Connecting the Campus Around the Student Experience

Office of Institutional Research
University of Minnesota

WHERE WE WERE
- Static documents printed and distributed by hand
- Underutilized, limited awareness
- Loosely coupled with institutional assessment plan
- Painfully manual process prevented awareness and data utilization across institution
- Bottlenecked on a small number of analysts

WHERE WE ARE NOW
- Conversations, reporting and analysis is framed by an institutional assessment plan which is aligned with institution’s strategic positioning plan
- Dynamic reporting for Student Experience in the Research University (SERU), NSSE, CIRP Freshman Survey Data
- Less than 1 day turnaround from a clean data file to consumable dynamic reporting on OIR website
- Provides self service for: student service analysis and program analysis
- Over 11,000 views
- 1,200 visitors
- 40% Faculty and Staff, 60% Students
- Top three viewers: Science & Engineering, Liberal Arts and Management
- Top four users: College of Science and Engineering, Institutional Research, Undergraduate Education, and College of Biological Sciences
- Top Viewed Reports:
  - Hours of Sleep
  - Satisfaction with Instruction
  - [Factors in] Deciding On Your Major
  - Post-Graduation Plans
- Over 30 departments across campus engaged with assessment (SERU) data
- Engaging in conversations with and around the data sets.
- Numerous research projects including Undergraduate Research Opportunities
  - http://www.seru.umn.edu/research/summary-of-research
- Academic Profile tool providing program level (CIP) peer benchmarking data in OBIEE (SERU only)
- Data context improved with internal (program, college, major comparisons), timeline and external (peer) data comparisons
- More time available for in-depth, multivariate studies
- Collecting reporting usage data to measure campus engagement
- Google Analytics

WHERE WE WANT TO GO
- Effect size for meaningful comparisons
- Longitudinal analysis
- Promote a culture of informed decision making framed with facilitated discussions around the institutional and assessment data
- Story of assessment explained through connected data sources
  - Assessment: Freshman Survey—Experience Survey—Grad Exit—Alumni
  - Institutional Records
  - External Data: National Clearinghouse, Workforce
  - Reporting framed within Student Learning and Development Outcomes
- Acting on Google Analytics usage data to analyze engagement of campus stakeholders and identify gaps in process

OUR SYSTEM IS USEFUL FOR
- Program Evaluation
- Research
- College and program reviews
- Service Enhancements
- Accountability
- Accreditation