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

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
University Data in the Public Arena: Examples and Experience which Inform Decisions
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)
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 Logo](image1)
![US News Logo](image2)
![College Board Logo](image3)
![National Student Clearinghouse Logo](image4)
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
University Data in the Public Arena: Examples and Experience which Inform Decisions
Data Gymnastics

- Data calculations
- Data integrations
- Data presentations
1. Introduction

2. Data Sources

3. Data Gymnastics

4. Data Gymnastics

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5. Data usage Scenarios

6. Field Trip

Q & A
Data reporting examples

Example 1  Example 2  Example 3  Example 4
For the last twelve years, the Washington Monthly has published a different kind of college ranking.

Unlike the prestige- and wealth-driven metrics put out by the likes of U.S. News & World Report, our rankings measure what colleges do for their country.

Instead of rewarding colleges for the number of applications they reject, we give them credit for enrolling unusually large numbers of low-income and first-generation students. Instead of assuming that the most expensive schools are also the best, we recognize universities that produce research, train the next generation of scientists and artists, and instill their graduates with an ethos of public service.

Our rankings are meant to be more than just a guide for potential students. An educated, enlightened society is a better society, for everyone. We all have a stake in how well our colleges succeed.

To that end, we’ve called on colleges to release much more information about themselves—in particular, how much their students learn.
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](image)

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

Scenario 1

Scenario 2

Scenario 3
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?

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 Jeschik // February 15, 2018

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?

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(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!!!