Institutional Research
and
Advanced Analytics

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Contact us: analytics@uky.edu
Data Management, Decision Support, Analytics
- Business Intelligence Lifecycle
- Regulatory and External Reporting
- Supporting University Initiatives

IRAA Website  [http://www.uky.edu/iraa/](http://www.uky.edu/iraa/)
- Demonstration of interactive embedded dashboards

Tableau Resources
- Tableau Desktop vs Tableau Public
- Tableau Public Gallery
- Training Opportunities
- Lexington Tableau User Group
Business Intelligence Lifecycle

Data Sources → Data Flow → BI results

Data Validation → Data Cleaning → Data Transforming → Data Aggregating → Data Loading

ETL (Extract, Transform, Load)

Operational System
ERP
CRM
SQL
Flat Files, Spreadsheets

Data Warehouse
Datamarts

OLAP Analysis
Data Mining
Data Visualization
Reports
Dashboards
Alerts
Gartner Magic Quadrant
Business Intelligence and Analytics Platforms

Source: Gartner (February 2014)
Regulatory and External Reporting

- CPE (Council on Postsecondary Education)
- IPEDS (Integrated Postsecondary Education Data System)
- NSC (National Student Clearinghouse)
- Common Data Set
- US News & World Report
- AAUP (American Association of University Professors)
- Dozens more...

These are the “official” numbers that define how the outside world sees UK.
Regulatory and External Reporting

- IPEDS Academic Libraries survey
- US News Main Survey
- Peterson’s Annual Survey of Undergraduate Institutions
- Southern University Group Library Salary Survey

School has a library on campus: Yes

School is a member of library consortiums: Yes

Number of other libraries on campus: 10
(Engineering Library merged with the Science Library in 2016 so there is one less than last year)

Number of titles: Physical: 1,927,216 Digital/Electronic: 1,711,368
Number of books: 1,927,216 1,711,368
Number of databases: 410
Number of serial titles: 56,138 172,838
Strategic Plan Metric Development

http://www.uky.edu/sotu/2015-2020-strategic-plan

Strategic Objective One

UNDERGRADUATE STUDENT SUCCESS

Be the University of choice for aspiring undergraduate students within the Commonwealth and beyond, seeking a transformational education that promotes self-discovery, experiential learning, and life-long achievement.

We will make strategic investments in faculty recruitment, retention, and development, and in approaches that support innovative teaching and learning. In addition, we will advance student success through programs that provide high-quality curricular and co-curricular opportunities. UK will consistently produce outstanding graduates who complete their degrees in a timely manner, think creatively, communicate effectively, and are able to contribute...

Promises for Shared Success

<table>
<thead>
<tr>
<th>Metric</th>
<th>Definition</th>
<th>Baseline</th>
<th>2015-16</th>
<th>2016-17</th>
<th>2020 Goal</th>
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<tbody>
<tr>
<td>Retention Rates</td>
<td>First-Year</td>
<td>82.2%</td>
<td>82.7%</td>
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<td></td>
<td>Second-Year</td>
<td>74.9%</td>
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<td>Third-Year</td>
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<td>82.0%</td>
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<td>Graduation Rates*</td>
<td>Four-Year Graduation Rate</td>
<td>38.5%</td>
<td>40.4%</td>
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<td>Six-Year Graduation Rate</td>
<td>60.2%</td>
<td>61.3%</td>
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<td>Six-Year Graduation Rate Gaps</td>
<td>Under-represented Minorities</td>
<td>16.7%</td>
<td>23.5%</td>
<td>13.0%</td>
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<tr>
<td></td>
<td>First-Generation</td>
<td>7.8%</td>
<td>14.1%</td>
<td>16.6%</td>
<td>8.0%</td>
</tr>
<tr>
<td></td>
<td>Pell Recipients</td>
<td>15.1%</td>
<td>19.1%</td>
<td>16.1%</td>
<td>8.0%</td>
</tr>
</tbody>
</table>
UK LEADS initiative


News & Updates

April 7, 2017 - UK LEADS Initiative Featured at Kentucky Student Success Summit

On April 4, Craig Rudick, Executive Director of Institutional Research and Lead Data Scientist, and Todd Brann, Director of Analytics, Assessment and Decision Support for the Office of Academic Excellence, gave a presentation to the Kentucky Student Success Summit outlining the new UK Leveraging Economic Affordability for Developing Success (LEADS) initiative.
UK shift focus to need-based aid


Too many students can’t pay for college. So UK is making a major change to help

BY LINDA BLACKFORD
lblackford@herald-leader.com

The University of Kentucky is making a dramatic change in how it gives out financial aid by concentrating more on students who need help paying for college.

