USHE DATA QUALITY SUMMIT

University Data in the Public Arena: Examples and Experience which Inform Decisions

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August 3, 2018

Utah Valley University

1. Introduction

2. Data Sources

3. Data Gymnastics

4. Data Gymnastics

5. Data usage Scenarios

6. Field Trip

Q & A

University Data in the Public Arena: Examples and Experience which Inform Decisions

Discuss Higher Ed Data sources and Reporting Channels

1. Where is data/information created?

2. Where does data/information eventually reside?

3. How is this data used?

Discussion will be at three levels of analysis:

National

State

Institutional

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Higher Ed data sources

Govt sources

Other Sources

Data integration

Government Data Sources:

- U.S. Department of Education
  - IPEDS
  - Student Financial Aid
  - Office of Postsecondary Education
- National Science Foundation
- U.S. Census -American Community Survey
- State government reporting (i.e., expenditures)
-

IPEDS
Integrated Postsecondary Education Data System

Federal Student Aid
An OFFICE of the U.S. DEPARTMENT of EDUCATION
FAFSA.gov

United States Census Bureau

Other Higher Ed Data sources:

- The College Board
- Peterson's Survey
- US News and World Report
- Complete College America
- Common Dataset
- National Student Clearinghouse
-

IPEDS
Integrated Postsecondary Education Data System

U.S.News & WORLD REPORT

CollegeBoard

NATIONAL STUDENT CLEARINGHOUSE

Data Integration and Sourcing

- Despite having multiple sources of data, the IPEDS data is the most consistent, broad-based and creditable data used across all reporting channels for

- Student Enrollment
- Graduate counts
- Graduation rates

Used in the majority of Higher Ed reports at all 3 levels of analysis

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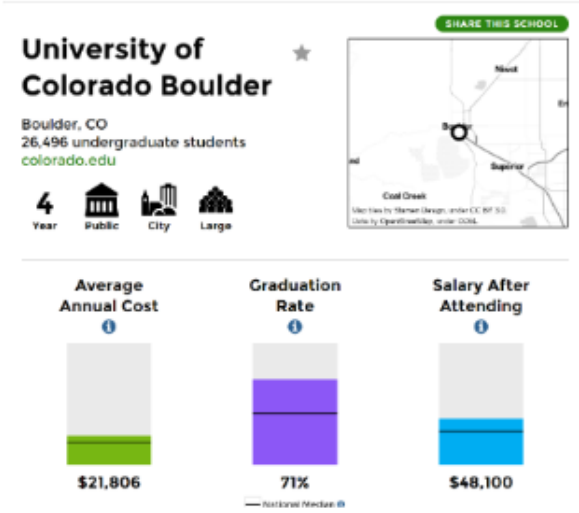
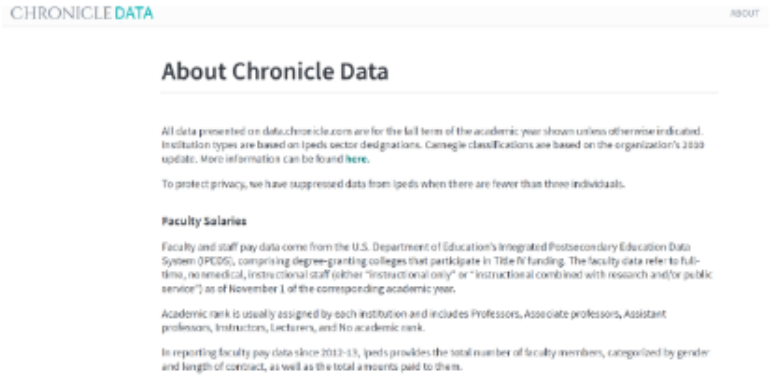
Data Gymnastics

