

Democratizing Data with Tailored Data Centers

Partner Profile | Rowan University



Today's Presenters and Moderator



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EAB

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Identifying Data Challenges

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Empowering Colleges and Offices with Data Centers

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Identifying Data Challenges



Rowan University



Public 4-year research
institution in Glassboro, NJ



22,470 students¹



Centennial milestone
as a university

¹) 12-month enrollment

Data Challenges Hindered Data-Informed Decision-Making

Inaccessible and Disorganized Data



Access to Multiple Dashboards

Individuals had to reference multiple dashboards and be given access to all of the dashboards.



Disorganized Data

The OIRA created centralized dashboards for individuals to use, but the dashboards weren't curated enough. There were too many filter options, and multiple dashboards had to be referenced to answer one question.

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Empowering Colleges and Offices
with Data Centers



Advancing Data Accessibility with Data Centers



Centralized and Consolidated Dashboards Tailored to Academic Units and Functional Offices

Partnering with Deans and Division Heads to Understand Reporting Needs

Identify data requirements

Establish key metrics

Pinpoint crucial questions that needed answers

Data Center

Leveraging Rapid Insight Construct and Predict

A centralized, specialized repository that offers a user-friendly interface, providing access to tailored dashboards, reports, and predictive models designed for individual departments, colleges, and offices.

Does your institution have a good way of distributing data?

