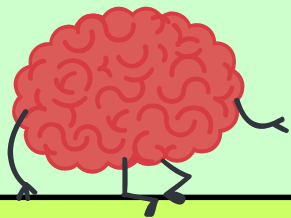




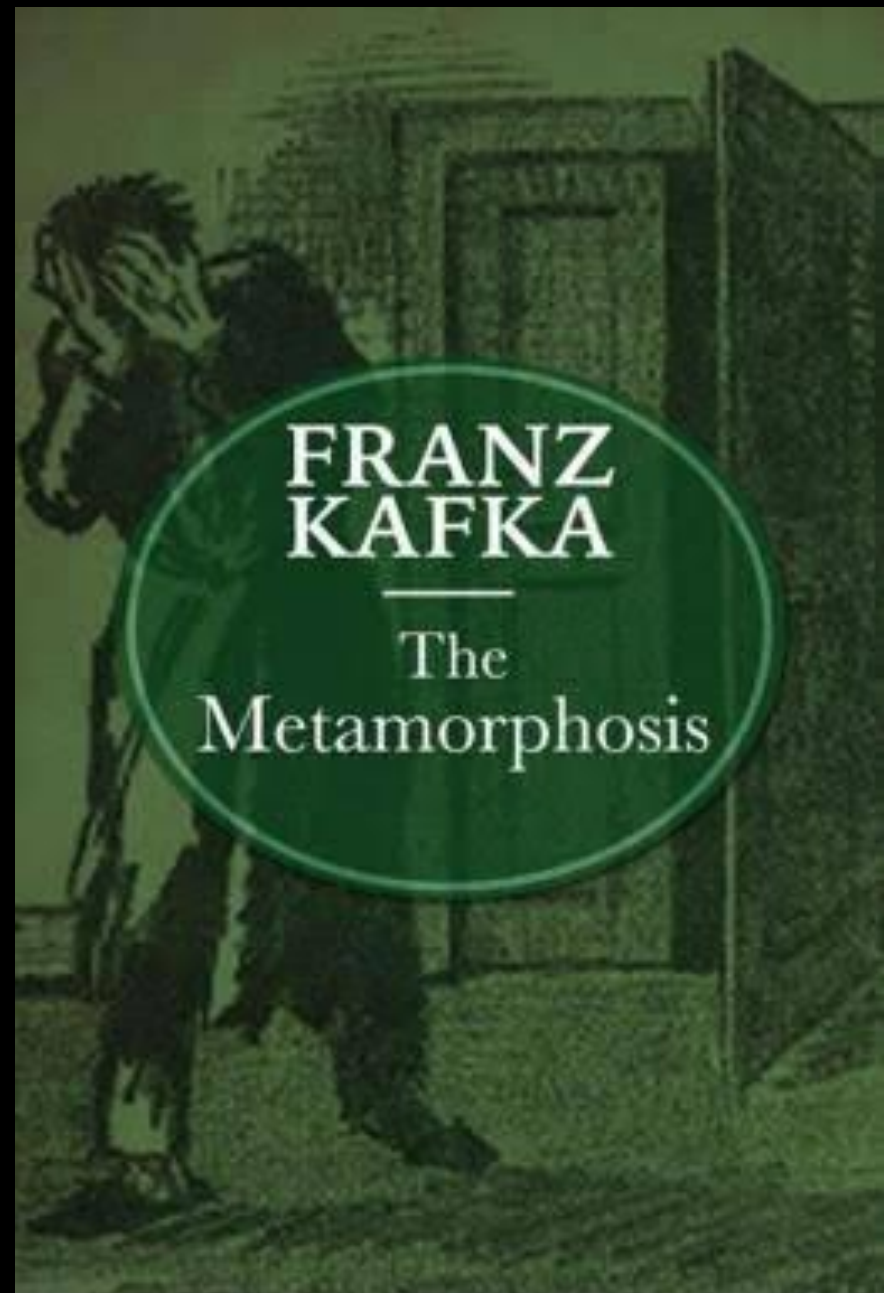
Data *Metamorphosis* :

One campus' story how it used data to  
change and grow



Lisa Castellino, PhD Office of Institutional Effectiveness Humboldt State University

Not *this*  
one...



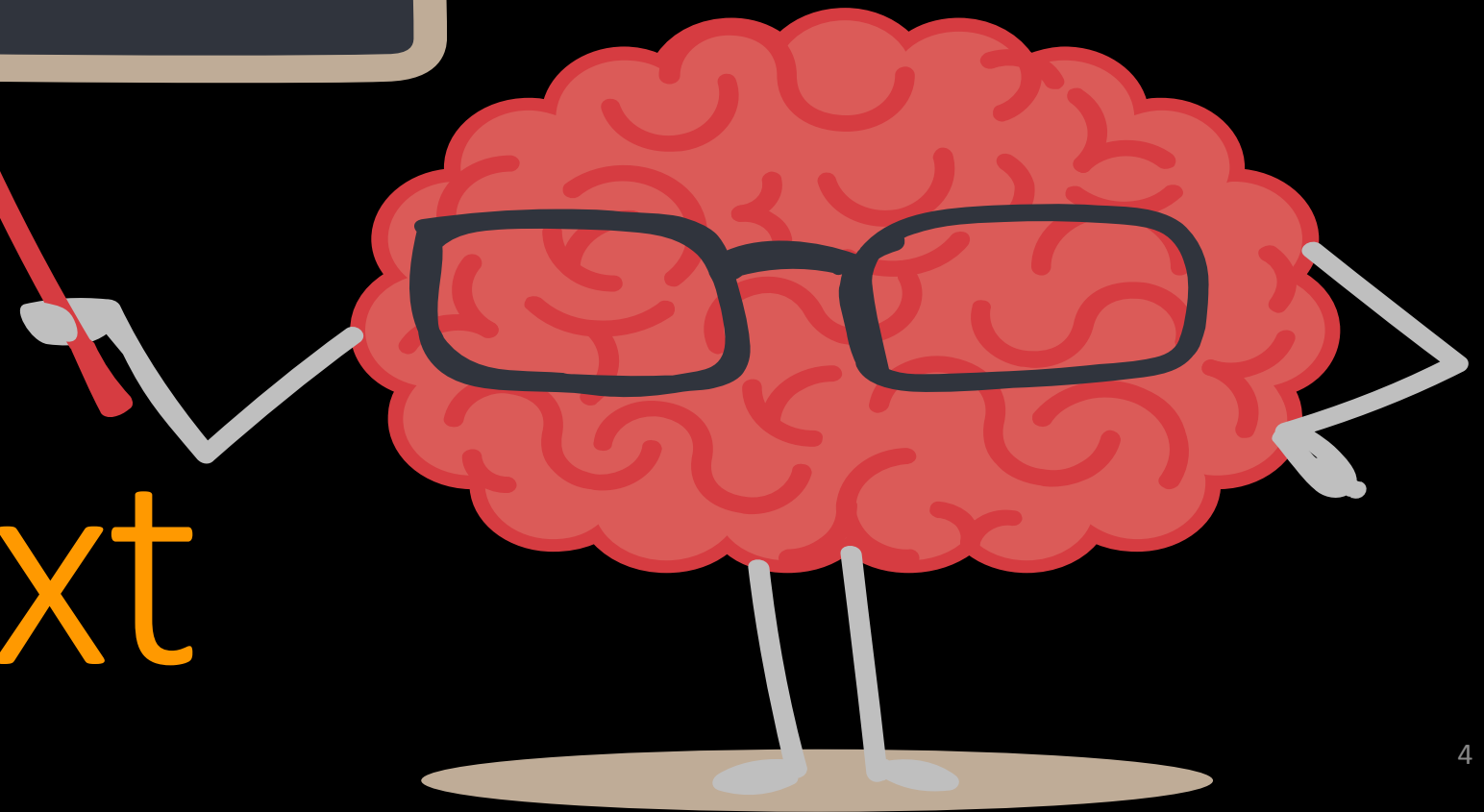
DIVERSION CLASSICS



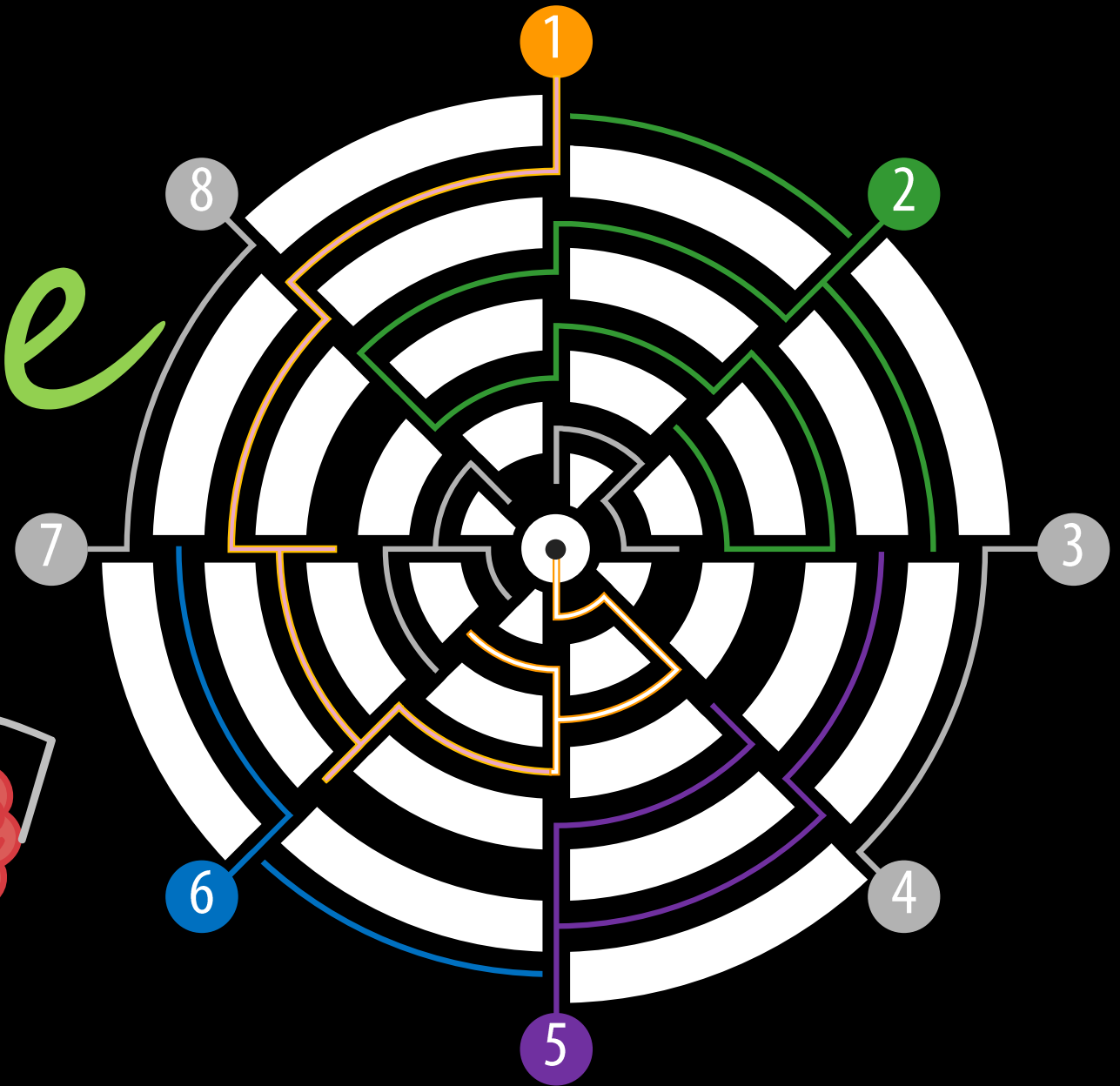
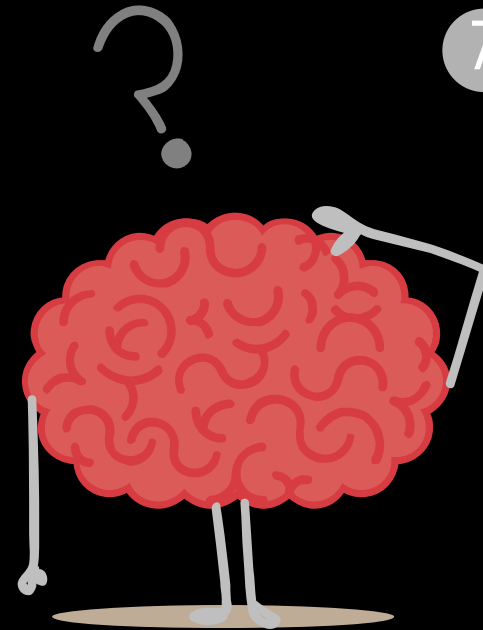
# *Graduation* Initiative 2025

HSU Strategic Plan  
WSCUC Re-Affirmation  
Graduation Initiative 2025

Context

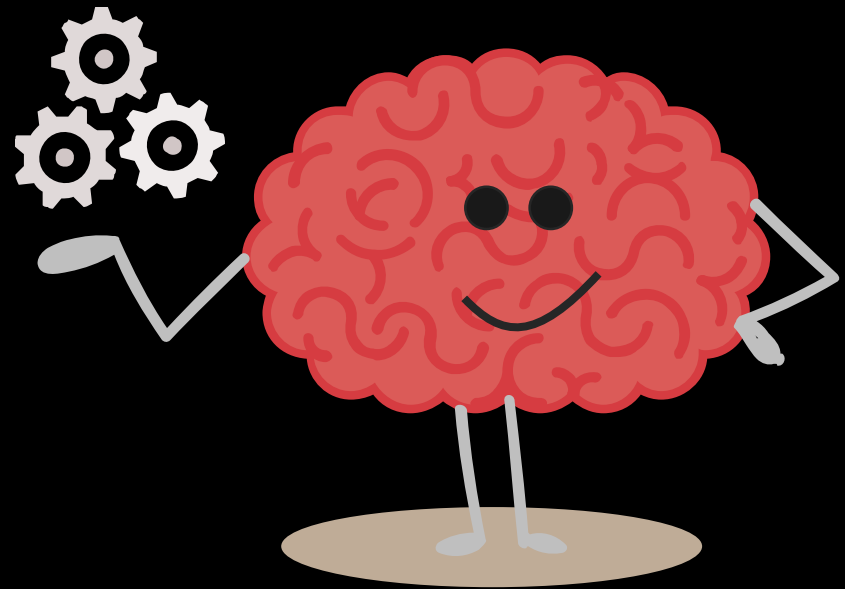


# Data *Maze*



# Data *Merge*

Strategic Data Repository  
and IT DW



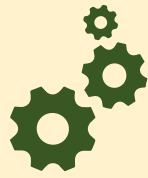
Data Sources

ETL Processes

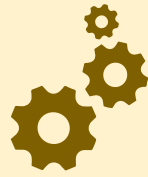
Data Warehouse

Business Intelligence

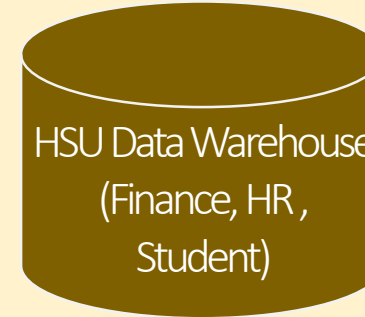
HSU IT DW



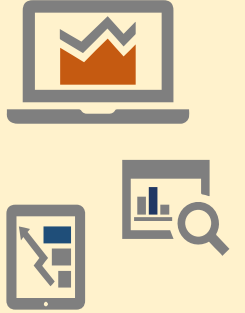
OWB tool pulls data from Salt Lake to  
HSU staging tables  
SQL procedures perform Finance and  
HR ETL



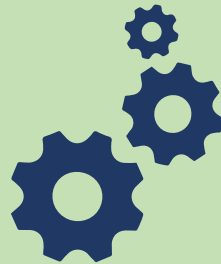
DataStage tool pulls data from Salt Lake  
to HSU staging tables  
DataStage jobs perform Student ETL



OBI



OIE SDR



SQL job perform Student ETL to SDR  
tables

PL/SQL pulls data from Salt Lake via  
DB link to staging tables

SQL job from HSU DW (Finance and HR)

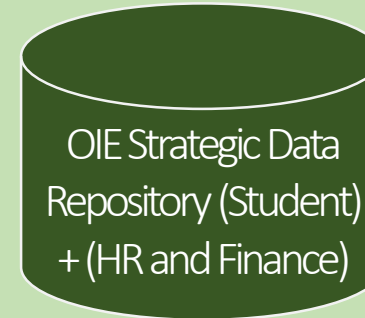


Tableau  
Desktop



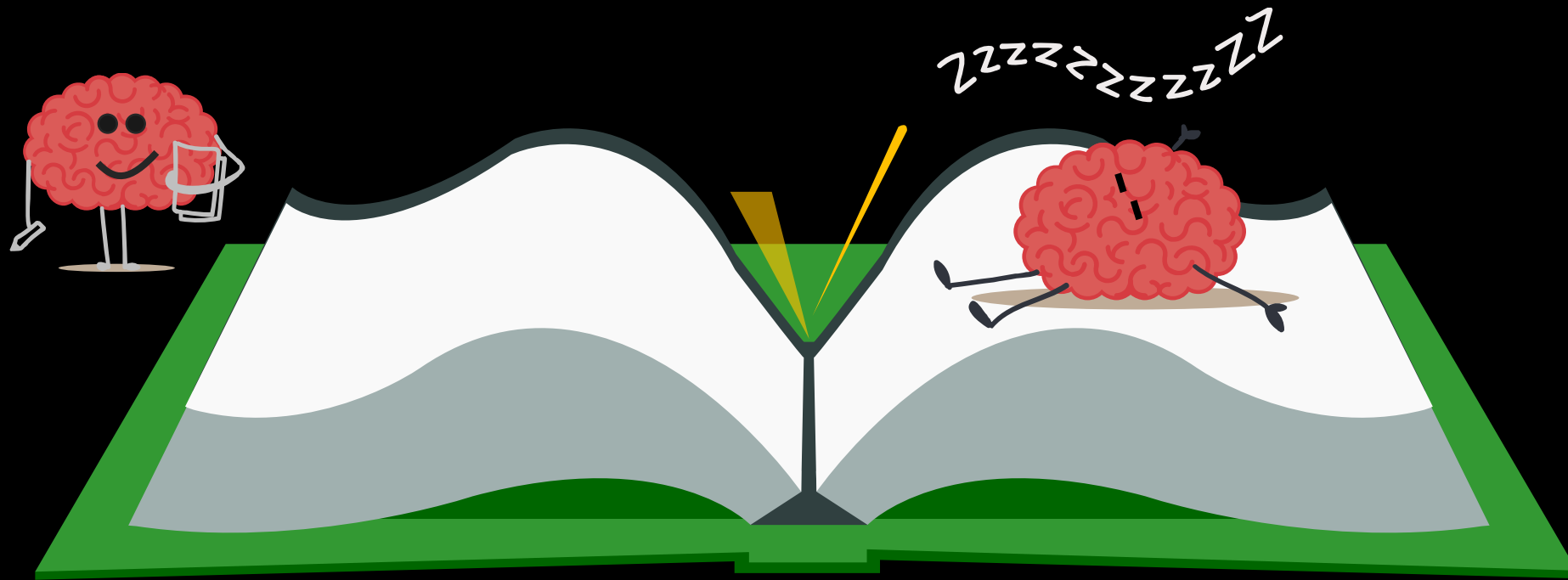
Tableau Public



Web-based reports

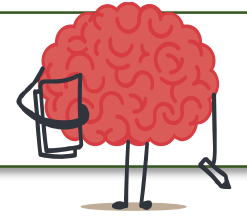
# Data *Storytelling*

Using data in ways that tell the story





# First-time Undergrad Student Lifecycle: Mapping the **First** Year



## What students want

- Ability to register for classes they need
- Faculty and Staff who understand them
- A safe and welcoming environment
- Employment opportunities



Around **9.4%** change their major their 1<sup>st</sup> term.



