EXPLORE ARIZONA THROUGH DATA

FOCUS ON STUDENT COUNTS & CENSUS DATA
OVERVIEW

- WELCOME & INTRODUCTIONS
- EXPLORING DATA LITERACY
- EXPLORING STUDENT COUNTS – CURRENT DATA
- EXPLORING STUDENT COUNTS – CENSUS DATA
- CONCLUSION
What can I learn from the available data?
What do I need to know before exploring student data?
WELCOME | Who is here today?

Survey Question 3: Please rank your level of experience with the following UAccess Analytics products/services.
ACKNOWLEDGEMENTS | UAIR Team Members

TODAY’S PRESENTERS

- Jessica Gerlach, IT Training & Support Specialist
- Mark Ray, Program Manager, Student Data
- Dez De La Mater, Senior Data Analyst

STUDENT DATA TEAM

- Angela Cruze, Data Analyst
- Chris Dentel, Business Intelligence Developer
- Jolene Gupton, Data Analyst
- Don Holler, Business Intelligence Developer, Associate
- Rico Silva, Business Intelligence Developer, Associate
- Haibo Sun, Data Analyst

CUSTOMER EXPERIENCE & SUPPORT TEAM

- Ashley Hurand, Program Manager, Customer Experience & Support
- Karen Flores, Data Analyst
- Lauren Shriver Isely, Data Analyst
- Nick Letson, Communications Specialist
- Jessica Hamar Martinez, Senior Data Analyst
- Amanda Shero, Project Manager
- Jenn Schilling, Data Analyst
The Family Educational Rights and Privacy Act (FERPA)

All student data holders must act responsibly and be held accountable for safeguarding students’ personally identifiable information (PII) from education records.
EXPLORING DATA LITERACY

Jessica Gerlach, IT Training & Support Specialist
WHO WE ARE & WHY WE ARE HERE

UAIR IS COMMITTED TO providing data that empowers campus decision makers, informs policy and practice, and tells the Arizona story.
WHAT IS DATA LITERACY?

DATA LITERACY is the ability to read, work with, analyze, and argue with data. Improving data literacy hones your decision-making ability.
DATA-INFORMED DECISION MAKING

EVERY EMPLOYEE should be empowered to make data informed decisions. We are committed to empowering the university community to understand and work with data.
How do I know where my data comes from and if it is accurate?
### STUDENTS

- Student Center
- Guest Center
- Instructor Center
- Administrative Staff

### ADMINISTRATIVE SYSTEMS

- Employee / Manager Self Service
- Analytics / Reporting
- RBC System (Budget)
- Financials
- Learning
- Research
- Space
- Adaptive Insights (Planning)

### SUPPORT

- **24/7 IT Support Center**
  - Request Assistance or Report a Problem
  - UAccess Access Provisioning Tool
- **UAccess Community**
  - System Resources, Forums and Training

### INFORMATION

- **University Business Event Tracking**
  - University Business Event Tracking (UBET)
- **Maintenance Window**
  - Every Sunday, 6am to 6pm
- **Financials Batch Processing**
  - Mon-Fri, 8pm to 7am
  - Sat-Sun, midnight to 5:30am
  - Wed of Payroll Weeks, 7pm to 7am

### LEGEND

- System up
- Intermittent or limited access
- System down
- Restricted Access System

Requires use of the **UA VPN** when accessed from off-campus. For assistance, please contact the **24/7 IT Support Center** at **626-TECH** (8324).
HOW MANY OF YOU INPUT DATA INTO UACCESS STUDENT?
WHERE DOES THE DATA COME FROM?

**DATA** must be collected, organized, and stored in a data warehouse. The systems that collect this data are often referred to as transaction systems. At the University of Arizona, most of our data originates in the UAccess Systems.
How can I get a count of the current students in my college, department, or program?
EXPLORING STUDENT COUNTS – CURRENT DATA

Mark Ray, Program Manager, Student Data
STUDENT COUNTS – CURRENT DATA

DATA SOURCE:
CSW – Student Academic Profile (SAP)

TOOLS:
Academic Plan and Headcounts

- Academic Plan Counts
  - Counts
  - Trends
  - Plan Ownership

- Student Headcounts
  - Headcounts
  - Trends
  - Academic Honors
  - Service Indicators
  - Student Groups
What is an academic plan?

An academic plan is an area of study—such as a major, minor, or specialization—that is within an academic program or within an academic career.
How many students are active Majors and/or Minors in my department’s academic plan?

One way to answer questions and retrieve data about student academic details, demographics, admissions, enrollment, and more is to create reports (analyses) using **CSW – Student Academic Profile**.

