



Institutional Research and Advanced Analytics

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Data Management, Decision Support, Analytics

- Business Intelligence Lifecycle
- Regulatory and External Reporting
- Supporting University Initiatives

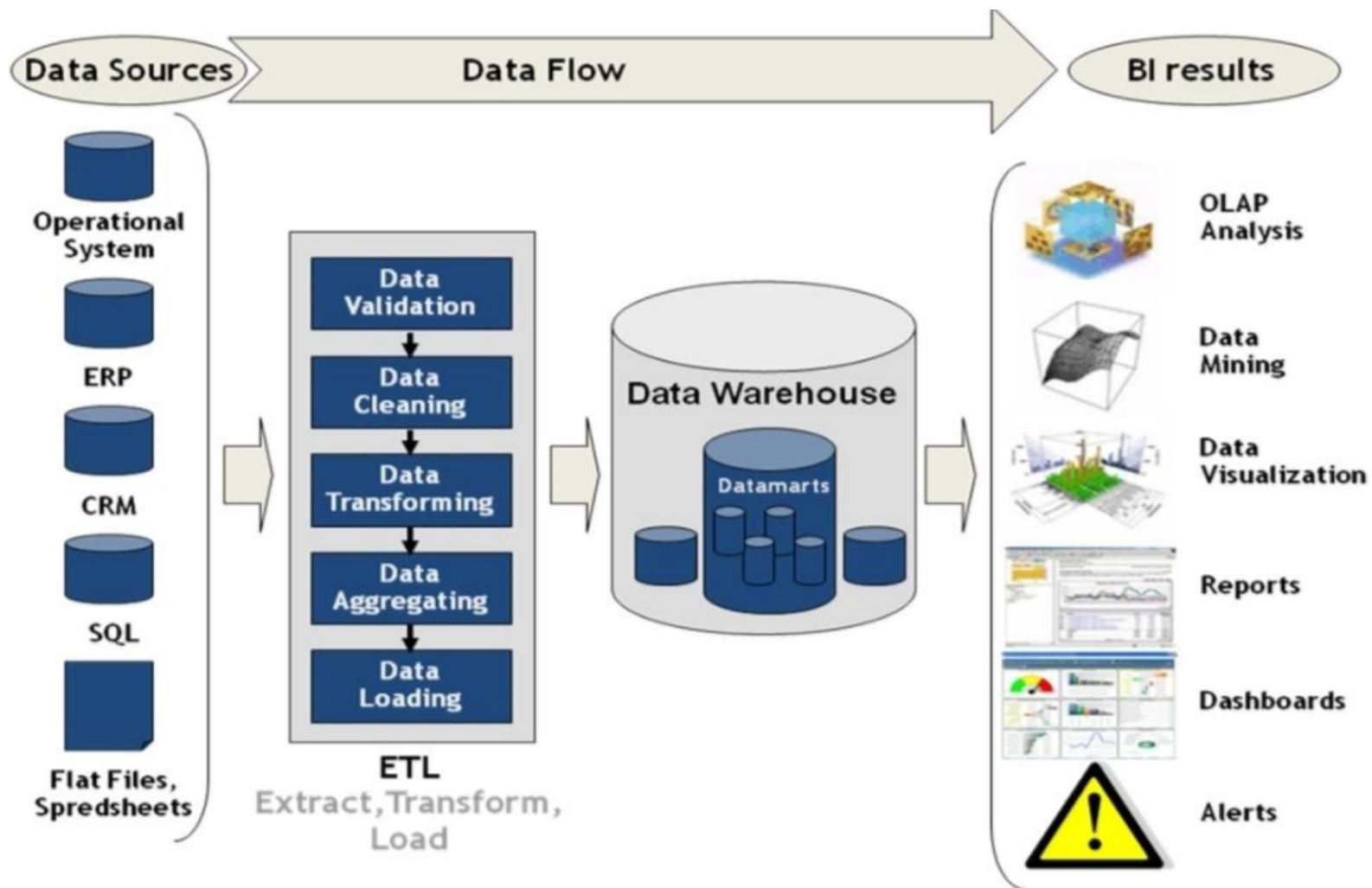
IRAA Website <http://www.uky.edu/iraa/>

- Demonstration of interactive embedded dashboards

Tableau Resources

- Tableau Desktop vs Tableau Public
- Tableau Public Gallery
- Training Opportunities
- Lexington Tableau User Group

Business Intelligence Lifecycle



Gartner Magic Quadrant Business Intelligence and Analytics Platforms



Regulatory and External Reporting

- CPE (Council on Postsecondary Education)
- IPEDS (Integrated Postsecondary Education Data System)
- NSC (National Student Clearinghouse)
- Common Data Set
- US News & World Report
- AAUP (American Association of University Professors)
- Dozens more...

