# Institutional Research and Advanced Analytics

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**Data Management, Decision Support, Analytics**
- Business Intelligence Lifecycle
- Regulatory and External Reporting
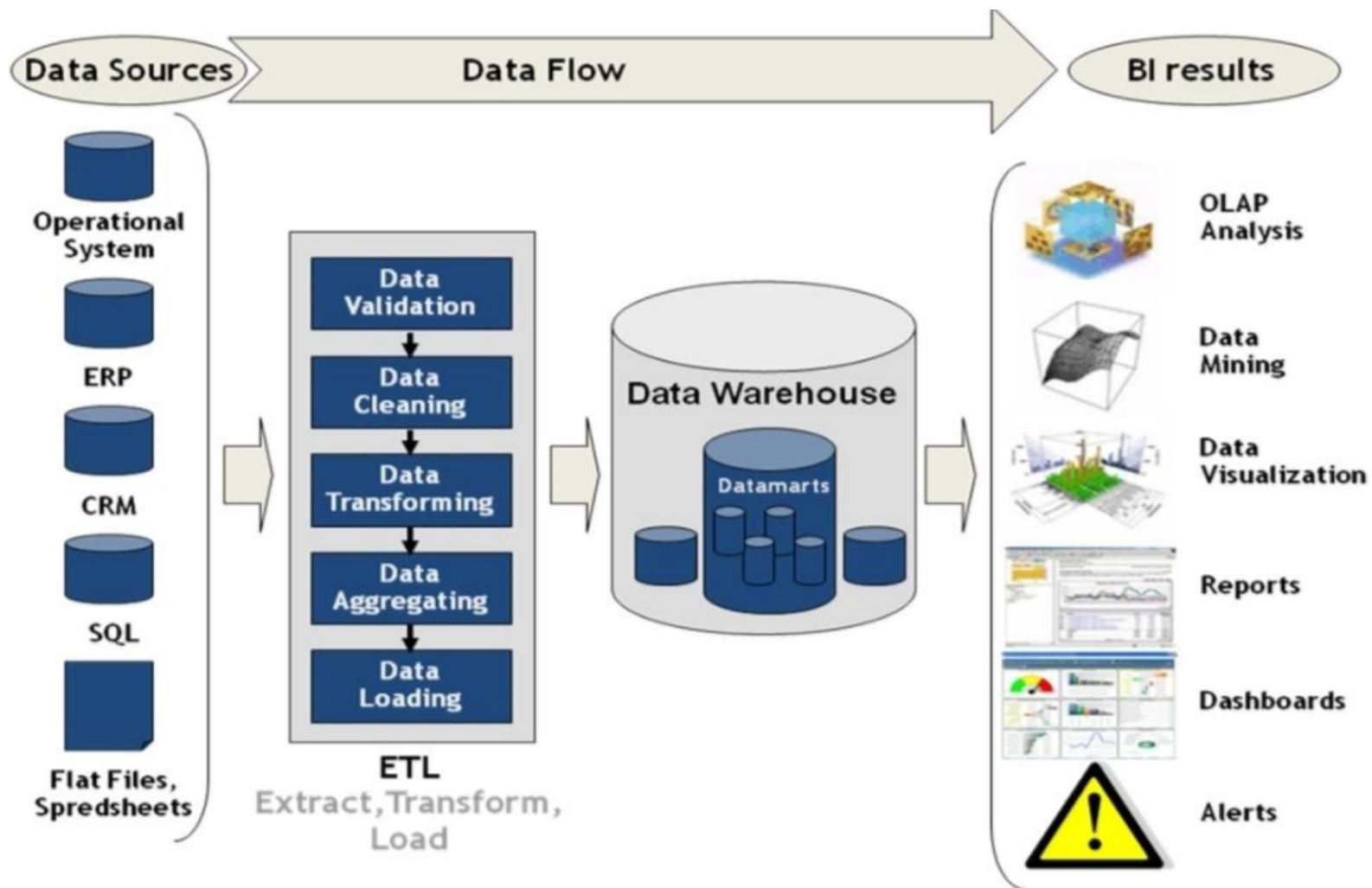- Supporting University Initiatives