Yes

0%

No

0%

Kind of

0%

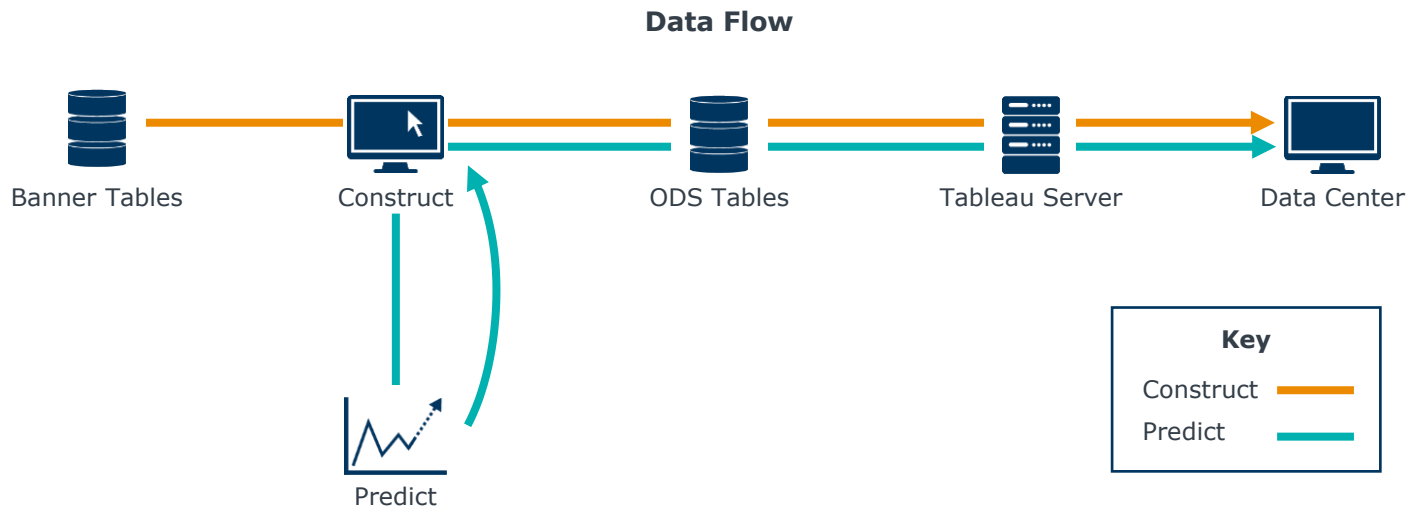
Not yet, but work is in progress

0%

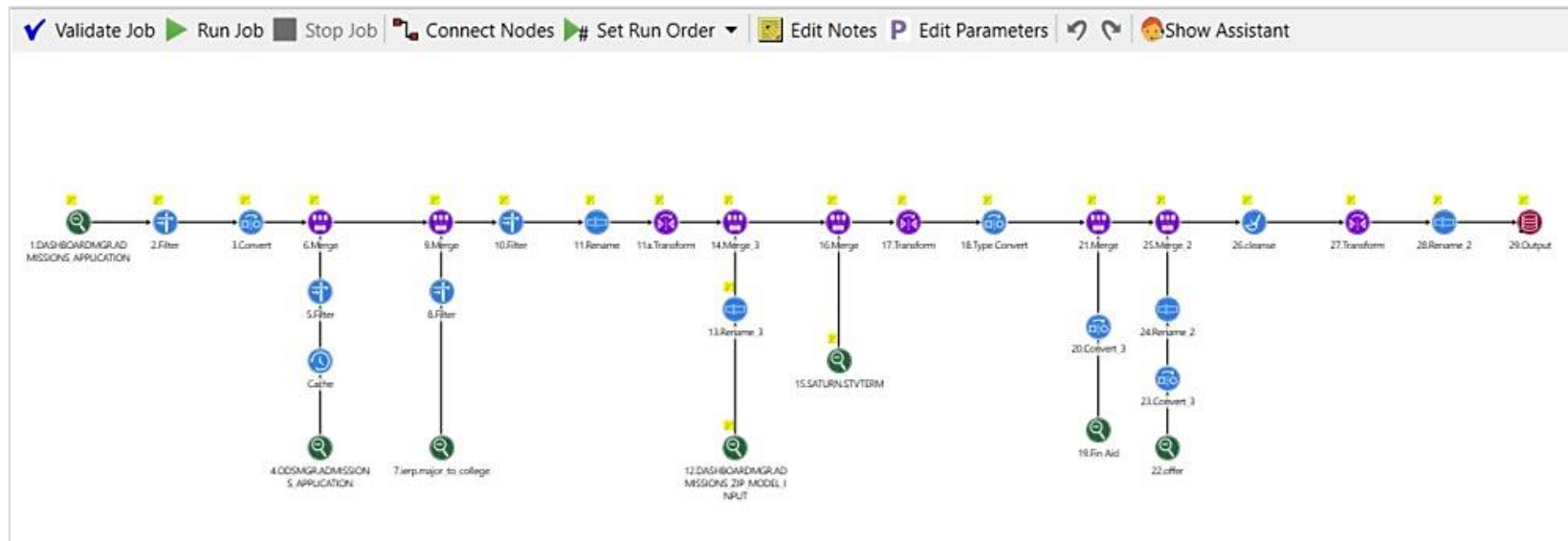
Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

