

From Spreadsheets to Dashboards:
Tools and Methods for Promoting a Data-Driven Culture on Campus



TEXAS A&M UNIVERSITY

COMMERCE

YOUR PRESENTERS



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PRESENTATION OUTLINE

- University Overview
- Spreadsheets and Reports
- Enrollment Dashboard
- Graduation Dashboard
- Comparative Analysis
- Graduate Exit Survey
- Predictive Analytics
- Empowerment/Data Driven Decision Making
- Q&A



TEXAS A&M UNIVERSITY

COMMERCE



FOUNDED IN 1889



PUBLIC, DOCTORAL, R2



13,000

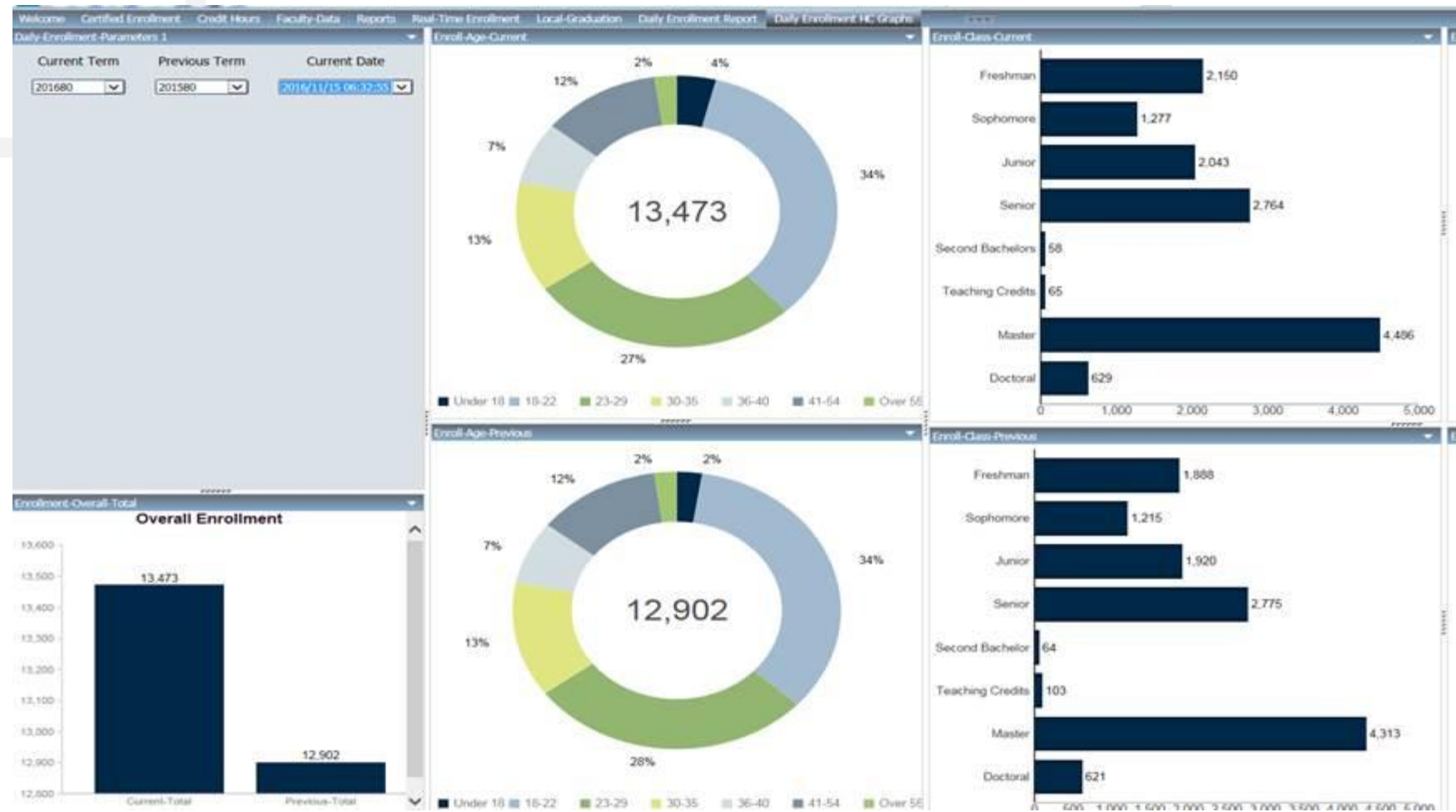
SPREADSHEETS REPORTS



Texas A & M University - Commerce												
Enrolled Students in ORGL Classes for 201580												
ID	Name	Course	Course Title	Att Hrs	Major Description	Part of Term Code	Part of Term Description	AGE	Race	ETHNICITY	Gender	Marital Status
1000001	Name 1	ORGL-3311-1CW	Issues in Organizational Ldshp	6.00	Organizational Leadership	OC9	7 week Session - Fall 2	37.00	Hispanic or Latino	American Indian or Alaskan Native	M	.
1000002	Name 2	ORGL-3321-1CW	Data Driven Decision Making I	6.00	Organizational Leadership	OC9	7 week Session - Fall 2	37.00	Hispanic or Latino	American Indian or Alaskan Native	M	.
