Making Data Analytics Accessible: New Tool Explodes on the Scene

GAVDATA

GAVILAN DATA ANALYTICS TOOL ACCESS
POWERED BY HIGHER ED PROFILES ©

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Groundwork

• Single college district covering 2,700 square miles
  • From southern San Jose through south Santa Clara county and all of San Benito county
  • Official service area includes southern San Jose, Morgan Hill, Gilroy, Hollister, and San Benito
  • Effective service area includes larger portions of San Jose, Watsonville, Salinas, and Los Banos.

• 5,500 FTES annually

• NOT a basic aid district

• Money is tight
Data Culture and Capacity, Summer 2016

• No IR-based public view reporting tools
• ARGOS reports maintained by MIS/IT
• Laundry list of Excel table downloads
• IR department of one – me!
  • OK, plus some Bob time
• No grants or categoricals had money set aside for research in their plans
• No IR non-salary budget
So it was...

DOWNLOADABLE REPORTS

The table below contains a variety of completed reports from RPIE.

RPIE will periodically update this list with the results from ad-hoc and ongoing projects.

<table>
<thead>
<tr>
<th>Description</th>
<th>MM/YY Produced</th>
<th>Download</th>
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<tbody>
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<td>Flow success rates for Basic Skills Math</td>
<td>11/16</td>
<td>XLSX</td>
</tr>
<tr>
<td>Flow success rates for Basic Skills English</td>
<td>11/16</td>
<td>PDF</td>
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<tr>
<td>Flow success rates for English Acceleration Project</td>
<td>11/16</td>
<td>PDF</td>
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<tr>
<td>Student Right-To-Know Trend Report</td>
<td>09/16</td>
<td>XLSX</td>
</tr>
<tr>
<td>Course fill rates analysis by date/time of course</td>
<td>08/16</td>
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</table>

Gavilan College Declared Majors Unduplicated Headcount

3 Year Trend Analysis

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</tbody>
</table>

SEE NOTES BELOW
What to do?

• Job search
• Complacency
• Denial
• New tools!
What we wanted (Bob)

• When I (Bob) came to FHDA in 2001, I wanted
  • Quick and easy access to data for IR staff and college staff
  • Easy to do analytics

• Solutions
  • Easy to use data warehouse and the Brio/Hyperion query tool
  • Comprehensive online Factbook and other data reports (e.g., PR)

• OK, check, check but that was not enough
  • Online fact book other data was static
  • As a user couldn’t drill into the data and hence may request of IR&P
  • So, I wanted an easy-to-use INTERACTIVE online Factbook
What specs did we need?

• Extremely customizable – much more so than Tableau or ARGOS
  • IR department of one...
    • No time / personnel / consultant dollars to develop tons of new reports
    • No time to customize or maintain reports
  • User-created custom crosstabulations, reports, and graphics

• Must be accessible and useful to entire college. Must include:
  • Traditional “fact book” data
  • Scheduling / enrollment management data
  • Equity data
  • Program review data
  • Budget data
What specs did we need?

• Allow for cohort tracking
• Include milestone tracking and basic skills flow success tracking
• Highly cost effective
  • One-time and ongoing
• Piggy-back potential
  • As other colleges develop stuff, we automatically get offered it
• Minimal staff time for maintenance
• Responsive technical support
Considered but rejected...

• Doubling down in ARGOS
• Diving into Tableau
• Searching for a new job

• Rejected due to high costs
  • Fees more or less reasonable – several thousand a year
  • LARGE costs associated with staff time for maintenance and report creation
  • When estimates were added, it was too much
Yeah... right...

• No vendor would meet all of them, but one did

• New startup called Higher Ed Profiles
  • We locally branded our tool “GavDATA”.

• Our costs were $40,000 one time setup and $20,000 per year.
  • Subscription fee unchanged, even if new tools were added later
  • Manageable one-time staff time involved in creating an initial data set and building a channel into Banner for uploading enrollment data
More on Customization

• Several types of customization
  • Unmodified use of a developed report tool but with your data (no charge)
  • Modifying a developed tool to meet your special needs (additional charge)
    • Example: FHDA’s modifying our new student milestone tracking tool
    • Example: Our modifying FHDA’s year-over-year enrollment registration tool
  • Creating a completely new report tool (additional charge)
    • As an early client, we created more than dozen new report tools with Higher Ed Profiles including basic skills student tracking, non-credit AEBG student tracking, separate non-credit enrollment counts, new student cohort tracking for milestones, employee counts, term-to-term student persistence, and budget reports.
    • Now all these tools are available to new clients at no extra charge
    • Any future reports created becomes immediately available to past and future clients.
More on Customization

• As one of the earliest clients, we worked with Higher Ed Profiles on the look and feel tool reports. For example,
  • How the charts/graphs look and their sizing
  • Consistency of fonts, titles, number formats (no four digit decimals)
  • What appears as the default view (a line chart, count table, & percent table)
  • Sizing of charts and tables such that what appears on the screen will generally print on one page.
  • What shows up in the menus for organizational units and filters. (We “hid” a lot of filters; we’ll tell you where!)