These are the “official” numbers that define how the outside world sees UK.

Regulatory and External Reporting

- IPEDS Academic Libraries survey
- US News Main Survey
- Peterson's Annual Survey of Undergraduate Institutions
- Southern University Group Library Salary Survey

School has a library on campus: Yes

School is a member of library consortiums: Yes

Number of other libraries on campus: 10

(Engineering Library merged with the Science Library in 2016 so there is one less than last year)

Number of titles:	Physical:	Digital/Electronic
Number of books:	1,927,216	1,711,368
Number of databases:		410
Number of serial titles:	56,138	172,838

Benchmarking

<https://nces.ed.gov/ipeds/home/usethedata>



Search IPEDS



IPEDS Data Use Help Desk (866) 558-0658 or ipedstools@rti.org

Use the Data

Access IPEDS data submitted to NCES through our data tools or download the data to conduct your research



[Overview of IPEDS Data](#)

Get a bird's eye view of IPEDS data: learn what data are collected and how you can use the various tools on this page to access IPEDS data.



[Data Trends](#)

Use the Trend Generator to view trends on most frequently asked subject areas including: Enrollment, Completions, Graduation Rates, Employees and Staff, Institutional Revenues, and Financial Aid.



[Look Up an Institution](#)

Look up information for one institution at a time. Data can be viewed in two forms: institution profile (similar to College Navigator) and reported data (institution's response to each survey question).



[Data Feedback Report](#)

Download, print, or customize an institution's Data Feedback Report, a report that graphically summarizes selected institutional data and compares the data with peer institutions.



[Statistical Tables](#)

Create simple descriptive statistics (e.g., total, count, average, median, standard deviation, percentiles) on selected IPEDS institutions and variables.



[Summary Tables](#)

Customize a summary table for a select subgroup of institutions on the following popular topics: tuition and fees, room and board, student financial aid, admissions, test scores, student enrollment, degree/certificate awarded, and graduation rates.



[Compare Institutions](#)

Download IPEDS data files for more than 7,000 institutions and up to 250 variables. Data files are provided in comma separated value (*.csv) format.



[Survey Data](#)

Data are available starting with the 1980-81 collection year for the *Complete data files* and *Custom data files* functions, which zip the data into comma separated value (*.csv). Beginning with the 2010-11 collection year, data for each collection year are compiled into an *Access database*.

Select download option



[Shortcuts](#)

Use these shortcuts to expedite the research process if you are a frequent or returning data user.

Select your shortcut



[Publications and Products](#)

Review publications using IPEDS data including First Looks, Web Tables, methodology reports, and Digest Tables.



[Resources](#)

[IPEDS Glossary](#)

[Archived Survey Forms](#)

[Delta Cost Project](#)

[IPEDS Data Center User Manual](#)

[IPEDS Data Dissemination and Release Procedures](#)

[NCES Newsflash](#)



Strategic Plan Metric Development

<http://www.uky.edu/sotu/2015-2020-strategic-plan>

Strategic Objective One

UNDERGRADUATE STUDENT SUCCESS

Be the University of choice for aspiring undergraduate students within the Commonwealth and beyond, seeking a transformational education that promotes self-discovery, experiential learning, and life-long achievement.

