Building a Culture of Evidence and Improving Data Literacy:

How We Disseminate Information to Our Colleagues and Stakeholders

2021 I-AIR Annual Forum
November 2021

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Institutional Research and Market Analytics

DEPAUL UNIVERSITY
INSTITUTIONAL RESEARCH AND MARKET ANALYTICS

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"If you build it, they will come" … or will they? Today we will be delving into the various methods and deliverables one IR office employs to reach their colleagues and stakeholders. In a time where colleagues can work from anywhere, how do we keep them engaged? And once we have reached our audience, how do we continue to both improve data literacy and create new content?

Learn how one office has adjusted to the new normal, and how we're staying relevant in a time of constant connectivity. We hope you leave inspired with new ideas to bring back to your home institutions!

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A little bit about DePaul University

- We are located in Chicago with two campuses

- DePaul University is the largest Catholic University in the nation with over 21,000 total students.

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A little bit about us

- The Office of Institutional Research and Market Analytics is housed under Academic Affairs

- We are a department of ~15 people.

- Coleen is a research associate and has been at DePaul nine years

- Joseph is a database developer and has been at DePaul ten years

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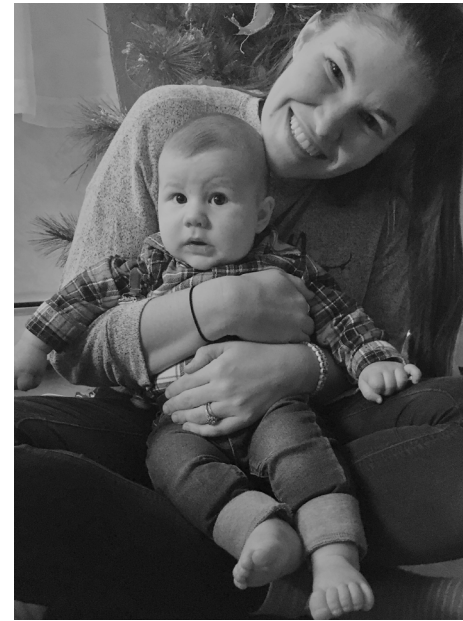
Overview: Questions to Consider Today

- How do we engage stakeholders and colleagues in a virtual workplace?

- How do we improve data literacy while simultaneously creating new content?

- How have our existing deliverables changed and what questions should we be asking ourselves about past projects?

- What limitations do we currently face?

- Is virtual truly better?

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Connecting with our Colleagues and Stakeholders

New Ways We Reach our Colleagues

Adjusting to the new normal and staying relevant

Reimagining and Repurposing Existing Projects

The Questions/Issues…

- Telecommuting has its benefits, but it is becoming more difficult to maintain and build new connections.

- How do we improve data literacy and expand our reach when we are all at home?

- When new reports come online, how do we market them to our colleagues?

- We are producing more content than ever before, but is it being used?

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Introducing Coffee Breaks

- Faced with both hyper-connectivity and a knowledge disconnect, coffee breaks were born and launched in July 2021.

- Two thirty minute sessions offered per topic to overcome conflicting schedules

- A more casual presentation style, including time for questions, additional demos, etc.

- Two topics offered per month

- Attendance doubled compared to prior presentations and great feedback from attendees.

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Coffee Break Information

- Two appointments scheduled using attached coffee break flyer

- Event information is posted on IRMA's homepage

- Advertised in the "weekly review" email Director Liz Sanders sends every week

August 2021

DePaul UNIVERSITY

IRMA EVENT

INFORMATION FROM INSTITUTIONAL RESEARCH AND MARKET ANALYTICS

COFFEE BREAK
with IRMA

Join us August 3rd or August 4th to learn more about the **Enrollment Planning Dashboard: Enrollment report**. This interactive report highlights key metric trends for enrolled students by college and department, including enrollment, credit hours, tuition, institutional aid, discount, and net tuition revenue (NTR).

Bring along your favorite cup of coffee or tea, and plenty of questions. This session will be part demo, part Q+A.

- **Tuesday, August 3 from 10:30-11:00am**
  (https://depaul.zoom.us/j/9812
- **Wednesday, August 4 from 1:00pm-1:30pm**
  (https://depaul.zoom.us/j/9729

If you have any questions, please reach out to Coleen Dickman at cdickma1@depaul.edu.