Around **5.6%** leave after their 1<sup>st</sup> term.



Around **8.8%** of students change their major their 2<sup>nd</sup> term.

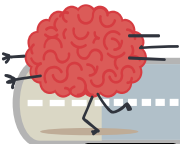


By the end of their 2<sup>nd</sup> term, **24.5%** have left HSU.



## Gateway and bottleneck courses

Of the students who do leave their 1<sup>st</sup> term, **59.1%** were on academic probation.



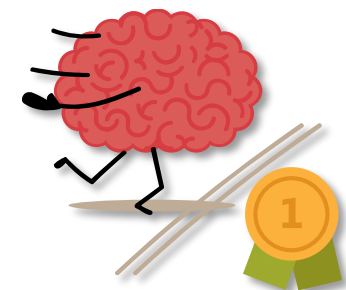
Around **25.7%** land on academic probation their 1<sup>st</sup> term.



Of the students who do land on academic probation their 2<sup>nd</sup> term, **35.4%** leave HSU.



Around **18.5%** land on academic probation their 2<sup>nd</sup> term. An additional **6.3%** were disqualified.



## Who our first time UG student is...

- 44% Represent traditionally underserved populations
- 24% are First Generation
- 53% have received a Pell Grant
- 49% are from southern CA



## Challenges our students face:

Being able to register for the classes they need

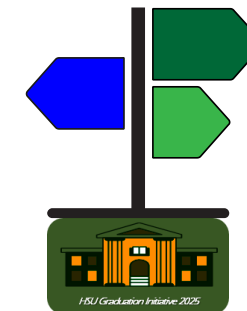
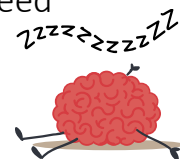
**61%** felt overwhelmed

**48.6%** reported lack of sleep

**12.4%** felt they 'did not belong' at HSU

**38%** worry about getting enough to eat

**25.4%** worry how they will afford school next year.



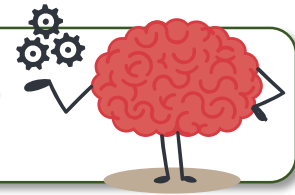
**After ONE Year:**  
**Around seven out of 10** students return for their 2<sup>nd</sup> year.  
 Average units earned: 27  
**5.4%** considered leaving HSU.



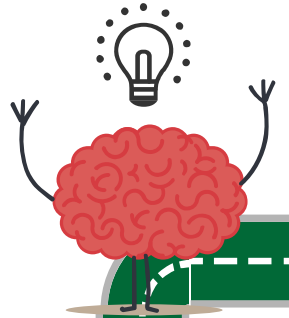
Nearly **nine out of 10** students who apply to HSU end up not enrolling.



# First-time Undergrad Student Lifecycle: Facilitating the **First** Year



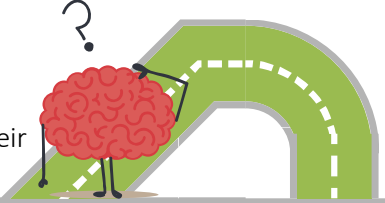
First day/week activities aimed at validating, connecting, and early feedback.



Academic depts.  
Centers for Academic Excellence  
Retention through Academic Mentoring  
H&RL

Professional Advising  
Faculty Advising  
Advising by Student Segment  
(EOP, Athletes, Vets, etc)

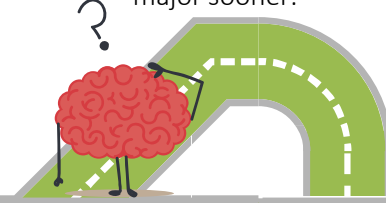
Help misdeclared students change their major sooner.



Understand why students leave after their 1<sup>st</sup> term.



Help misdeclared students change their major sooner.

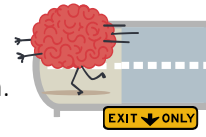


Understanding why students leave after their 2<sup>nd</sup> term.

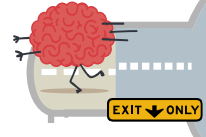


Scheduling: Curricular and co-curricular

Reduce the % of probation leavers after their first term.

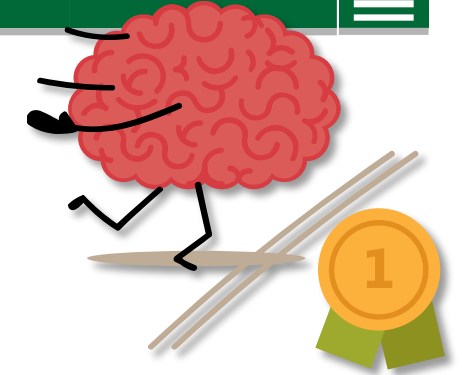


Reduce the % on academic probation after their 1st term.



Reduce the % of probation leavers after their 2<sup>nd</sup> term.

Reduce the % on academic probation after their 2<sup>nd</sup> term.



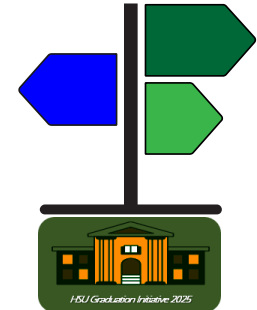
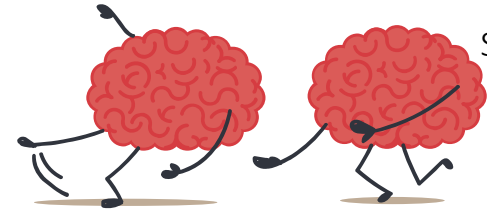
### Pre-and Post Matriculation Activities

Re-imagined onboarding  
Parent/Family programming  
ALEX-PPL

Recruitment strategies that increase application to enrollment yield.



**Navigating** challenges :  
Student-directed scheduling (u-Direct)  
Health & Wellbeing Ambassadors  
Peer mentors/ Professional Advisors  
SkillShops and Library programming



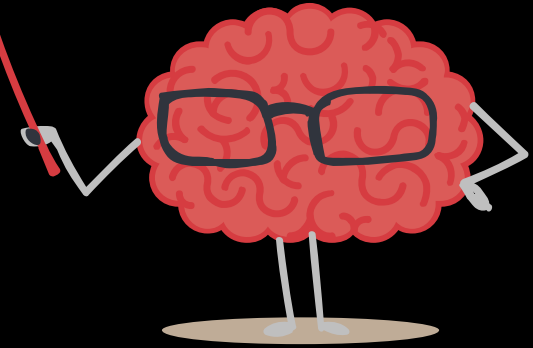
### Long-term Goal: After **ONE** Year

Around **eight out of 10** students return for their 2<sup>nd</sup> year.  
Average units earned: 30  
Less are considering leaving HSU.

Data

Context

What are the trends?





## Strategic Data Workbook

Office of Institutional Effectiveness

### 2016-2017 Strategic Data Workbook:

Annual Program Review:  
Diversity/Enrollment/Student Success  
Questions

Version: 1.40.4  
(Last updated 3/24/2017)

If you have questions or comments  
about this workbook, contact Michael  
Le at 707-826-5489 or  
Le@Humboldt.edu

### About Strategic Data Workbooks

The Strategic Data Workbook (SDW) project began in fall of 2015 to support HSU's Annual Academic Program Review. In fall of 2016, the project blossomed into a data deployment strategy, which includes several workbooks.

Strategic Data Workbooks are private and located in secure folders (e.g., Network folder or Google Drive) accessed via Lightweight Directory Access Protocol (LDAP) Authentication. While the workbooks were created using Tableau Desktop (paid product), users may download Tableau Reader (free product) to read and interact with the workbooks. Tableau Reader has been added to HSU's trusted software installation sites (PC's use Software Center and Mac's use Self-Service).

### Privacy Acknowledgement

Each SDW is a packaged workbook, meaning that the data is included in the file. Level 1 data is never included; however, Level 2 is almost always included. This means that the data file contains private information that should be protected due to legal, ethical, and privacy concerns. As the recipient of this file from Humboldt State University's Office of Institutional Effectiveness, you have permission to access and use this data for your own inquiries but may not publish it or provide it to others who do not have existing permissions.

**If you download this file from the secure folder**, you are responsible for the secure storage and erasure of this file upon completion of your inquiries. As an agent of HSU, it is your responsibility to read and understand CSU and HSU policies and practices regarding use and storage of this data. As an agent of the CSU, you are required to complete the Data Security & Privacy training every two years.

### Resources

HSU Policy EM:P10-03 HSU Implementation of the CSU Data Classification Standards

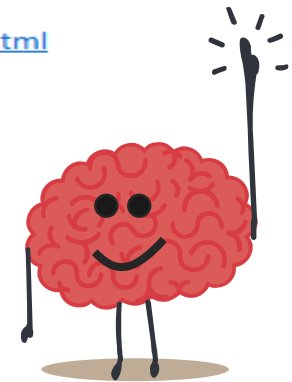
<http://www.humboldt.edu/policy/PEMP10-03HSU-Implementation-CSU-Data-Classification-Standards>

More Information about SDW's

[http://www2.humboldt.edu/irp/Dashboards/StrategicDataWorkbooks/sdw\\_info.html](http://www2.humboldt.edu/irp/Dashboards/StrategicDataWorkbooks/sdw_info.html)

CSU Data Security & Privacy Training

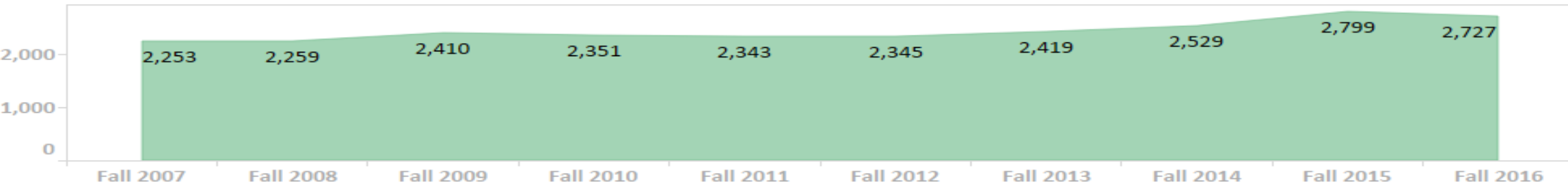
<https://training.humboldt.edu/content/data-security-privacy>



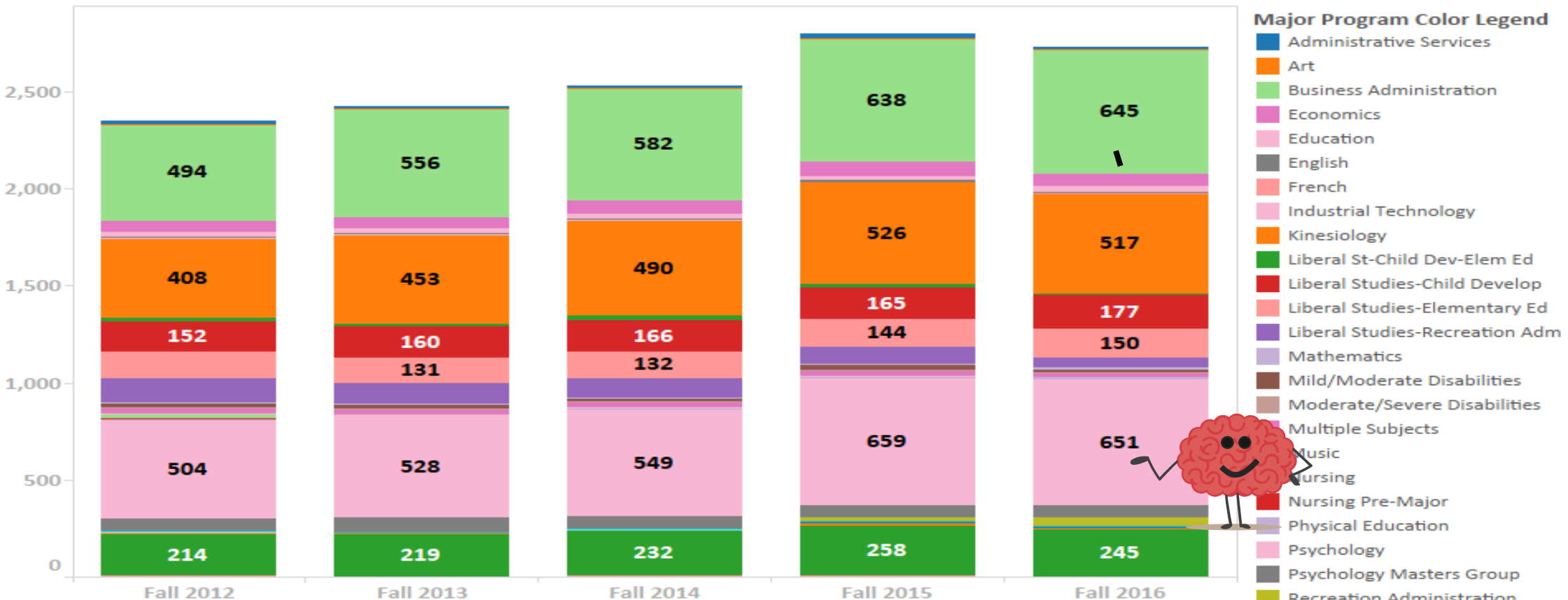


QUESTION 1. Describe enrollment trends in your program, major(s), FTES, and retention/graduation rates.

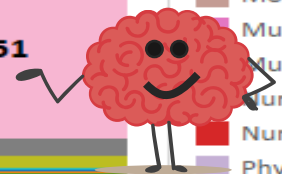
10-year Overall Headcount Enrollment



5-year Overall Headcount Enrollment by Major Program



- Major Program Color Legend**
- Administrative Services
  - Art
  - Business Administration
  - Economics
  - Education
  - English
  - French
  - Industrial Technology
  - Kinesiology
  - Liberal St-Child Dev-Elem Ed
  - Liberal Studies-Child Develop
  - Liberal Studies-Elementary Ed
  - Liberal Studies-Recreation Adm
  - Mathematics
  - Mild/Moderate Disabilities
  - Moderate/Severe Disabilities
  - Multiple Subjects
  - Music
  - Nursing
  - Nursing Pre-Major
  - Physical Education
  - Psychology
  - Psychology Masters Group
  - Recreation Administration