We will make strategic investments in faculty recruitment, retention, and development, and in approaches that support innovative teaching and learning. In addition, we will advance student success through programs that provide high-quality curricular and co-curricular opportunities. UK will consistently produce outstanding graduates who complete their degrees in a timely manner, think creatively, communicate effectively, and are able to contri

Promises Shared Success

Metric	Definition	Baseline	2015-16	2016-17	2020 Goal
Retention Rates	First-Year	82.2%	82.7%	81.7%	90.0%
	Second-Year	74.9%	74.9%	74.8%	85.5%
	Third-Year	69.7%	70.1%	70.0%	82.0%
Graduation Rates*	Four-Year Graduation Rate	38.5%	40.4%	44.1%	53.0%
	Six-Year Graduation Rate	60.2%	61.3%	63.6%	70.0%
Six-Year Graduation Rate Gaps	Under-represented Minorities	16.7%	23.5%	13.0%	9.8%
	First-Generation	7.8%	14.1%	16.6%	8.0%
	Pell Recipients	15.1%	19.1%	16.1%	8.0%

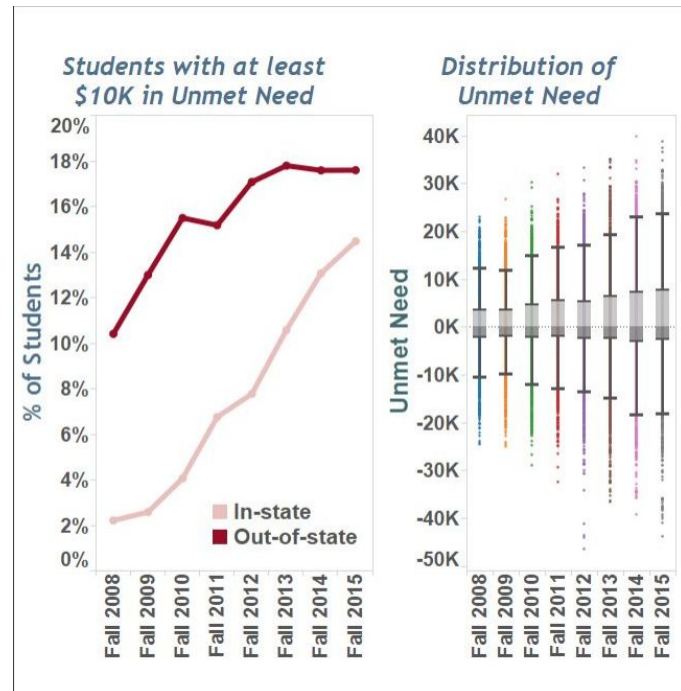
UK LEADS initiative

<http://www.uky.edu/iraa/sites/www.uky.edu.iraaf/files/UK%20LEADS.pdf>

News & Updates

April 7, 2017 - UK LEADS Initiative Featured at Kentucky Student Success Summit

On April 4, Craig Rudick, Executive Director of Institutional Research and Lead Data Scientist, and Todd Brann, Director of Analytics, Assessment and Decision Support for the **Office of Academic Excellence**, gave a presentation to the Kentucky Student Success Summit outlining the new UK Leveraging Economic Affordability for Developing Success (**LEADS**) initiative.



Unmet Need is growing rapidly!

Distribution of unmet need is widening (more at high and low).

UK shift focus to need-based aid

<http://www.kentucky.com/news/local/education/article109603712.html>

Too many students can't pay for college. So UK is making a major change to help



BY LINDA BLACKFORD

lblackford@herald-leader.com



The University of Kentucky is making a dramatic change in how it gives out financial aid by concentrating more on students who need help paying for college.



The move will change UK's allocation from nearly 90 percent of financial aid that's based solely on grades and test scores to about 65 percent of aid based on student need, said Provost Tim Tracy, who announced the change to the UK Board of Trustees Friday morning.



Tracy thinks the shift will help improve graduation and retention rates, which are still below many benchmark schools, because unmet financial need is a large reason why many students drop out.

"We have a larger proportion of our students who have unmet need," Tracy said. "We want to be the University for Kentucky and we're trying to develop a strategy to help our students most succeed."

Demonstration

<http://www.uky.edu/iraa/>

Can I get Tableau for FREE?

- Did you know Tableau offers free Tableau Desktop licenses to students and instructors?
- To request your free license, visit the Academic Programs page today. <https://www.tableau.com/academic>
- Tableau Desktop allows additional functionality not available in Tableau Public, such as connecting to a wider range of data sources and saving work locally.