Preparing Data with Rapid Insight Tools

Organizing Data in Construct and Building a Predictive Model in Predict




Construct Job Example



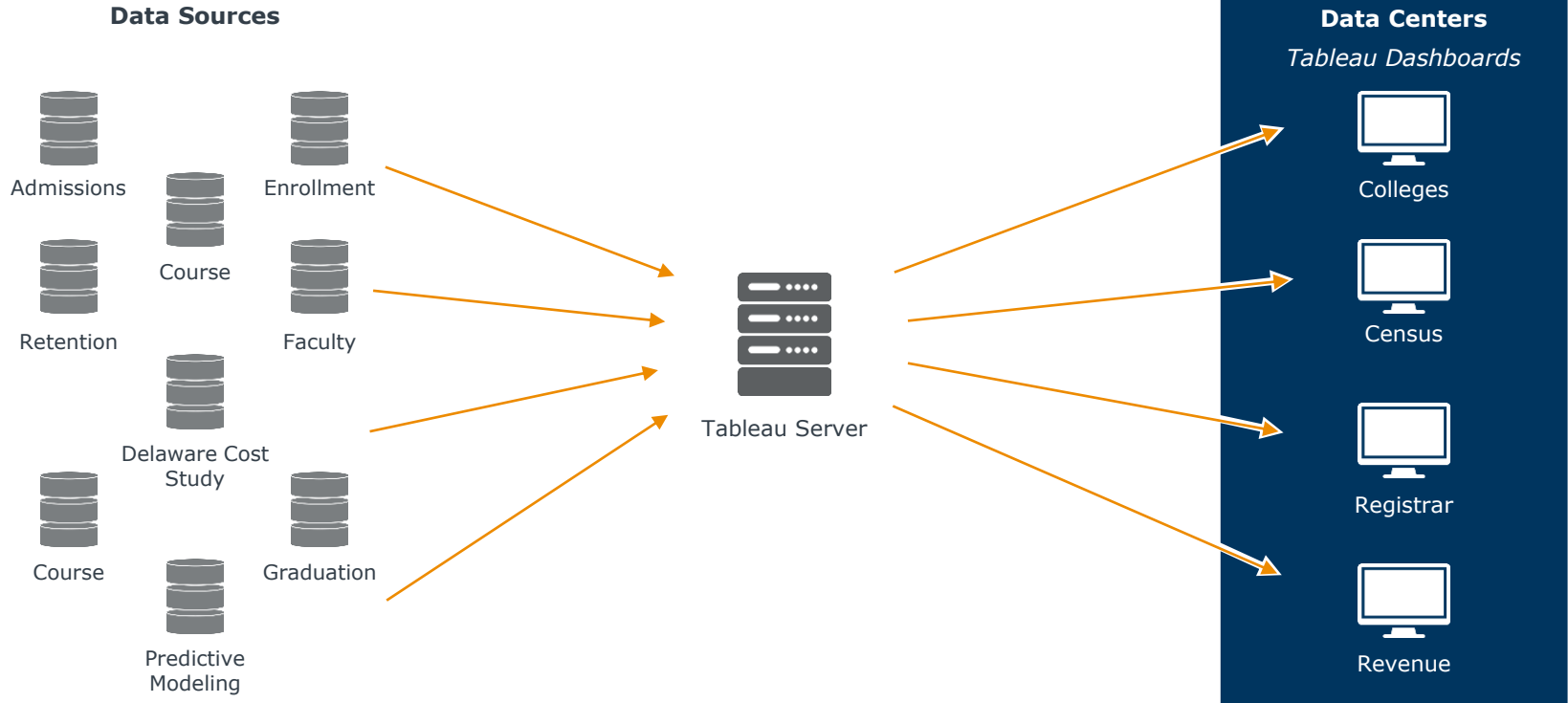
Key

 Data access

  Data prep steps

 Outputting to Data Centers

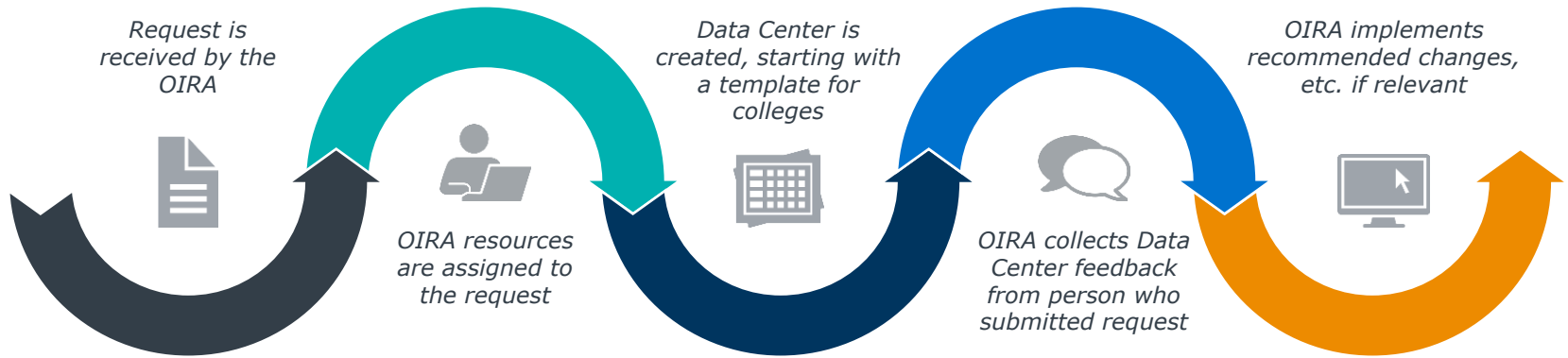
Data Flow from Tableau to Data Centers



1) ODS = Operational Data Store

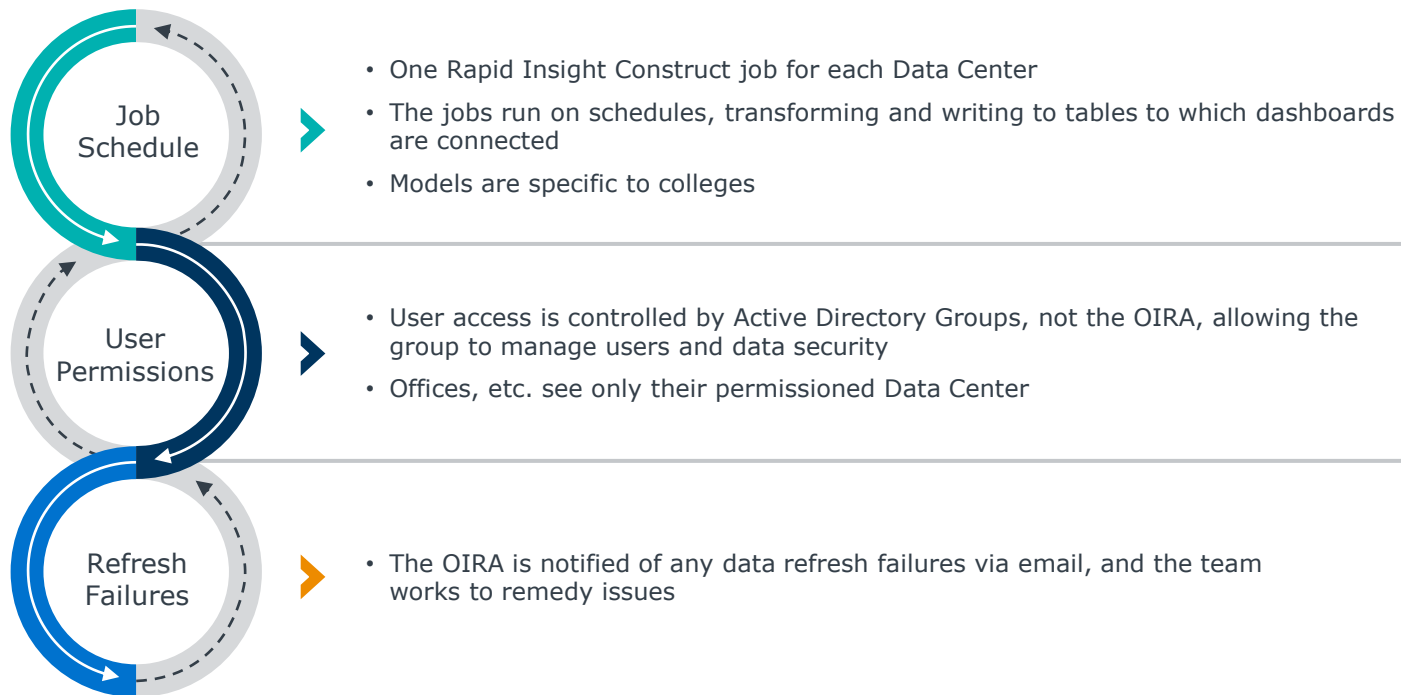
Creating New Data Centers

Word of Swift and Useful Data Access Drove Popularity of Data Centers



Maintaining and Updating Data Centers

Automated Rapid Insight Construct Jobs Make Maintenance Easy



Poll Question

What do you find most compelling about the Data Centers?

- a) Single source for college- and department-specific data
- b) Ease of loading and maintaining the data
- c) Customizability of each Data Center to meet college or department needs
- d) All of the above

17 Data Centers and Even More on the Horizon

Empowering Cross-Campus Colleagues with Analytics

Multiple Colleges and Offices Using Data Centers



Colleges

- Communication & Creative Arts
- Education
- Engineering
- Performing Arts
- Science & Mathematics

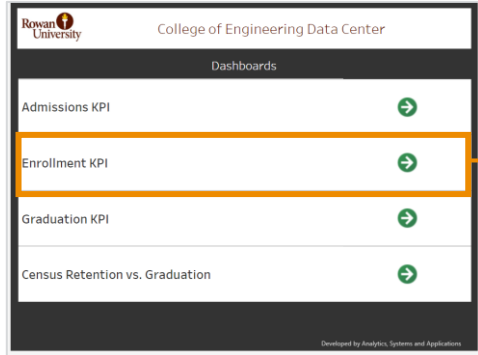
Offices

- Advancement