-Data calculations

-Data integrations

-Data presentations





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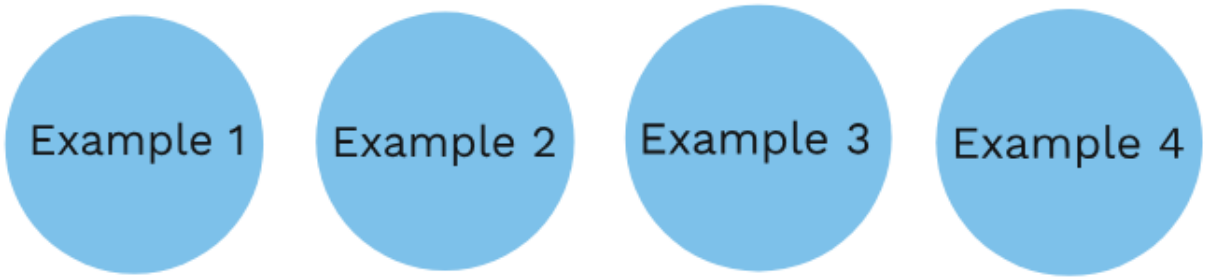
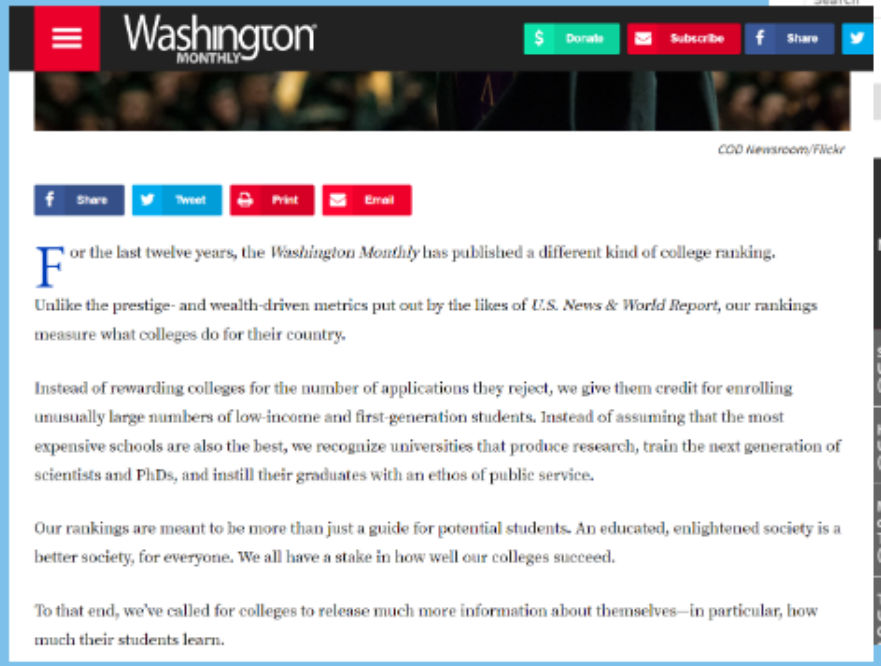
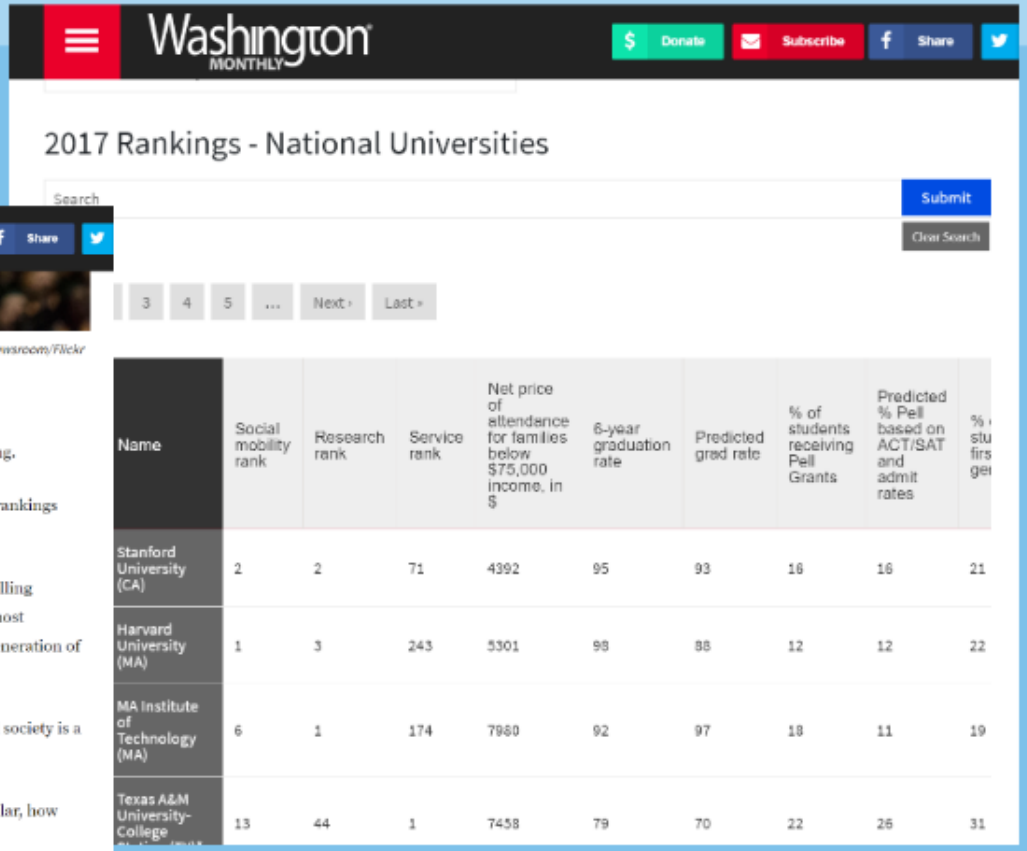
Data reporting examples



