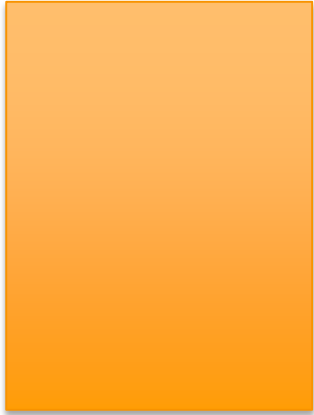




Cultivating a Climate of Data-Informed Decision Making

MAIR 2020 Conference

Today's Presenters & Audience



Megan McCay
Director of Institutional Research
University of Southern Mississippi



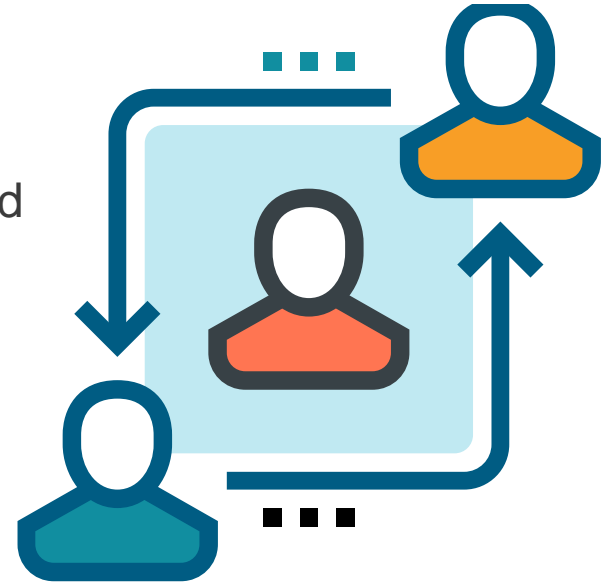
Annamarie Rice
Sales Director, Mississippi
HelioCampus



You
Please add
your **name** and
institution to
the chat

Agenda

- University of Southern Mississippi Background
- HelioCampus as an Analytics Partner
- Overview of Projects
- Q&A



University of Southern Mississippi (USM) Background

- Founded in 1910, USM is a public, comprehensive research university (R1) located near the Gulf of Mexico, about 100 miles east of New Orleans.
- Our fall 2019 enrollment included 11,594 undergraduate students and 2,539 graduate students, both online and face-to-face.
- We pride ourselves on balancing an exceptional, internationally known research profile with an emphasis on student-centered pedagogy and support, striving to be the model for public higher education.
- We are one of eight public institutions of higher learning in a small state and, like many universities, face increasing budgetary challenges and a competitive environment for student recruitment



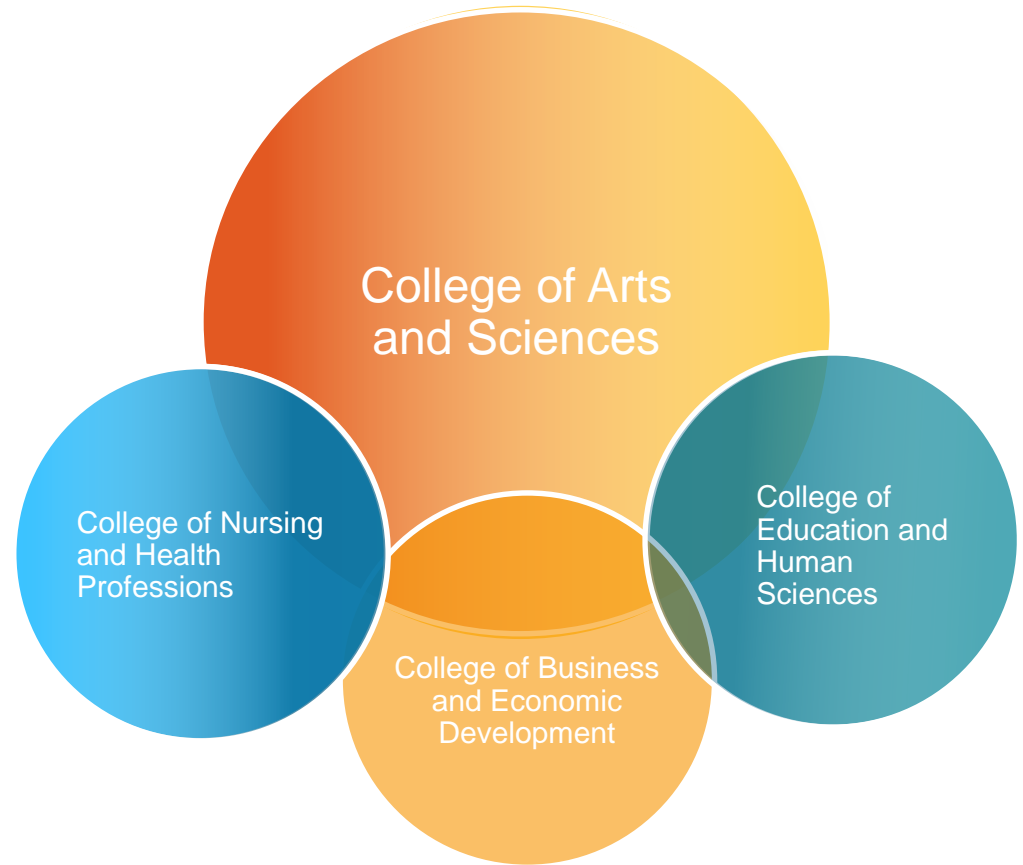
Vision 2020: Reimagining the Future of the Academy at USM