- Data Integrity
- Facilities
- Financial Aid
- Graduate School of Biomedical Sciences
- Housing
- Human Resources
- Registrar
- Rowan Global
- Rowan Rec Center
- Starfish – Rowan Success Network
- Veteran Affairs

Data Centers for Colleges:

- Enrollment data and KPIs are specifically tailored to the college
- Data can be viewed at the program and major levels
- Delaware Cost Study data and Program Revitalization Dashboard will be added to all College Data Centers

Enrollment KPI Dashboard

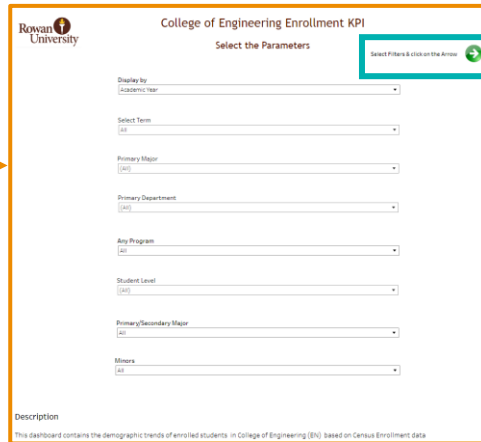


Rowan University College of Engineering Data Center

Dashboards

- Admissions KPI
- Enrollment KPI**
- Graduation KPI
- Census Retention vs. Graduation

Developed by Analytics, Systems and Applications



Rowan University College of Engineering Enrollment KPI

Select Parameters

Select Filters & Click on the Arrow

Display by: Academic Year

Select Term: 2024

Primary Major: All

Primary Department: All

Any Program: All

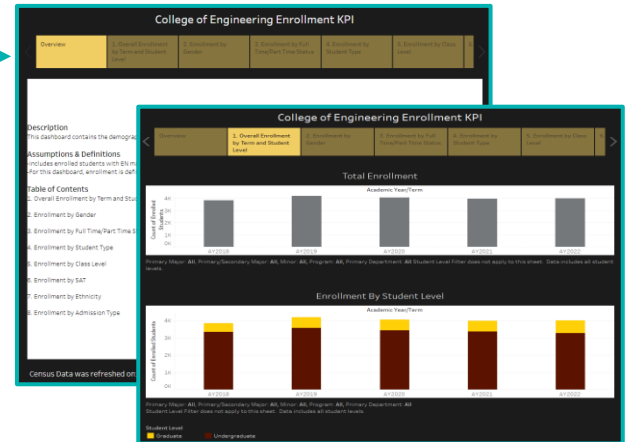
Student Level: All

Primary/Secondary Major: All

Minors: All

Description

This dashboard contains the demographic trends of enrolled students in College of Engineering (EC) based on Census Enrollment Data