1000003	Name 3	ORGL-100-0CW	CBE - Orientation	12.00	Organizational Leadership	ORG	Open enrmt Tab Orien	33.00	Hispanic or Latino	Hispanic	F	.
1000004	Name 4	ORGL-101-0CW	Intro to Criminal Justice	12.00	Organizational Leadership	OC8	7 week Session - Fall 1	33.00	Hispanic or Latino	Hispanic	F	.
1000005	Name 5	ORGL-111-0CW	Critical Thinking	12.00	Organizational Leadership	OC8	7 week Session - Fall 1	33.00	Hispanic or Latino	Hispanic	F	.
1000006	Name 6	ORGL-197-1CW	Intro to Organizations	12.00	Organizational Leadership	OC9	7 week Session - Fall 2	33.00	Hispanic or Latino	Hispanic	F	.
1000007	Name 7	ORGL-201-1CW	Supervision	12.00	Organizational Leadership	OC9	7 week Session - Fall 2	33.00	Hispanic or Latino	Hispanic	F	.
1000008	Name 8	ORGL-100-0CW	CBE - Orientation	6.00	Organizational Leadership	ORG	Open enrmt Tab Orien	42.00	Not Hispanic or Latino	Black or African American	F	.
1000009	Name 9	ORGL-126-0CW	Computer Information Systems	12.00	Organizational Leadership	OC8	7 week Session - Fall 1	29.00	Not Hispanic or Latino	White	M	.
1000010	Name 10	ORGL-197-1CW	Intro to Organizations	12.00	Organizational Leadership	OC9	7 week Session - Fall 2	29.00	Not Hispanic or Latino	White	M	.

