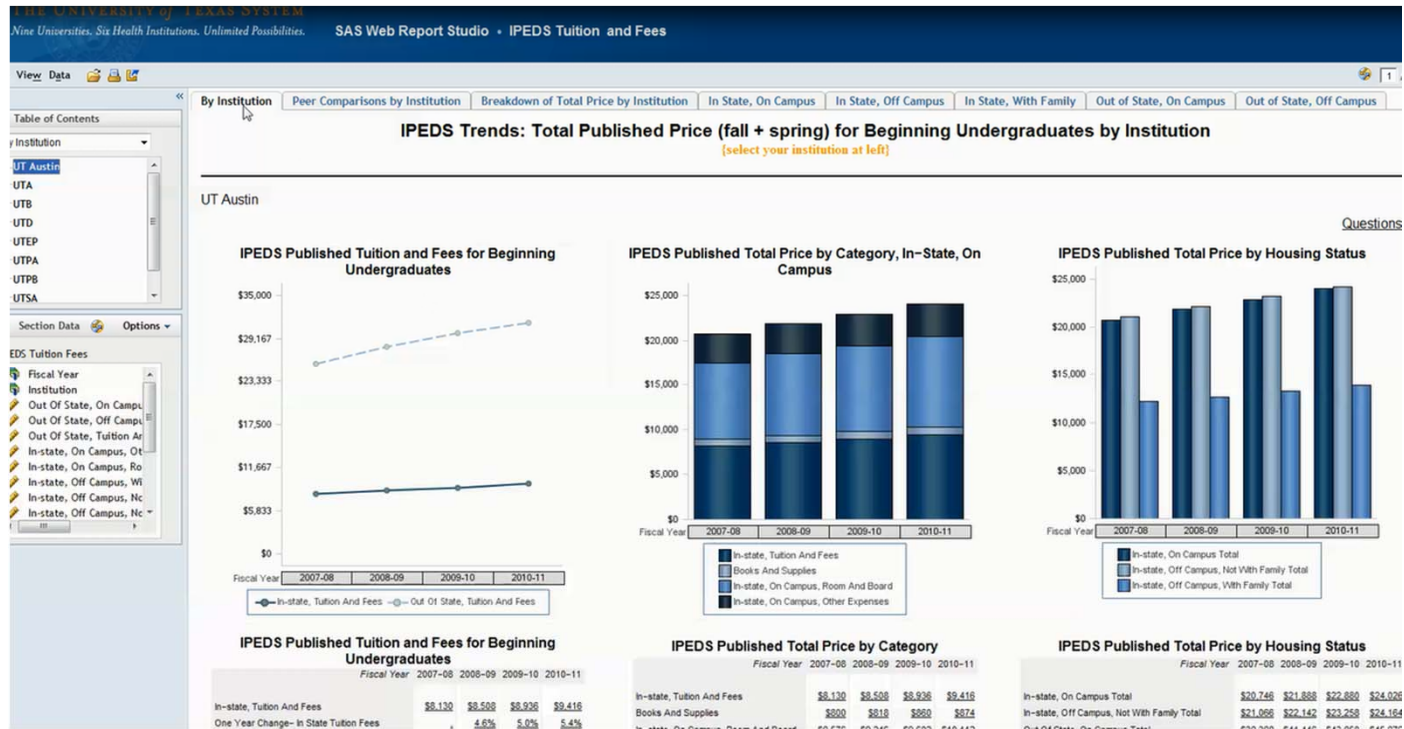
**UT System OSI**  
**UTFactsOnline**

utsystem @UTBrownsville arts center is packed to hear Chancellor Cigarroa talk about #newUTuniversity pic.twitter.com/OPkBrRhd  
3 days ago · reply · retweet · favorite

# Dashboard 1.0 Screenshots



# Dashboard 1.0 Screenshots





## 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



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# Demonstration

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<http://data.utsystem.edu>



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# Developing Dashboard 2.0

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# Engaging Stakeholders

## DASHBOARD ADVISORY GROUP

### Focus

- Overarching goals
- Content areas
- What matters? (metrics)
- Feedback and guidance

### Members

- Executive leadership
- Campus vice presidents/provosts

## WORKING GROUPS

### Metrics Development

OSI staff, UT System staff, campus IR staff

Responsible for:

- Metrics - refine and define
- Data sources
- Breakdowns, drill-down levels
- Benchmarks/Targets