College of Engineering Enrollment KPI

Description

This dashboard contains the demographic trends of enrolled students in College of Engineering (EC) based on Census Enrollment Data

Assumptions & Definitions

Includes enrolled students with 60+ credits

For this dashboard, enrollment is defined as:

Table of Contents

1. Overall Enrollment by Term and Student Level
2. Enrollment by Gender
3. Enrollment by Full Time/Part Time Status
4. Enrollment by Student Type
5. Enrollment by Class Level
6. Enrollment by SAT
7. Enrollment by Ethnicity
8. Enrollment by Admission Type

Total Enrollment

Academic Year/Term

Enrollment By Student Level

Academic Year/Term

Student Level

- Enrollment
- Undergraduate

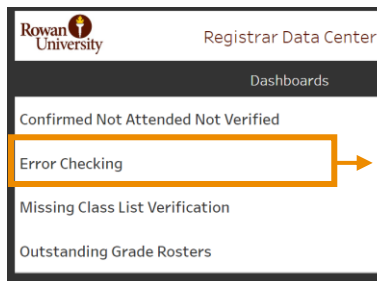
Census Data was refreshed on 10/24/2024

Error-Checking Dashboard

Go-To Analytics for the Registrar Office

The Error-Checking Dashboard identifies common student errors and helps ensure attendance and grades are inputted in a timely manner.

- Detect common student record errors, such as miscoded students, for staff to correct in Banner
- Identify students who have not registered for required Lecture or Lab pairs during registration period
- Save time and resources by eliminating the need to run and review dozens of reports



Rowan University		Registrar Error Checking Dashboard			
Select Term		Duplicate Major Codes	NJ Residency Mismatch	Classification Errors	De-coupled Lectures and Labs
2025R0		0	55	2	2
Registered Students with Expired Grad Date	Credit Hour Data for Non-Matriculated Students	Non-Matriculated Attribute on Matriculated Students	Students with 3A or 3C Decision Code		
0		0	16		
Classes with Outstanding Grades	Outstanding Class List Verification	Prior Terms Classes with Outstanding Grades	Prior Terms Outstanding Class List Verification		
0	26	0	0		
Incomplete Extension Date	SHBGAPP Record with No SHRDGMR Record	SHBGAPP and SGBSTDN Reconciliation	Students Missing in SFAWDRL		
0	0	0	0		
Drop/Delete Records	Students Missing In University Withdraw	Classes with Currently Missing Grades	Classes with Currently Missing Class List Verification		
0	0				
Students with Names Contain Estate of Value					
0					

Last Refreshed: 9/27/2023 9:02:46 AM

“

“Every tile **quickly identifies a specific problem** that we have repeated (mainly because of user error) that would be much more difficult to find otherwise, and the ease and accuracy allows instantaneous cleanup.

“I’ve basically made it part of my day **every day** to check every block and make sure it’s clean (or, if there are things being reported, that they’re with the appropriate parties for resolution)...it is possibly **one of the most useful tools in data accuracy and cleanup that we have**. Catching problems before they cause an impact has always been my goal and this allows me to be proactive in so many areas.”

- Registrar Team

The Starfish Data Center marries EAB Starfish data with student demographics data for reporting.

Advisors can:

- Track Starfish activities for students
- View student activity by appointment date
- Analyze appointment reasons by appointment type
- Use the data to inform student interventions and other support

Starfish Summary Dashboard

Academic Period: Fall 2021

College: (All)

Admit Type: Section 1 - Checklist & Tracking | Section 2 - Meeting

Class Level: (All)

Student Level: (All)

Student Type: (All)

Ethnicity: (All)


Gender: (All)

Status (Section 1): (All)

Item Name (Section 1): (All)

Appt Type (Section 3): (All)

First Generation: (All)



View Data by

1. Checklist Items by Raiser

2. Checklist Items by College

3. Tracking Items

4. Tracking Items Grades

5. Tracking Items Admit Codes

6. Tracking Items Cumulative Earned Hours

7. Tracking Items Cumulative Attempted Hours

8. Tracking Items Overall GPA

9. Tracking Items Term GPA

10. Meeting Details

11. Meeting Overall GPA

12. Meeting Term GPA

13. Meeting Cumulative Hours Earned

14. Meeting Cumulative Hours Attempted

15. Activity Type Details

16. Activity Term GPA

17. Activity Overall GPA

18. Activity Cumulative Hours Earned

19. Activity Cumulative Hours Attempted

20. Appointment Report

Activity - Activity Type

APPOINTMENT REASON

Appt Type	% Students	Distibuted count of Students
1. Academic advising		
2. Change of major advising		
3. Transfer advising		
4. Other		