Tableau Public vs Tableau Desktop

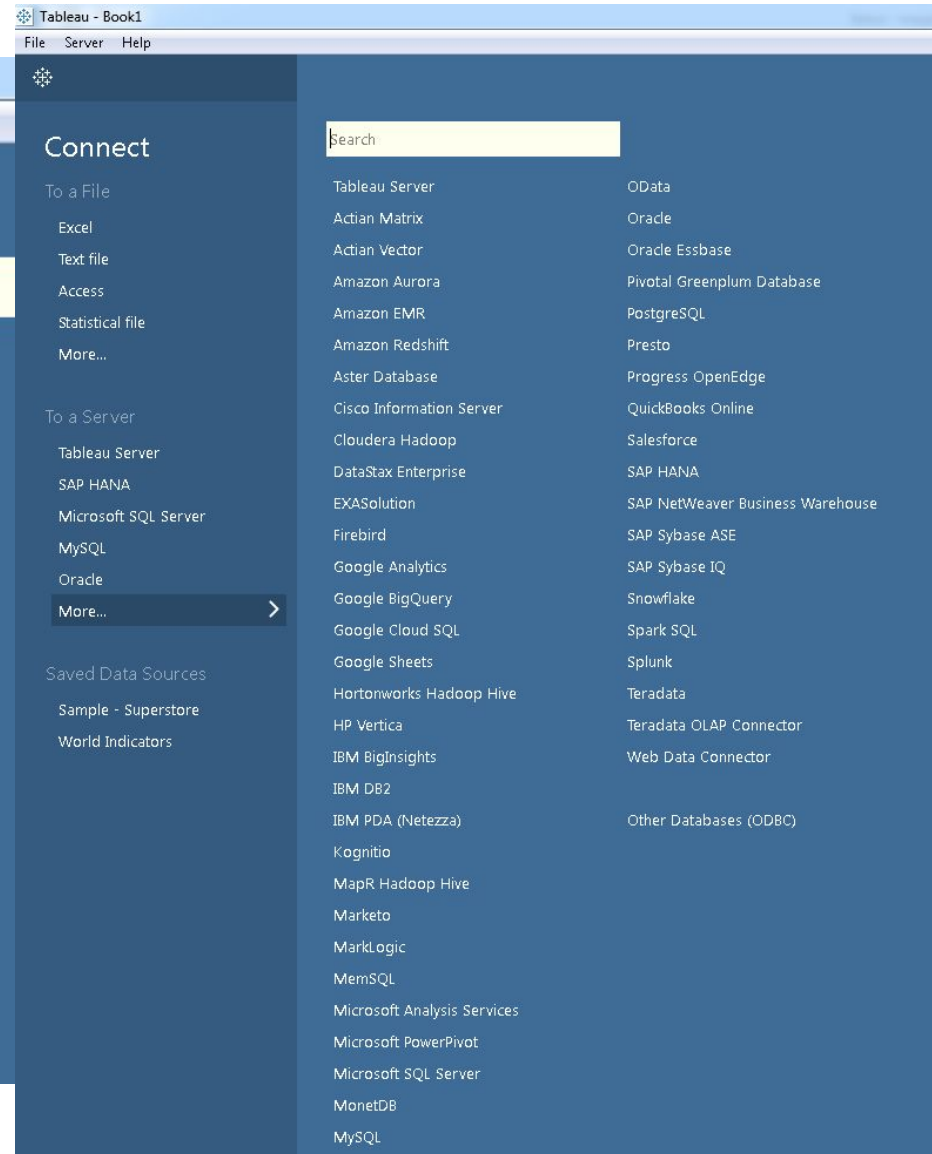
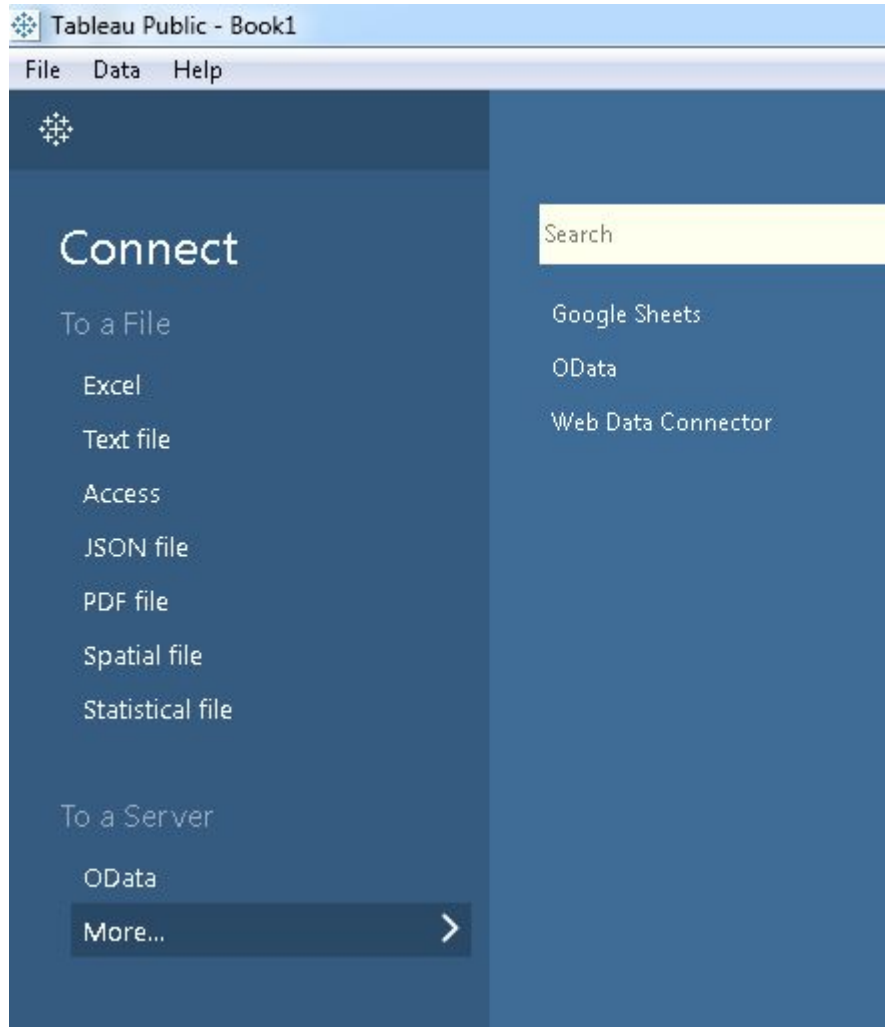
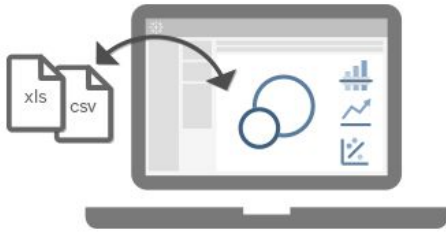
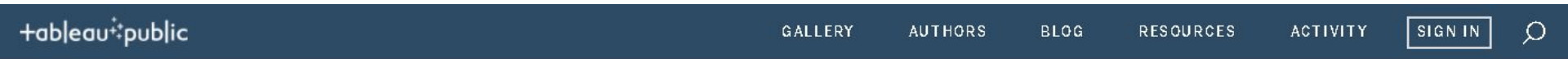