Example 1

Washington Monthly Magazine

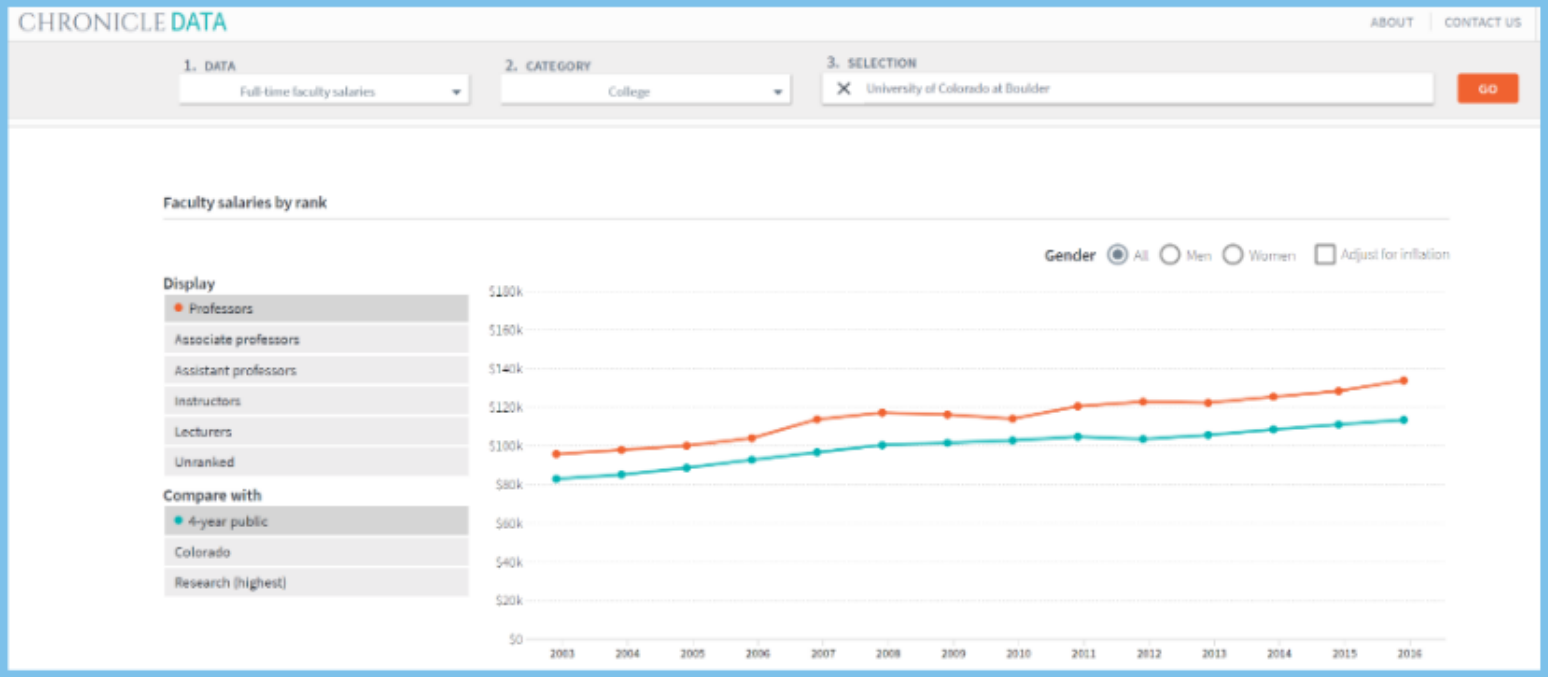




Name	Social mobility rank	Research rank	Service rank	Net price of attendance for families below $75,000 income, in $	6-year graduation rate	Predicted grad rate	% of students receiving Pell Grants	Predicted % Pell based on ACT/SAT and admit rates	% stu firs ge
Stanford University (CA)	2	2	71	4392	95	93	16	16	21
Harvard University (MA)	1	3	243	5301	98	88	12	12	22
MA Institute of Technology (MA)	6	1	174	7980	92	97	18	11	19
Texas A&M University-College	13	44	1	7458	79	70	22	26	31

Example 2

The Chronicle of Higher Education - Faculty Salaries