Academic Success Office: Classroom Accommodation, Housing Accommodation, Other Reason

Admin Appointment: 2. Academic, 3. Other

ASCEND Counseling: Administrative, Career, Financial Aid, Other, Personal, Success Coaching

Career Counseling: Federal/Think Study/Instituts, General Career exploration, Internship/Job Search, Leadership Assistance

Filters Selected: Academic Period: Fall 2021, Class Level: All, College: All, Student Level: All, Student Type: All, Gender: All, Ethnicity: All, Admit Code: All, Appt Type: All

Appointment Report

Start Date	End Date	Start Time	End Time	Provider	Location	Student Name	Scheduled	Course	Type	Reason	Upcoming Ind
09/20/2021	09/23/2021	01:30 PM	01:45 PM	Yes	Yes	Success Cea.	Goal Setting	N			
09/20/2021	09/23/2021	02:30 PM	02:30 PM	Yes	Yes	Success Cea.	Other	N			
09/20/2021	09/23/2021	02:30 PM	03:30 PM	Yes	Yes	Success Cea.	Improving Motivation	N			
09/20/2021	09/23/2021	11:00 AM	12:00 PM	Yes	Yes	Success Cea.	Time Management	N			
09/20/2021	09/23/2021	12:00 PM	01:00 PM	Yes	Yes	Success Cea.	Goal Setting	N			
09/20/2021	09/23/2021	12:30 PM	01:30 PM	Yes	Yes	Success Cea.	Improving Motivation	N			
09/20/2021	09/23/2021	02:30 PM	03:00 PM	Yes	Yes	Success Cea.	Goal Setting	N			
09/20/2021	09/23/2021	01:30 PM	01:30 PM	Yes	Yes	Success Cea.	Walk-Ining	N			
09/20/2021	09/23/2021	01:30 PM	02:00 PM	Yes	Yes	Success Cea.	Goal Setting	Y			
09/20/2021	09/23/2021	01:30 PM	02:00 PM	Yes	Yes	Success Cea.	Other	Y			
09/20/2021	09/23/2021	02:00 PM	02:00 PM	Yes	Yes	Success Cea.	Goal Setting	Y			
09/20/2021	09/23/2021	02:30 PM	03:30 PM	Yes	Yes	Success Cea.	Improving Motivation	Y			
09/20/2021	09/23/2021	08:00 AM	08:00 AM	Yes	Yes	Success Cea.	Time Management	Y			
09/20/2021	09/23/2021	08:00 AM	11:00 AM	Yes	Yes	Success Cea.	Time Management	Y			
09/20/2021	09/23/2021	11:00 AM	12:00 PM	Yes	Yes	Success Cea.	Goal Setting	Y			
09/20/2021	09/23/2021	11:00 AM	12:00 PM	Yes	Yes	Success Cea.	Goal Setting	Y			
09/20/2021	09/23/2021	12:00 PM	12:45 PM	Yes	Yes	Success Cea.	Other	Y			
09/20/2021	09/23/2021	01:45 PM	01:45 PM	Yes	Yes	Success Cea.	Walk-Ining	Y			
09/20/2021	09/23/2021	01:30 PM	02:30 PM	Yes	Yes	Success Cea.	Time Management	Y			
09/20/2021	09/23/2021	02:30 PM	03:00 PM	Yes	Yes	Success Cea.	Time Management	Y			
09/20/2021	09/23/2021	11:00 AM	11:45 AM	Yes	Yes	Success Cea.	Other	Y			
09/20/2021	09/23/2021	12:30 PM	01:00 PM	Yes	Yes	Success Cea.	Other	Y			
09/20/2021	09/23/2021	12:00 PM	01:00 PM	Yes	Yes	Success Cea.	Other	Y			
09/20/2021	09/23/2021	12:00 PM	01:00 PM	Yes	Yes	Success Cea.	Other	Y			
09/20/2021	09/23/2021	12:00 PM	01:00 PM	Yes	Yes	Success Cea.	Other	Y			

Note: The report is a breakdown by Appointment Type (Tutoring and Success Coaching only), and is only showing appointments for today's date and future dates.