- What can we do within our **existing resources** to highlight our strengths, cultivate creativity, and distinguish ourselves as an institution?
- How can we better understand our challenges, identify strategic solutions, and, with foresight, innovate for a new University of Southern Mississippi?



Colleges Reorganization

Academic Colleges
at USM 2019

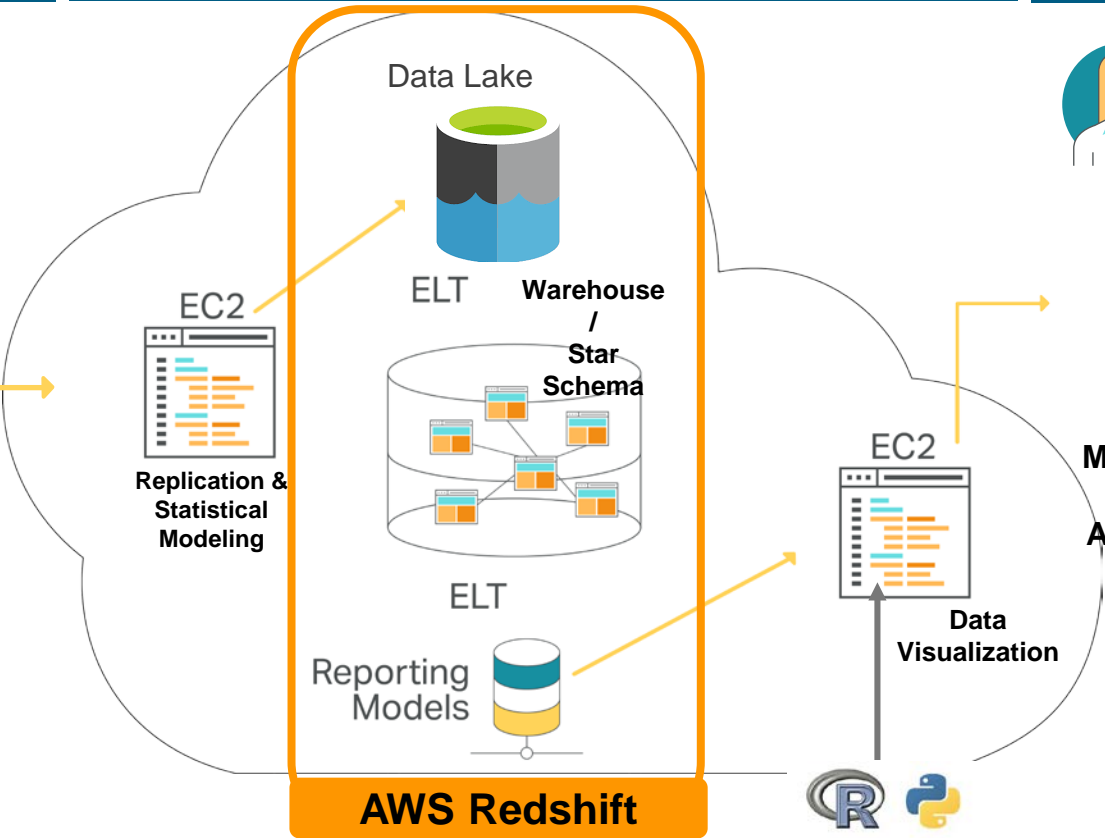
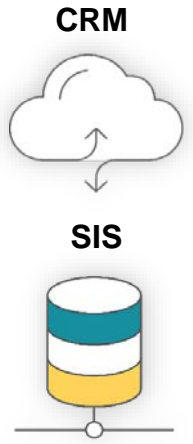