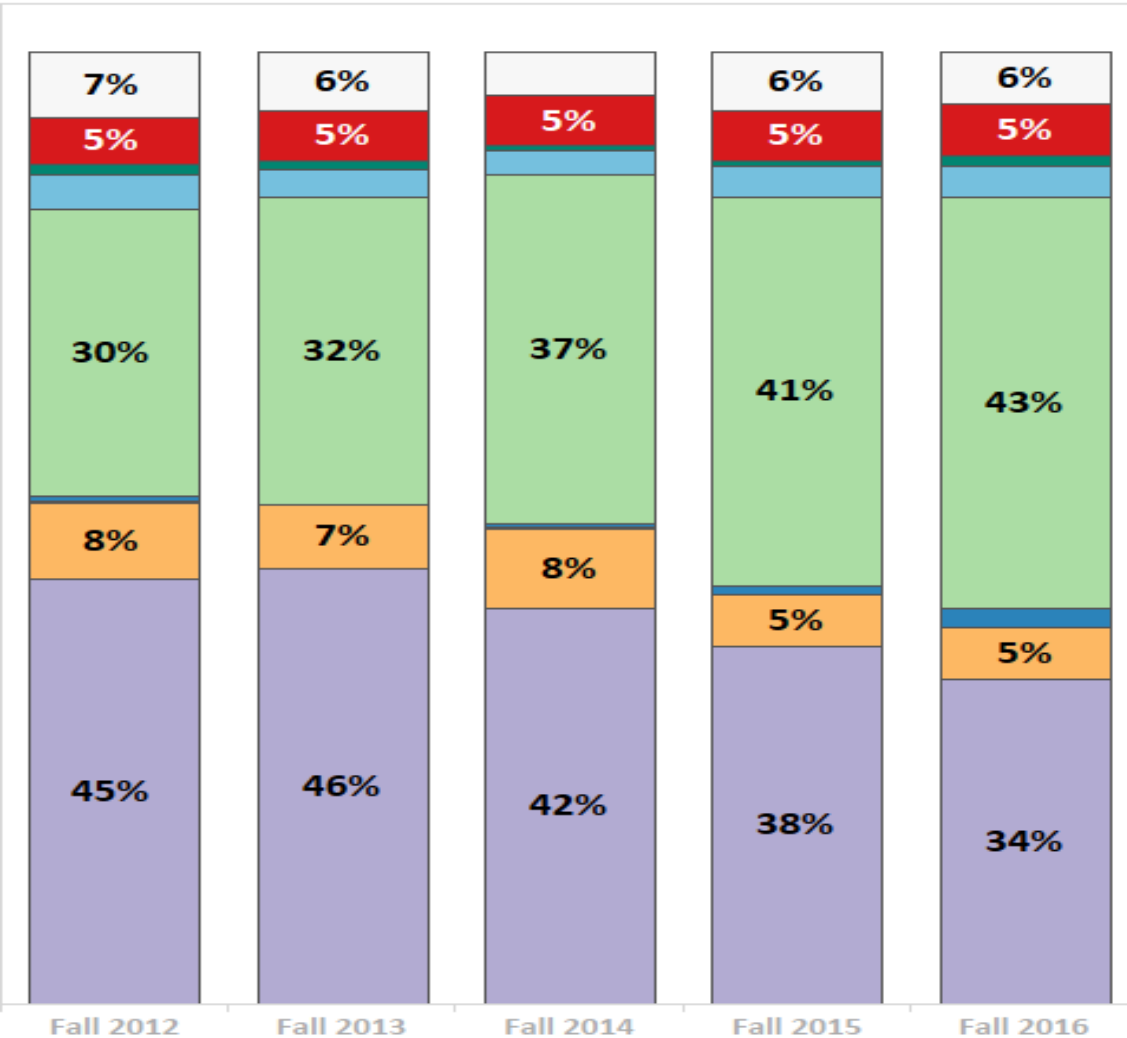
Arts, Hum & Soc Sci	+	AU	
	ANTH		
	ART		
	COMM		
	CRGS		
	EC		
	ENGL		
	ENST		
	GEOG		
	HIST		
	HS		
	INTL		
	JMC		
	MUS		
	NAS		
PHIL			
POLI			
RS			
SOC			
THEA			
WLC			
Natural Resources & Sci	BIOL		
	CHEM		
	CS		
	ENGR		
	ESM		
	FISH		
	FWM		
	GEOG		
	MATH		
	NS		
	OCN		
	PHYX		
	WLDF		
	Professional Studies	AT	
		BUS	
CD			
ECON			
EDUC			
KRA			
LSEE			
NURS			
PSYC			
SW			
Major Program All			





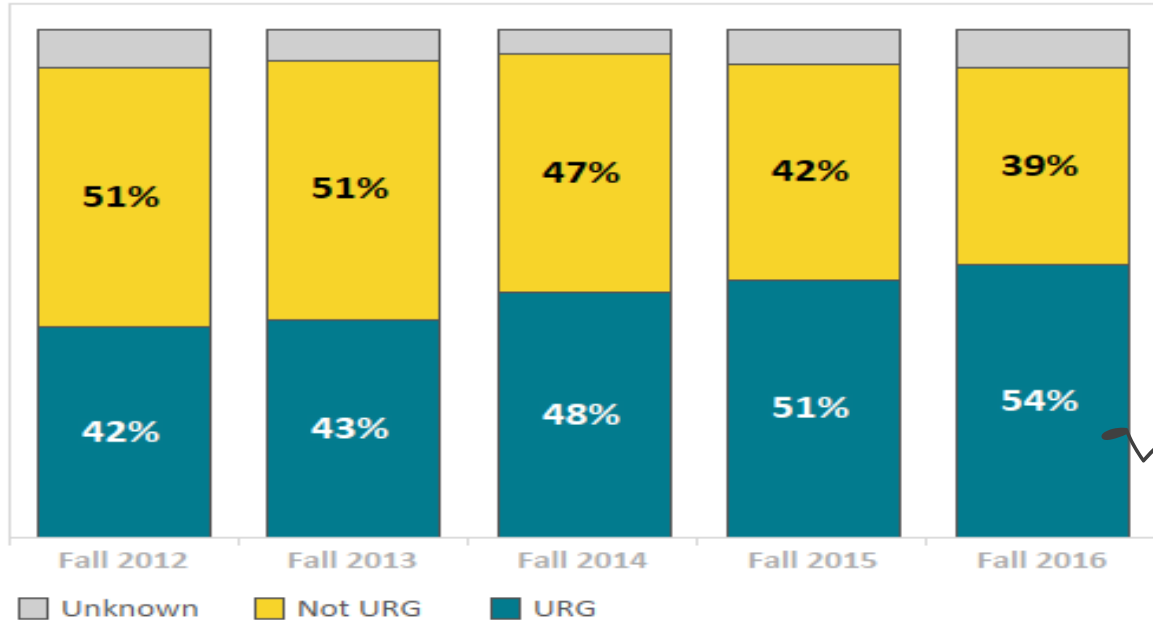
**QUESTION 2.** Describe trends in the composition of your majors (such as diversity, level of college preparedness, time to degree etc.). Please highlight any significant findings or unique outliers.

**Ethnicity & Race**



Unknown  
 African American  
 American Indian  
 Asian American  
 Hispanic/Latino  
 Nonresident Alien  
 Pacific Islander  
 Two or More  
 White

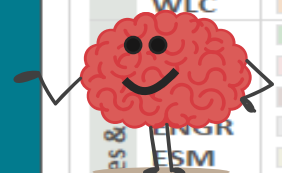
**Underrepresented Groups**



**URM & Ethnicity/Race**

		Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
<b>Not URG</b>	Asian American	3.5%	2.8%	2.4%	3.3%	3.4%
	Two or More	2.8%	2.2%	2.9%	1.4%	1.3%
	White	44.5%	45.8%	41.6%	37.6%	34.1%
<b>Unknown</b>	Unknown	7.0%	6.3%	4.6%	6.2%	5.6%
	Nonresident Alien	0.5%		0.3%	0.8%	2.0%
<b>URG</b>	African American	4.8%	5.2%	5.4%	5.3%	5.5%
	American Indian	1.2%	1.0%	0.5%	0.6%	1.0%
	Hispanic/Latino	30.1%	32.3%	36.7%	40.8%	43.1%
	Pacific Islander	0.2%		0.2%		
	Two or More	5.3%	4.5%	5.4%	4.0%	4.2%

+ AU  
 ANTH  
 ART  
 COMM  
 CRGS  
 EC  
 ENGL  
 ENST  
 GEOG  
 HIST  
 HS  
 INTL  
 JMC  
 MUS  
 NAS  
 PHIL  
 POLI  
 RS  
 SOC  
 THEA  
 WLC  
 Arts, Hum & Soc Sci  
 Natural Resources & Environmental Science  
 FISH  
 FWM  
 GEOL  
 MATH  
 NS  
 OCN  
 PHYX  
 WLDF  
 Professional Studies  
 AT  
 BUS  
 CD  
 ECON  
 EDUC  
 KRA  
 LSEE  
 NURS  
 PSYC  
 SW  
 Major Program All





QUESTION 2. Describe trends in the composition of your majors (such as diversity, level of college preparedness, time to degree etc.). Please highlight any significant findings or unique outliers.

Students Pell Grant Eligible

Pell Eligible Not Pell Eligible Unknown

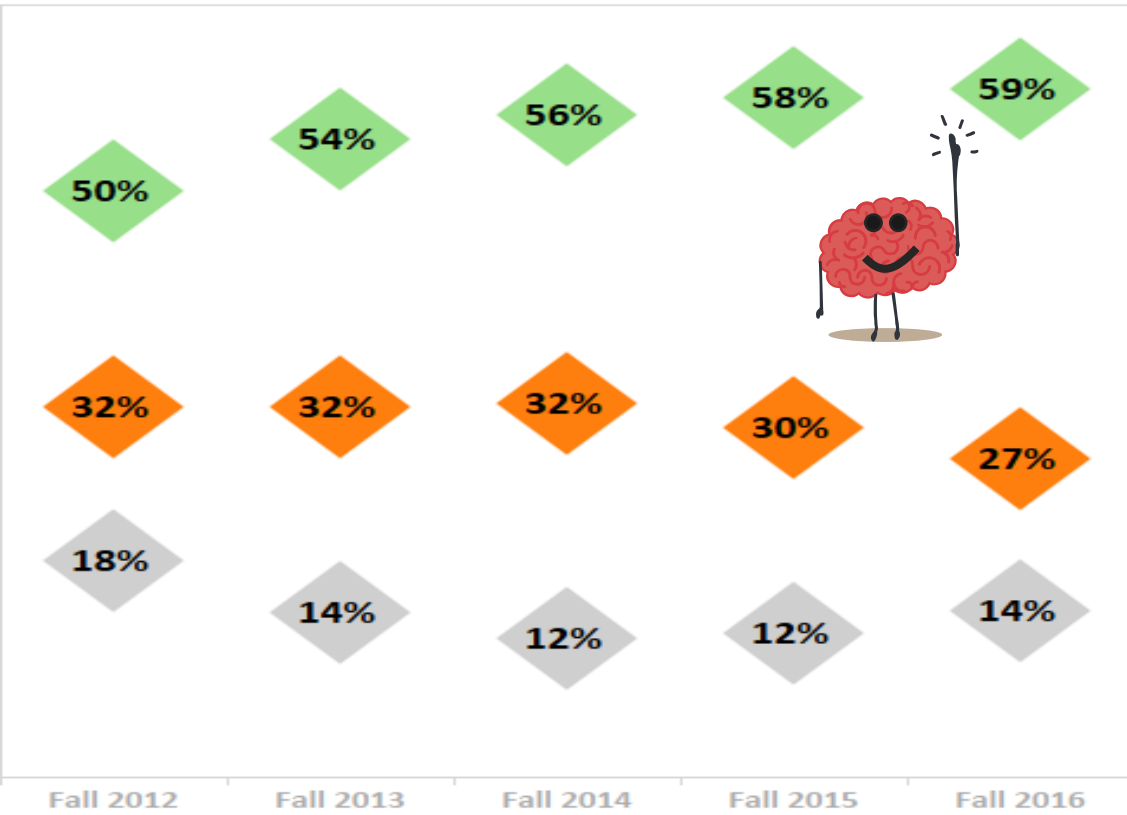


Table with 6 columns (Year) and 6 rows (Pell Eligible, Not Pell Eligible, Unknown) showing headcount and percent for each category from Fall 2012 to Fall 2016.

First Generation

First-generation Not First-generation Unknown

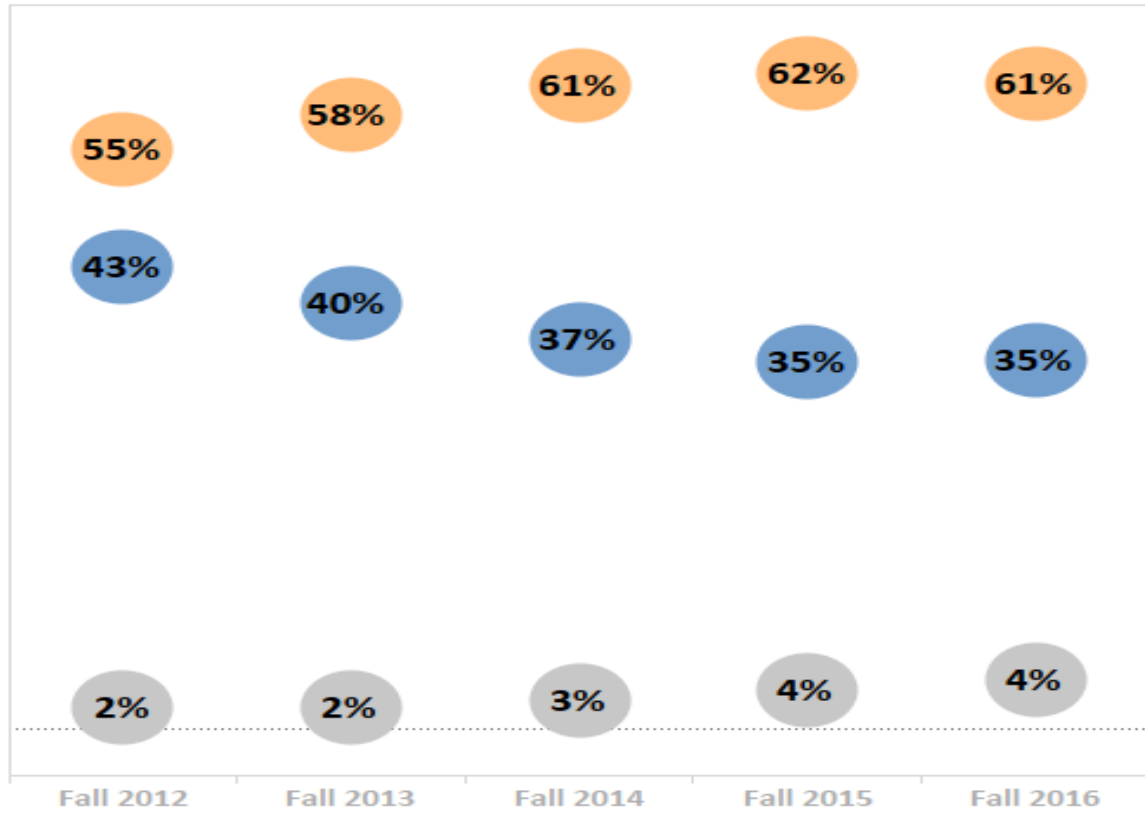


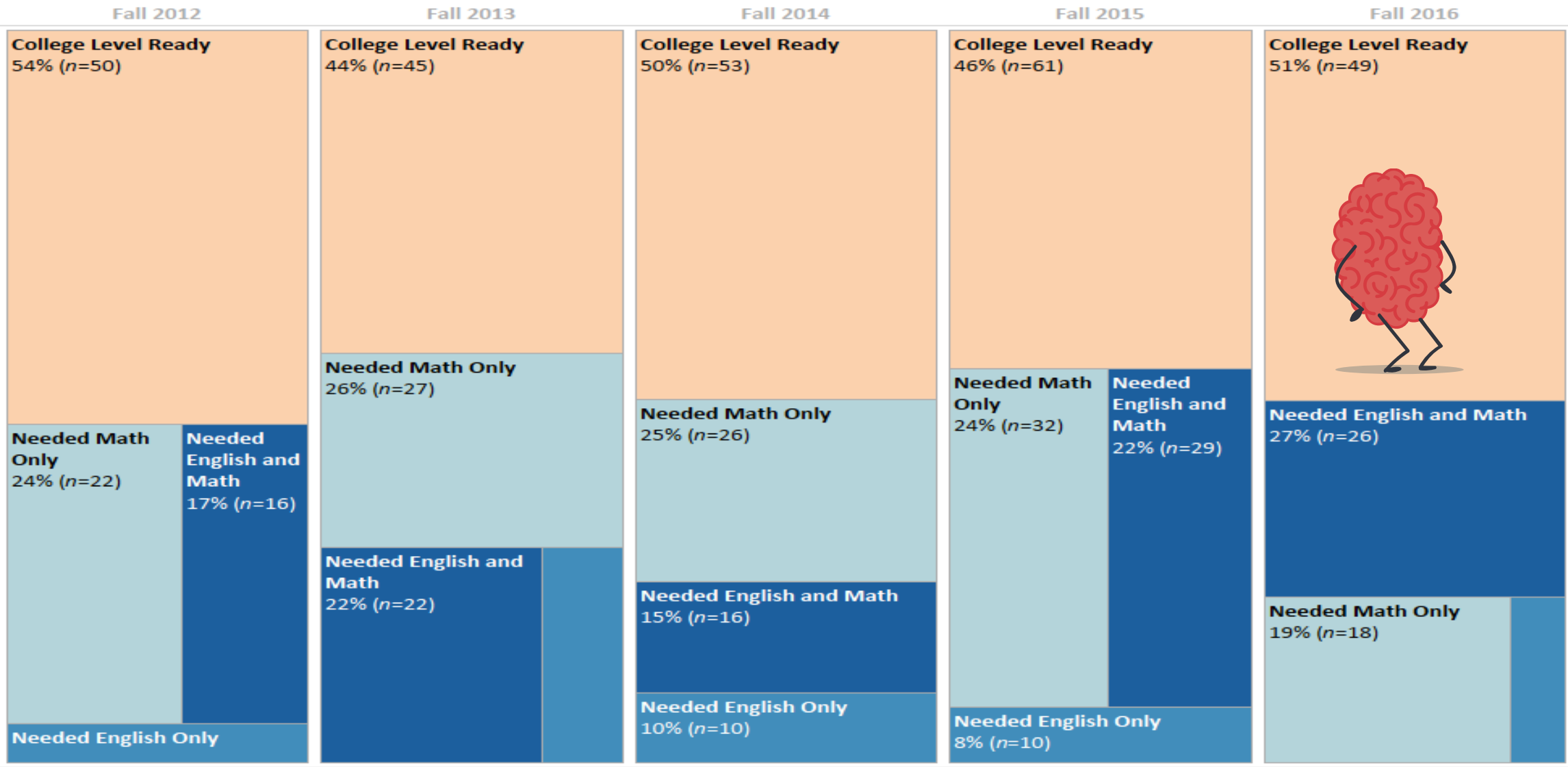
Table with 6 columns (Year) and 6 rows (First-generation, Not First-generation, Unknown) showing headcount and percent for each category from Fall 2012 to Fall 2016.

Vertical sidebar containing a legend of major programs (AU, ANTH, ART, COMM, CRGS, EC, ENGL, ENST, GEOG, HIST, HS, INTL, JMC, MUS, NAS, PHIL, POLI, RS, SOC, THEA, WLC, BIOL, CHEM, CS, ENGR, ESM, FISH, FWM, GEOL, MATH, NS, OCN, PHYX, WLDF, AT, BUS, CD, ECON, EDUC, KRA, LSEE, NURS, PSYC, SW) and a 'Major Program All' label.



QUESTION 2. Describe trends in the composition of your majors (such as diversity, level of college preparedness, time to degree etc.). Please highlight any significant findings or unique outliers.