This subject area provides a high-level overview about each student that has been active for at least one day in at least one term.
This subject area is reloaded daily to reflect current up-to-date information when compared to UAccess Student.
STUDENT SUBJECT AREAS

CSW – Student Academic Profile

By default this subject area contains all Student, Term, Career, Program, Plan, Subplan level data. However, you can limit it to the primary plan row per student per term by using one of the available flags.

- TERM SPECIFIC PRIMARY MAJOR PLAN FLAG
- PLAN ACTIVE AT TERM START FLAG
- TERM SPECIFIC PLAN ACTIVE FLAG
- CONTINUOUSLY ACTIVE IN PLAN FLAG
STUDENT SUBJECT AREAS
CSW – Student Academic Profile

COMMON USES for this subject area include analyzing data for Active Major and Minor Lists, Enrollment trends, and Plan counts.

This subject area is the data source for the Academic Plan and Headcounts dashboards.
WHAT QUESTIONS CAN IT ANSWER?

- How many students in my college have self-identified as first-generation college students?
- How many Junior and Senior level students are active in a specific academic plan?
- How many international students are enrolled in my department for Spring 2020?
- How many graduate students are active in our graduate certificate program?
What analytics tools will help me monitor my unit’s academic plans and students?

The Academic Plan and Headcounts dashboard delivers tools to monitor general academic plan and headcount information. It is designed to provide counts for academic plans (majors, minor, specializations) and students.

Path to Reports:
UAccess Analytics Dashboards > Student > Academic Plan and Headcounts
Academic Plan and Headcount

The dashboards and sub-pages have been structured in the following way. Today we will look at how to navigate these tools.
What student data do you need to track?

**PLAN COUNT**

*Active and non-active plans*
A student will be counted more than once if they are tied to multiple academic plans within the same college or department.

**HEADCOUNT**

*Unique student counts*
A student will be counted only once.
What is an enrolled student vs a student with an active plan?

**ACTIVE**

**Active Plan Status**
A student has an active status, allowing them to enroll in a term and be evaluated for transfer credit.

**ENROLLED**

**Enrollment Status**
A student has enrolled in more than one unit the specified term.

Students are active in plans and they enroll in courses.
Where can I go to find information on how many active academic plans are in my unit?

The Academic Plan Counts dashboard provides the most current information about active/non-active plans, counts for primary and secondary majors as well as other plans.

Academic plan counts are not a unique student count, meaning that a student will be counted more than once if they are tied to multiple academic plans within the same college or department.

Path to Reports:
UAccess Analytics Dashboards > Student > Academic Plan and Headcounts > Academic Plan Counts > Counts
### Academic Plan Counts

Based on the above criteria, there are **3,988** active plans.

#### Highlights

- **Primary Major**
  - Total: **3,371**
  - Plan count where the plan is the student’s primary major, indicating the student’s principal field of study.

- **Secondary Major**
  - Total: **41**
  - Plan count where the plan is not the student’s primary plan but is a major, secondary major, or pre-major plan type.

- **All Other Plan Types**
  - Total: **576**
  - Plan count where the plans are minors, specializations, graduate exchange, and course of study plan types.

- **First Term in Plan**
  - Total: **971**
  - Plan count where the student’s first term in the plan(s) are the term prompted.

#### Plan Counts by Degree Level

<table>
<thead>
<tr>
<th>Degree Level</th>
<th>Plan Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor</td>
<td>1,797</td>
</tr>
<tr>
<td>Master</td>
<td>618</td>
</tr>
<tr>
<td>Graduate</td>
<td>281</td>
</tr>
<tr>
<td>Doctoral</td>
<td>833</td>
</tr>
<tr>
<td>Undeclared</td>
<td>633</td>
</tr>
</tbody>
</table>

#### Plan Counts by Program Campus

- Maya
  - Total: **736**

- Arizona Online
  - Total: **768**

- Distance
  - Total: **327**

- Phoenix
  - Total: **62**

- Tucson
  - Total: **92**

- Global Campus
  - Total: **1**

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View navigation video: [https://youtu.be/DEo2-PRIHSg](https://youtu.be/DEo2-PRIHSg)
Did you know you can customize a dashboard?

You can save your customized prompt filters for any dashboard in UAccess Analytics. 

Select your filters. Click on the Cog Icon and select “Save Current Customization.” Name your customization (you can also check the box to make it your default settings) and Click OK.
Are you interested in knowing what the trends are for your academic plan over the last four years?

The Trends report provides four-year trends of the most current information for active/non-active plans, counts for primary and secondary majors.
Is there a tool to find information on academic plan ownership?

The **Plan Ownership** sub-page provides academic plan ownership information for academic plans and subplans displaying the primary academic and budget owner in addition to the college to which the unit rolls up to.
Academic Plan and Headcounts > Academic Plan Counts

WHAT QUESTIONS CAN IT ANSWER?