HelioCampus Architecture + Ongoing services

Source Systems

Single Tenant Environment

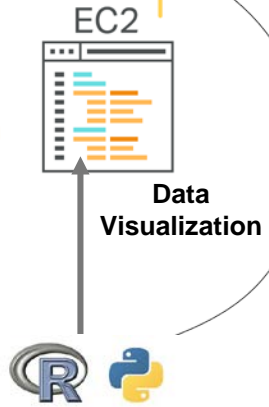
End Users



President's Cabinet

IR / IT

Functional Groups
(i.e.: Enrollment Management / Student Affairs, Finance, Advancement, Deans)



HelioCampus Data Models: Enable Analysis Across the Lifecycle

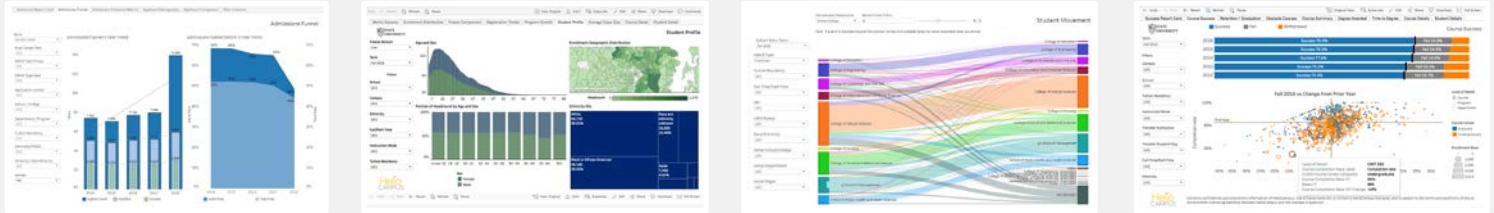
STUDENT LIFECYCLE



DATA MODELS



DASHBOARDS & FOUNDATIONAL PLATFORM



What are *your* critical questions? Please respond to poll

How can we improve our enrollment numbers, or focus on access, or diversity?

How can we better serve our student sub-populations?

How can we redesign our financial aid strategy to improve enrollment and retention?

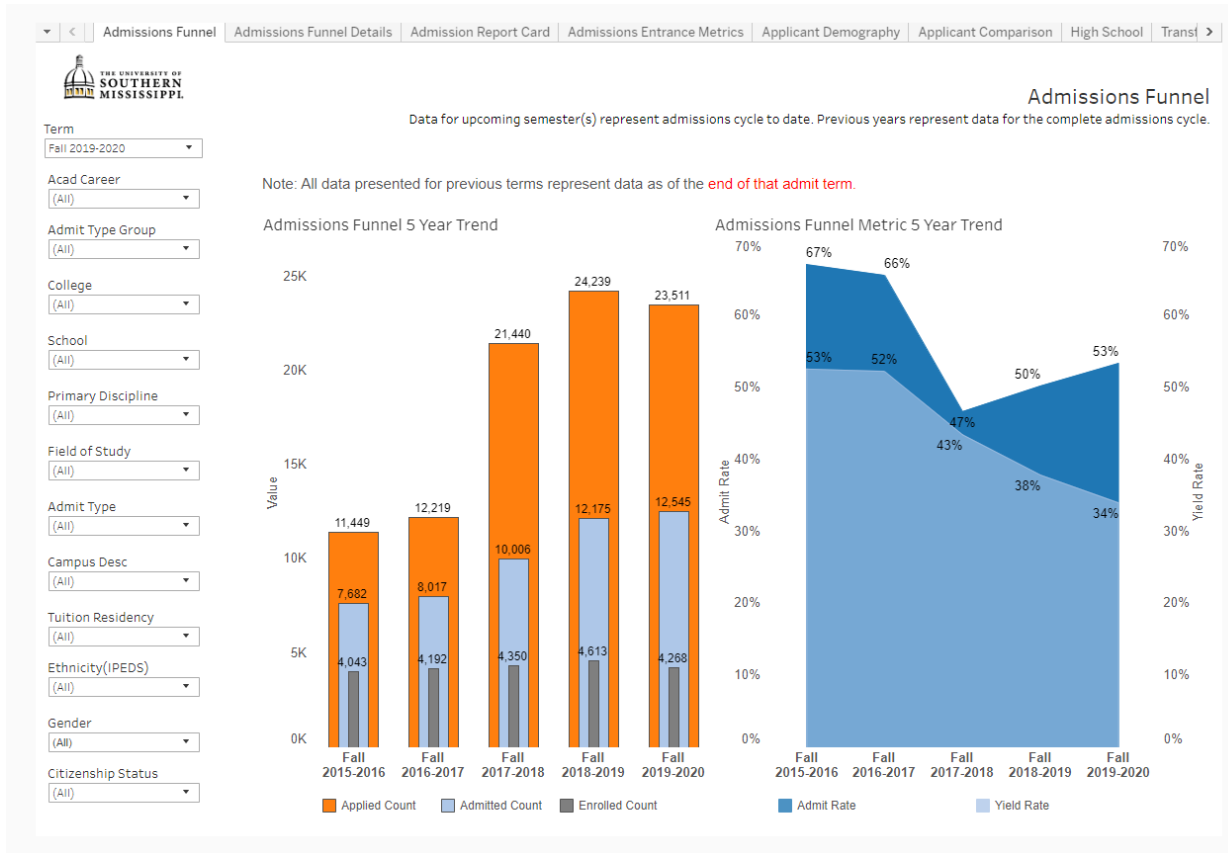
Which programs are driving demand and have high completion? How are our online programs enrolling and performing?