College Preparedness of First-time Undergraduate Students



Arts, Hum & Soc Sci	+	AU	
	ANTH		
	ART		
	COMM		
	CRGS		
	EC		
	ENGL		
	ENST		
	GEOG		
	HIST		
	HS		
	INTL		
	JMC		
	MUS		
	NAS		
Natural Resources & Sci	PHIL		
	POLI		
	RS		
	SOC		
	THEA		
	WLC		
	BIOL		
	CHEM		
	CS		
	ENGR		
Professional Studies	ESM		
	FISH		
	FWM		
	GEOG		
	MATH		
	NS		
	OCN		
	PHYX		
	WLDF		
	AT		
BUS			
CD			
ECON			
EDUC			
KRA			
LSEE			
NURS			
PSYC			
SW			

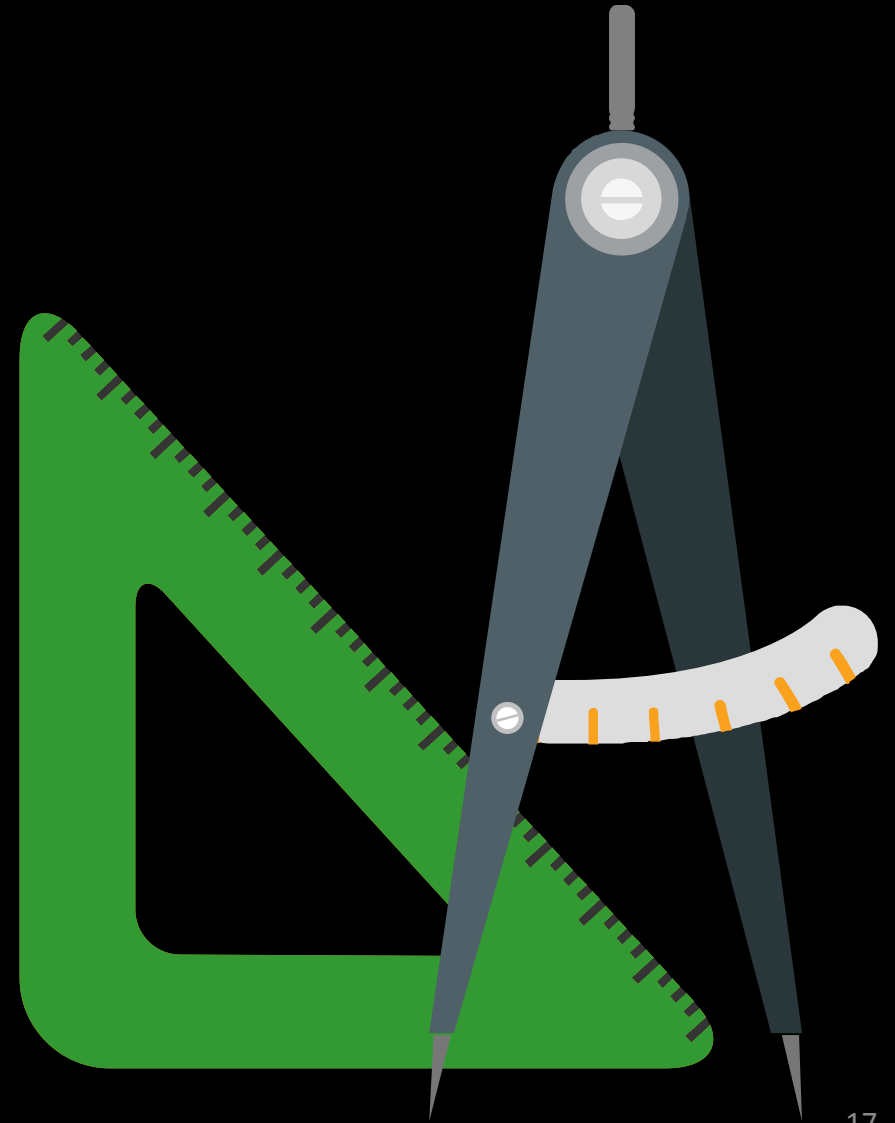
Major Program All



Data

# Effectiveness

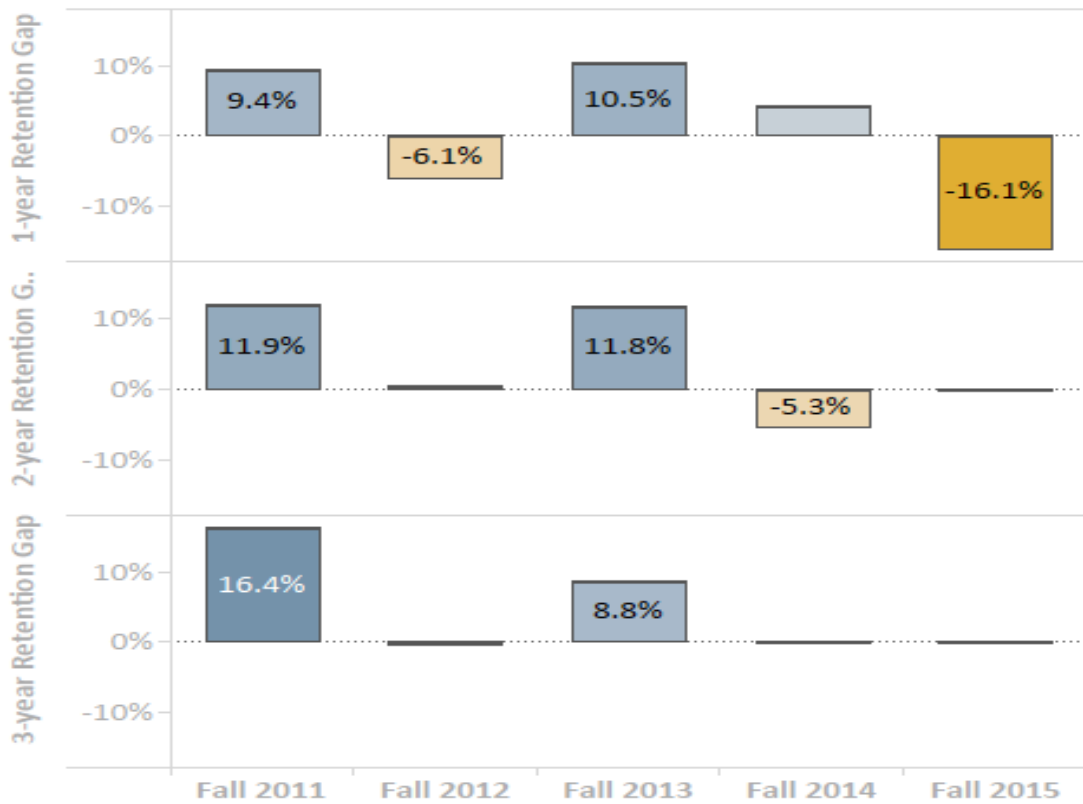
Finding out what works;  
and what doesn't



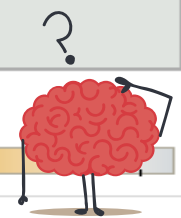
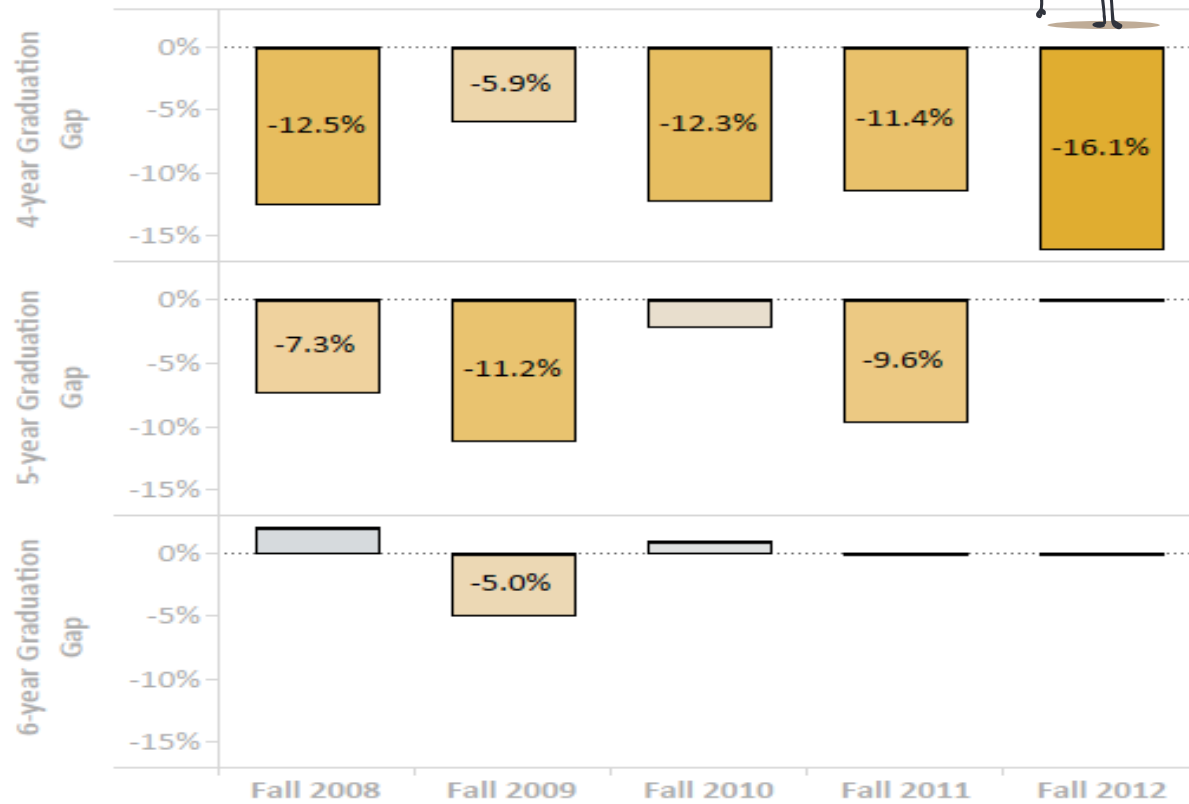


**QUESTION 1.** Describe enrollment trends in your program, major(s), FTES, and retention/graduation rates.

**FFFTUG URG Retention Rate Gap**



**FFFTUG URG Graduation Rate Gap**



**FFFTUG Retention & Graduation Rates for Underrepresented Groups (URG) and Non-URG Students**

	Fall 2008		Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015	
	Not URG	URG	Not URG	URG	Not URG	URG	Not URG	URG	Not URG	URG	Not URG	URG	Not URG	URG	Not URG	URG
Headcount	32	24	47	36	41	36	45	46	30	46	41	55	39	68	38	81
Retained for 1 year	56.3%	66.7%	63.8%	69.4%	78.0%	75.0%	66.7%	76.1%	80.0%	73.9%	65.9%	76.4%	69.2%	73.5%	81.6%	65.4%
Retained for 2 years	53.1%	62.5%	57.4%	58.3%	73.2%	61.1%	53.3%	65.2%	73.3%	73.9%	53.7%	65.5%	64.1%	58.8%		
Retained for 3 years	43.8%	58.3%	46.8%	47.2%	56.1%	55.6%	46.7%	63.0%	63.3%	63.0%	51.2%	60.0%				
Graduated in 4 years	25.0%	12.5%	17.0%	11.1%	31.7%	19.4%	26.7%	15.2%	40.0%	23.9%						
Graduated in 5 years	40.6%	33.3%	36.2%	25.0%	43.9%	41.7%	42.2%	32.6%								
Graduated in 6 years	43.8%	45.8%	38.3%	33.3%	46.3%	47.2%										

Legend for Academic Programs:

- AU
- ANTH
- ART
- COMM
- CRGS
- EC
- ENGL
- ENST
- GEOG
- HIST
- HS
- INTL
- JMC
- MUS
- NAS
- PHIL
- POLI
- RS
- SOC
- THEA
- WLC
- BIOL
- CHEM
- CS
- ENGR
- ESM
- FISH
- FWM
- GEOG
- MATH
- NS
- OCN
- PHYX
- WLDF
- AT
- BUS
- CD
- ECON
- EDUC
- KRA
- LSEE
- NURS
- PSYC
- SW

Vertical Labels:

- Arts, Hum & Soc Sci
- Natural Resources & Sci
- Professional Studies



**QUESTION 3.** Describe trends in overall course success rates for service courses as well as major courses. Please highlight any notable findings or opportunities for improvement you see in the coming year. If trends have been stable over time, to what do you attribute that stability?

**Instructor Level Course Success**

Course	Course Title	Acad. Year	Term	Success Rate
PSYC 100	Psych of Critical Thinking	2014-15	Spring 2015	71% (n=59)
		2015-16	Spring 2016	74% (n=73)
		2016-17	Fall 2016	65% (n=120)
PSYC 104	Intro Psychology	2014-15	Fall 2014	82% (n=234)
			Spring 2015	80% (n=186)
		2015-16	Fall 2015	85% (n=267)
			Spring 2016	83% (n=206)
PSYC 236	Choices & Changes in Sexuality	2015-16	Fall 2015	88% (n=42)
		2016-17	Fall 2016	83% (n=23)
PSYC 240	Understanding Research in Psyc	2015-16	Fall 2015	85% (n=34)
			Spring 2016	82% (n=38)
		2016-17	Fall 2016	94% (n=54)
PSYC 241	Intro Psych Statistics	2014-15	Fall 2014	89% (n=61)
			Spring 2015	86% (n=58)
		2015-16	Fall 2015	81% (n=70)
			Spring 2016	86% (n=76)
PSYC 242	Intro Psych Research Design	2014-15	Fall 2014	87% (n=77)
			Spring 2015	81% (n=83)
			Summer 2014	92% (n=12)
		2015-16	Fall 2015	88% (n=69)
	Spring 2016	79% (n=68)		
2016-17	Fall 2016	70% (n=64)		
PSYC 300	Psychology of Women	2014-15	Fall 2014	87% (n=87)
			Spring 2015	86% (n=81)



**Data Filters**

(Filters apply to all GREEN tabs)

Minimum Count  
From 1

Success Rate  
0% to 100%

Academic Year  
Multiple values

Course  
All

Course ID  
All

Course Unit Value  
All

Delivery Mode  
Face-to-face

Primary Instructor

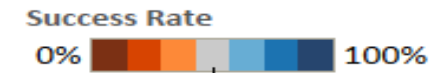
Vertical navigation menu with department codes: AU, ANTH, ART, COMM, CRGS, EC, ENGL, ENST, GEOG, HIST, HS, INTL, JMC, MUS, NAS, PHIL, POLI, RS, SOC, THEA, WLC, BIOL, CHEM, CS, ENGR, ESM, FISH, FWM, GEOL, MATH, NS, OCN, PHYX, WLDF, AT, BUS, CD, ECON, EDUC, KRA, LSEE, NURS, PSYC, SW.



QUESTION 3. Describe trends in overall course success rates for service courses as well as major courses. Please highlight any notable findings or opportunities for improvement you see in the coming year. If trends have been stable over time, to what do you attribute that stability?

Underrepresented Groups (URG) Course Achievement Gap Explorer

Course	Course Title	URG	Success Rate
PSYC 100	Psych of Critical Thinking	Not URG	88% (n=162)
		URG	76% (n=187)
		Unknown	79% (n=19)
PSYC 104	Intro Psychology	Not URG	85% (n=932)
		URG	79% (n=1,068)
		Unknown	81% (n=157)
PSYC 180	Psyc Statistics Supplemental	Not URG	77% (n=26)
		URG	69% (n=29)
		Unknown	100% (n=2)
PSYC 213	School-Age Child	Not URG	93% (n=15)
		URG	92% (n=13)
		Unknown	100% (n=4)
PSYC 236	Choices & Changes in Sexuality	Not URG	78% (n=86)
		URG	82% (n=74)
		Unknown	83% (n=12)
PSYC 240	Understanding Research in Psyc	Not URG	73% (n=26)
		URG	88% (n=43)
		Unknown	100% (n=3)
PSYC 241	Intro Psych Statistics	Not URG	88% (n=332)



Data Filters

(Filters apply to all GREEN tabs)

Minimum Count

From 1

Success Rate

0% to 100%

Academic Year

Multiple values

Course

All

Course ID

All

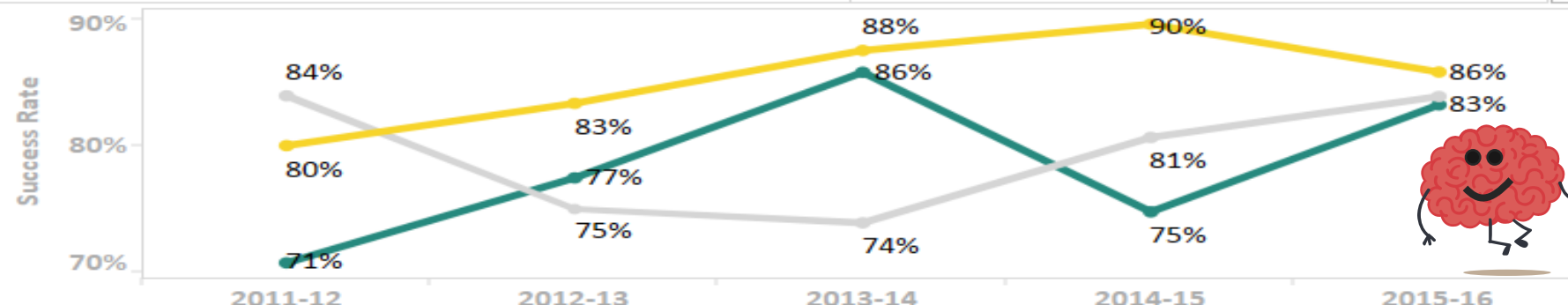
Course Unit Value

All

Delivery Mode

Face-to-face

Primary Instructor



Vertical navigation menu with course codes and categories:

- Professional Studies: AT, BUS, CD, ECON, EDUC, KRA, LSEE, NURS, PSYC, SW
- Natural Resources & Sci: BIOL, CHEM, CS, ENGR, ESM, FISH, FWM, GEOL, MATH, NS, OCN, PHYX, WLDF
- Arts, Hum & Soc Sci: AU, ANTH, ART, COMM, CRGS, EC, ENGL, ENST, GEOG, HIST, HS, INTL, JMC, MUS, NAS, PHIL, POLI, RS, SOC, THEA, WLC



QUESTION 3. Describe trends in overall course success rates for service courses as well as major courses. Please highlight any notable findings or opportunities for improvement you see in the coming year. If trends have been stable over time, to what do you attribute that stability?