Tableau Public

<https://public.tableau.com/>



Explore with the App

Open data and explore it with Tableau Desktop Public Edition. Drag & Drop. Create stunning visualizations with ease. [Download the app.](#)



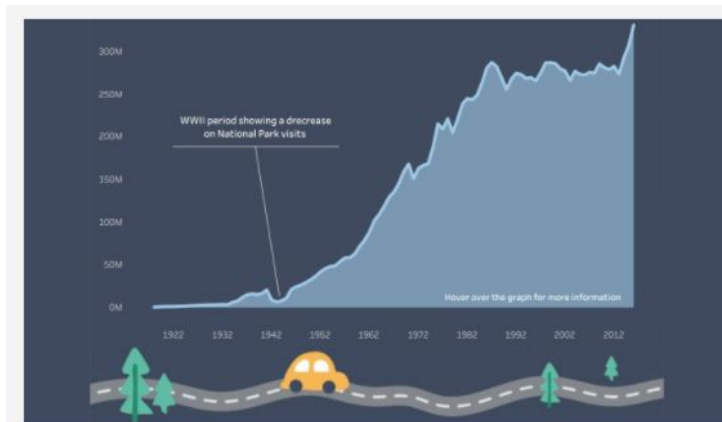
Save to Your Profile

Save and store your visualizations on your Tableau Public profile. We give you 10GB of space. Personalize your profile and connect with other authors. [Create your profile.](#)