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Coffee Break Examples

- Report Demo: New series of Enrollment Planning Tableau dashboards

- Report Demo: DFW Interactive Report

- Tool Demo: Using Emsi for Market Exploration

- Understanding the Common Data Set (CDS)

- Report Demo: New Program Report

- Using the Fact File: Degrees Awarded Section

- Understanding International Student Reporting

- Tool Demo: The Admitted Student Questionnaire

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Reimagining Existing Content

Brown Bag Presentations
One Hour
Sharing New Knowledge
Research Trends, Analysis, etc.

Coffee Break Sessions
30 minutes
Sharing Existing Knowledge
Report Demos, data literacy, etc.

Brown Bags summarize various trends at the university including research findings, enrollment trends, new initiatives, survey results, etc.

Coffee Breaks are shorter sessions focused on improving data literacy and are presented twice per month.

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Connecting Offline

- Both Brown Bag and Coffee Break presentations are recorded and uploaded to our website for easy reference and knowledge-sharing. We post both the recorded session and any associated materials (including PowerPoint, etc.)

- We use *Panopto* to edit and host our recorded sessions on our website.

- After the presentation, we email all attendees who accepted or responded tentative to the invitation with a link to the posted material.

- Additional follow-ups, as needed after Q&A!

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Posted Brown Bags and Coffee Breaks:

DePaul Institutional Research & Market Analytics

Search

New & Daily Reports | Regular Reports | Fact File Plus | Resource Rooms | Research | About Us

Fact File Plus

Fact File

Common Data Set

Market Shares & IR Abstracts

Enrollment Summary Books

Brown Bag & Coffee Break Presentations

Student Pulse

Guidebooks & Publications

Higher Education Opportunity Act

External Resources

IRMA Home » Fact File Plus »

Brown Bag & Coffee Break Presentations

This page contains the collection of IRMA's Brown Bag presentations and Coffee Break sessions. IRMA's Brown Bags summarize various trends at the University including research findings, enrollment trends, new initiatives, survey results, etc., and are presented monthly during the academic year. IRMA's Coffee Breaks are shorter sessions focused on improving data literacy and are presented semimonthly.

Brown Bag Presentations

Brown Bag: The Career Readiness Survey	9/28/2021	Liz Sanders
▶ Brown Bag: The Career Readiness Survey - Full Video	9/28/2021	Liz Sanders
Brown Bag: Transfer Student Profile	6/11/2021	Coleen Dickman
▶ Brown Bag: Transfer Student Profile - Full Video	6/11/2021	Coleen Dickman
Brown Bag: Blue Demon Engagement Survey	5/4/2021	Liz Sanders
▶ Brown Bag: A Virtual Tour of IRMA's Website - Full Video	2/24/2021	Joseph Magliari
▶ Brown Bag: New Freshman Student Profile - DePaul's Enrollment, Retention, and Graduation Trends - Full Video	1/22/2021	Coleen Dickman
Brown Bag: New Freshman Student Profile - DePaul's Enrollment, Retention, and Graduation Trends	1/22/2021	Coleen Dickman
Brown Bag: Academic Continuity and Engagement (ACE) Persistence Campaign	12/1/2020	Liz Holder
▶ Brown Bag: Academic Continuity and Engagement (ACE) Persistence Campaign - Full Video	12/1/2020	Liz Holder
Brown Bag: A Look at Fall 2020 Enrollment	10/28/2020	Liz Sanders
Brown Bag: Undergraduate Spring Experiences Survey	8/25/2020	Joe Filkins
▶ Brown Bag: Undergraduate Spring Experiences Survey - Full Video	8/25/2020	Joe Filkins
▶ Brown Bag: A Virtual Tour of IRMA's Website - Full Video	5/14/2020	Joseph Magliari
Brown Bag: New Transfer Profile - DePaul's Enrollment, Retention, and Graduation Trends	4/16/2020	Coleen Dickman
▶ Brown Bag: New Transfer Profile - Full Video	4/14/2020	Coleen Dickman
Brown Bag: Perceptions of Advising at DePaul	3/16/2020	Matt Savage
Brown Bag: Fall 2019 New Freshman Overview - DePaul's Enrollment, Retention and Graduation Trends	1/14/2020	Coleen Dickman
Brown Bag: Welcome Back to Campus Jeopardy!	10/29/2019	Coleen Dickman
Brown Bag: New Transfer Profile - DePaul's Enrollment, Retention, and Graduation Trends	4/18/2019	Liz Holder