Face-to-Face, Hybrid, and Online Course Success

Course	Acad. Year	Face-to-face	Hybrid	Online
PSYC 100	2006-07	80% (n=207)		
	2007-08	80% (n=299)		
	2008-09	85% (n=210)		
	2009-10			83% (n=276)
	2010-11	83% (n=136)		83% (n=130)
	2011-12			82% (n=259)
	2012-13	86% (n=236)		
	2013-14			77% (n=267)
	2014-15	70% (n=60)		81% (n=148)
2015-16	74% (n=73)		84% (n=169)	
PSYC 104	2006-07	72% (n=390)		
	2007-08	76% (n=447)		
	2008-09	79% (n=482)		
	2009-10	85% (n=618)		
	2010-11	72% (n=583)		
	2011-12	77% (n=452)		75% (n=113)
	2012-13	80% (n=363)		88% (n=125)
	2013-14	86% (n=449)		95% (n=42)
	2014-15	81% (n=420)		92% (n=97)
2015-16	84% (n=473)		88% (n=8)	
PSYC 180	2010-11	85% (n=26)		
	2011-12	66% (n=35)		
	2012-13	88% (n=8)		
	2013-14	86% (n=14)		
PSYC 200	2006-07	82% (n=78)		
	2007-08	77% (n=74)		
PSYC 213	2006-07	78% (n=32)		
	2007-08	65% (n=20)		
	2008-09	100% (n=27)		



Academic Year: All

Success Rate: 65% to 100%

Success Rate Filter: Non-Null Values O..

Count of Students: 5, 10, 15, ≥ 20

Minimum Count: From 0

Course: All

Primary Instructor

Delivery: All

Vertical navigation menu with course codes: AU, ANTH, ART, COMM, CRGS, EC, ENGL, ENST, GEOG, HIST, HS, INTL, JMC, MUS, NAS, PHIL, POLI, RS, SOC, THEA, WLC, BIOL, CHEM, CS, ENGR, ESM, FISH, FWM, GEOL, MATH, NS, OCN, PHYX, WLDF, AT, BUS, CD, ECON, EDUC, KRA, LSEE, NURS, PSYC, SW

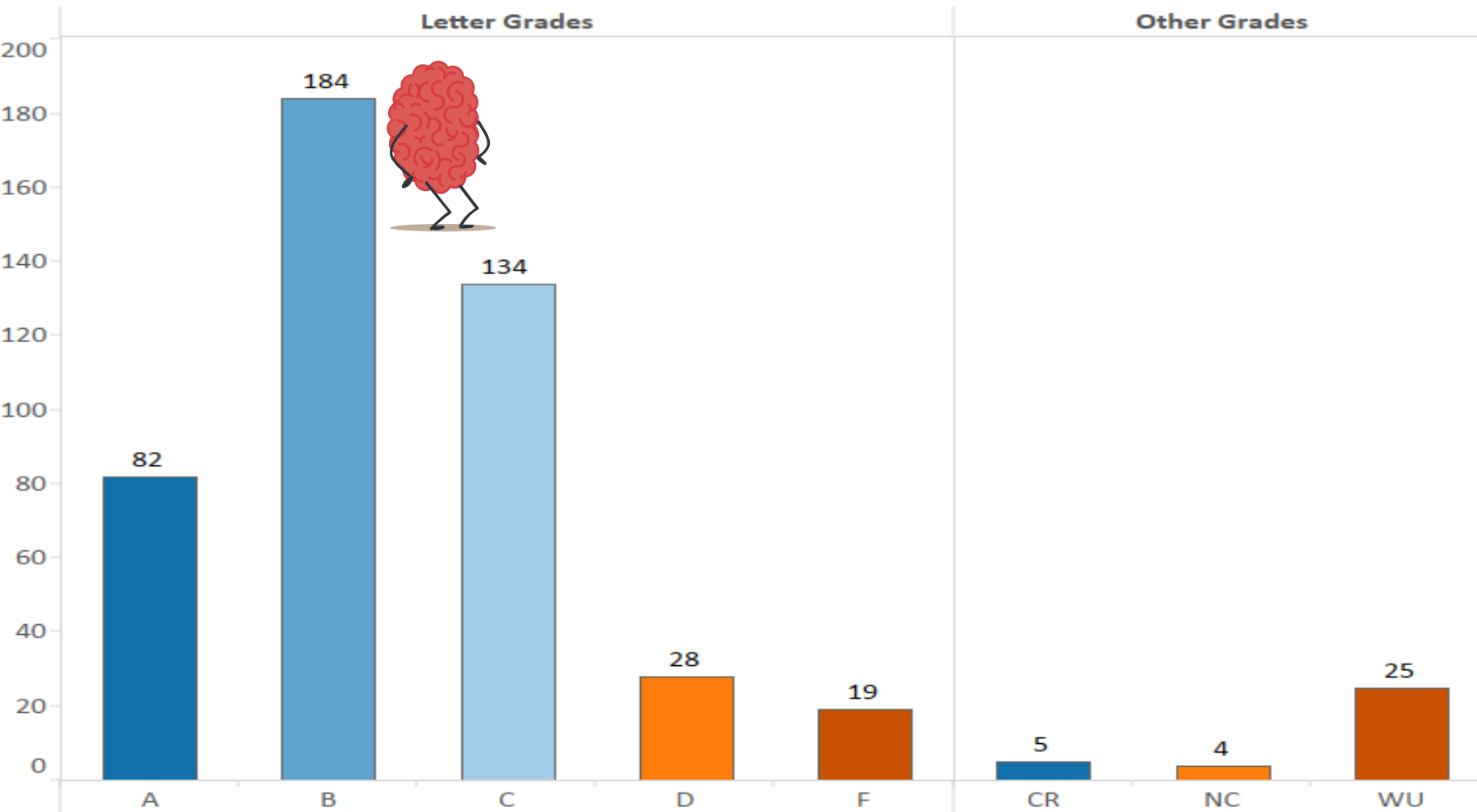




QUESTION 3. Describe trends in overall course success rates for service courses as well as major courses. Please highlight any notable findings or opportunities for improvement you see in the coming year. If trends have been stable over time, to what do you attribute that stability?

Grade Distribution

Legend for grade types: A, B, C, CR, D, F, NC, WU



Data Filters

(Filters apply to all GREEN tabs)

Academic Year: 2015-16

Course: PSYC 104

Course ID: All

Course Unit Value: All

Delivery Mode: All

Grade Distribution: All

Letter Grade: All

Primary Instructor

Term: All

Grading Symbols:

http://pine.humboldt.edu/registrar/students/regulations/grades.html

Grade Distribution Table

	A	A-	B+	B	B-	C+	C	C-	D+	D	F	CR	NC	WU
Count	74	8	37	125	22	36	87	11	9	19	19	5	4	25
Percent Across	15.4%	1.7%	7.7%	26.0%	4.6%	7.5%	18.1%	2.3%	1.9%	4.0%	4.0%	1.0%	0.8%	5.2%

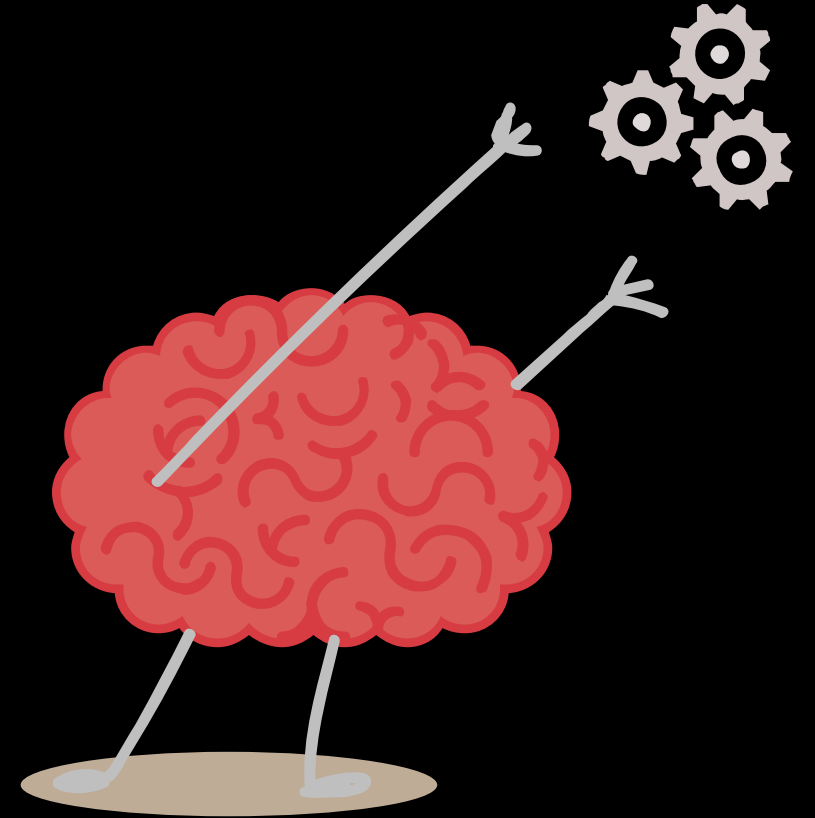
Vertical sidebar with course codes and a 'Data Filters' section.

- Arts, Hum & Soc Sci: AU, ANTH, ART, COMM, CRGS, EC, ENGL, ENST, GEOG, HIST, HS, INTL, JMC, MUS, NAS, PHIL, POLI, RS, SOC, THEA, WLC
- Natural Resources & Sci: BIOL, CHEM, CS, ENGR, ESM, FISH, FWM, GEOL, MATH, NS, OCN, PHYX, WLDF
- Professional Studies: AT, BUS, CD, ECON, EDUC, KRA, LSEE, NURS, PSYC, SW

# Data

# Focus

Creating and monitoring targets

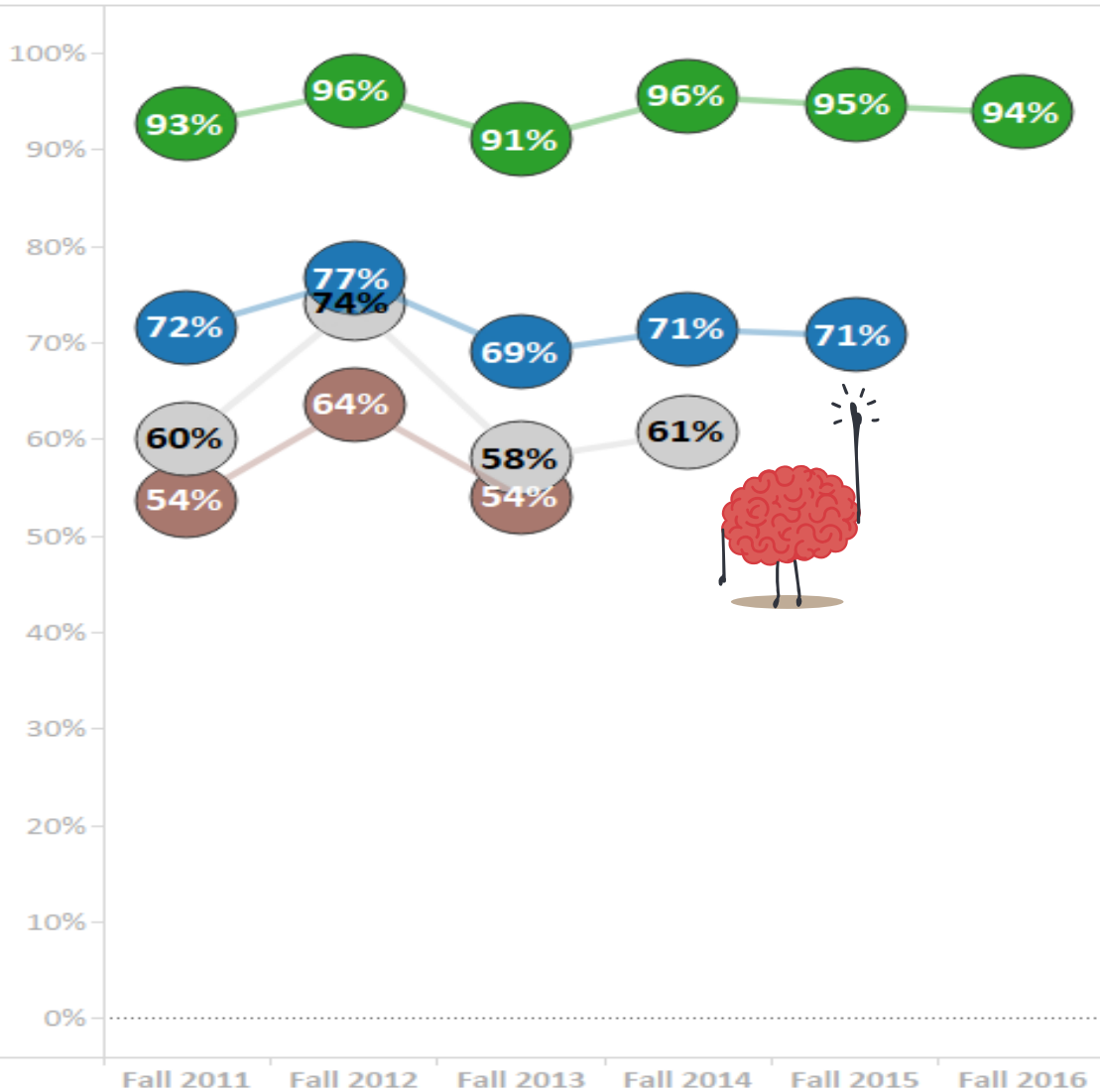




QUESTION 1. Describe enrollment trends in your program, major(s), FTES, and retention/graduation rates.

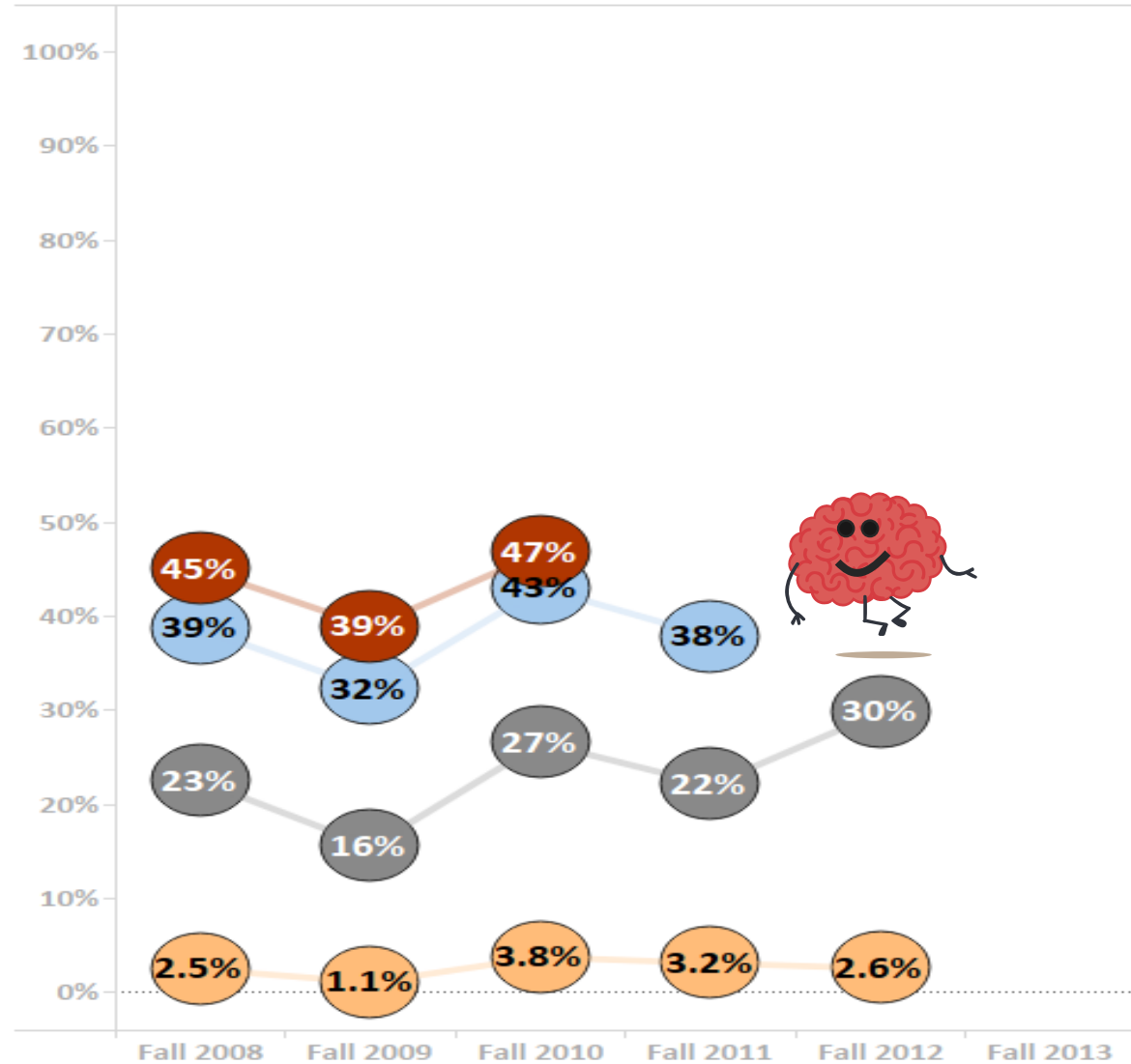
Retention Rates for FTFTUG Students

- Retained for 1 term
- Retained for 1 year
- Retained for 2 years
- Retained for 3 years



Graduation Rates for FTFTUG Students

- Graduated in 6 years
- Graduated in 5 years
- Graduated in 4 years
- Graduated in 3 years



Major Program	All
+	AU
	ANTH
	ART
	COMM
	CRGS
	EC
	ENGL
	ENST
	GEOG
	HIST
	HS
	INTL
	JMC
	MUS
	NAS
	PHIL
	POLI
	RS
	SOC
	THEA
	WLC
	BIOL
	CHEM
	CS
	ENGR
	ESM
	FISH
	FWM
	GEOG
	MATH
	NS
	OCN
	PHYS
	WLDF
	AT
	BUS
	CD
	ECON
	EDUC
	KRA
	LSEE
	NURS
	PSYC
	SW

