

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



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Utah Valley University



1. Introduction

2. Data Sources

3. Data Gymnastics

4. Data Gymnastics

5. Data usage Scenarios

6. Field Trip

Q & A

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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)
-



Other Higher Ed Data sources:

- The College Board
- Peterson's Survey
- US News and World Report
- Complete College America
- Common Dataset
- 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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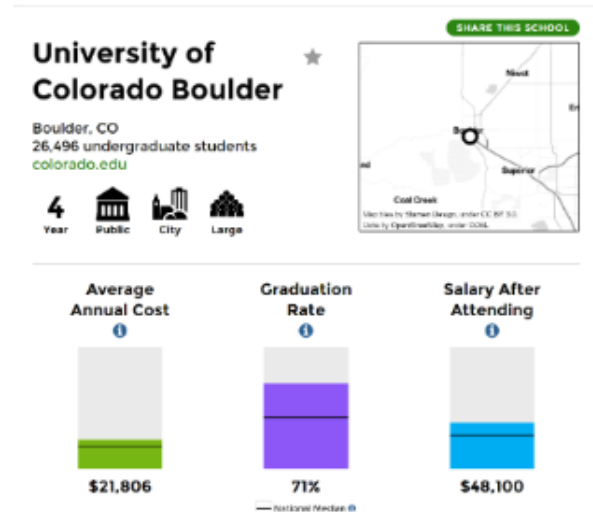
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Data Gymnastics

-Data calculations

-Data integrations

-Data presentations



CHRONICLE DATA

ABOUT

About Chronicle Data

All data presented on data.chronicle.com are for the full term of the academic year shown unless otherwise indicated. Institution types are based on Ipeid sector designations. Carnegie classifications are based on the organization's 2010 update. More information can be found [here](#).

To protect privacy, we have suppressed data from Ipeids when there are fewer than three individuals.

Faculty Salaries

Faculty and staff pay data come from the U.S. Department of Education's Integrated Postsecondary Education Data System (IPEDS), comprising degree-granting colleges that participate in Title IV funding. The faculty data refer to full-time, non-medical, instructional staff (either "instructional only" or "instructional combined with research and/or public service") as of November 1 of the corresponding academic year.

Academic rank is usually assigned by each institution and includes Professors, Associate professors, Assistant professors, Instructors, Lecturers, and No academic rank.

In reporting faculty pay data since 2012-13, Ipeid provides the total number of faculty members, categorized by gender and length of contract, as well as the total amounts paid to them.

IED · INDEX:

Download Data

Data used on this site are available for download. Institution files each contain header information for each school, including the school name and location, sector, and unique identifiers, and other pertinent institutional characteristics. The schools file contains information on graduation and retention rates, transfer rates, cost of attendance, endowments, share of students receiving aid and the average amount of aid received, as well as other related census data presented in that section. Student files contain information on total enrollment, enrollment by student level and attendance intensity, and enrollment breakdowns by race and nontraditional student factors. Loans files contain information on loan disbursements and payments for each type of federal loan, repayment rates, and default default rates. Grants files contain information on recipients and disbursements of federal grants aid, including Pell grants, and the share of students receiving Pell and other types of aid. Outcomes files contain information on post-graduation earnings, debt levels.

State, sector, and national level data are each based on aggregations of school level data, based on the geographic location of the headquarters of the school. Datasets include variable names, source materials, and definitions, as well as a detailed explanation of how institution level data were aggregated to the state level. For each data file, variable names are followed by an underscore and the year to which the data refers; for the cookbooks, a star is used in place of the year.

[View All Disaggregation Data Here](#)



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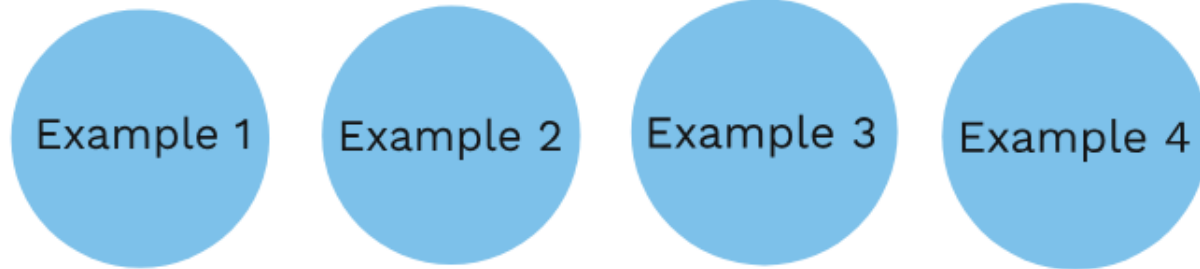
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Data reporting examples