Coffee Break Sessions

▶ Coffee Break: Enrollment Planning Dashboard - Enrollment	8/4/2021	Coleen Dickman
▶ Coffee Break: Enrollment Planning Dashboard - Admission	7/15/2021	Coleen Dickman

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Benefits of Virtual Presentations

Since going fully remote with our Brown Bag Presentations and Coffee Break sessions we have found:

- **Increased attendance:** we have at least doubled the attendance at our sessions compared to prepandemic attendance levels.

- **Variety of attendees:** we are reaching new colleagues and offices we haven't previously seen in attendance at these presentations

- **Robust Q&A:** discussions post-presentation were varied in the past, but now typically include a healthy chat throughout a report's demo, including follow-up questions.

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Improving Data Literacy

Expanding knowledge on existing content and understanding new material
Specific Trainings for various departments and colleagues
Website Search

Exclusive Training Workshops

Training videos, scheduled workshops, and additional outreach help expand our reach and improve data literacy
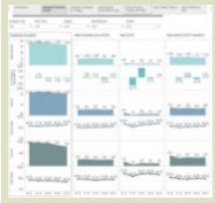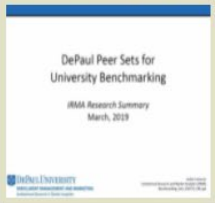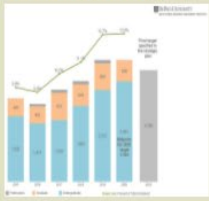
- Similar to Coffee Breaks, we have scheduled several training workshops that vary by specific populations of users. These workshops are recorded and posted on our website via *Panopto*, along with relevant materials.

- Introduction videos are also available on our website to help troubleshoot or get a user started (i.e. Interactive Report 101 or Downloading from Tableau to Excel, etc.)

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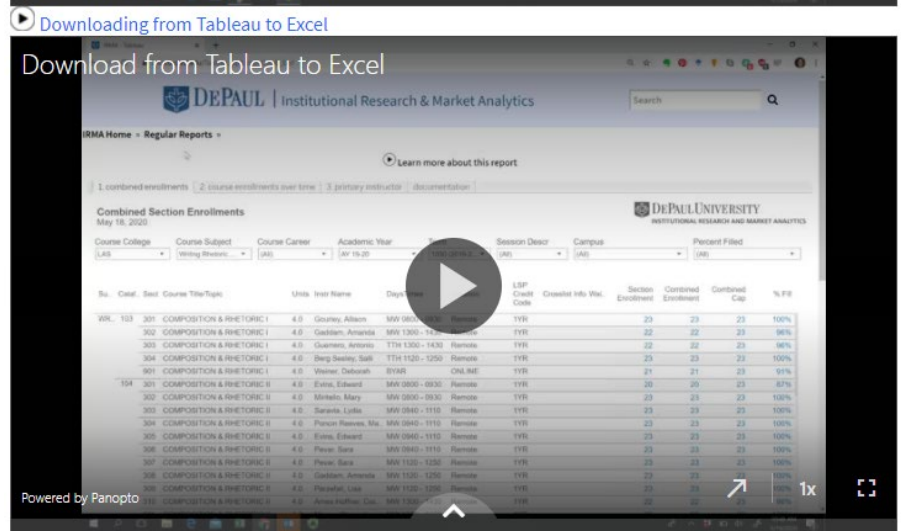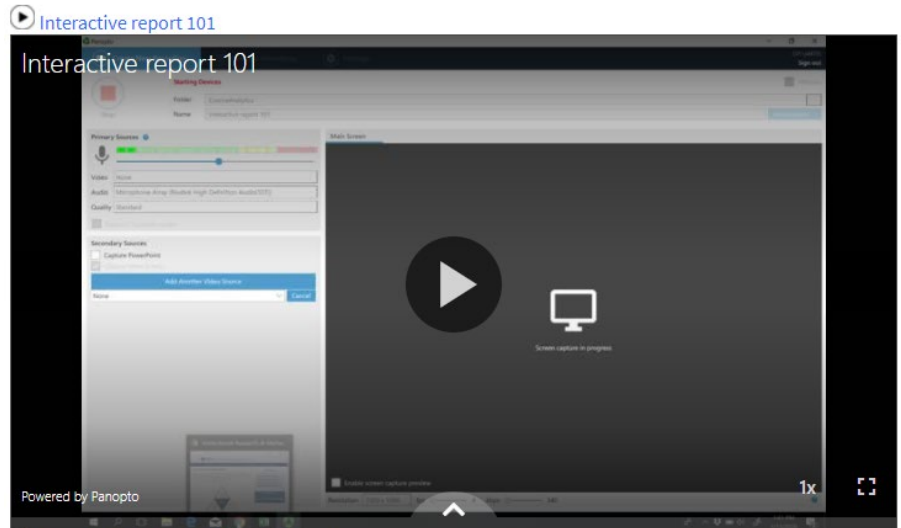
Visual Cues