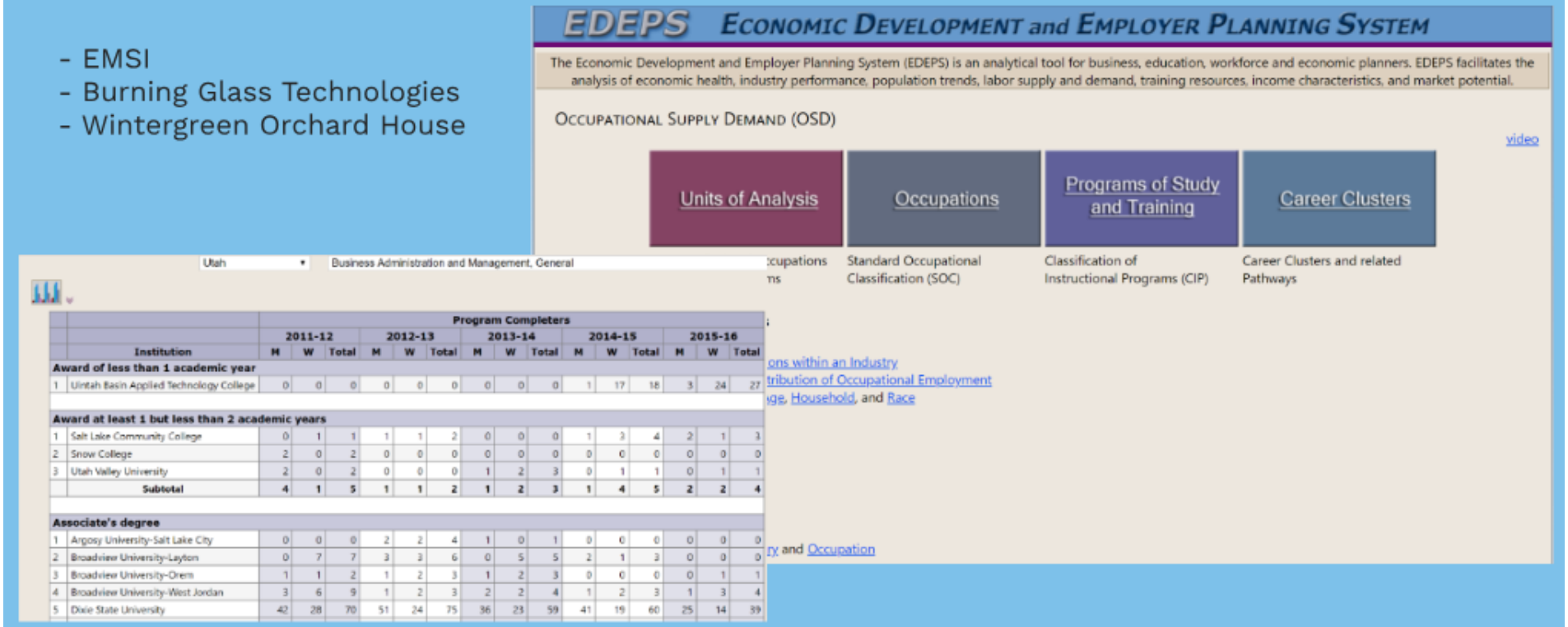
Example 3

College Affordability and Transparency Center (US Dept of Ed)

Example 4

Supply and Demand (Employers and Graduates) Data

- EMSI
- Burning Glass Technologies
- Wintergreen Orchard House



EDEPS ECONOMIC DEVELOPMENT and EMPLOYER PLANNING SYSTEM

The Economic Development and Employer Planning System (EDEPS) is an analytical tool for business, education, workforce and economic planners. EDEPS facilitates the analysis of economic health, industry performance, population trends, labor supply and demand, training resources, income characteristics, and market potential.