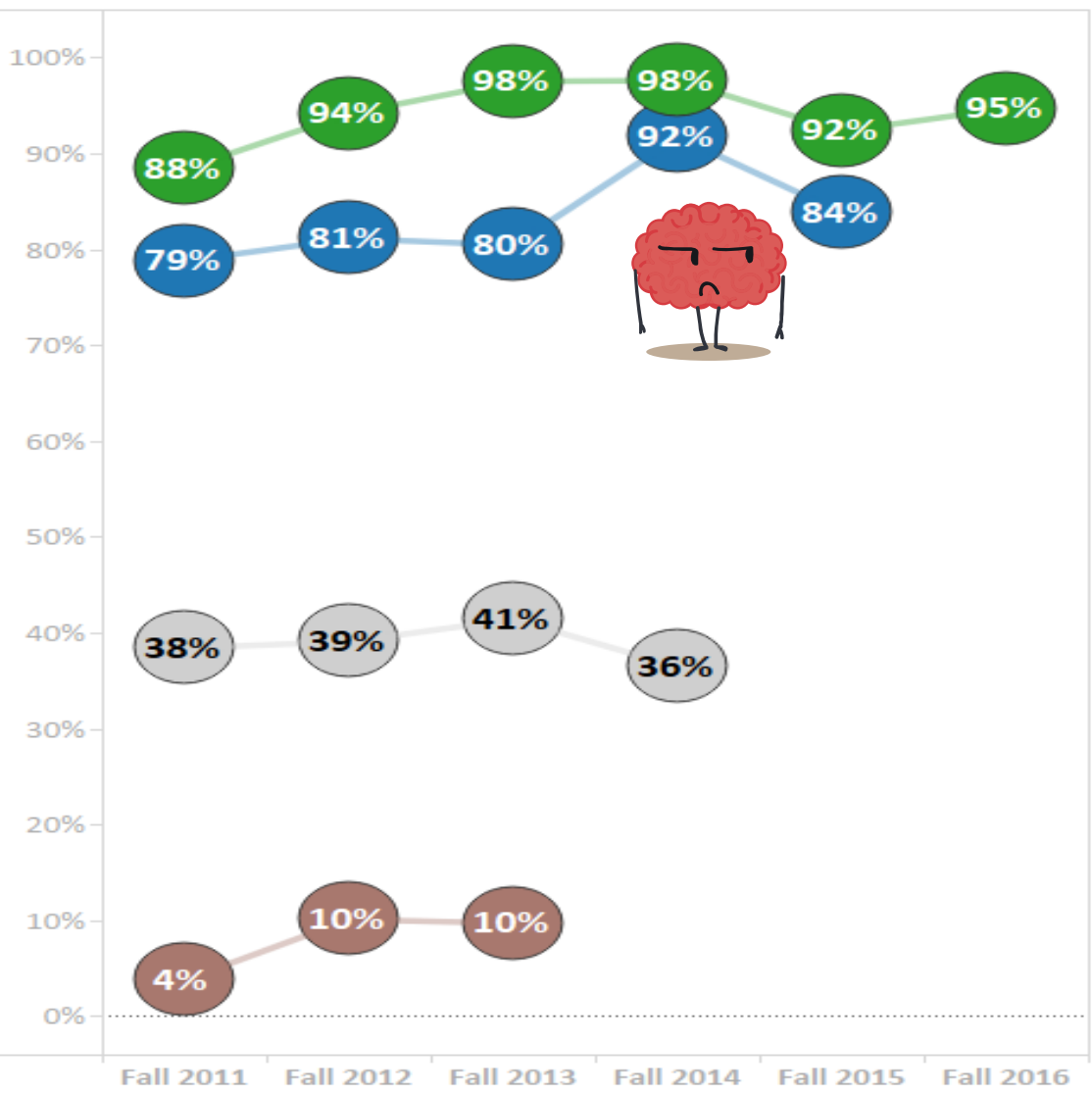




QUESTION 1. Describe enrollment trends in your program, major(s), FTES, and retention/graduation rates.

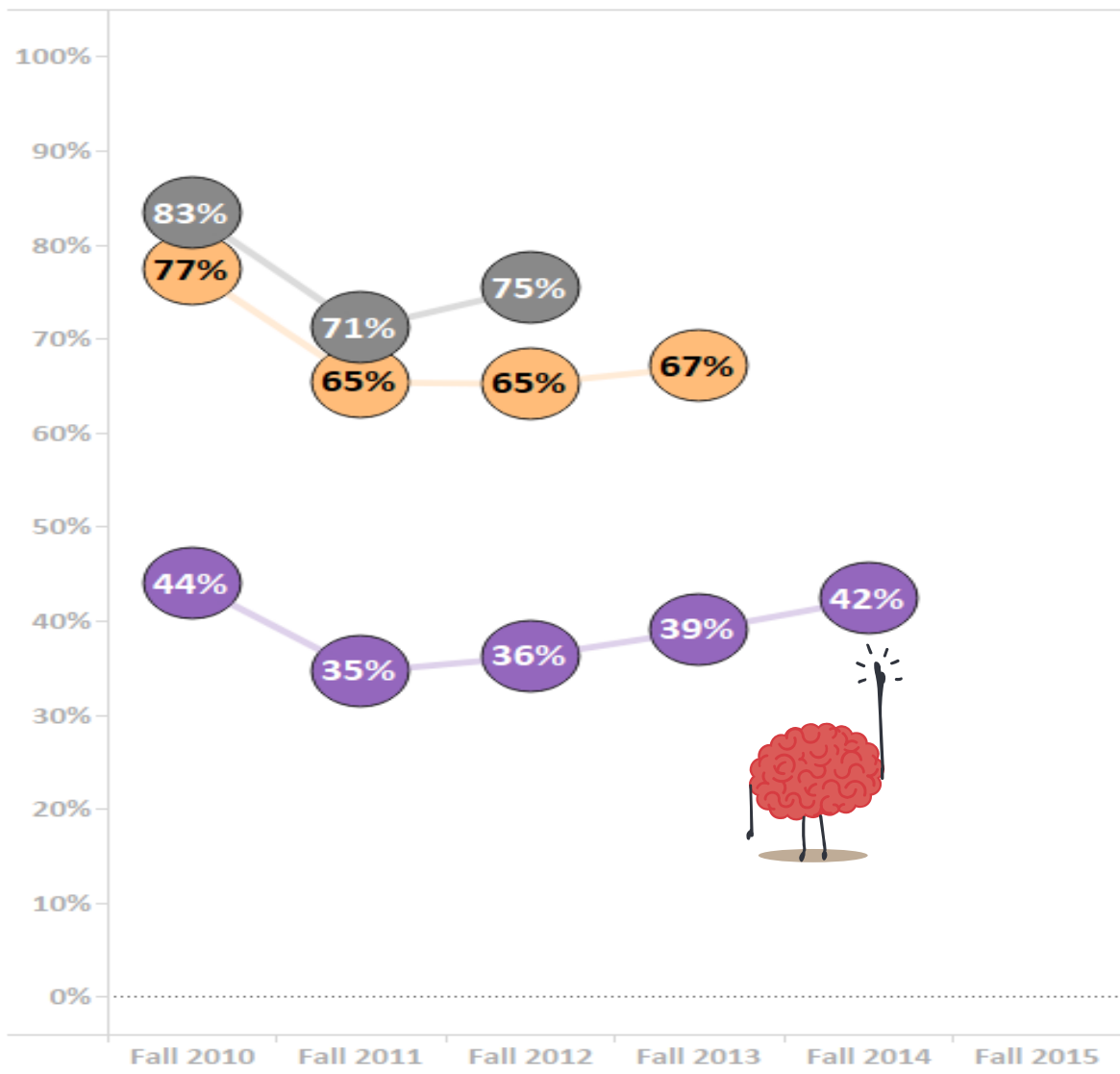
Retention Rates for Upper Division Transfer Students

- Retained for 1 term
- Retained for 1 year
- Retained for 2 years
- Retained for 3 years



Graduation Rates for Upper Division Transfer Students

- Graduated in 4 years
- Graduated in 3 years
- Graduated in 2 years
- Graduated in 1 year

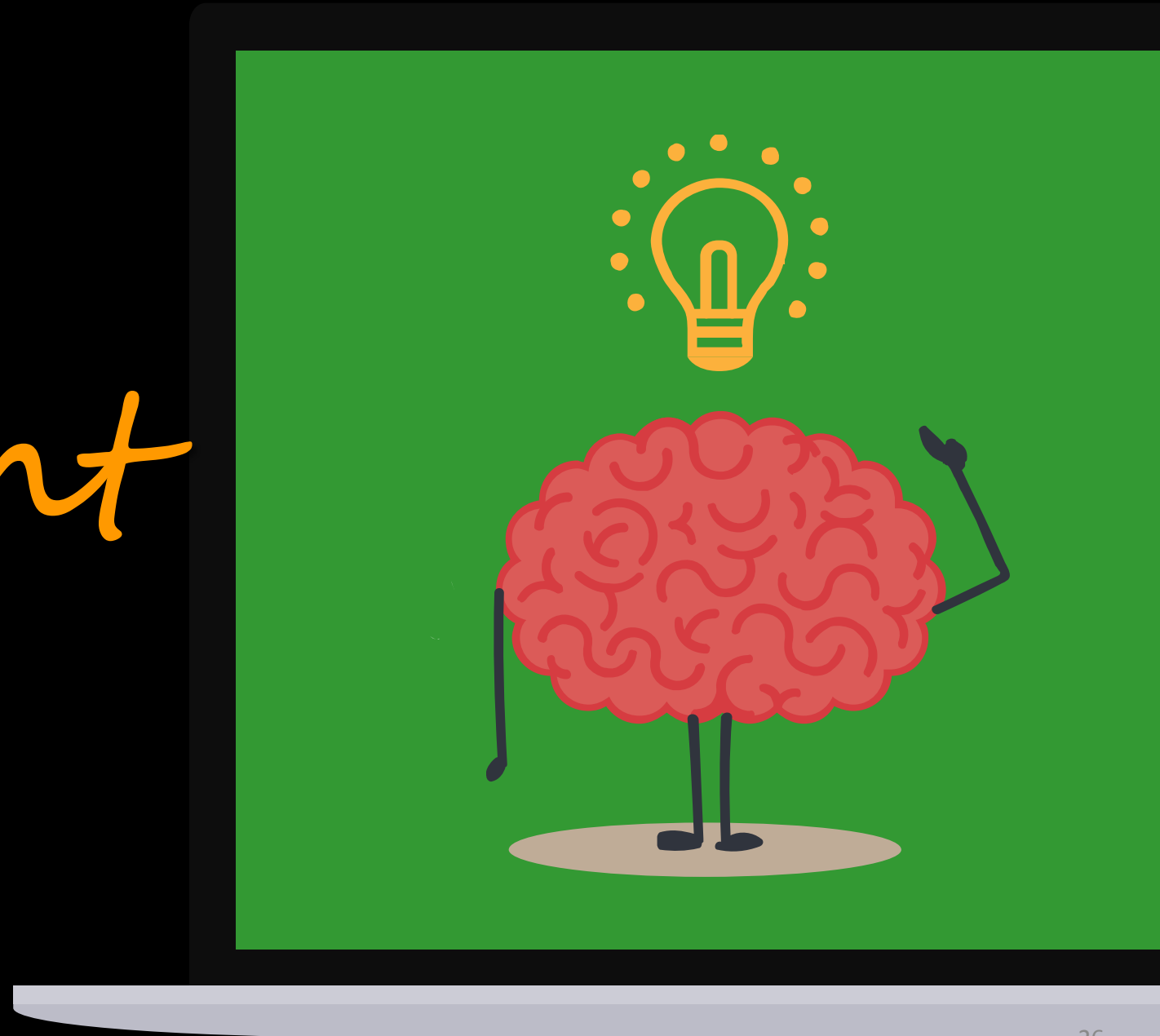


Major Program	All
+	AU
	ANTH
	ART
	COMM
	CRGS
	EC
	ENGL
	ENST
	GEOG
	HIST
	HS
	INTL
	JMC
	MUS
	NAS
	PHIL
	POLI
	RS
	SOC
	THEA
	WLC
	BIOL
	CHEM
	CS
	ENGR
	ESM
	FISH
	FWM
	GEO
	MATH
	NS
	OCN
	PHYX
	WLDF
	AT
	BUS
	CD
	ECON
	EDUC
	KRA
	LSEE
	NURS
	PSYC
	SW

Data

# Investment

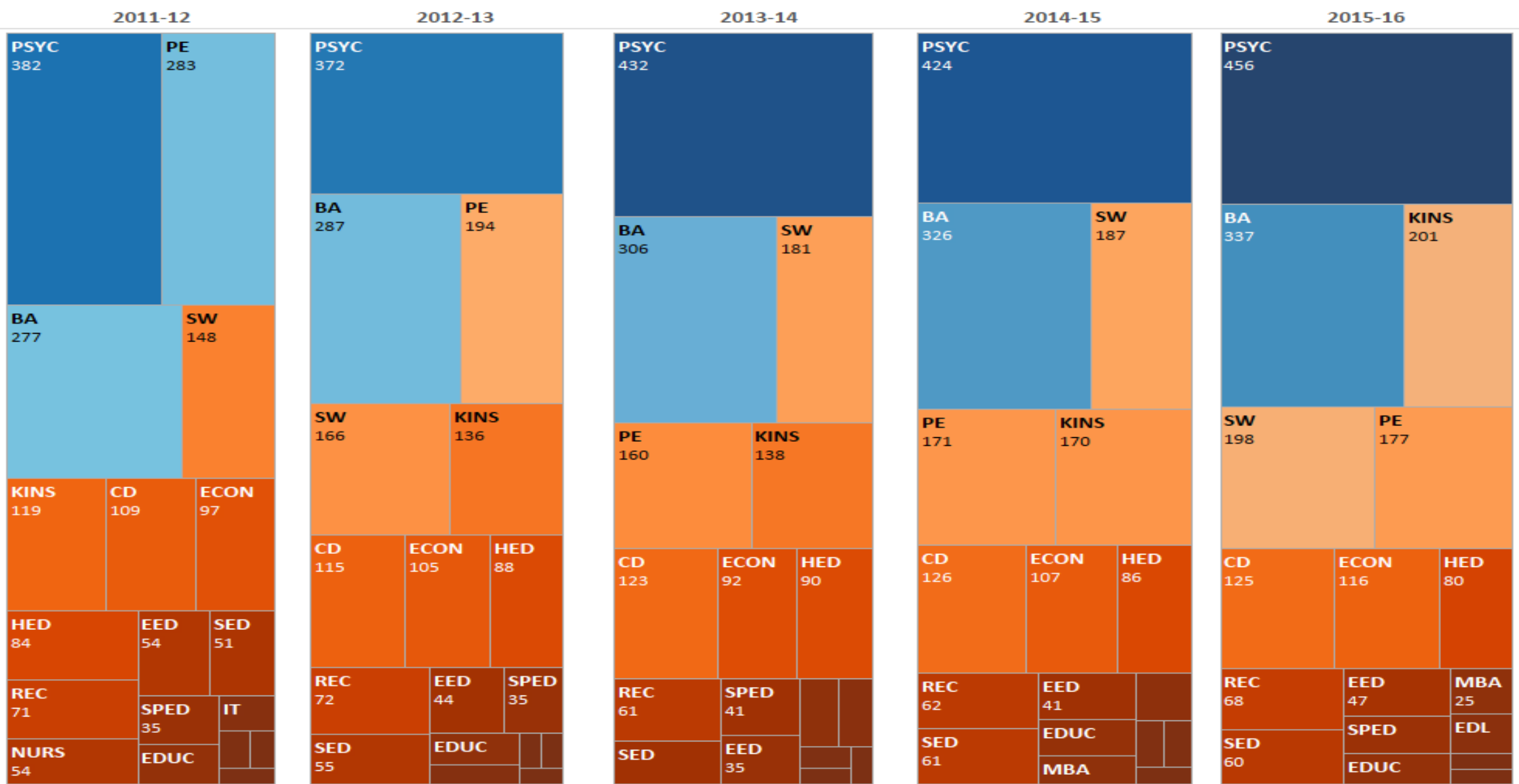
How data are used to  
understand ROI





QUESTION 1. Describe enrollment trends in your program, major(s), FTES, and retention/graduation rates.