Our website includes a thumbnail preview of the report. Hovering filters through the report pages to help a user find a specific report.

University Enrollment Trends, Benchmarking and Market Position

Adult Student Profile	Average Class Size	Benchmarking Peer Sets	Budget-to-Actual Trends	Combined Section Enrollment	Combined Section Enrollment - Law
Interactive	Interactive	PDF	Interactive	Interactive	Interactive

Course Registration Velocity	Engineering Overview: Program and Occupation Growth by Engineering Discipline	Enrollment by Cohort Over Time	Enrollment Planning Dashboard: Enrollment	Enrollment Registration Trajectory	Enrollment Trends
Interactive	Interactive	Interactive	Interactive	Interactive	Interactive	Fact File

Erosion Models	Home College by Course College Matrix	International Student Enrollment	National Benchmarks Using IPEDS	New/Continuing Enrollment	New Program Reports
Interactive	Interactive	Fact File	Interactive	Fact File	Interactive	Interactive	PDF	Interactive	PDF

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Introduction Page on Interactive Reports

- Brief introduction to report and any key takeaways
- Includes any data caveats or "would-be footnotes"
- Includes report refresh cycle
- Includes source information
- Includes contact person for additional information/ access issues
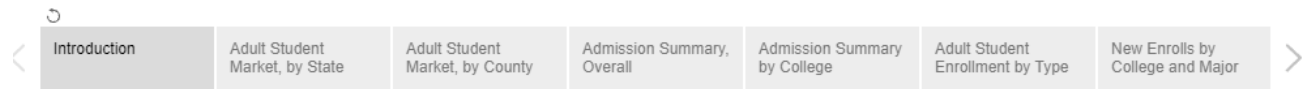
Adult Student Profile
This dashboard highlights key metrics for new transfer and SCPS student populations, including adult students. The metrics used in this report include adult student market data, admission funnel (apps, admits, enrolls), new student academic profile, and demographics. These metrics are available by college and transfer student population (all transfers, adult transfers and adult SCPS), with additional filters available to the user. Adult students are defined as any student 24 or over. Additional details on data available in this report are provided below. DePaul's student data is captured as of IRMA's quarterly census dates.

Admission Summary, Overall: This view highlights the most recent admissions cycle, including number of applications, admits, enrolls, and includes admit and yield rates for new transfer and new SCPS populations.

Admission Summary by College: This view highlights the most recent admissions cycle by college, including number of applications, admits, enrolls, and includes admit and yield rates.

New Enrolls by College and Major: This view displays new transfer and new SCPS students by college and major.

New Student Origins: This view displays DePaul's new transfer students by region, based on original address, and includes top feeder states.

New Students by Age: This view displays new students by age categories and average age.

New Students by Race and Gender: This view highlights race/ethnicity, including proportion of students of color, and gender.

Mission Characteristics: This view highlights DePaul's mission characteristics for the new transfer population(s), including first-generation status, underrepresented students of color, Pell-eligibility, and Chicago residents.

For additional information, please contact Coleen Dickman at cdickma1@depaul.edu or x26645.