What factors determine the likelihood of an alumni to give a first-time donation?

How are our bad debt and aging outstanding balances impacting institutional performance?



Admissions Trends




Fun Facts with Admissions Trends

- Can filter to the lowest level
- Applicant demography with entrance metrics
- Applicant comparison
- Previous institutions

Enrollment Trends

Headcount | 10 Year Enrollment by Acad Plan | 10 Year Enrollment by Degree | Course Registrations | Average Class Size | Low Enrollment Classes | Student Map | Program Growth | Student



Term:

Acad Career:

Student Campus:

New/Continuing:

Tuition Residency:

Sex:

Race/Ethnicity:

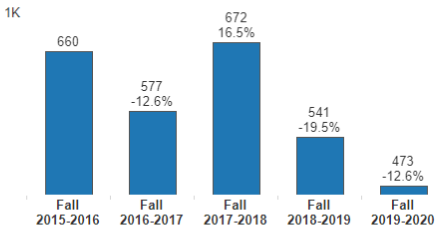
Acad Level (BOT):

Filters Applied On This Dashboard
Academic Career Level: Null
Student Campus: All
New/Continuing: All
Tuition Residency: All
Sex: All
Race/Ethnicity: All
Acad Level: All

Enrollment Metric:

Headcount 5 Year Trend

1K



Term	Enrollment	% Change
Fall 2015-2016	660	
Fall 2016-2017	577	-12.6%
Fall 2017-2018	672	16.5%
Fall 2018-2019	541	-19.5%
Fall 2019-2020	473	-12.6%

Comparison Metric (Unduplicated):

Headcount by Student Campus (Unduplicated) , Fall 2019-2020 (click to filter)

Student Campus (Unduplicated)	Headcount	%
Hattiesburg	350	74%
USM Gulf Coast	123	26%

Headcount and Enrollments

Note: Data presented for previous terms represent data as of the end of that term. Majors are locked in at 10th day

Headcount, Fall 2019-2020, unduplicated (click rows to filter and show drill-down to School, Discipline, and then Student Acad Plan)

Primary Academic Group	Undergraduate	Graduate
Grand Total	11,570	2,548
Col of Arts and Sciences	5,447	968
Col of Business & Economic Dev	1,854	219
Col of Education and Human Sci	2,342	921
Col of Nursing and Health Prof	1,927	370

School Desc	Undergraduate	Graduate
Center for Science & Math Edu		20
So Biological, Envir, & Earth S	941	102
So Communication	476	55
So Computing Sci & Computer En	493	39
So Construction & Design	499	

Primary Discipline	Undergraduate	Graduate
Cell and Molecular Biology	325	52
Ecology and Organismal Biology	470	3
Geography and Geology	54	28
Medical Laboratory Science	92	19
Grand Total	941	102

Primary Academic Plan	Undergraduate	Graduate
Bio Sci (Eco & Org Biology) BS	57	
Biological Sci (Licensure) BS	6	
Biological Sciences BS		273
Biological Sciences(Marine) MS	3	

Fun Facts with Enrollment Trends

- ❖ Headcount trend data
- ❖ Student demographics
- ❖ Can view data from course or student side

Program Growth by Student Major



Term

Headcount vs Credit Hour

Headcount

Level of Detail

Student Major

Student Academic Hierarchy

Academic Career

(All)

Acad Lvl BOT

(All)

College

(All)

School

(All)

Primary Discipline

(All)

Major / Plan

(All)

Campus

(All)

Course Filters

Class College

(All)

Class School

(All)

Class Division

(All)

Class Campus

(All)

Course Name

(All)