• Now you won’t have too
More on Customization – Public or Private

• You may display your data publicly or keep it internal
• Our online interactive factbook is public, to a point
• Our enrollment management, program review, student equity, and budget reports are available only internally on our Intranet
Implementing your solution - Technical

• You simply provide a data set with the appropriate fields or variables
  • It does not have to be in a specific, predetermined format
  • You may provide more than one data set; for example,
    • For the factbook, we provided at least six; headcounts/enrollments, FTES & FTEF, non-credit enrollments, employee counts, student completion awards, and student transfers.
    • These were sufficient for the program review and student equity tools as well.
    • Enrollment management/scheduling required another data set.
    • Budget data yet another data set.

• For our first sales demonstration to senior management,
  • I sent HEP our mini-factbook Student Profile data set
  • And BOOM!, three days later HEP had an online, interactive factbook ready for demo.
Implementing your solution - Technical

• Two places can eat up your time:
  • providing data sets
  • modifying or creating new reports.

• Providing data sets might be:
  • Extremely easy
  • Then again, maybe not

• Should be relatively easy if you have a data warehouse and a good query tool (Gavilan has both) or well-developed reports.

• Some data may be harder to come by than others
  • Year-over-year registration data
  • Budget data

• Updating a data set can vary and affects pricing
  • Factbook, once every completed term
  • Registration, daily for 30-50 days prior to the first day of classes or census
  • Budget, monthly, daily or even several times per day
Implementing your solution - Technical

• Initially, you’ll need to validate that the tools are working properly
  • Cross check online results against your reports
  • Check for consistency across tools
    • For example, we recently noticed an inconsistency of FTEF numbers between two tools, Factbook vs. Program Review

• Creating or modifying existing reports tools may be time consuming.
Pitfalls of implementation – institutional

• The “Sales Pitch”
  • Framing the need and the tool
  • Comparing functionality with non-technical consumers

• Ensure data security compliance

• No matter how easy you think it is, plan on:
  • Twice as much training as you think you need to plan
  • Contextualize the training for the audience
Pitfalls of implementation – institutional

• Achieving buy-in
  • Staff – mostly on board with little trouble
  • Administrators & faculty, faced same issue...
    • You used to do this for me, why do I need to do it myself now?

• Plan on connecting the dots and helping people explore
  • Don’t assume it will be clear to many on campus WHY they should care about exploring their data
  • Help them paint a few pictures, then encourage them to paint their own

• Coming to meetings with some big “discoveries” can help spur interest
How has our data culture changed?

• Impressions on the tool have gone from a handful a month to over 100 (and we only have 400 employees)
• Traffic to the RPIE website has increased
• On my thirteen committees, GavDATA is routinely mentioned
• People are attending meetings with self-generated printouts
How has our data culture changed?

• We’ve started getting many additional customization requests
• Instructional videos made to handle interest volume
• President holding administrators accountable for knowing their data – access cannot be an excuse
gavilan.higheredprofiles.com

Click “Log in as Guest”
Click here to login using G# and PIN

Log in with Gavilan Portal

Log in as Guest
GavDATA automatically saves your request when you switch tools. If you want to start over, click menu and click “Reset Settings” to get a “fresh” start with a different tool.

To Manage the flow success tool, you will need this menu item eventually. More later.

If you saved multiple reports during your session, click here to retrieve them.
Click on the double arrow to make all units and filters appear on one line.
Explore Course Success Rate

If you add any filters, they’ll appear here. The most common filter is to exclude the JPA.

Line graph or bar graph; # or %

All Other Filters, including terms

Results Visual

Results Table

Download results as PDF, excel table, or “save to clipboard”
You can drill down on any unit, department, course, or even section by clicking on the small white arrows next to the unit.

Expand additional filter options by clicking on the small white dropdowns. Apply a filter by clicking the grey “+” symbol.

To select multiple units at the same time, click on “Multi-Unit Selection”

Remember: there are EVEN MORE filters that are “hidden.” Click on the purple check box to see them.

To view spring or summer terms, click on “starting term” and change the term.