Share with the World

Share your visualizations with the world via social media. Or embed them on a site or blog. Your published vizzes are always live and interactive. [View the gallery.](#)



Viz of the Day

US National Parks

Pablo Gomez created this viz about national parks, as part of a Live #MakeOverMonday session at TC on Tour London yesterday.


June 6, 2017


Tableau Public Gallery

<https://public.tableau.com/en-us/s/gallery>


+tableau public
GALLERY AUTHORS BLOG RESOURCES

Livability: Library Visitors - SF Performance Program
<https://public.tableau.com/profile/sf.performance.program#!/vizhome/LivabilityLibraryVisitors/LibraryVisitors>
 Mar 9, 2017 ... Livability: **Library Visitors**; ... Parks Scores; **Library Visitors**; **Library Circulation 2**; Rec Course Enrollment; Public and Private Graffiti_Viz; Street ...

Tompkins-McCaw Library - VCU Libraries

<https://public.tableau.com/profile/vculibraries#!/vizhome/Tompkins-McCawLibrary/TMLDash>
 ... James Branch Cabell **Library** Gate Count - Tompkins-McCaw **Library** for the Health Sciences - The Workshop - Cabell **Library** - Workshop Technology Use, AY ...


Library Data_copy_ver4_peers2 - Y Mao

https://public.tableau.com/profile/y.mao#!/vizhome/LibraryData_copy_ver4_peers2/Dashboard6
 Mar 23, 2017 ... How does the total **library** expenditure rank in the context of the size of the community served and number of doctoral fields supported?

Interactive Spaces - Library Visits - Dan Slessor
https://public.tableau.com/views/GateCount-New/LibraryVisits?:embed=y&display_count=yes
 May 10, 2017 ... Number of visits to the **Library** by year, month, and day.

Libraries in Philly or just library? - Christopher Laubenthal

<https://public.tableau.com/profile/christopher.laubenthal#!/vizhome/LibrariesinPhillyorlibrary/Dashboard1>
 Apr 6, 2017 ... Playing around with the IMLS data for **libraries** in Philadelphia.

Effect of Snow on Library Traffic - Kim Auger
https://public.tableau.com/profile/kim.auger#!/vizhome/FinalVisualization2_0/Dashboard1
 Feb 22, 2017 ... Hover over the orange line for data about snow depth for a particular date. Hover over bars to see daily gate count.

Circulation-Activity-by-Library - UB Libraries
<https://public.tableau.com/profile/ub.libraries#!/vizhome/Circulation-Activity-by-Library/ActivitybyLibraryDashboard>
 Oct 11, 2016 ... Features * Compare 2 different Fiscal Years by selecting different years on the left and right. OR Compare 2 different Date Ranges by using the ...

Utah State Library — Profile

<https://public.tableau.com/profile/britton.lund#!/>
 Utah State **Library's** Tableau Public author profile page. See interactive data visualizations published by this author.

2016 Library Snapshot Day - Redesigning library spaces - Sita Peri ...
<https://public.tableau.com/profile/sitaperi#!/vizhome/2016LibrarySnapshotDay-Redesigninglibraryspaces/Redesigninglibraryspaces>
 Mar 21, 2017 ... What do our patrons like the best about our **library**? **Library** Snapshot Day 2016; Redesigning **library** spaces; Furniture suggestions for ...

CT Library Statistics, FY2016 - Comparing Libraries - Tom Newman ...
<https://public.tableau.com/profile/tom.n.#!/vizhome/CTLibraryStatisticsFY2016-CreateChartsforYourLibrary/Story1>
 Apr 25, 2017 ... Create Charts that compare **library** service in one municipality with those in one or more others.