OCCUPATIONAL SUPPLY DEMAND (OSD)

video

Units of Analysis | Occupations | Programs of Study and Training | Career Clusters

cupations | Standard Occupational Classification (SOC) | Classification of Instructional Programs (CIP) | Career Clusters and related Pathways

Utah | Business Administration and Management, General

ons within an Industry
tribution of Occupational Employment
ge, Household, and Race

ry and Occupation

		Program Completers													
		2011-12			2012-13			2013-14			2014-15			2015-16		
	Institution	M	W	Total	M	W	Total	M	W	Total	M	W	Total	M	W	Total
Award of less than 1 academic year																
1	Uintah Basin Applied Technology College	0	0	0	0	0	0	0	0	0	1	17	18	3	24	27
Award at least 1 but less than 2 academic years																
1	Salt Lake Community College	0	1	1	1	1	2	0	0	0	1	3	4	2	1	3
2	Snow College	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0
3	Utah Valley University	2	0	2	0	0	0	1	2	3	0	1	1	0	1	1
	Subtotal	**4**	**1**	**5**	**1**	**1**	**2**	**1**	**2**	**3**	**1**	**4**	**5**	**2**	**2**	**4**
Associate's degree																
1	Argosy University-Salt Lake City	0	0	0	2	2	4	1	0	1	0	0	0	0	0	0
2	Broadview University-Layton	0	7	7	3	3	6	0	5	5	2	1	3	0	0	0
3	Broadview University-Orem	1	1	2	1	2	3	1	2	3	0	0	0	0	1	1
4	Broadview University-West Jordan	3	6	9	1	2	3	2	2	4	1	2	3	1	3	4
5	Dixie State University	42	28	70	51	24	75	36	23	59	41	19	60	25	14	39

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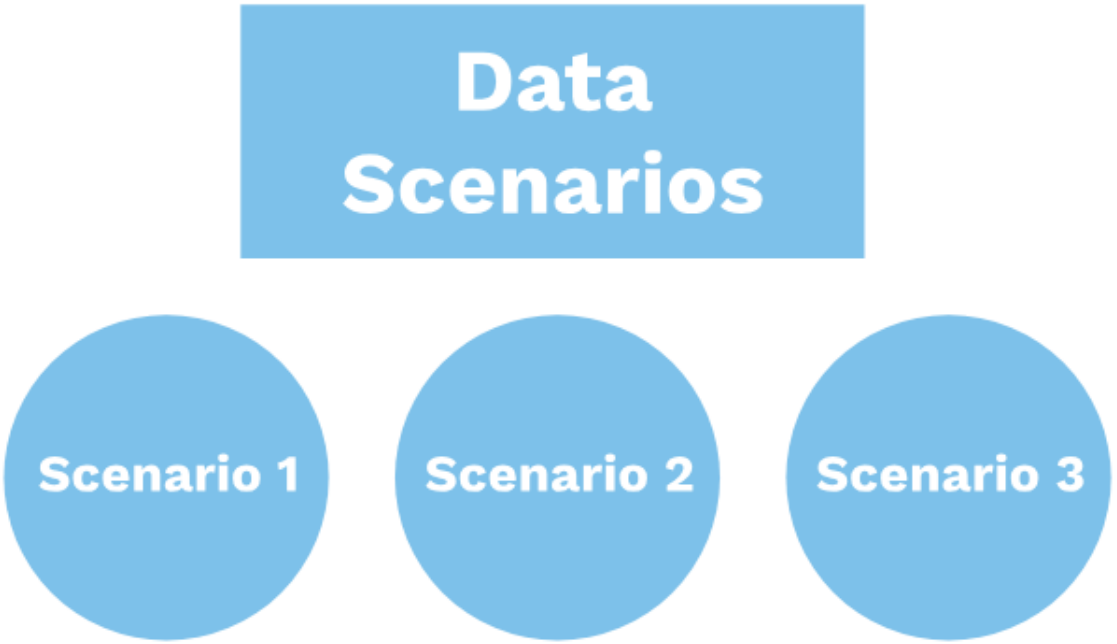