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Using our Homepage to Spotlight New & Existing Content

We use our homepage to highlight areas of content, upcoming events, and recent research:

- **Upcoming Events:** The majority of our attendees find out about our events through email/Outlook appointments, but we've started posting upcoming events on our website to help reach colleagues outside our typical distribution lists.

- **Homepage Carousel:** Six "fun facts" are highlighted on our homepage that direct to various reports and pages on our website.

- **New Student Infographics:** These visual infographics are linked here as an easy resource.

- **Search:** Our search box is visible at the top right to help a user find what they're looking for.

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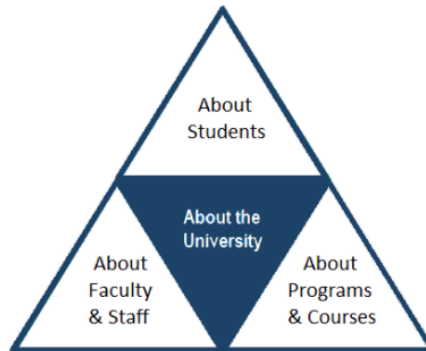THE PLAN FOR DEPAUL 2024

Posting Event Information on IRMA's Homepage

Spotlight on New Research

Institutional Research & Market Analytics (IRMA) activities include institutional benchmarking, market research, studies of academic progress and outcomes, university admission and enrollment reporting and data management. Our mission is to frame and inform the institutional strategic dialogue in active partnership with colleagues, building a culture of evidence to support planning and management, as agents of change at DePaul and in higher education generally.

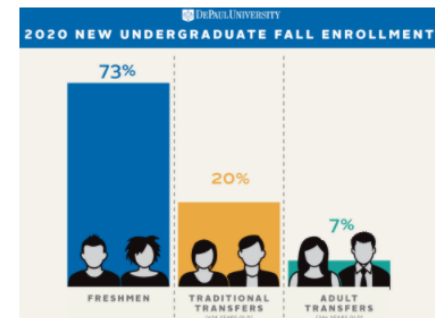Click on the pyramid below to access IRMA's research and analysis.
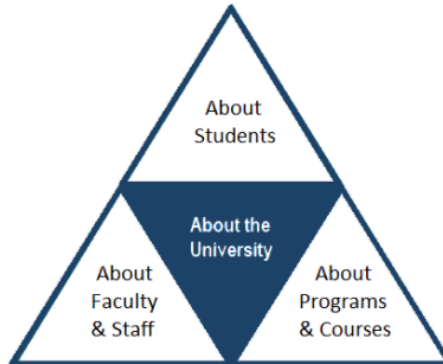
Upcoming IRMA Events

IRMA COFFEE BREAK
Using Emsi for Market Segmentation
11/15 & 11/17 — Click here for more details
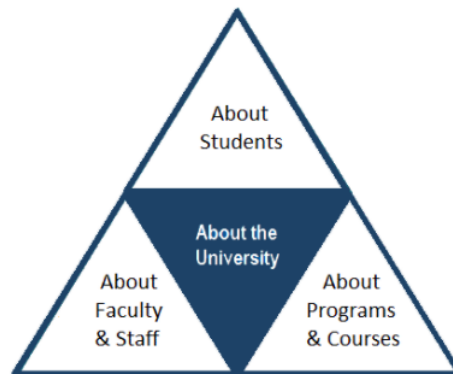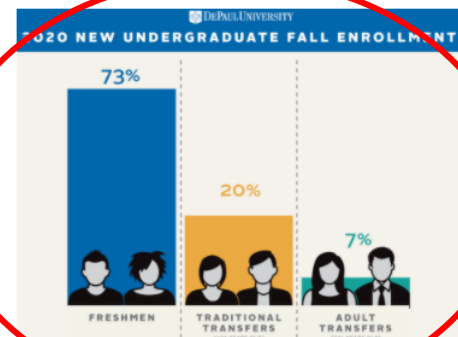
**From Recent Research**

In fall 2021, DePaul welcomed the **largest freshman class** in university history!