**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

# 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.iraa/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.
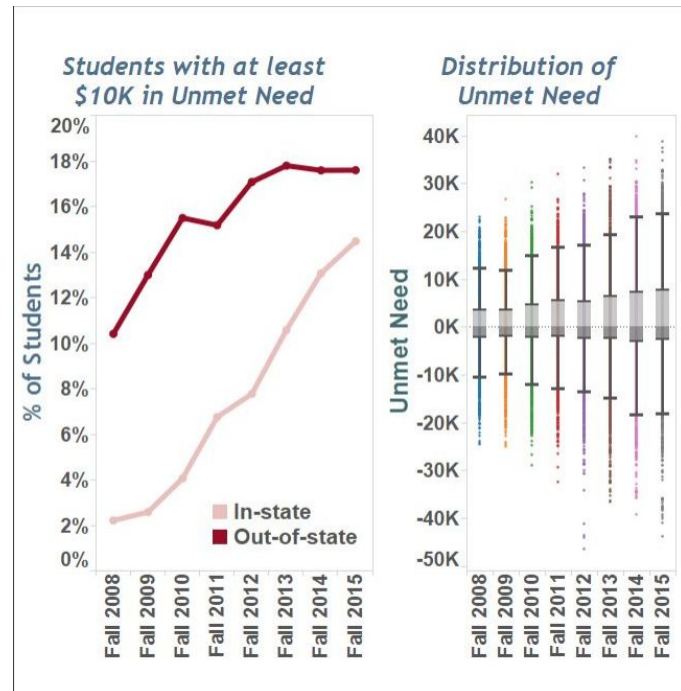