Tableau Public Gallery

https://public.tableau.com/profile/kim.auger#!/vizhome/FinalVisualization2_0/Dashboard1

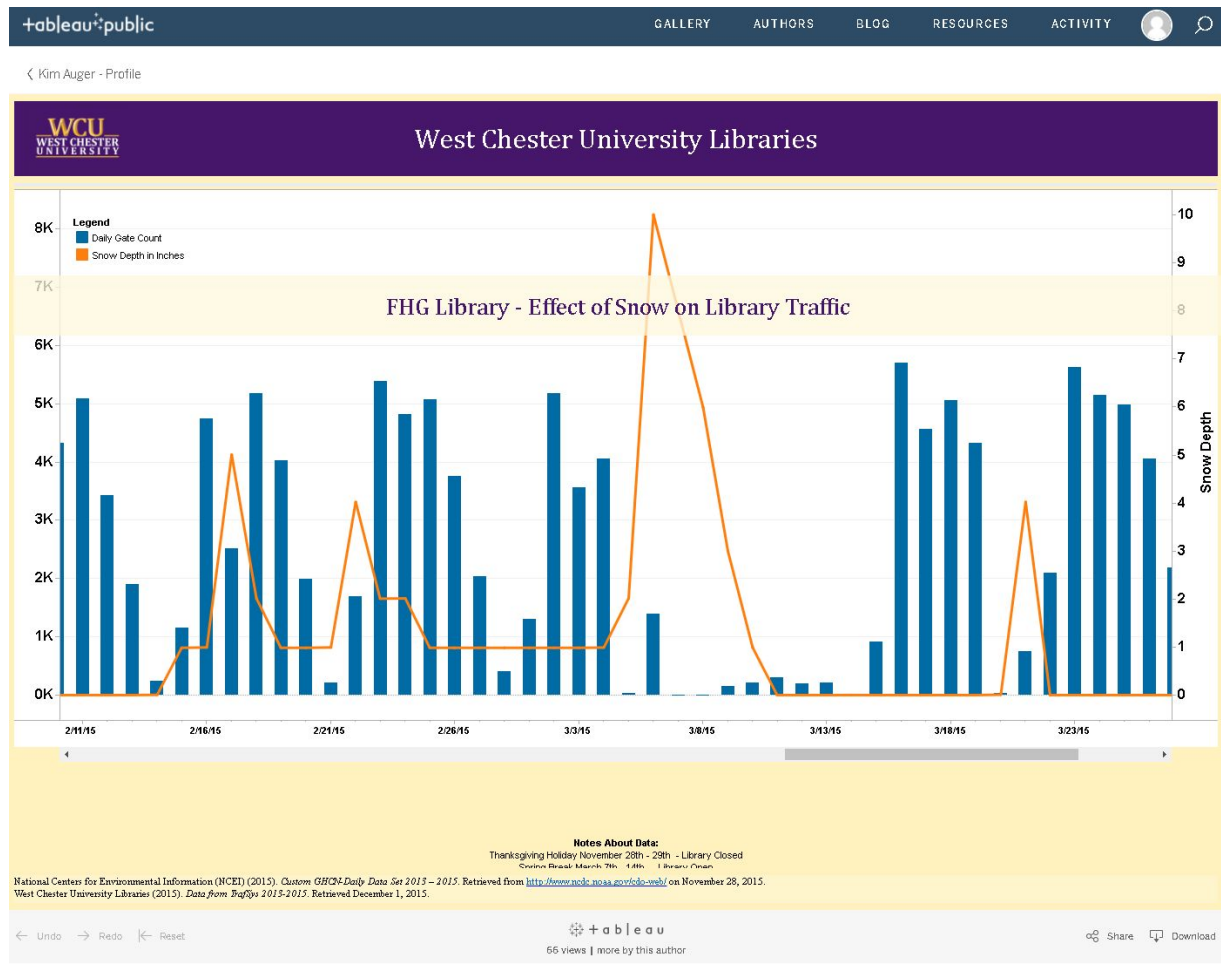
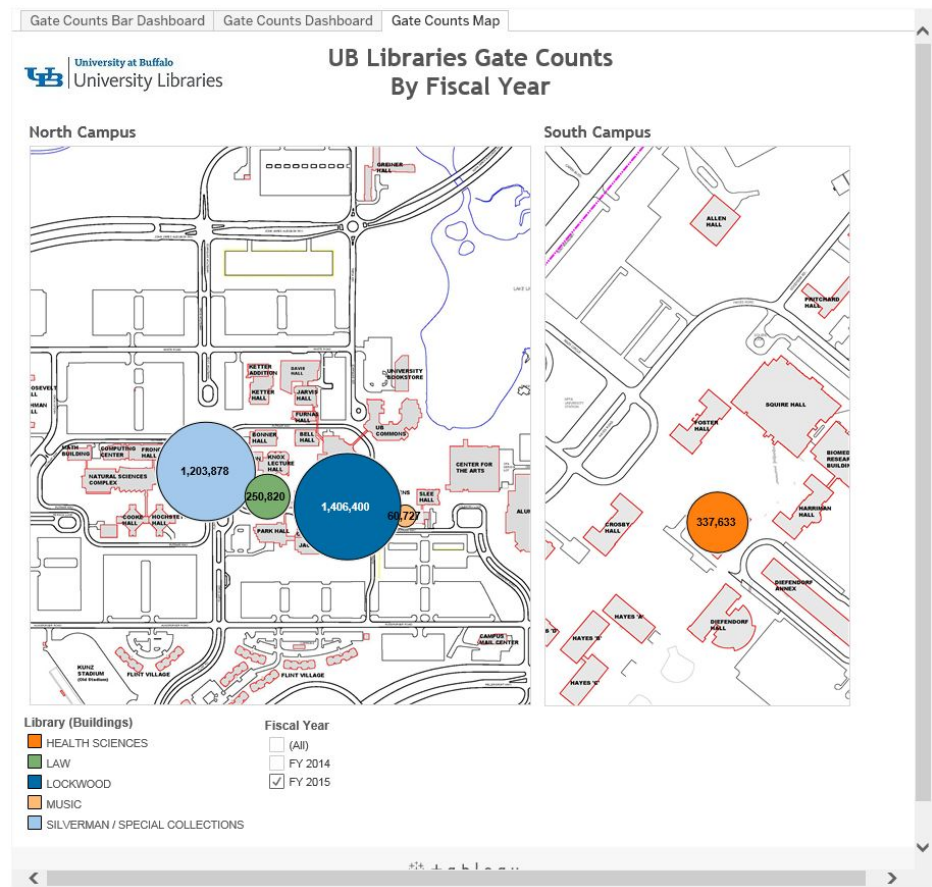