Data Scenarios
Scenario 1
Scenario 2
Scenario 3

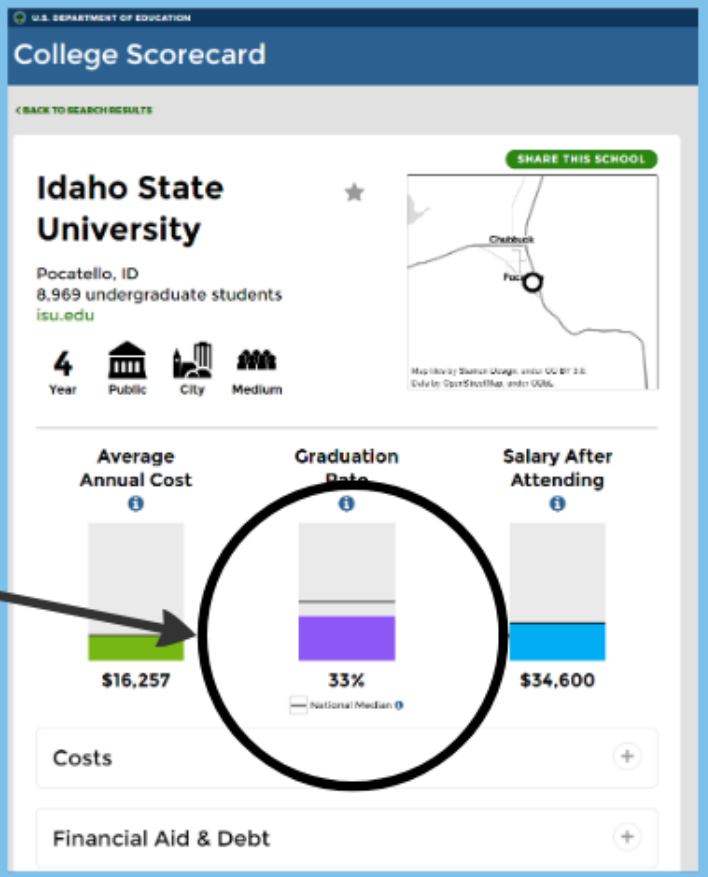
Scenario 3

Data Definitions

College Scorecard

Graduation rate

Students are only first-time, full-time degree-seeking; may not accurately be representative of student population



Scenario 2

Rankings, Rankings, Rankings

Who is the loser?

#Admissions Insider

3 More Instances of False Data in 'U.S. News' Rankings

University of Florida and University of South Florida lose rankings in nursing. Sam Houston loses ranking in education.

By Scott Jaschik // February 19, 2018

BEST GRAD SCHOOLS U.S.News RANKINGS

BEST GRAD SCHOOLS U.S.News RANKINGS

BEST GRAD SCHOOLS U.S.News RANKINGS

Ad closed

Temple Rankings Scandal: From Bad to Worse

University admits it provided false data for six additional programs beyond the online M.B.A. for which it already made such an admission.

Scenario 3

Data Verifications

Did someone check the data?

U.S. Department of Education
College Affordability and Transparency Center

Sector-3 Private for-profit, four-year or above						
447360	Fortis College-Largo	FL	$449	$21,215	$20,766	4625
457129	Chamberlain College of Nursing-Florida	FL	$15,938	$29,337	$13,399	84
417318	College of Business and Technology-Kendall	FL	$15,752	$24,560	$8,808	56
457688	American Business and Technology University	MO	$15,368	$22,761	$7,393	48
178305	Missouri College	MO	$12,862	$18,707	$5,845	45

Sector-1 Public, four-year or above						
142328	Lewis-Clark State College	ID	$5,562	$8,624	$3,062	55
227526	Prairie View A & M University	TX	$6,404	$9,461	$3,057	48
207722	University of Science and Arts of Oklahoma	OK	$4,320	$6,270	$1,950	45
188058	Northern New Mexico College	NM	$2,827	$4,060	$1,233	44
226806	Midland College	TX	$2,160	$2,970	$810	38
187596	Navajo Technical University	NM	$2,590	$3,400	$810	31
221759	The University of Tennessee-Knoxville	TN	$9,092	$11,876	$2,784	31

(from the previous Example)

- University of South Florida nursing college: the university told *U.S. News* that its NIH grants and expenditures total in 2016 was $15,991,202. The real figure was $1,591,202.

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Field trip to Reports and Data sites.....

Q & A

Thank you!!!