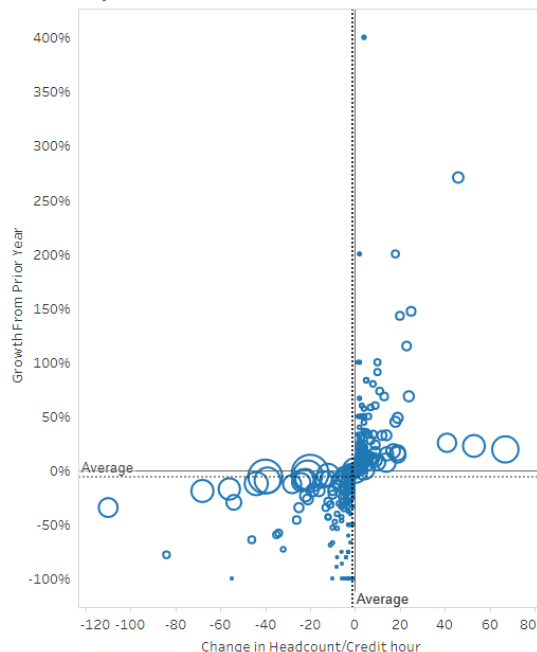
Course Component

(All)

Course Session

(All)

Student Major Growth in Headcount vs. Previous Year



Program Growth by Student Major

Note: All data presented for previous terms represent data as of the end of that term.

Student Major Detail Table

	PY Metric	CY Metric	YoY Diff Metric	YoY % Diff Metric
Grand Total	14,519	14,118	-401	-3%
Accounting BSBA	365	321	-44	-12%
Anthropology BA	33	38	5	15%
Architect Engr Tech BS	82	85	3	4%
Art (Drawing and Painting) ..	25	26	1	4%
Art (Graphic Design) BFA	47	53	6	13%
Art (Sculpture) BFA	9	11	2	22%
Art BA	86	70	-16	-19%
Bio Sci (Biomedical Sci) BS	233	286	53	23%
Bio Sci (Eco & Org Biology)..	60	57	-3	-5%
Bus Adm (Entrepreneur) B..	154	152	-2	-1%
Bus Adm (General Busines..	726	686	-40	-6%
Casino Management (UG) ..	1	0	-1	-100%
Chem (ACS Certified Chem..	19	10	-9	-47%
Chemistry (Biochemistry) ..	104	85	-19	-18%
Child & Fam Sci (Child Dev)..	519	498	-21	-4%
Communication Studies BA	48	45	-3	-6%
Computer Engineering BS	40	58	18	45%
Computer Science BS	174	160	-14	-8%
Construct Engr Tech BS	361	293	-68	-19%
Construction Management ..	0	64	64	
Criminal Just(JuvenileJust..	13	14	1	8%
Criminal Justice BA	305	293	-12	-4%
Dance (Perform and Chore..	47	43	-4	-9%
Economics (Mathematics) ..	6	9	3	50%
Economics (Social Science..	16	19	3	19%

Fun Facts with Program Growth

- ❖ One of most popular dashboards
- ❖ Program growth of majors
- ❖ Change filters and look by course
- ❖ Good conversation starter!

Financial Aid Growth by Student Major

Financial Aid Summary | Pell and Loan Trends | Award Package Make up | Aid Groups | Financial Aid Burden



Aid Year
2019

Acad Career Desc
Undergraduate

Primary College
(All)

Primary Discipline
(All)

Primary Academic Plan
(All)

Admit Type
(All)

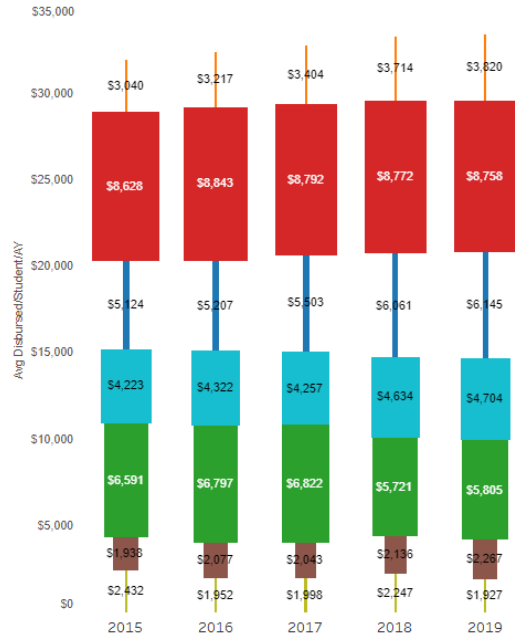
Gender
(All)

Ethnicity(IPEDS)
(All)

Need Based Indicator
(All)