**Unmet Need is growing rapidly!**

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.
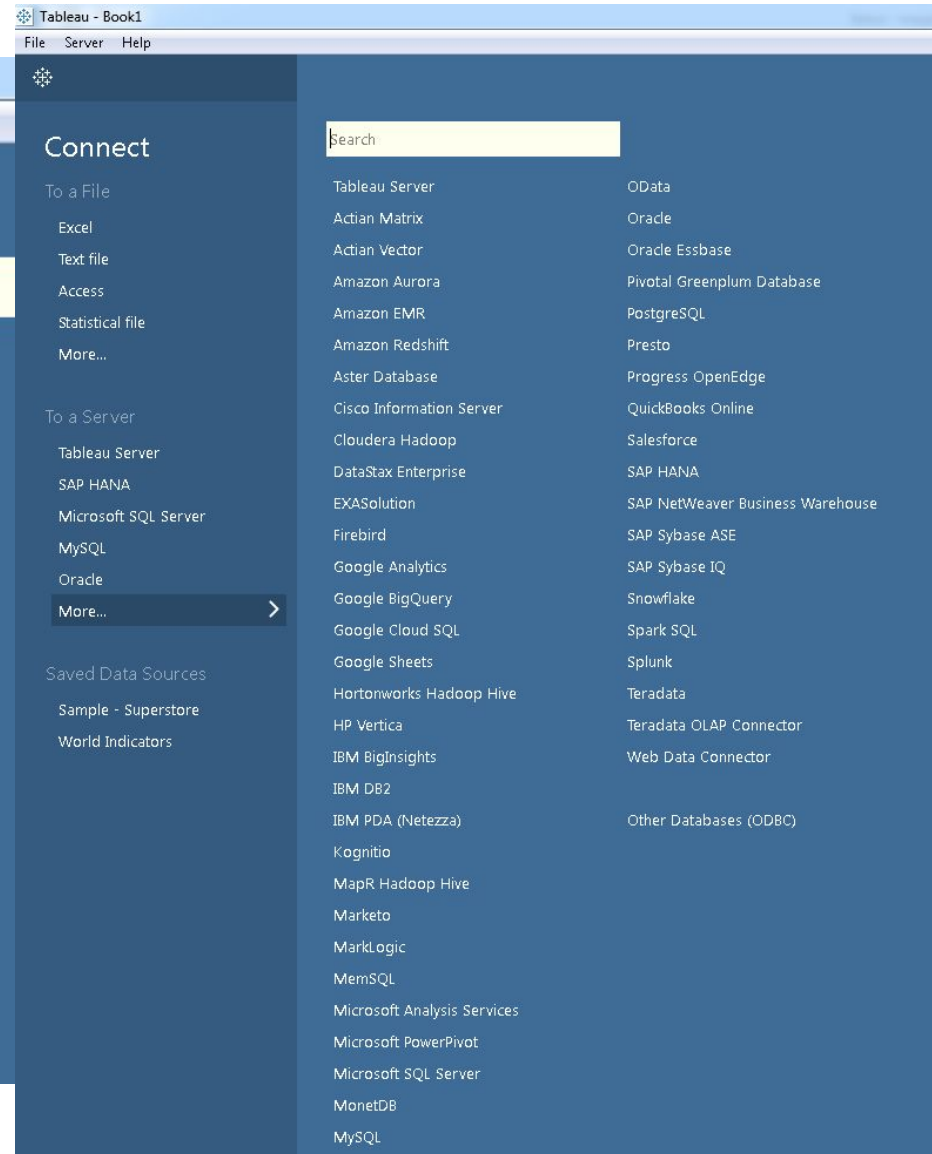