2020 NEW UNDERGRADUATE FALL ENROLLMENT

73% — FRESHMEN
20% — TRADITIONAL TRANSFERS
7% — ADULT TRANSFERS

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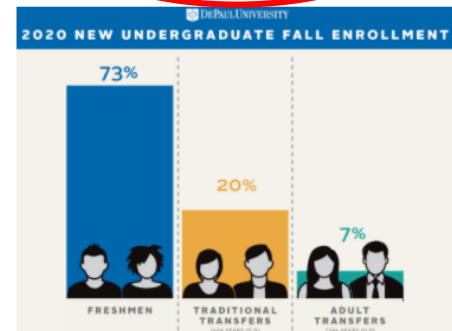
From Recent Research: Homepage Carousel

In fall 2021, DePaul welcomed the **largest freshman class** in university history!

DePaul **ranked 127** in the 2022 edition of National Universities by U.S. News.

Recent graduates reported finding a **purpose** in a job was more important than a good workplace culture.

Check out IRMA's **new Coffee Break sessions**!

Nationally, **transfer enrollment among men** fell at double the rate of women (as of spring 2021)

Current 2021 freshmen are three times as likely to apply **Test-Optional** compared to prior year.
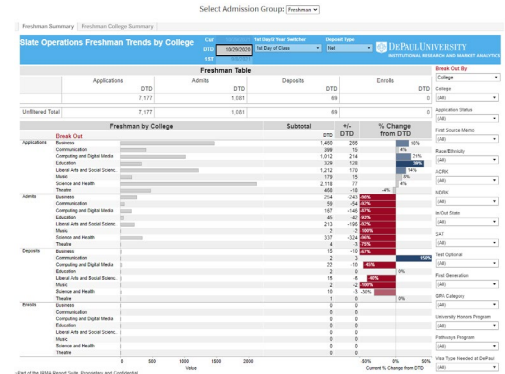
Spotlight on Search: Benefits & Limitations

Utilizing Infographics

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New Student Infographics

- Highlight new student enrollment and admission trends
- Contain answers to FAQs
- Visually appealing
- Publically accessible
- No longer offered in print format (fully digital)

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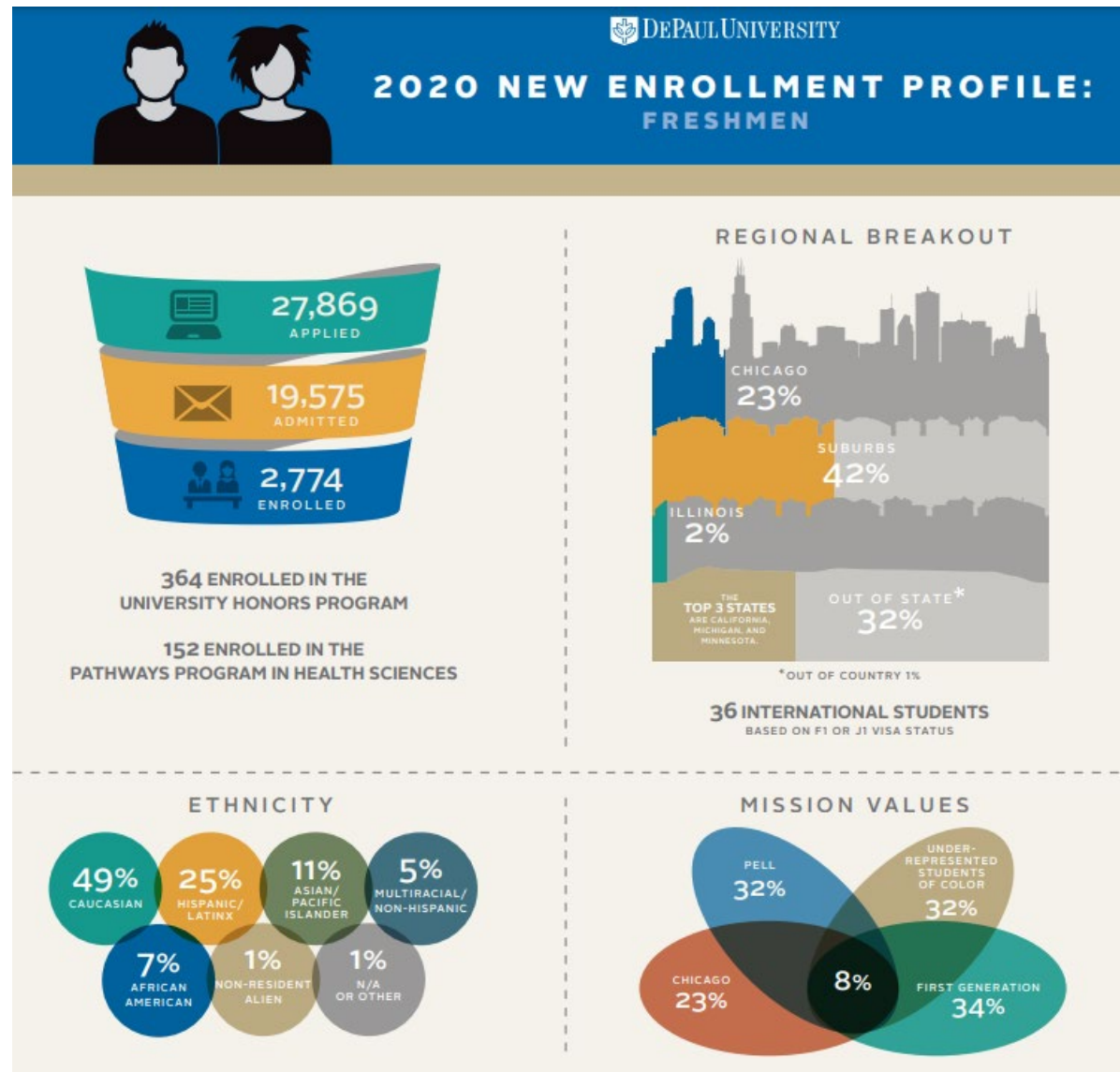
Expanding the Narrative