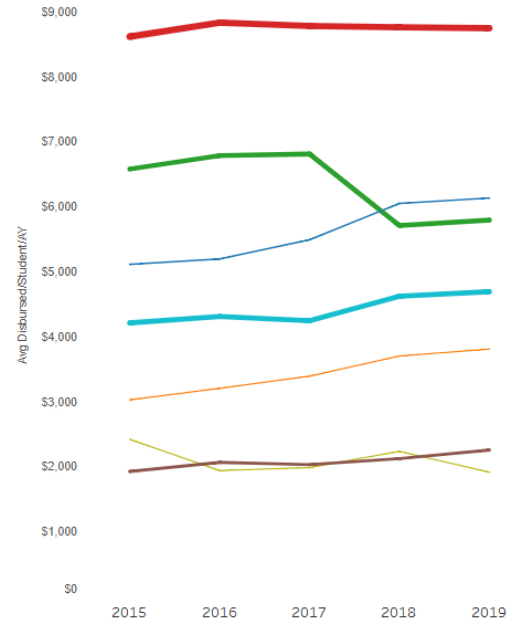
- Grouped Aid Type
- Employee
 - Loans
 - Other Aid
 - Pell Grants & SEOG
 - Scholarships and Waivers
 - State Aid
 - Work-Study

Package Distribution



Financial Aid Award Package Trends

Average Disbursed Trend per Student per AY




Fun Facts with Financial Aid

- ◆ Hover for headcount
- ◆ 5 year trends
- ◆ Filters to lowest level
- ◆ Student major

Course Success Metrics

Retention/Graduation | Course Success Trends | Completions | Course Success | Selected Cohort Detail



Retention Cohort:

Acad Career:

First Generation:

College:

School:

Primary Discipline:

Academic Plan / Major:

Campus:

Ethnicity (IPEDS):

Gender:

Tuition Residency:

Select the Retention Metric:

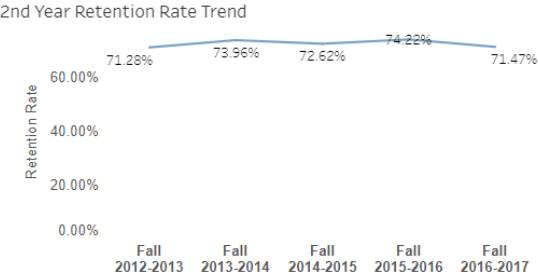
Retention Year:

Retention and Graduation

Graduation and Retention Trends of First-Time, Full-Time, Degree-Seeking Freshman

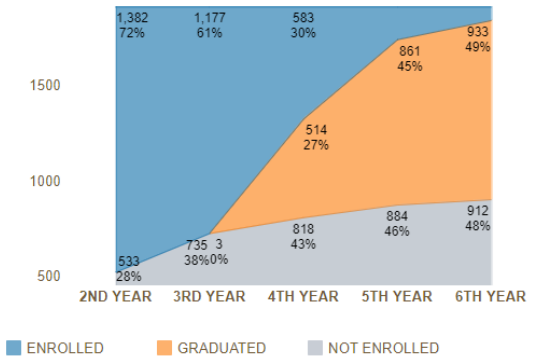
Retention Comparison:

2nd Year Retention Rate Trend



Year	Retention Rate
Fall 2012-2013	71.28%
Fall 2013-2014	73.96%
Fall 2014-2015	72.62%
Fall 2015-2016	74.22%
Fall 2016-2017	71.47%

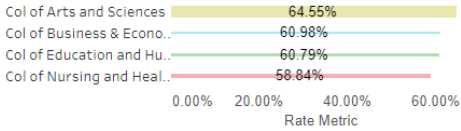
Fall 2012-2013 Retention Waterfall



Year	ENROLLED	GRADUATED	NOT ENROLLED
2ND YEAR	1,382 (72%)	533 (28%)	0
3RD YEAR	1,177 (61%)	735 (38%)	3 (0%)
4TH YEAR	583 (30%)	514 (27%)	818 (43%)
5TH YEAR	861 (45%)	884 (46%)	0
6TH YEAR	933 (49%)	912 (48%)	0

2nd Year Retention Rate (College)

To see a single year, single-click the year of interest in chart to the left.



College	Rate Metric
Col of Arts and Sciences	64.55%
Col of Business & Econ...	60.98%
Col of Education and Hu...	60.79%
Col of Nursing and Heal...	58.84%

Fun Facts with Course Success Metrics

Retention Comparison

- ❖ Gender
- ❖ Ethnicity
- ❖ Pell
- ❖ ACT
- ❖ First Generation
- ❖ Student Major

Course Success Metrics

Retention/Graduation | Course Success Trends | Completions | Course Success | Selected Cohort Detail



Term
Fall 2019-2020

Course Enrollments
10 5239

Avg. Course Success Rate LOD
0.000 1.000

Student Academic Hierarchy

Acad Career
(All)

College
(All)

Course Characteristics

Class Academic Organization
(All)

Course Subject
(All)

Course Division
(All)

Course Level
(All)

Class Component
(All)