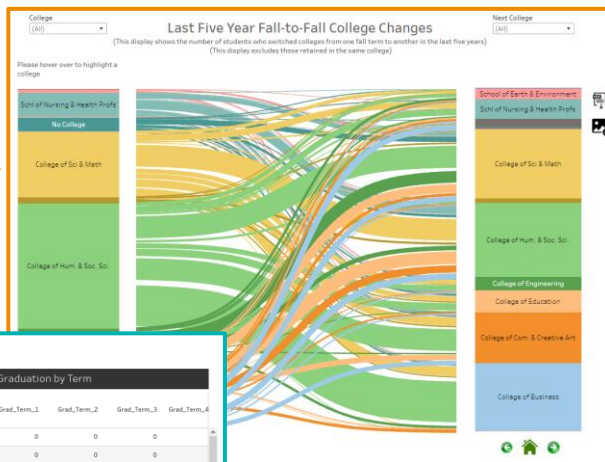
Live Retention Dashboard

1. Overview

2. Fall-to-Fall Switching Colleges Counts

3. Fall-to-Fall Switching Majors Counts

4. Enrollment and Retention by Cohort Admit Term



Retention & Graduation by Cohort												
View By: Term												
Overall Retention by Term						Overall Graduation by Term						
Cohort	Students Entered	RTD Term 2	RTD Term 3	RTD Term 4	RTD Term 5	RTD Term 6	RTD Term 7	RTD Term 8	RTD Term 9	RTD Term 10	RTD Term 11	RTD Term 12
Fall 2022	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000
Fall 2021	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000
Fall 2020	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000
Fall 2019	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000
Fall 2018	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000
Fall 2017	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000

Overall Retention by Term %						Overall Graduation by Term %						
Cohort	Students Entered	RTD Term 2 %	RTD Term 3 %	RTD Term 4 %	RTD Term 5 %	RTD Term 6 %	RTD Term 7 %	RTD Term 8 %	RTD Term 9 %	RTD Term 10 %	RTD Term 11 %	RTD Term 12 %
Fall 2022		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Fall 2021		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Fall 2020		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Fall 2019		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Fall 2018		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Fall 2017		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

▶ **120**
Hours saved on undergraduate program analysis

▶ **480**
Hours saved on graduate program analysis

▶ **Example:** Team quickly created baseline draft retention report in summer 2023

- Included undergraduate, graduate, information by program, etc.
- Enabled staff to obtain a capture of where, what, and how students are moving through degree programs



That dashboard is **life-changing** for our group in many ways. It has taken what would have been weeks and weeks of project time coming through enrollments, graduation reports, and other information, tracking by program/population/etc. to come up with a true picture of the life cycle of our students. Being able to look at a glance at the number of semesters it takes students to graduate, average GPA, retention/graduation is a massive assist for Office of Advising and Student Information Services (OASIS).

- Rowan Global Team

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Data Center Training and Impact



Providing Training and In-Dashboard Guidance

Ensuring Users Understand How to Use the Dashboards and Interpret the Data

Training

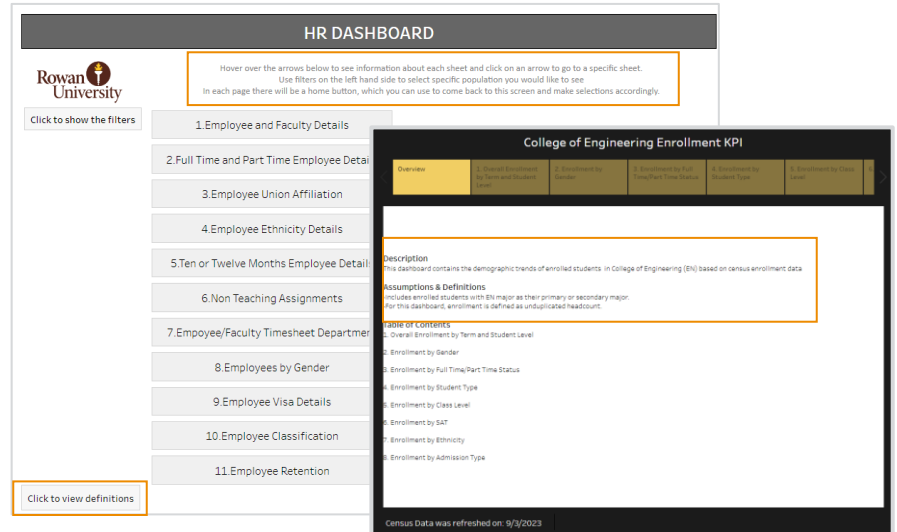
OIRA conducts live training with each college or office before their Data Center is rolled out.

- ▶ Explain how each dashboard can be used
- ▶ Show step-by-step click paths

In-Dashboard Guidance

Overview page for each Data Center and dashboard includes instructions.