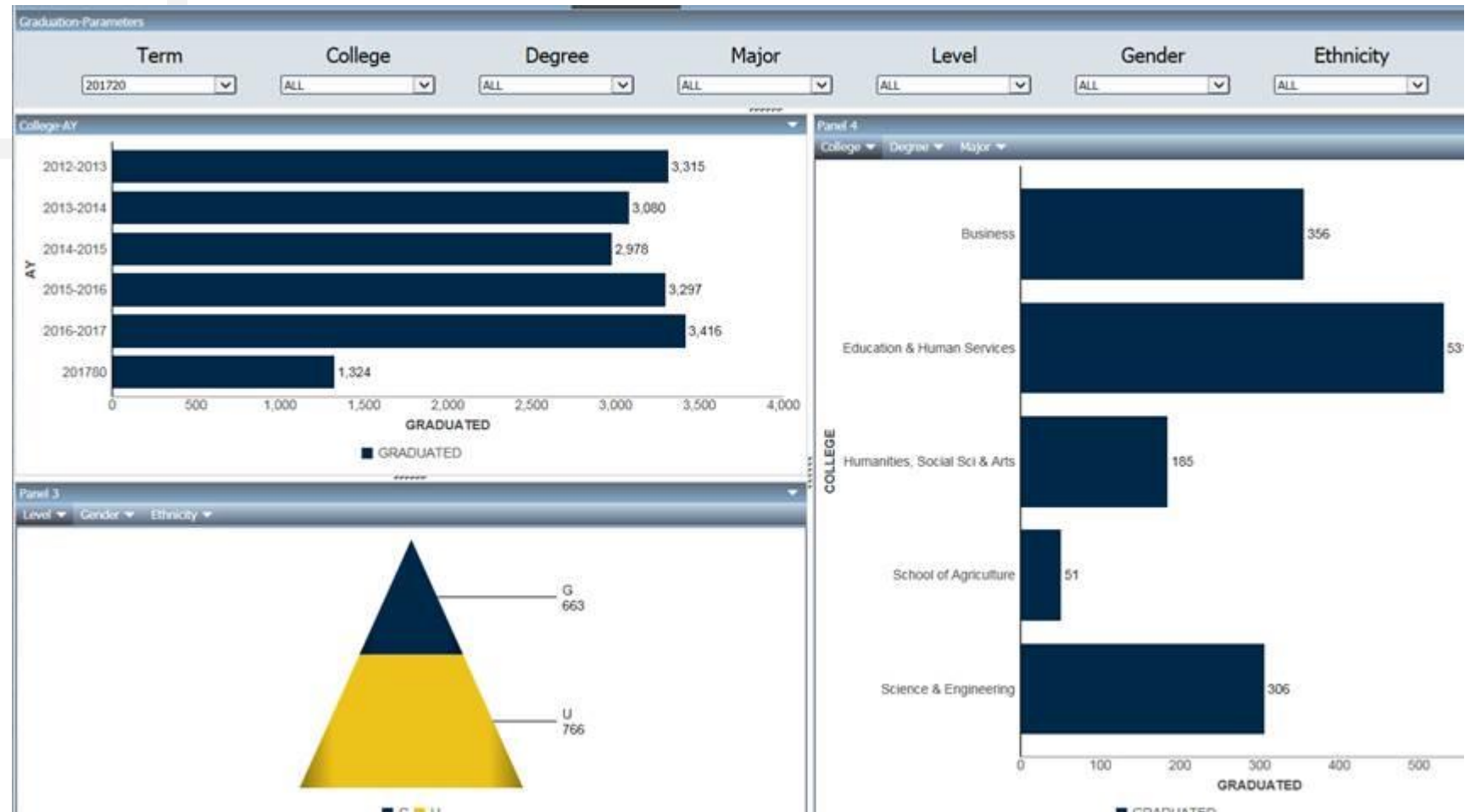
ENROLLMENT DASHBOARD DEMO

- Real-time KPIs
- Year to Year Comparison
- No manual work
- User Friendly



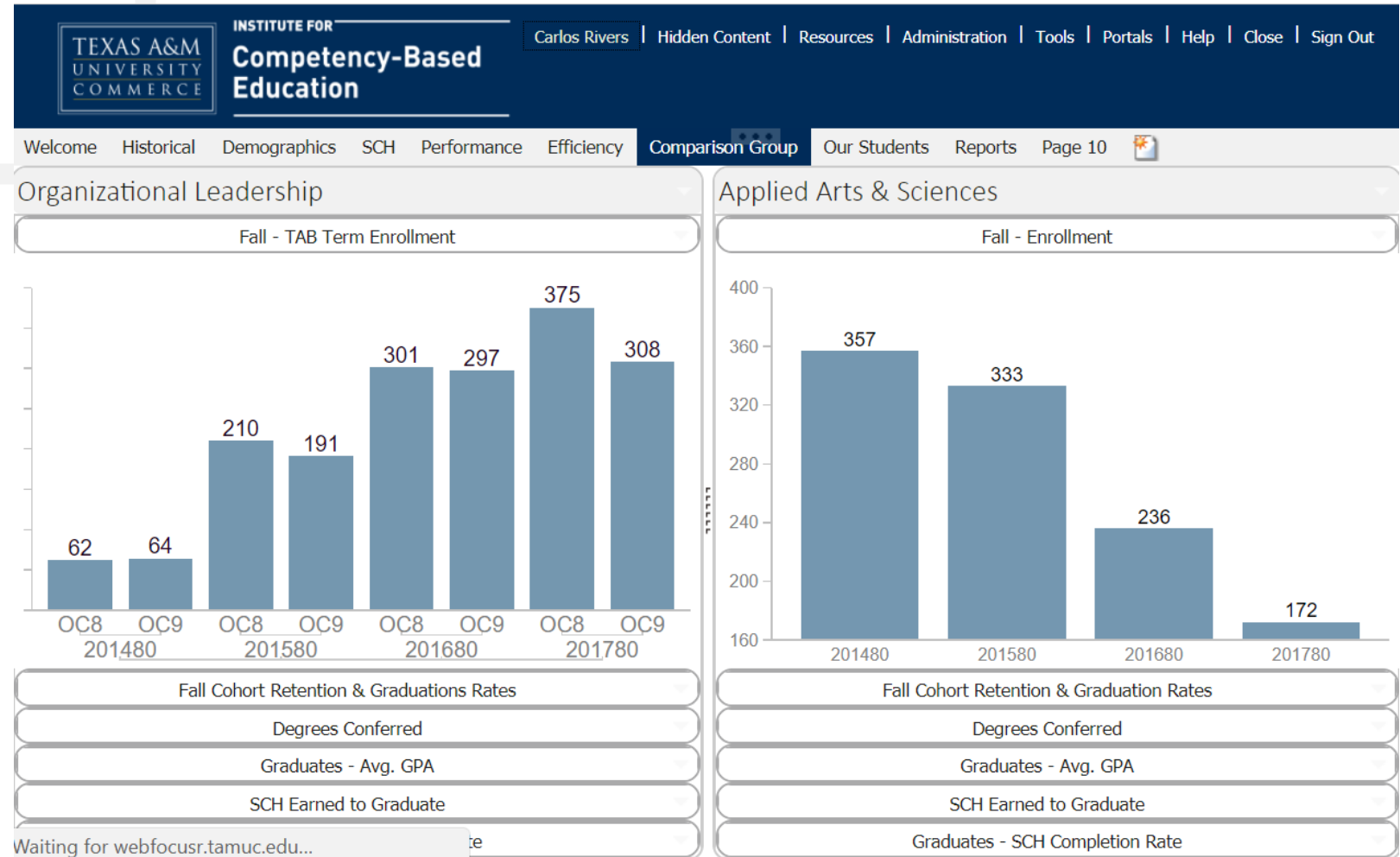
GRADUATION DASHBOARD DEMO

- Real-time KPIs
- Historical Overview
- Drill-down capabilities
- No manual work
- User Friendly



COMPARATIVE ANALYSIS

- Real-time KPIs
- Easily compare programs
- Historical Overview
- No manual work
- User Friendly



GRADUATE EXIT SURVEY DEMO

- Quantitative Results Share with Public
- Easily display survey data
- Question Navigation
- Drill Down Capabilities
- Less manual work
- User Friendly
- Easy to fix any reporting problems