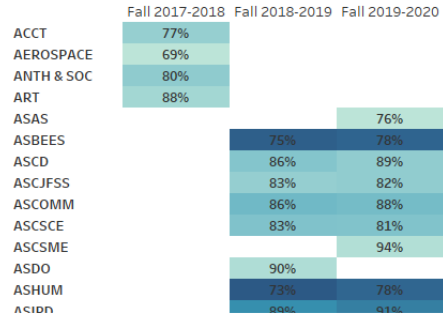
Class Campus Desc
(All)

Enrollments
24 7,347

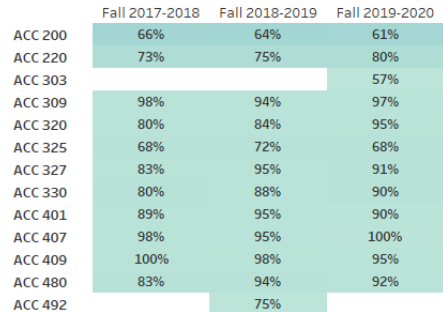
Course Success

UGRD - Success if grade in (A+,A,A-,B+,B,B-,C+,C,C-,P,S).
GRAD - Success if grade in (A,A-,B+,B,B-,P,S).

Success Trend: School

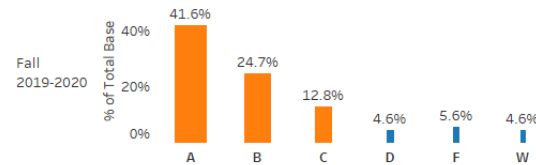


Success Trend: Course

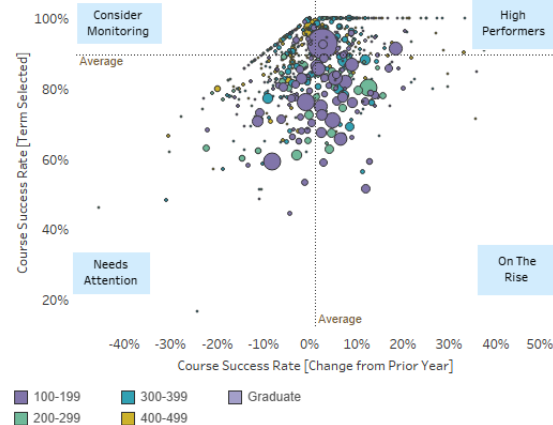


Course Success

Course Grade Distribution



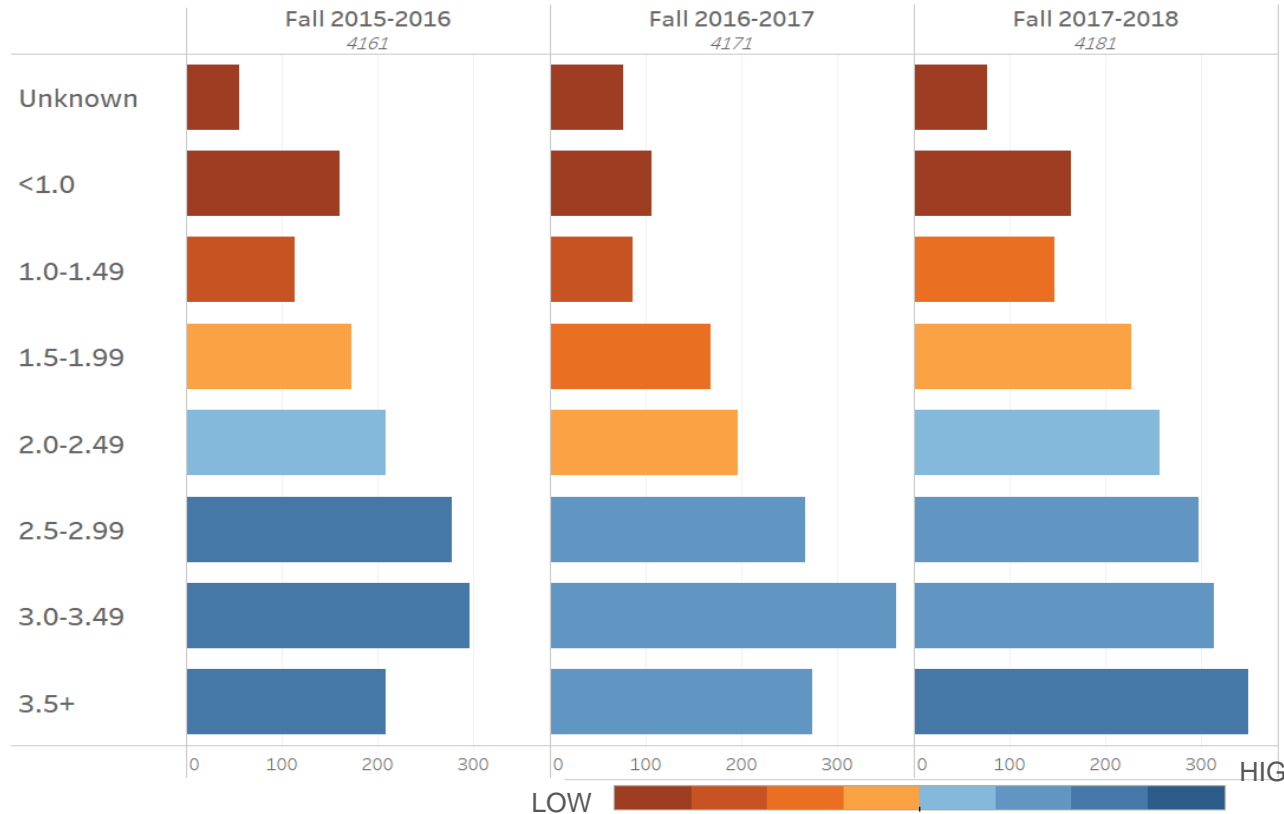
Fall 2019-2020 Course Success vs Prior Year