Full-time Equivalent Students (FTES) Course Enrollment by Subject Area



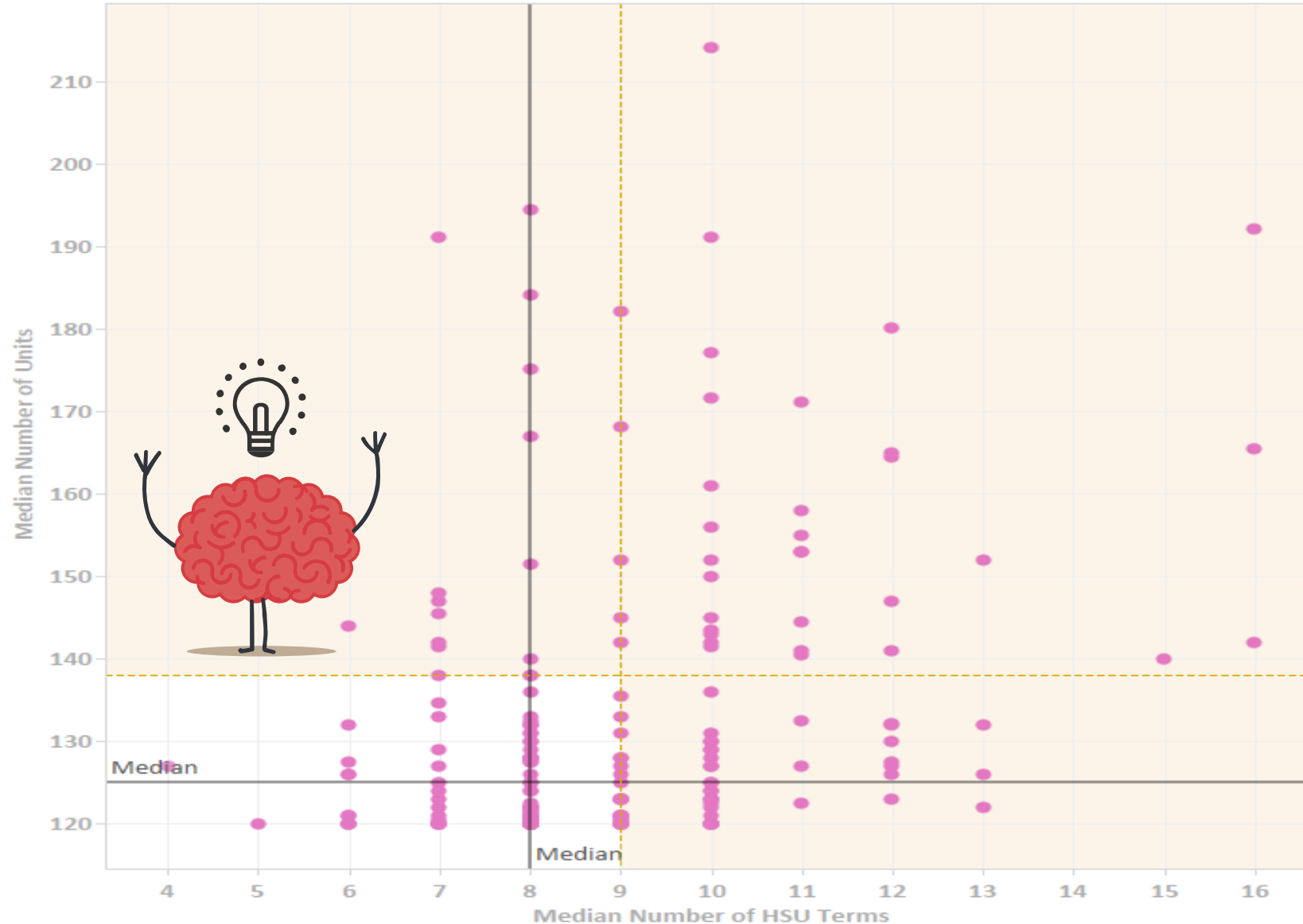
Subject Area Legend:

- Arts, Hum & Soc Sci: ANTH, ART, COMM, CRGS, EC, ENGL, ENST, GEOG, HIST, HS, INTL, JMC, MUS, NAS, PHIL, POLI, RS, SOC, THEA, WLC
- Natural Resources & Sci: BIOL, CHEM, CS, ENGR, ESM, FISH, FWM, GEOL, MATH, NS, OCN, PHYX, WLDF
- Professional Studies: AT, BUS, CD, ECON, EDUC, KRA, LSEE, NURS, PSYC, SW



QUESTION 2. Describe trends in the composition of your majors (such as diversity, level of college preparedness, time to degree etc.). Please highlight any significant findings or unique outliers.

Median Units and HSU Terms to Degree for FTUG Students



5-year Totals

Number of Degrees Awarded	217
Median HSU Terms	8
Median HSU Units	120
Median Non-HSU Units	6
Median Total Units	125

Year by Year Sub-totals

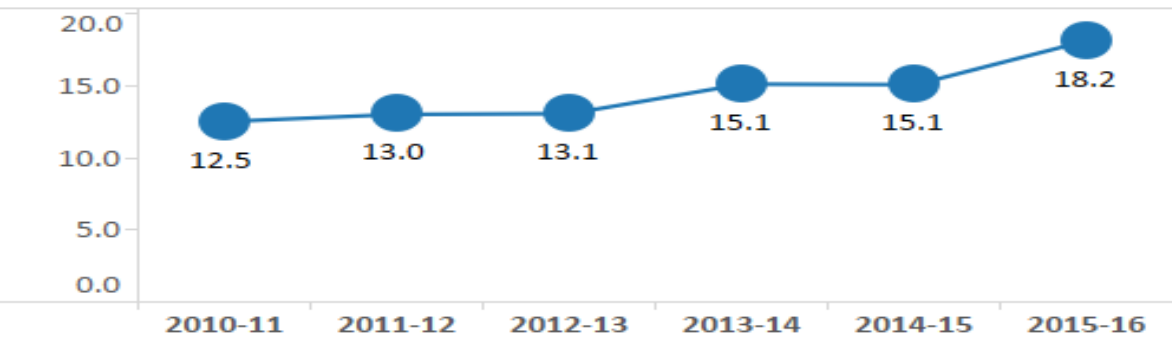
Number of Degrees Awarded	2011	38
	2012	45
	2013	45
	2014	45
	2015	44
Median HSU Terms	2011	8
	2012	9
	2013	8
	2014	9
	2015	8
Median HSU Units	2011	122
	2012	120
	2013	120
	2014	123
	2015	120
Median Non-HSU Units	2011	5
	2012	6
	2013	6
	2014	3
	2015	6
Median Total Units	2011	127
	2012	128
	2013	122
	2014	125
	2015	123

Major Program Legend:

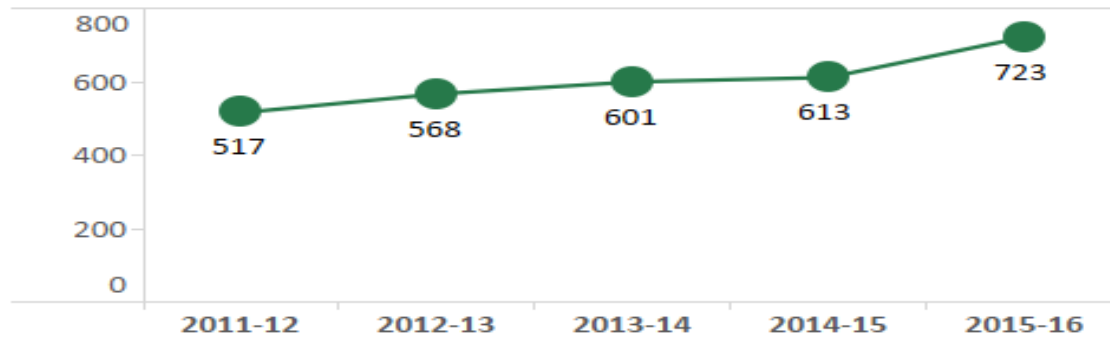
- Arts, Hum, Soc Sci: ANTH, ART, COMM, CRGS, ENGL, GEOG, HIST, INTL, JMC, MUS, NAS, PHIL, POLI, RS, SOC, THEA, WLC
- Natural Resources and Sci: BIOL, CHEM, CS, ENGR, ESM, FISH, FWM, GEOL, MATH, OCN, PHYX, WLDF
- Professional Studies: AT, BUS, CD, ECON, EDUC, KRA, NURS, PSYC, SW



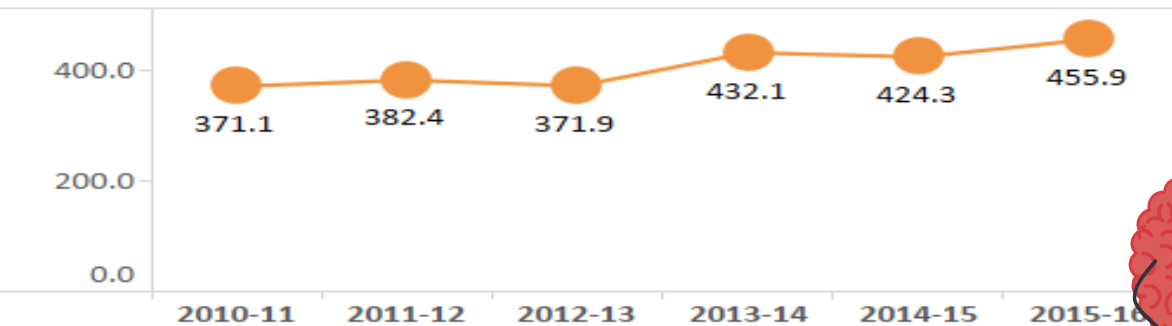
### Full-time Equivalent Faculty (FTEF)



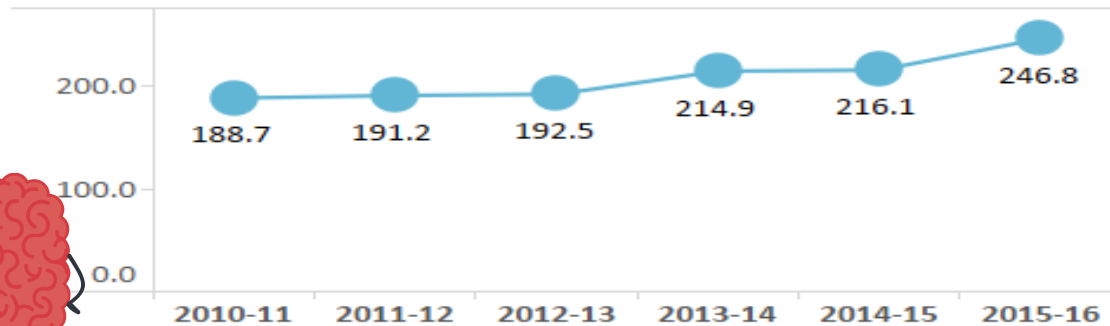
### Student Participation (Distinct Headcount)



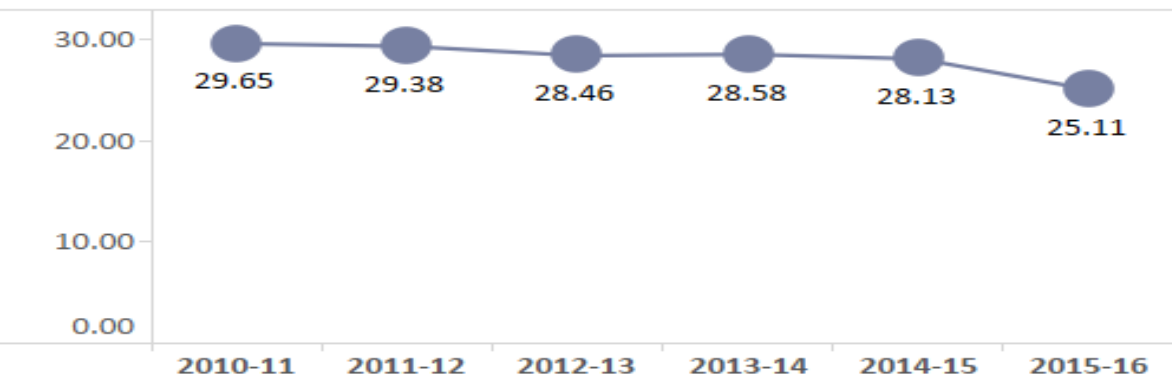
### Full-time Equivalent Student (FTES)



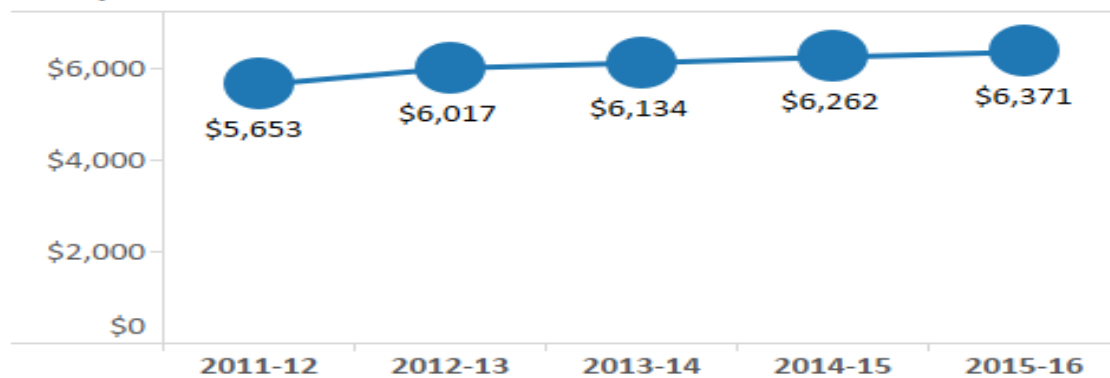
### Weighted Teaching Units



### Student-to-Faculty Ratio



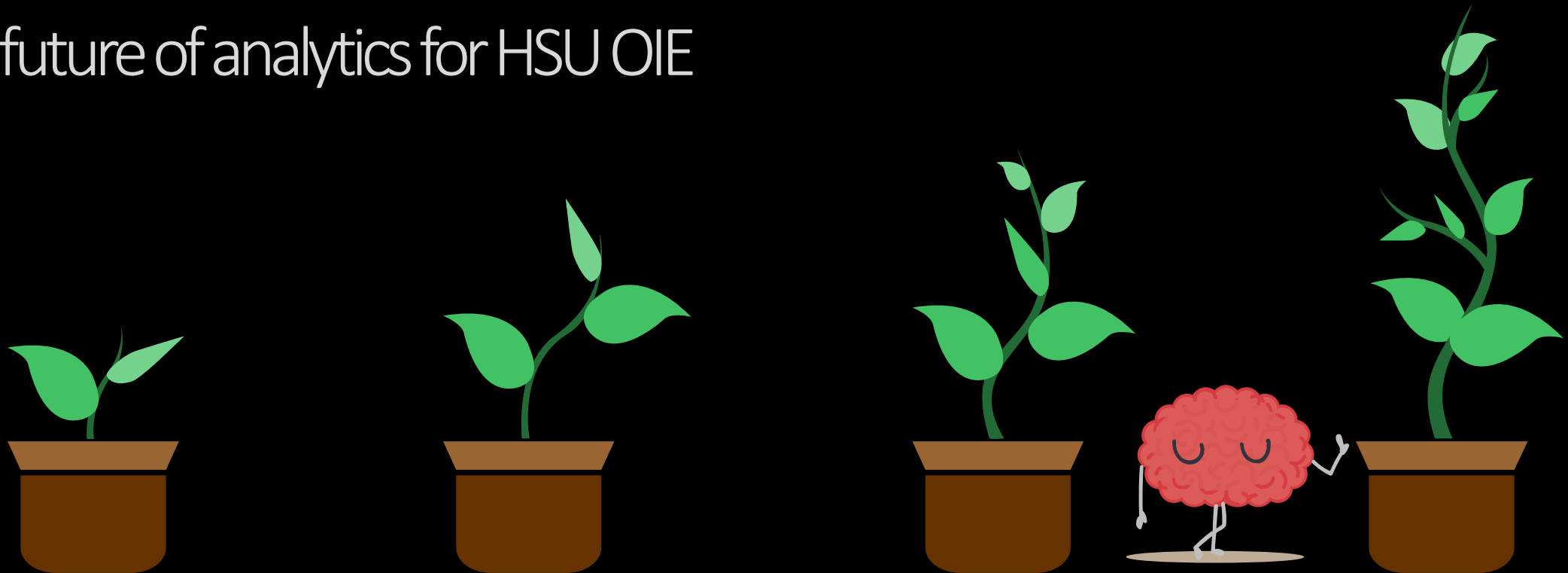
### Cost per FTES



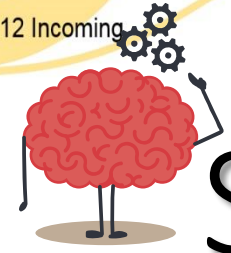
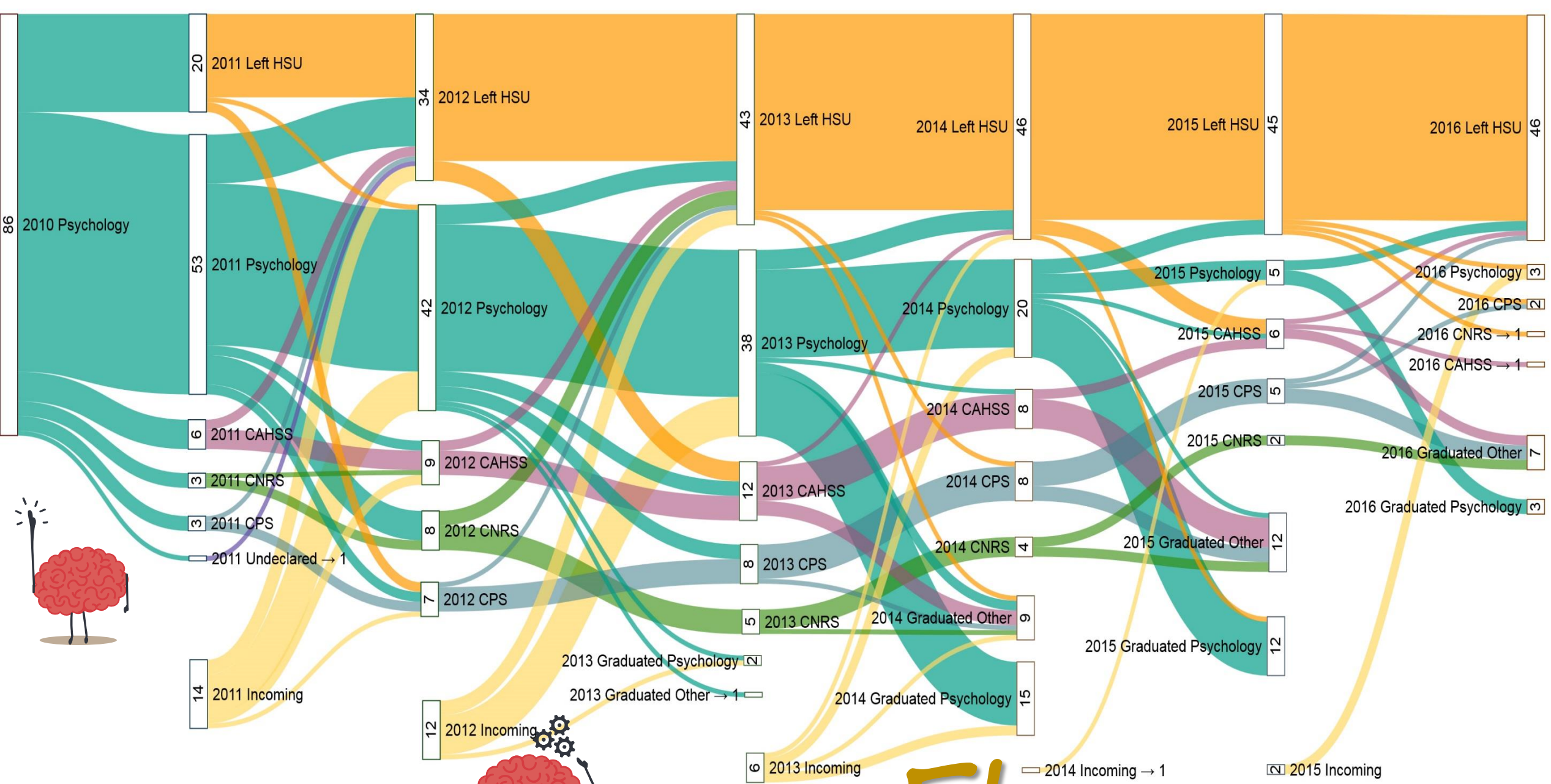
Category	Code	Color	
Arts, Hum & Soc Sci	AU	Light Blue	
	ANTH	Light Blue	
	ART	Light Blue	
	COMM	Light Blue	
	CRGS	Light Blue	
	EC	Light Blue	
	ENGL	Light Blue	
	ENST	Light Blue	
	GEOG	Light Blue	
	HIST	Light Blue	
	HS	Light Blue	
	INTL	Light Blue	
	JMC	Light Blue	
	MUS	Light Blue	
	NAS	Light Blue	
	PHIL	Light Blue	
	POLI	Light Blue	
RS	Light Blue		
SOC	Light Blue		
THEA	Light Blue		
WLC	Light Blue		
Natural Resources & Sci	BIOL	Light Green	
	CHEM	Light Green	
	CS	Light Green	
	ENGR	Light Green	
	ESM	Light Green	
	FISH	Light Green	
	FWM	Light Green	
	GEOG	Light Green	
	MATH	Light Green	
	NS	Light Green	
	OCN	Light Green	
	PHYX	Light Green	
	WLDF	Light Green	
	Professional Studies	AT	Light Orange
		BUS	Light Orange
		CD	Light Orange
		ECON	Light Orange
EDUC		Light Orange	
KRA		Light Orange	
LSEE		Light Orange	
NURS		Light Orange	
PSYC		Light Orange	
SW		Light Orange	