- How many active academic plans are in my unit?
- What are the counts for my unit’s undergraduate and graduate plans?
- Where do my unit’s students attend by campus?
- How does my unit’s current academic plan count compare to past years?
- How many primary majors and secondary majors are in my unit?
- How do I get a list of enrolled students with their UA Email Address with an active plan in my unit?
How many students are in my program?

The **Student Headcounts** dashboard provides the most current student counts. The report gives a *unique student headcount*, meaning a student will be counted only once under the prompted values. The counts only reflect students based on their *primary major* which is consistent with external reporting.

*Path to Reports:*
UAccess Analytics Dashboards > Student > Academic Plan and Headcounts > Student Headcounts > Headcounts
Student Headcounts

View navigation video: https://youtu.be/XJyUnflkEU
Are you interested in knowing what the trends are for your student headcounts over the last four years?

The **Trends** report provides **four-year trends** of the most current information for student headcounts.
Why is primary major important for headcounts?

The Student Headcounts pages only reflect students based on their primary major which is consistent with external and census reporting. This is particularly important to ensure unique student counts if data is aggregated at a campus, career, and college level.
What tools are available to find students with Academic Honors in my unit?

The Academic Honors sub-page provides current counts for students who have earned an academic distinction or honor during the specified term. Breakouts for Academic Year Distinction, Dean’s List and Honorable Mention are provided.

Please note: Records are only available for the previous terms.

Path to Reports:
UAccess Analytics Dashboards > Student > Academic Plan and Headcounts > Student Headcounts > Academic Honors
Select prompts to limit the data to a specific group.

Use the Next button to access additional prompts.

The prompts for this dashboard default to the following values:

[Term] – Spring 2020
Highlights presents the most current student counts for students who earned academic honors for the selected term. The graph and tables show Dean’s List and Honorable Mentions and Academic Year Distinction.
Details presents a table containing a list of students who received academic honors based on the selected filters. Additional fields can be added to the report by right clicking on the table and selecting “Include column.” The table is available to export.
How can I identify students with different kinds of service indicators?

The Service Indicators sub-page provides current counts for students with the selected service indicator (e.g. Financial Aid Notice).
How can I identify students who are part of various student groups?

The **Student Groups** sub-page provides current counts for students with the selected student group indicator (participation in a particular service, club, or organization).
WHAT QUESTIONS CAN IT ANSWER?

- What is my unit’s current undergraduate and graduate headcount?
- How does my unit’s current student headcount compare to past years?
- What is my undergraduate breakout by academic level?
- How many of my unit’s students are residents? How many are international?
- How many students in my unit received academic honors or distinctions?
- What students have an Academic Support Plan?
- Who are the student athletes in my unit?
EXPLORING STUDENT COUNTS – CENSUS DATA

Dez De La Mater, Senior Data Analyst
Jessica Gerlach, IT Training & Support Specialist
What is census data? Why is it important? How is it used?
Why is census data important? How is it used?

- Benchmarking year-to-year and term-to-term data
- Ability to observe and compare trends over time
- Empowering campus to make better decisions—take corrective actions, improve quality and performance
- Reporting institutional data to federal and state agencies, higher education organizations, and media publishers (i.e. external reporting)
- Shows our strengths, weaknesses, and where opportunities exist
- Used in predictive modeling
- Comparing the university to peer institutions—how are we doing?
Do you need your records to match the current UAccess Student data?

CSW – Student Academic Profile

Matches Current UAccess Student Data
(updated at previous EOB day)

VS

CSW – Student Academic Profile Snapshot

Snapshots of UAccess Student Data
(fixed to specific reporting dates)
STUDENT COUNTS – CENSUS DATA

DATA SOURCE:
CSW – Student Academic Profile Snapshot (SAPS)

TOOLS:
- Academic Plan & Headcount – Census Trends
- Retention & Graduation Rate
- Interactive Fact Book
THE TWO SUBJECT AREAS ARE SYNCHRONIZED as the snapshots are taken directly from the CSW – Student Academic Profile at specific times in the semester.
How do I identify trends in our Undergraduate Academic Plans from Fall 2017 to Fall 2020?