Tableau Public Gallery

<https://public.tableau.com/profile/ub.libraries#!/vizhome/UB-Libraries-Gate-Counts/GateCountsBarDashboard>



Training Opportunities

- **Free Training Videos** (www.tableau.com/learn/training)
- **Tableau eLearning** (www.tableau.com/learn/training/elearning)
 - \$400 per user, per year for unlimited access to all courses
 - 2 courses to choose from:
 - Tableau Desktop I (Fundamentals) & II (Intermediate)
- **Classroom Training** (www.tableau.com/learn/classroom)
 - Available in-person, virtually, or onsite (i.e., Tableau comes to you)
 - Price depends on course and location (\$1,400+)
 - 6 courses to choose from:
 - Tableau Desktop I (Fundamentals), II (Intermediate), III (Advanced)
 - Visual Analytics
 - Server Administration & Server Architecture

Tableau Resources

- **Free Live Online Training** (www.tableau.com/learn/live-training)
 - 1-hour instructor led training on various topics
- **Free Tableau Starter Kits** (www.tableau.com/learn/starter-kits)
 - Short, self-paced “modules” used to practice authoring, interacting with, and publishing visualizations.
- **Tableau Community** (community.tableau.com/welcome)
- **Tableau Conference** (tc17.tableau.com)
 - Incredible 3-day event with training for Tableau users at any level.
 - Receive a discount on registration by using this code: **EDUVEGASTC17**

Lexington Tableau User Group

- **Lexington Tableau User Group (TUG)**

(community.tableau.com/groups/lexington)

- Quarterly meetups to discuss all things Tableau, network with data-obsessed people from other organizations in the region.
- Sign up for the Lexington TUG newsletter: bit.ly/lextug-index

Questions?

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