# Data *Growth*

the future of analytics for HSU OIE







# Student *Flow* Models

White *glove* service



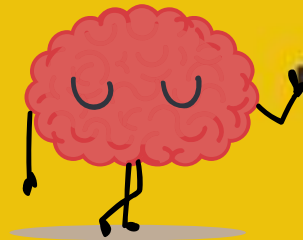
A screenshot of a Learning Management System (LMS) interface. The background is orange. At the top, there are four circular icons: a headset, a play button, a graduation cap, and a document with a ribbon. In the center, there is a large icon of a graduation cap with a 'Start' button below it. The text 'LMS' is displayed in a dark rounded rectangle. At the bottom, the text 'Welcome to OIE's Data Tutorials!' is written in a bold, dark font.

Self-paced  
*Tutorial* service



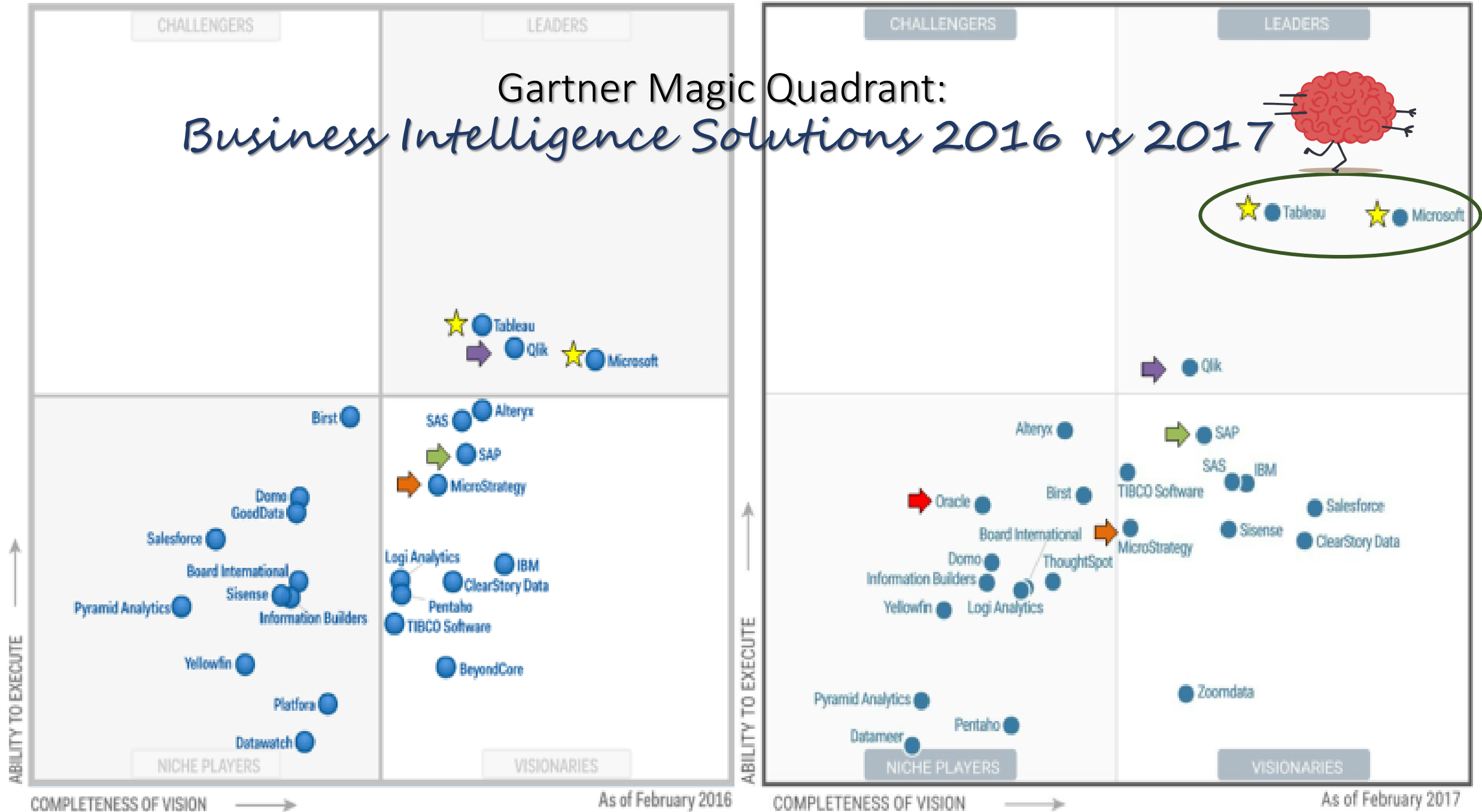


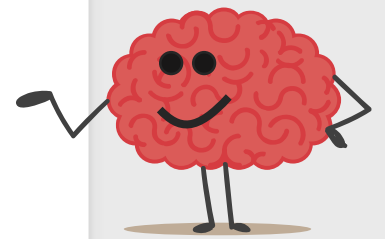
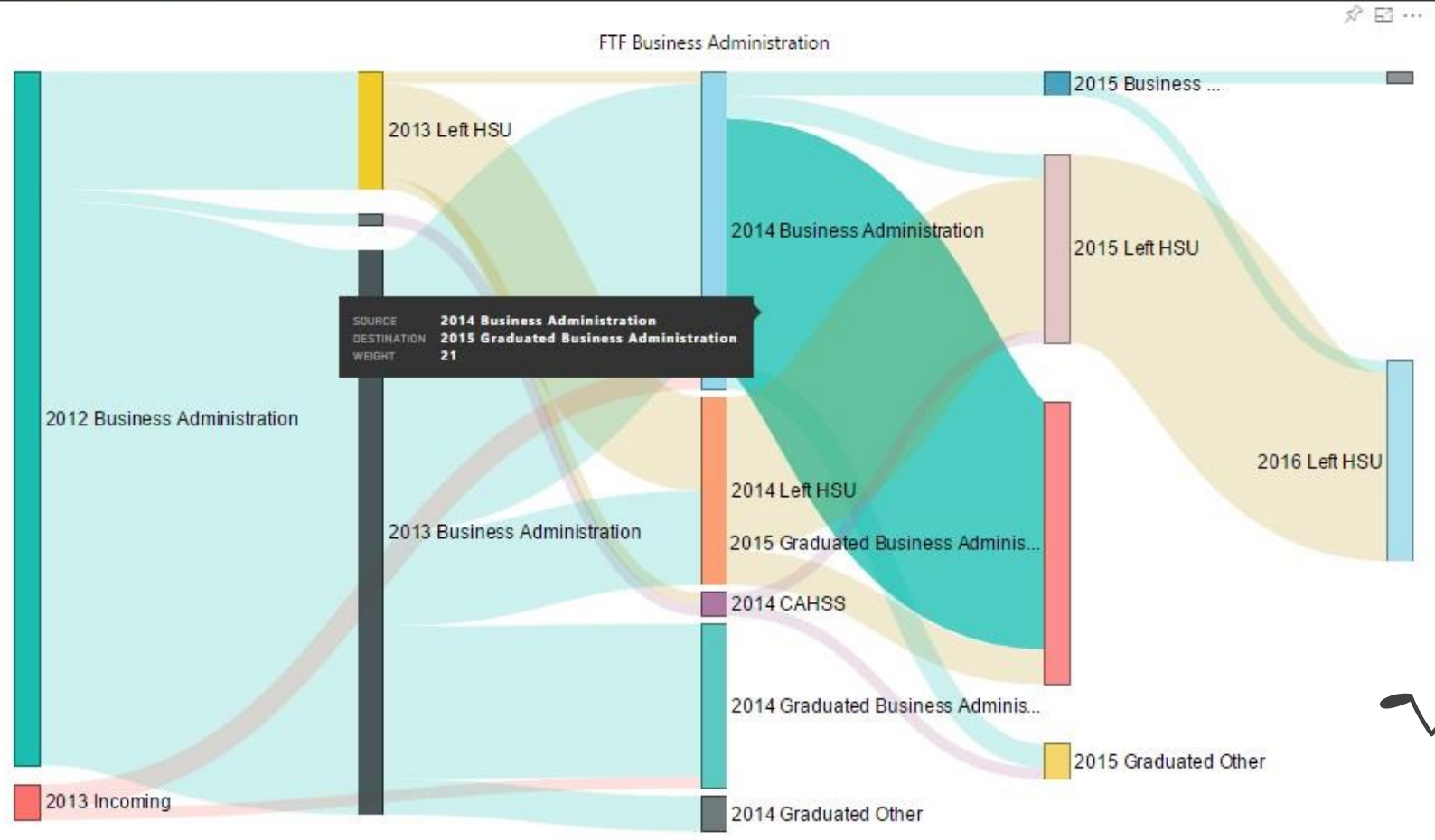
# Power BI



The future of *Business Intelligence?*

# Gartner Magic Quadrant: Business Intelligence Solutions 2016 vs 2017





File Home View Modeling

Paste Cut Copy Format Painter Clipboard

Get Data Recent Sources Enter Data Edit Queries Refresh External data

Solution Templates Partner Showcase Resources

New Page New Visual Text box Image Shapes Insert

Manage Relationships Relationships

New Measure Calculations

Publish Share

### Humboldt State University Applicants by Major Program

Filter by COLLEGE: All

Applicant Type: First-time UG, Lower-div xfer, Returning UG, Transitory, Upper-div xfer

PROGRAM	Term					
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Business Administration	1,251	1,377	1,500	2,691	2,036	1,801
Biology	1,626	1,906	1,903	1,773	1,637	1,503
Psychology	1,203	1,288	1,503	2,635	1,714	1,761
Undeclared	1,752	1,645	1,756	1,683	1,677	1,347
Kinesiology	760	828	949	1,145	1,049	1,017
Criminology & Justice Studies		593	796	1,352	972	943
Zoology	429	516	523	552	461	465
Communication	249	262	381	978	417	463
Sociology	353	302	386	795	436	463
English	389	418	415	492	413	483
Computer Science	216	312	354	487	507	436
Environmental Science	416	409	384	480	541	2
Political Science	309	278	328	481	333	397
Art	383	342	315	397	309	351
Chemistry	237	297	370	401	364	318
Social Work	252	329	333	369	377	288
History	307	270	273	399	281	304
Environmental Resources Engr	248	300	279	312	368	298
Wildlife	263	318	322	321	288	261
Journalism	314	317	271	261	239	242
Forestry	246	228	250	278	294	292
Anthropology	260	199	239	266	231	206
Liberal Studies-Elementary Ed	159	178	196	198	334	287
Mathematics	155	183	185	213	149	186
Music	184	180	163	176	179	156
Theatre Arts	256	269	118	155	118	116
Physics	121	156	195	179	174	156
Environmental Studies	6	140	161	171	197	251

Visualizations

Fields

Search

Export Worksheet

- APPTYPE
- APPTYPENO
- APSTATUS
- CAREER
- COLCODE
- COLLEGE
- HC\_ADMIT
- HC\_APP
- HC\_CONFIRM
- HC\_PROJECT
- MAJOR
- PROGRAM
- SEMESTER
- STUTYPE
- TERM
- tblTerm
  - termcode
  - termdesc

Filters

Page level filters

Report level filters



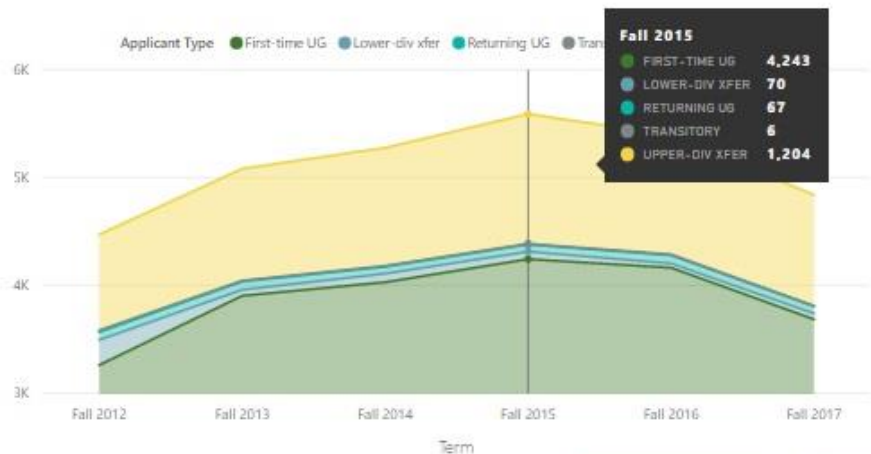
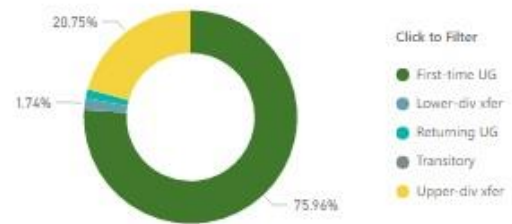
Ask a question about your data



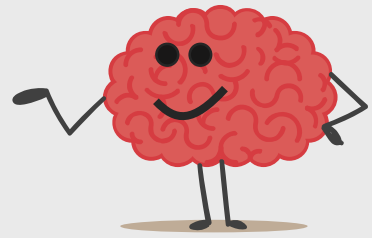
### Humboldt State University Applicants by Major Program

Filter by COLLEGE  
Natural Resources & Sci

Applicant Type

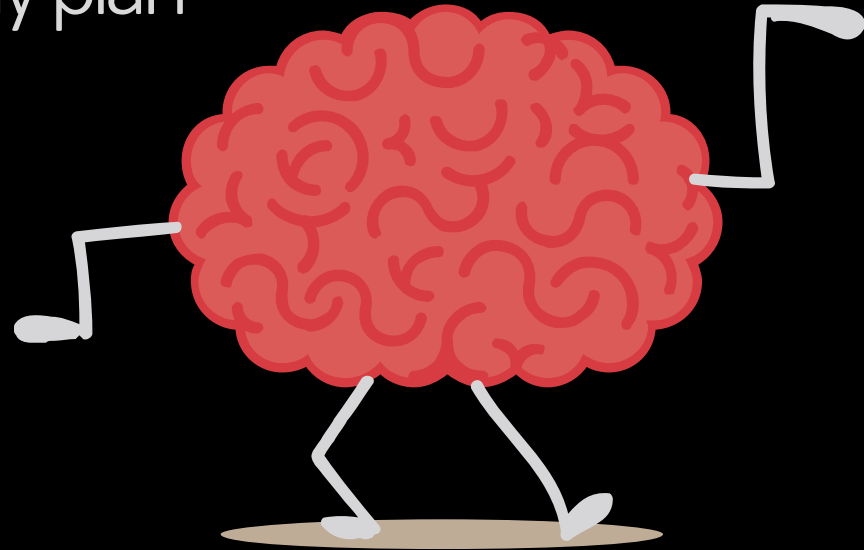


PROGRAM	Term					
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Biology	1,626	1,906	1,903	1,773	1,637	1,503
Zoology	429	516	523	552	461	465
Computer Science	216	312	354	487	507	436
Environmental Science	416	409	384	480	541	2
Chemistry	237	297	370	401	364	318
Environmental Resources Engr	248	300	279	312	368	298
Wildlife	263	318	322	321	268	261
Forestry	246	228	250	278	294	292
Mathematics	155	183	185	213	149	186
Physics	121	156	195	179	174	156
Environmental Managemnt & Prot	191	155	139	187	206	1
Botany	106	129	134	114	125	102
Environmental Science & Mgmt						569
Geology	87	75	96	104	92	79
Oceanography	65	51	68	109	88	88
Fisheries Biology	57	35	60	65	79	69
Rangeland Resource Science	7	10	14	13	19	14
Computer Information Systems	1			1		
Nat Resources Ping & Interprtn		2				
NS Certificate Group				1		
<b>Total</b>	<b>4,471</b>	<b>5,082</b>	<b>5,276</b>	<b>5,590</b>	<b>5,392</b>	<b>4,839</b>



# Data *Planning*

Using data to responsibly plan



# RESPONSIBILITY BASED PLANNING