- ▶ Allows users to understand the dashboard's purpose and definitions before exploring data



Impact of Data Centers Across the University

Achieving Scale and Efficiencies



Enhanced Efficiencies

Ability to access all relevant data in one Data Center and via email subscription for updates



Tailored Analytics

Customized views of data pertinent to the department or college, and role-based permissions to ensure security



Data-Informed Decision-Making

Data is used to inform decisions, such as predictive models being used in enrollment and retention planning for corresponding colleges and departments



Data Governance

Stronger record management practices within departments and streamlined processes across the institution

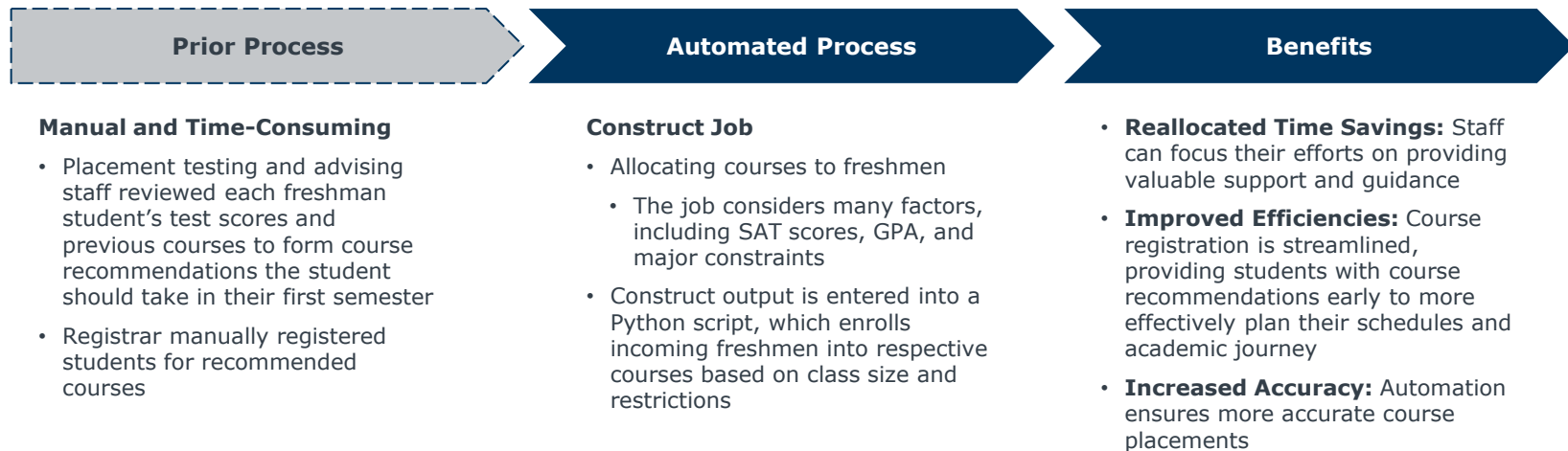
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Additional Rapid Insight Projects



Automating Freshman Course Placement

Streamlining Administrative Tasks, Allowing Staff to Focus on Student Support



Impact by the Numbers¹

2,700

Freshman student schedules created

125

Hours of placement testing staff time saved

480

Hours of advising staff time saved

350

Hours of Registrar time saved

1) Time savings compares non-automated process to 2023 automated process

Student Outreach Projects



Scholarship Models

Streamlining the Scholarship Allocation Process

- Using Construct to develop models that assist in identifying students who are eligible for scholarships based on criteria
- Achieving equitable distribution of scholarships to students
- Promoting academic retention and enrollment



Student Affinity Scores

Understanding the Likelihood of Student Engagement

- Using Predict to calculate student affinity scores to understand the likelihood of students engaging with specific programs, events, or initiatives
- Tailoring outreach based on scores to improve student engagement
- Models: Inquiry to Applicant Affinity, Admit to Confirm, and Melt Models

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Q&A



Have a Question? Raise Your Hand!



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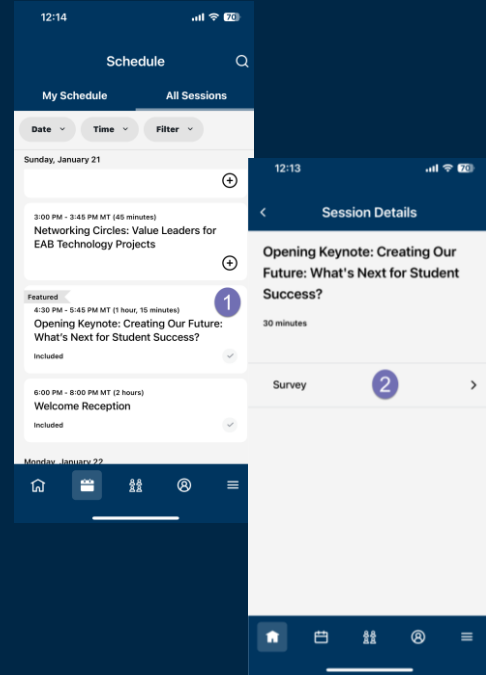
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Your feedback is important to us, please take a few moments to **tell us about your CONNECTED experience.**

Evaluations are available in the event app by clicking on a session and then clicking **Survey**.

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Stop by the **information desk!**



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Join us tonight for a
CONNECTED Celebration!



Join us at **5:00 p.m. in the Aurora Ballroom B-D** to celebrate with your colleagues and peers.

Bites, drinks, and fun provided





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