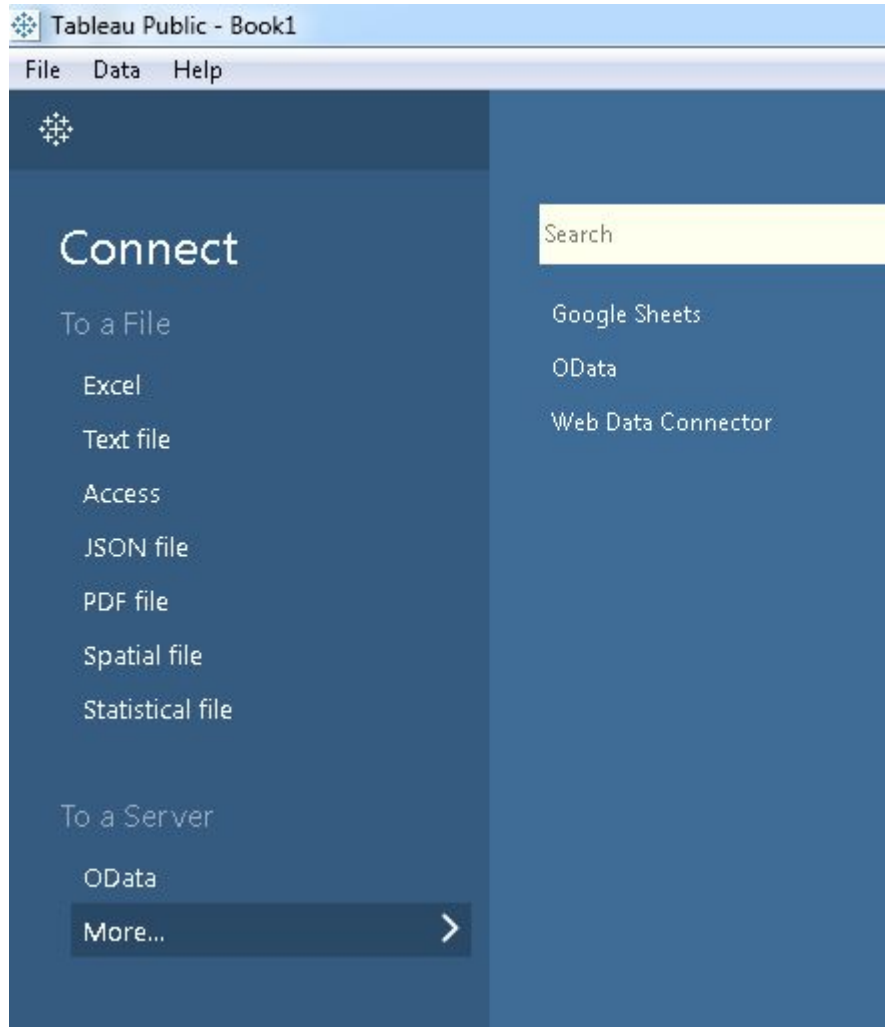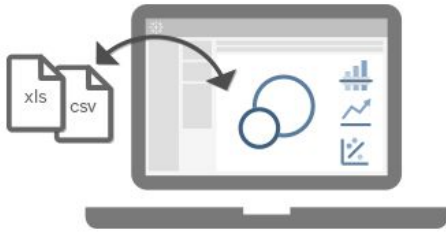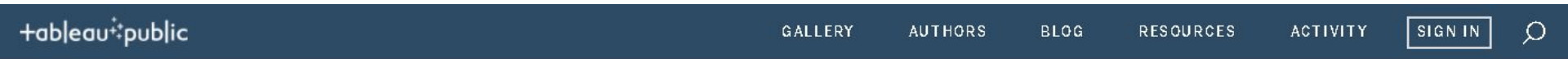
# Tableau Public vs Tableau Desktop