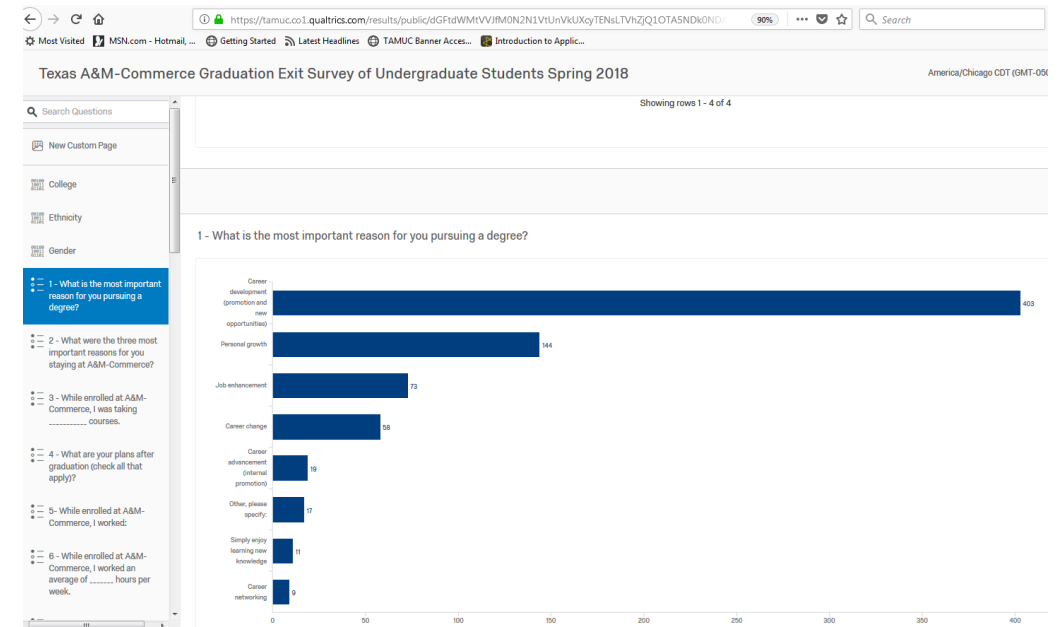
Texas A&M-Commerce Graduation Exit Survey Undergraduate Students, Fall 2017

1. What is the most important reason for pursuing a degree?				
#	Answer		Response	%
1	Career development (promotion and new opportunities)		236	51.64%
2	Career advancement (internal promotion)		25	5.47%
3	Career change		41	8.97%
4	Personal growth		91	19.91%
5	Job enhancement		43	9.41%
6	Career networking		3	0.66%
7	Simply enjoy learning new knowledge		9	1.97%
8	Other, please specify:		9	1.97%
Total			457	100.00%

2. What were the three most important reasons for staying at A&M-Commerce?				
#	Answer		Response	%
1	Type of programs available		246	53.83%
2	Cost		238	52.08%
3	Location		234	51.20%
4	Availability of scholarship/financial aid		98	21.44%
5	Academic reputation		97	21.23%
6	Having been admitted		71	15.54%
7	Faculty support		70	15.32%