Fun Facts with Course Success Metrics

- Success rate of each course for 3-year trend
- Analysis of institutional data requests- and this was one of the top requests DFW, and SAT scores
- You can do this too!

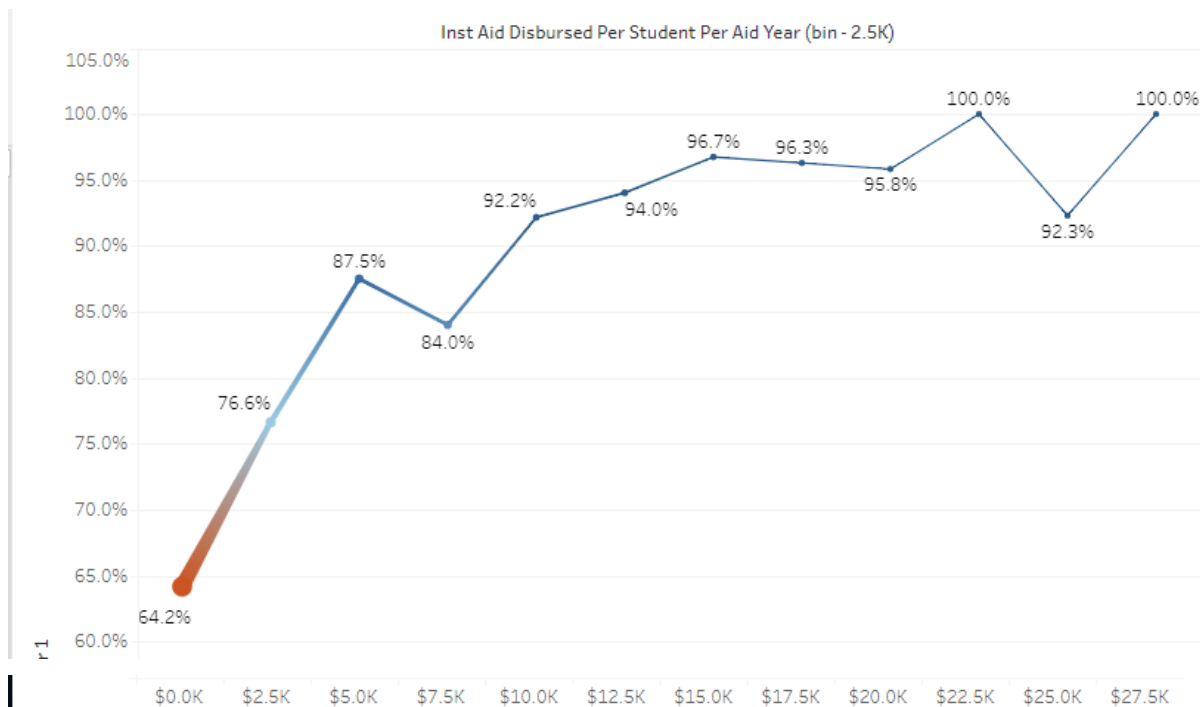
First-Time Full-Time Freshman 1-Year Retention Rates by Fall GPA Bin



What's Important

- ❖ You can see a clear relationship between GPA and Retention: in general, the higher the Fall GPA, the more likely a student is to be enrolled at USM the next fall.

Institutional Aid Disbursement



Fun Facts with Institutional Aid

- ❖ Provost was interested in scholarship optimization
- ❖ How much aid did they get in a particular year and was that related to retention?
- ❖ AH-Ha!!!!
- ❖ Use data to drive policy change

What's Next



Program
Costing



Resource
Reallocation



External Data
Sources

Q&A

Megan McCay, (601) 266-4773, megan.mccay@usm.edu

Annamarie Rice, (703) 622-2713, annamarie.rice@heliocampus.com