# Tableau Public

## https://public.tableau.com/

# Tableau Public Gallery

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

# 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**
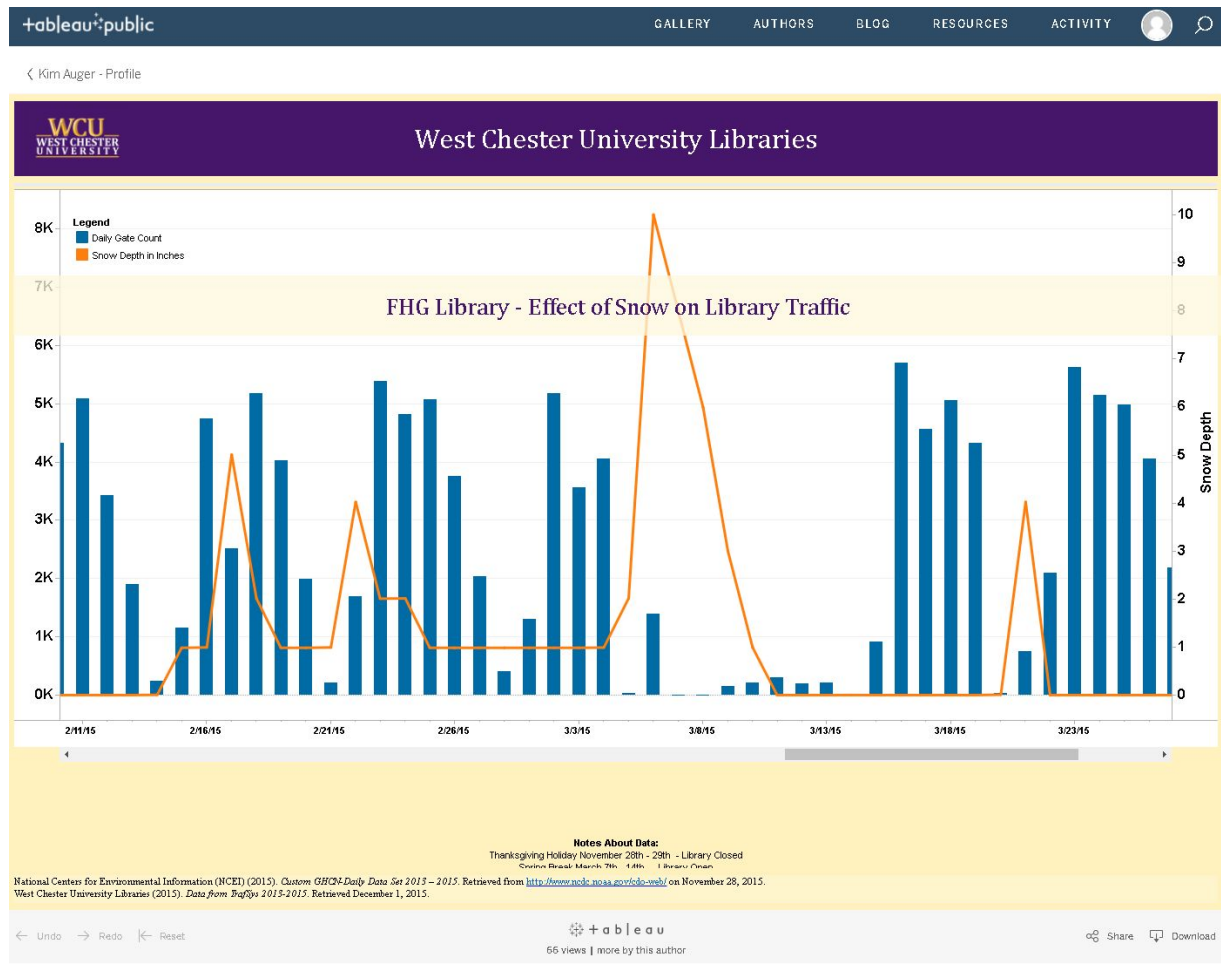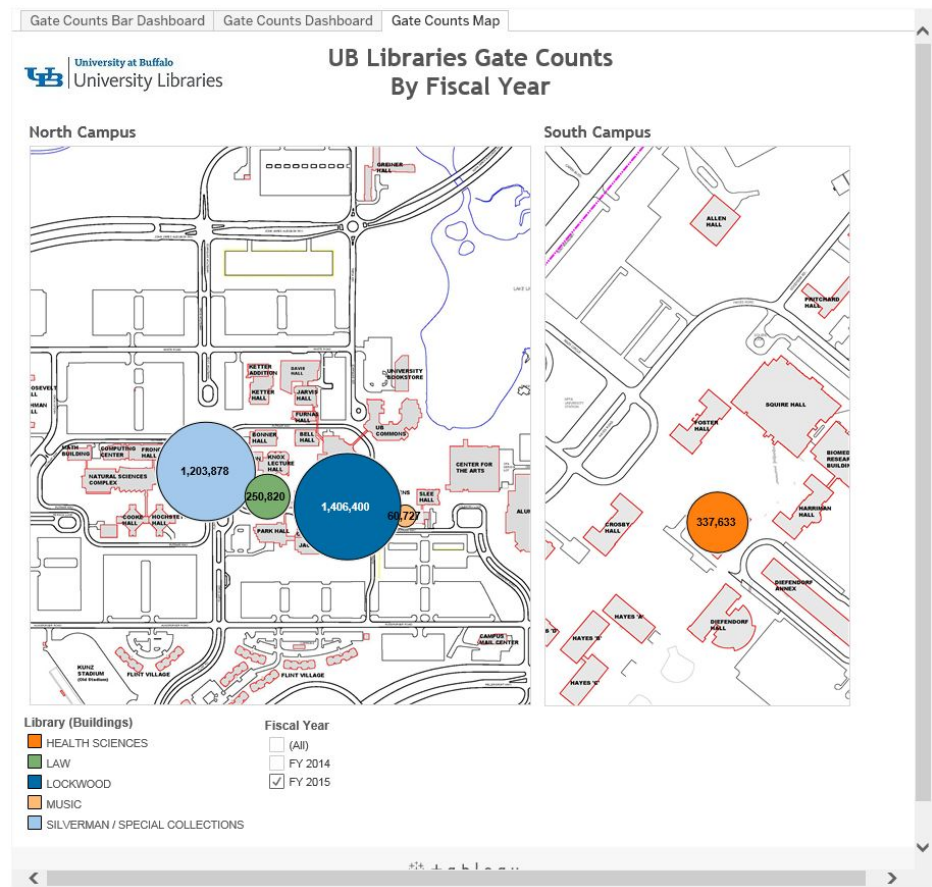
# Training Opportunities

- **<u>Free</u> 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

- **<u>Free</u> Live Online Training** ([www.tableau.com/learn/live-training](www.tableau.com/learn/live-training))

  - 1-hour instructor led training on various topics

- **<u>Free</u> Tableau Starter Kits** ([www.tableau.com/learn/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](community.tableau.com/welcome))

- **Tableau Conference** ([tc17.tableau.com](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](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](bit.ly/lextug-index)

# Questions?

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## Shelby Albers

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