Example 1

Washington Monthly Magazine

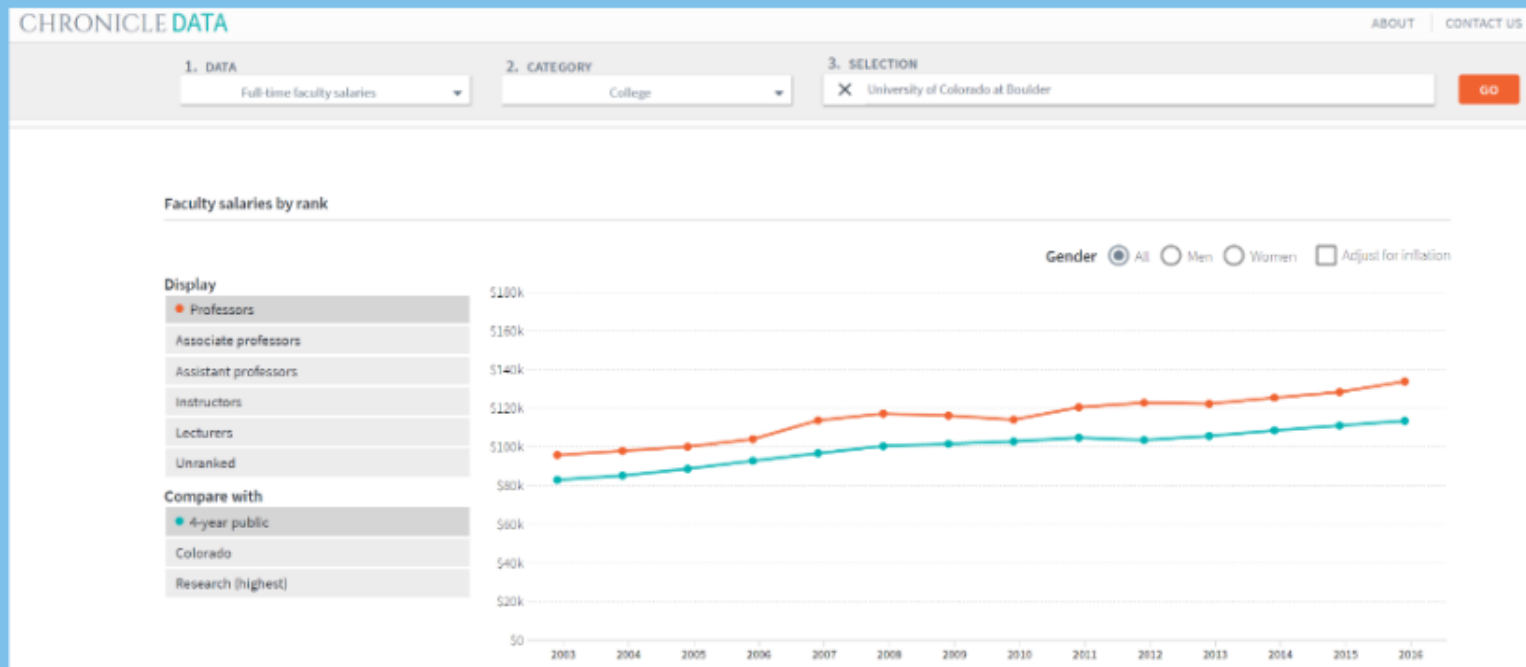
The screenshot shows the Washington Monthly website header with navigation links for Donate, Subscribe, and Share. Below the header is a featured image with a credit to 'COD Newsroom/Flickr'. The article text begins with a large 'F' and discusses the magazine's unique ranking criteria, contrasting it with traditional metrics like prestige and wealth. It emphasizes research, training of future scientists, and public service. The text also mentions that the rankings are meant to be a guide for potential students and that the magazine has called for colleges to release more information about themselves.

The screenshot shows the '2017 Rankings - National Universities' table on the Washington Monthly website. The table includes a search bar, navigation buttons, and a table with columns for Name, Social mobility rank, Research rank, Service rank, Net price of attendance for families below \$75,000 income, 6-year graduation rate, Predicted grad rate, % of students receiving Pell Grants, Predicted % Pell based on ACT/SAT and admit rates, and % of students first generation.

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	% of students first generation
Stanford University (CA)	2	2	71	4992	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 Station (TX)	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)

The screenshot shows the College Affordability and Transparency Center website. The main heading is "College Affordability and Transparency Center" with a question mark icon. Below the heading, there are two main sections: "Which colleges have the highest and lowest tuition and net prices?" and "How much do career and vocational programs cost?".