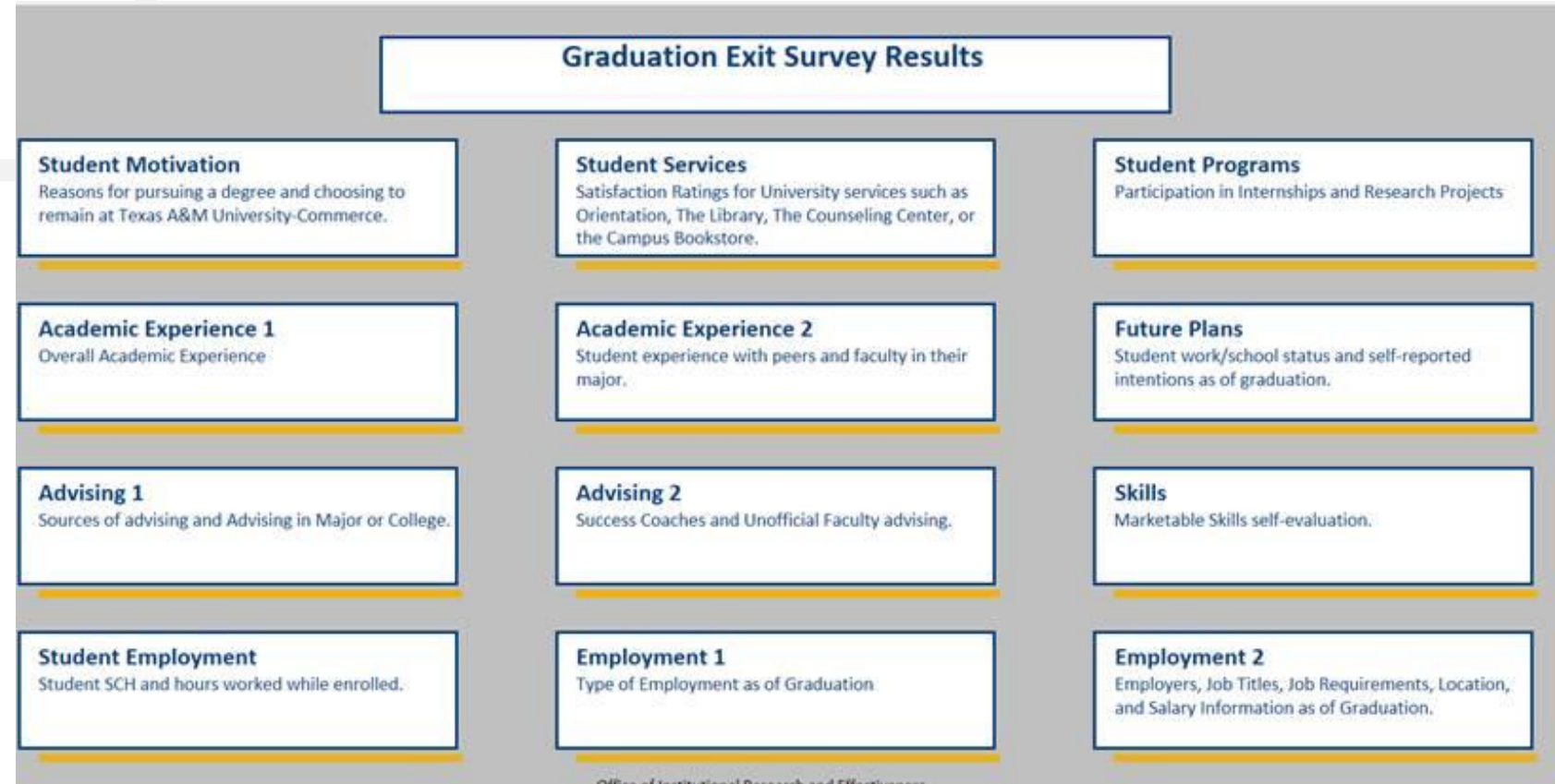
Previous Use

Current Use



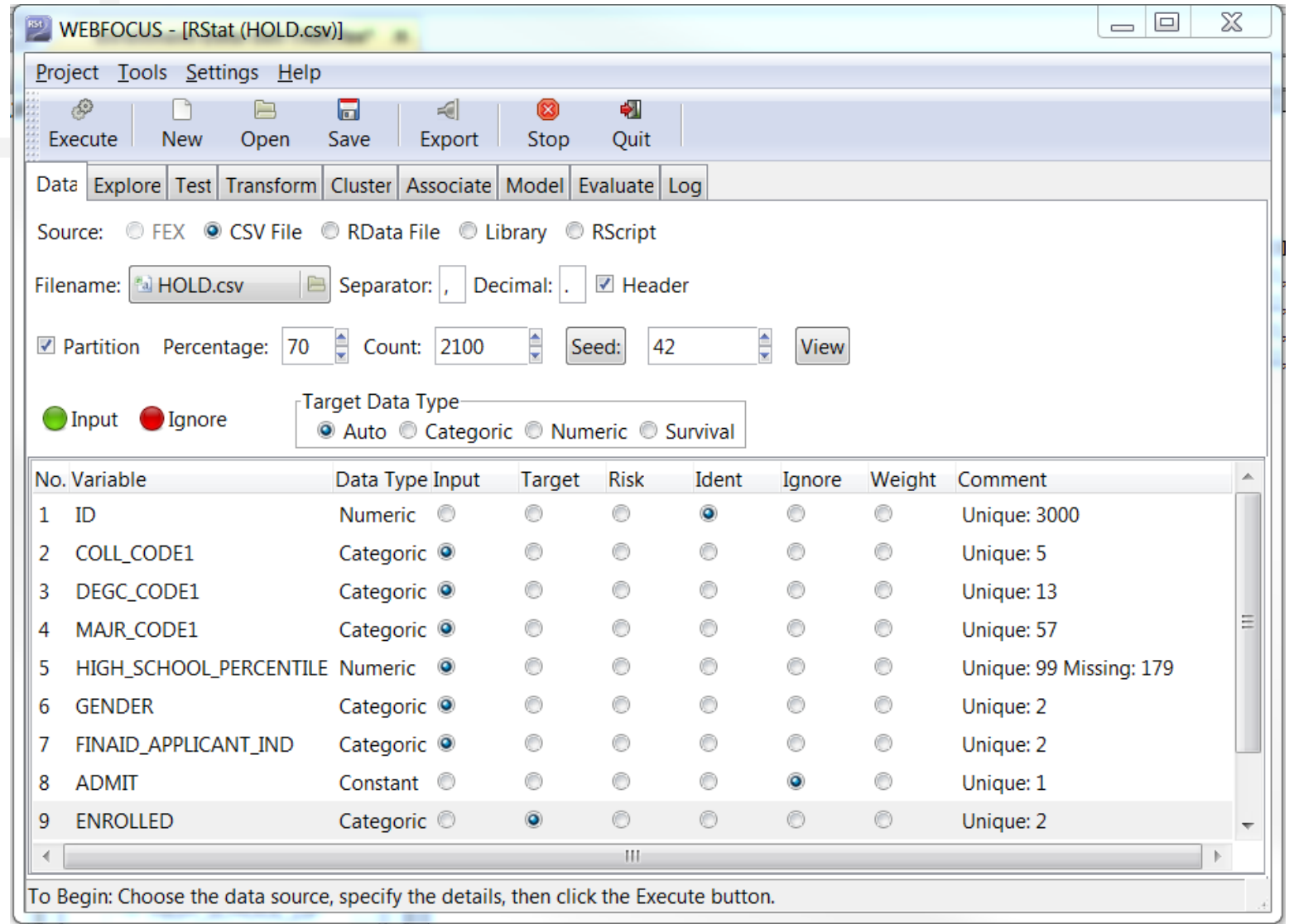
GRADUATE EXIT SURVEY DEMO

- Quantitative & Qualitative Results
- Easily display survey data
- Drill Down Capabilities
- No manual work
- User Friendly



PREDICTIVE ANALYTICS DEMO

- Add-on to existing reporting software
- Leverages the power of R
- Graphical User Interface (GUI)
- Deployment to existing user reports
- Better use of staff time & resources
- Limitless applications



Project Tools Settings Help

Execute New Open Save Export Stop Quit

Data Explore Test Transform Cluster Associate Model Evaluate Log

Source: FEX CSV File RData File Library RScript

Filename: Separator: Decimal: Header

Partition Percentage: Count: Seed:

Input Ignore Target Data Type

Auto Categorical Numeric Survival

No. Variable	Data Type	Input	Target	Risk	Ident	Ignore	Weight	Comment
1 ID	Numeric	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unique: 3000
2 COLL_CODE1	Categorical	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unique: 5
3 DEGC_CODE1	Categorical	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unique: 13
4 MAJR_CODE1	Categorical	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unique: 57
5 HIGH_SCHOOL_PERCENTILE	Numeric	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unique: 99 Missing: 179
6 GENDER	Categorical	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unique: 2
7 FINAID_APPLICANT_IND	Categorical	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unique: 2
8 ADMIT	Constant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Unique: 1
9 ENROLLED	Categorical	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unique: 2

To Begin: Choose the data source, specify the details, then click the Execute button.

EMPOWERMENT
IMPACT

**DATA-DRIVEN
DECISION MAKING**

Empower internal stakeholders and help drive data driven decisions that ensure institutional and student success.

Enrollment

Retention

Graduation

Financial Aid



ANY QUESTIONS?

**YOUR
VOICE
MATTERS**



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CONNECT WITH US
THANK YOU
TAMUC.EDU