To answer questions and retrieve data about trends in student academic details, demographics, admissions, enrollment, and more is to create reports (analyses) using **CSW – Student Academic Profile Snapshot**. This subject area is the same as Student Academic Profile in structure and layout. However, the data is fixed to specific reporting dates.
7 SNAPSHOTs PER SEMESTER

CSW – Student Academic Profile Snapshot

First Day of Classes (Beginning of Day)
Snapshot Code: FTB

21st Day Census
Snapshot Code: FCD

Start of 7 Week 2
Snapshot Code: 7W2

Fiscal Year End
Snapshot Code: FYE

First Day of Classes (End of Day)
Snapshot Code: FT1

45th Day Census
Snapshot Code: F45

Term End
Snapshot Code: FTE
On September 14, 2020, Jane Doe’s primary major is a BFA in Studio Art. On October 1, 2020, she decided to change her major to a BA in Accounting. The snapshot will show her major on the 21st day of the Fall Semester. What is her primary major in SAPS subject area?
STUDENT SUBJECT AREAS
CSW – Student Academic Profile Snapshot

COMMON USES for this subject area include analyzing data for Official Census reporting and anytime you need the information to never change over time.

Key External Reporting Agencies
- Association of American Universities Data Exchange (AAUDE)
- Arizona Board of Regents (ABOR)
- Auditor General, State of AZ
- College Board
- Department of Education (i.e. HSI, IPEDS)
- Higher Learning Commission (HLC)
- US Census Bureau
- US News and World Report (USNWR)

Did you know?
University of Arizona Rankings

#97 NATIONAL UNIVERSITIES
U.S. News & World Report, 2021

#40 TOP PUBLIC SCHOOLS
U.S. News & World Report, 2021
WHAT QUESTIONS CAN IT ANSWER?

- What subject area should I use to examine and analyze multi-year trends on academic plan counts?
- How many students were reported as enrolled in our college for Fall and Spring census data from the 21st day after the first day of classes?
- How do I examine trends in enrollment over time?
What tools allow me to dive deeper into census data for my college, department, or program?
Academic Plan and Headcounts

CENSUS TRENDS

Academic Plan Counts - Census Trends and Student Headcounts - Census Trends pages provide four-year census trends of data captured using the Spring and Fall census snapshot from the 21st day after the first day of classes.

Path to Reports:
UAccess Analytics Dashboards > Student > Academic Plan and Headcounts > Academic Plan Counts > Census Trends
UAccess Analytics Dashboards > Student > Academic Plan and Headcounts > Student Headcounts > Census Trends
Census Trends

View navigation video: https://youtu.be/2m4w98VOgsc
What are the year-over-year trends for a specific academic plan?

What are the year-over-year student headcount trends for my unit?

What are the demographic metrics for students in my unit? How have they changed over time?

What are the headcounts of students by academic level? How have they changed over time?

What are the headcounts of students by residency?
What is the Interactive Fact Book? And, when and how do I best use it?
THE VALUE OF THE INTERACTIVE FACT BOOK

UAIR MAINTAINS THE INTERACTIVE FACT BOOK, a user friendly and interactive online tool that provides a comprehensive and focused snapshot of data for the institution's core reporting areas, including Student, Employee, Finance, and Research.
FREELY AVAILABLE TO EVERYONE

INTERACTIVE FACT BOOK contains current and historical data about the University of Arizona, including information on Student, Faculty & Staff, Finance, and Research.
STUDENT DATA

- Admissions
- Enrollment
- Transfers
- Retention & Graduation
- Degrees & Majors
- Tuition & Fees
- Honors College
- College of Medicine
Interactive Fact Book – Navigation

Interactive Fact Book – Enrollment Data

View navigation video: [https://youtu.be/PX0o_Jp9BM](https://youtu.be/PX0o_Jp9BM)
Interactive Fact Book – Retention & Graduation Data

View navigation video: https://youtu.be/3mEfAH72UE
Interactive Fact Book

WHAT QUESTIONS CAN IT ANSWER?

- How many new undergraduate students applied to the institution?
- How many undergraduate and graduate students are enrolled at the university?
- What is the count of students of a certain IPEDS race/ethnicity?
- What is the first-year retention rate for a given entry cohort of students (First-Time Full-Time or Transfer Full-Time)?
THE VALUE OF CUSTOMER EXPERIENCE

UAIR is here to provide ongoing customer experience, training, and support. We want the campus community to have the knowledge and the know-how to take full advantage of our products and services.
STILL WANT TO KNOW MORE?

TAKE ADVANTAGE OF OUR KNOWLEDGE. UAIR is here to enhance data literacy and customer experience for campus.

- **UAIR Newsletter**  
  (providing information and news to the campus community)

- **UAccess Analytics Training**  
  (basic & intermediate level workshops)

- **Analytics Office Hours**  
  (visit with our staff to have your individual questions answered)

- **UAccess Community**  
  (a community of users and resources)

- **Data Exploration Series**  
  (providing quarterly data literacy presentations)

Visit our website for more information or to sign-up: [https://uair.arizona.edu/](https://uair.arizona.edu/)
Connect with us.

uair.arizona.edu
uair@arizona.edu
THANK YOU

Let us know how we did. Please take our survey!