The first section, "Which colleges have the highest and lowest tuition and net prices?", includes a sub-heading "1 Choose Sector" and a list of options: "4-year or above, public", "4-year or above, private not-for-profit", "2-year or above, public", "2-year or above, private not-for-profit", "1-year or above, public", "1-year or above, private not-for-profit", "Public", "Private not-for-profit", and "Private for-profit". To the right, under "2 Choose Report Type", there are options for "Highest Tuition", "Highest Net Prices", "Lowest Tuition", and "Lowest Net Prices". A "3 Generate Report" button is located at the bottom of this section.

The second section, "How much do career and vocational programs cost?", includes a text box for "Select a Program" with a "Go" and "Clear" button. Below this, there are two buttons: "Apply for Financial Aid" and "Search for Colleges".

An inset window shows the results for "4-year or above, public with Highest Tuition". The national average is \$8,022. The table lists the following institutions and their tuition:

Institution	State	Tuition (USD)
College of William and Mary	VA	\$21,234
University of Pittsburgh-Pittsburgh Campus	PA	\$18,618
Pennsylvania State University-Main Campus	PA	\$17,900
Colorado School of Mines	CO	\$17,842
University of New Hampshire-Main Campus	NH	\$17,624
Virginia Military Institute	VA	\$17,492

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

Utah Business Administration and Management, General Occupations Standard Occupational Classification (SOC) Classification of Instructional Programs (CIP) Career Clusters and related Pathways

Institution	Program Completers														
	2011-12			2012-13			2013-14			2014-15			2015-16		
	M	W	Total	M	W	Total	M	W	Total	M	W	Total	M	W	Total
Award of less than 1 academic year															
1 Utah 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

[Occupations within an Industry](#)
[Distribution of Occupational Employment by Age, Household, and Race](#)
[Industry and Occupation](#)



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Data Scenarios

Scenario 1

Scenario 2

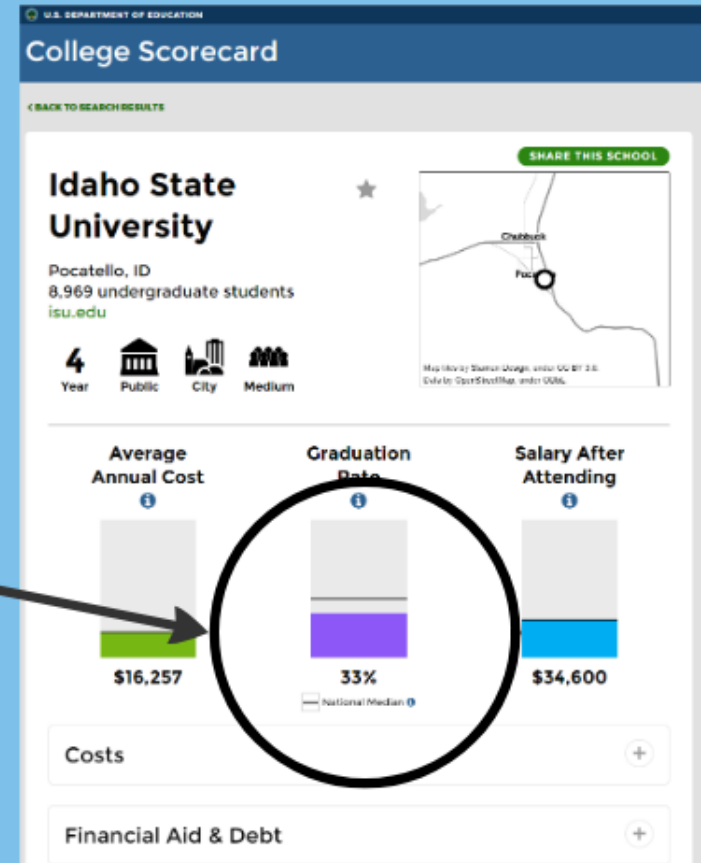
Scenario 3

Data Definitions

College Scorecard

Graduation rate

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



Rankings, Rankings, Rankings

Who is the loser?

#ADMISSIONSINSIDER

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

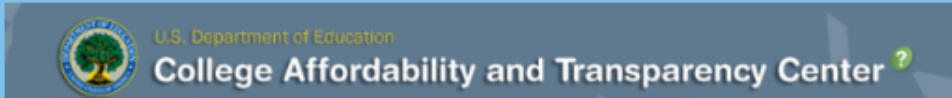


Temple Rankings Scandal: From Bad to Worse

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

Data Verifications

Did someone check the data?



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.....



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Thank you!!!