Deliverables: Enrollment Summary Booklets, Infographics, Fact File, etc.

Reevaluating our content

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Expanding the Narrative

We continue to offer existing reports in a digital format. These include:

- **Infographics**

- **Enrollment Summary Booklets**

- **Fact File**

- **Regular Reports/Interactive Reports**

Recently, we have renewed our focus on the efficacy of a report or annual presentation and ask ourselves:

- All data is interesting, but is this data actionable?

- Should this be an interactive report?

- Is this duplicated elsewhere?

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Enrollment Summary Booklets

New Admission and Enrollment Trends are highlighted every fall, along with select initiatives.

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Robust Fact File

Additional filters, more interactive, all publically accessible

ADDITIONAL RESOURCES

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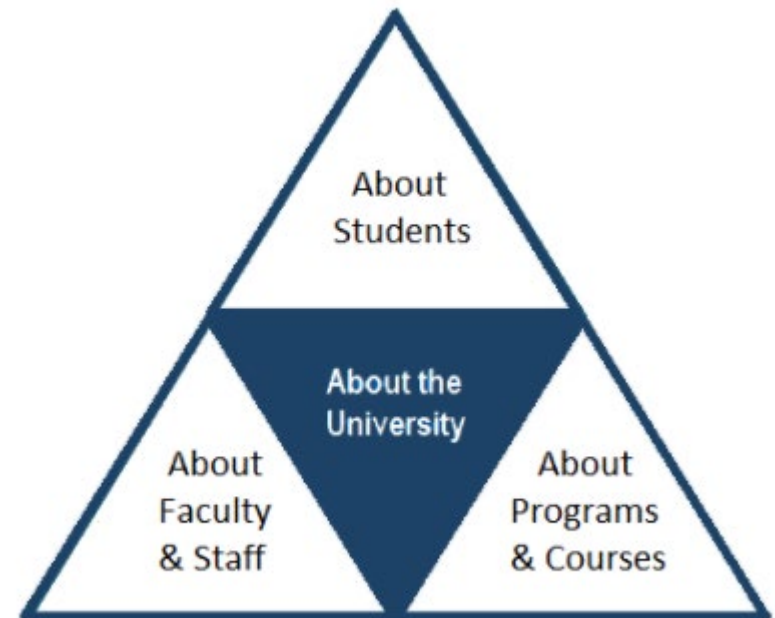
Additional Resources & Reference Materials

- IRMA's Homepage

- IRMA's Enrollment Summary Books

- IRMA's Fact File

- IRMA's Infographics

- About Us

For more information, please contact:

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