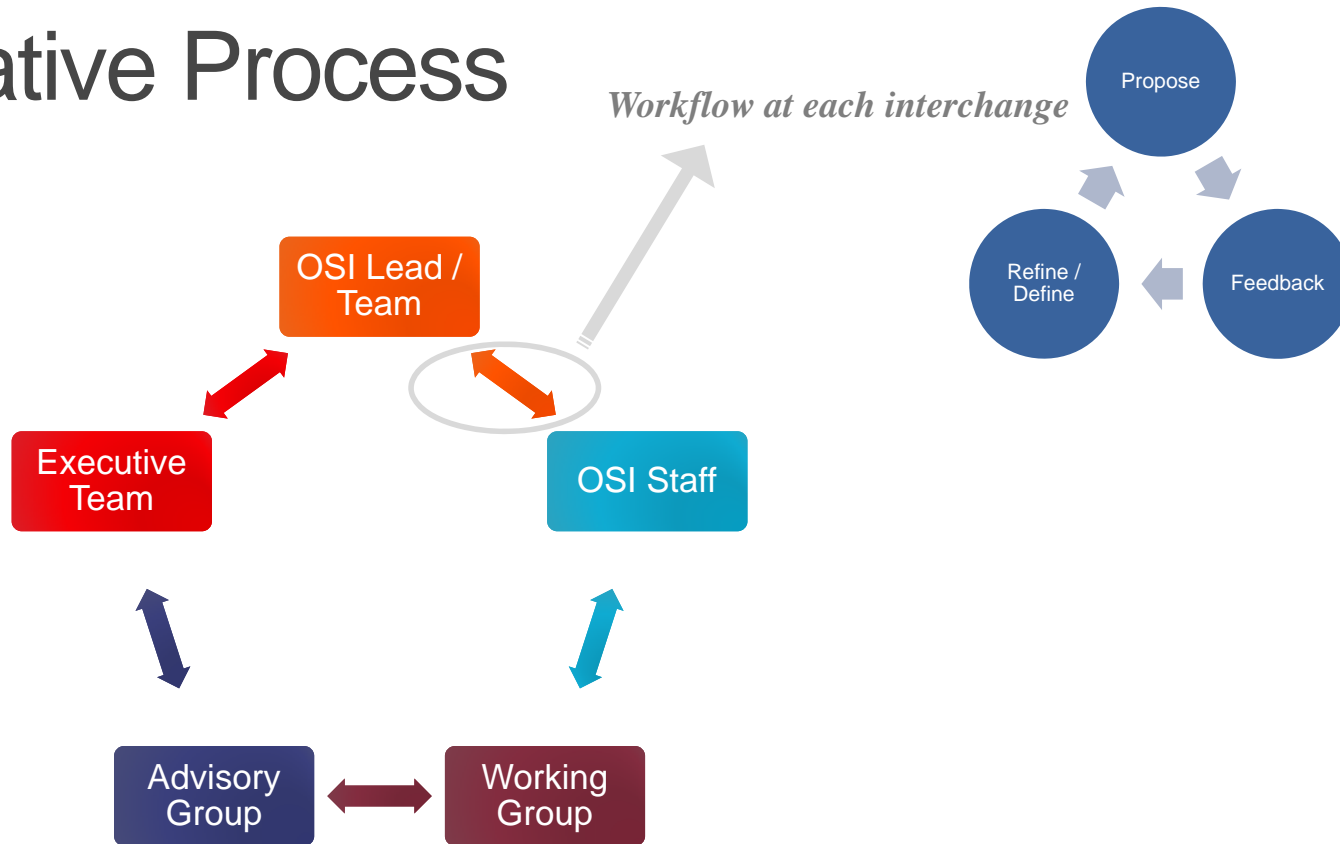
### Design and Presentation

OSI staff, UT System staff

Responsible for:

- New design/user interface
- Data presentation
- Technology selection

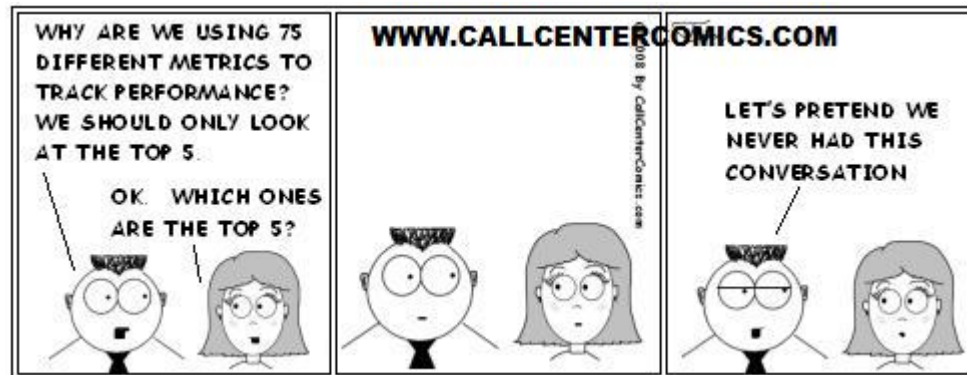
# Iterative Process



# 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