The move will change UK’s allocation from nearly 90 percent of financial aid that’s based solely on grades and test scores to about 65 percent of aid based on student need, said Provost Tim Tracy, who announced the change to the UK Board of Trustees Friday morning.

Tracy thinks the shift will help improve graduation and retention rates, which are still below many benchmark schools, because unmet financial need is a large reason why many students drop out.

“We have a larger proportion of our students who have unmet need,” Tracy said. “We want to be the University for Kentucky and we’re trying to develop a strategy to help our students most succeed.”
Demonstration

http://www.uky.edu/iraa/
Can I get Tableau for FREE?

- Did you know Tableau offers free Tableau Desktop licenses to students and instructors?

- To request your free license, visit the Academic Programs page today. https://www.tableau.com/academic

- Tableau Desktop allows additional functionality not available in Tableau Public, such as connecting to a wider range of data sources and saving work locally.
Tableau Public vs Tableau Desktop
Tableau Public

https://public.tableau.com/

Explore with the App
Open data and explore it with Tableau Desktop Public Edition. Drag & Drop. Create stunning visualizations with ease. Download the app.

Save to Your Profile
Save and store your visualizations on your Tableau Public profile. We give you 10GB of space. Personalize your profile and connect with other authors. Create your profile.

Share with the World
Share your visualizations with the world via social media. Or embed them on a site or blog. Your published vizes are always live and interactive. View the gallery.

Viz of the Day

US National Parks
Pablo Comas created this viz about national parks, as part of a Live #MakeOverMonday session at TG on Tour London yesterday.
June 6, 2017
Tableau Public Gallery


Library Visitors - SF Performance Program
https://public.tableau.com/profile/sfperformanceprogram/VisitabletyLibraryVisitors/LibraryVisitors
Mar 9, 2017 ... Library Visitors, Parks Scores
Library Visitors, Library Circulation 2, Race Course Enrollment, Public and Private Graffiti, Vic Street ...

Tompkins-McCaw Library - VCU Libraries
https://public.tableau.com/profile/y.mac2/VCULibrary/TMLDash
... James Branch Cabell Library Data Count, Tompkins-McCaw Library for the Health Sciences - The Workshop - Cabell Library - Workshop Technology Use, VI ...

Library Data, copy_v4, peers2 - Y. Mao
Mar 23, 2017 ... How does the total library expenditure rank in the context of the size of the community served and number of doctoral fields supported?

Interactive Spaces - Library Visits - Dan Siesscr
https://public.tableau.com/profile/vizhome/LibraryVisits?embed=y&display_count=yes
May 30, 2017 ... Number of visits to the Library by year, month, and day.

Libraries in Philly or just library? - Christopher Laubenthal
Apr 6, 2017 ... Playing around with the MLS data for libraries in Philadelphia.

Effect of Snow on Library Traffic - Kim Auger
https://public.tableau.com/profile/kim.auger/Library/SnowfallVisits/Dashboard
Feb 9, 2017 ... Hover over the orange line for data about snow depth for a particular date. Hover over bars to see daily gate count.

Circulation Activity - Library - UB Libraries
https://public.tableau.com/profile/sdblibrary/Visits/Circulation-Activity/Library/ActivityByLibrary/Dashboard
Oct 11, 2016 ... Features * Compare different fiscal years by selecting different years on the left and right. OR Compare 2 different Date Ranges by using the ...

Utah State Library - Profile
https://public.tableau.com/profile/betterilland/
Utah State Library's Tableau Public author profile page. See interactive data visualizations published by this author.

2016 Library SnapShot Day - Redesigning Library spaces - Sila Peri...
https://public.tableau.com/profile/slide2/VCULibrary/2016LibrarySnapShotDay/RedesigningLibrarySpaces/RedesigningLibrarySpaces
Mar 21, 2017 ... What do our patrons like the best about our library? * Library SnapShot Day 2016: Redesigning Library spaces. Furniture suggestions for ...

CT Library Statistics, FY2016 - Comparing Libraries - Tom Newman...
https://public.tableau.com/profile/slide2/VCULibrary/StateCharts/YearLibrary/Story
Apr 25, 2017 ... Create Charts that compare library service in one municipality with those in one or more others.
Tableau Public Gallery

https://public.tableau.com/profile/kim.auger#!/vizhome/FinalVisualization2_0/Dashboard1

West Chester University Libraries

FHG Library - Effect of Snow on Library Traffic

Notable Data:
- Thanksgiving Holiday: November 28th - 29th - Library Closed
- Spring Break: March 29th - 31st - Library Closed


80 views | read by this author
Tableau Public Gallery

Training Opportunities

● **Free Training Videos** (www.tableau.com/learn/training)

● **Tableau eLearning** (www.tableau.com/learn/training/elearning)
  ○ $400 per user, per year for unlimited access to all courses
  ○ 2 courses to choose from:
    ■ Tableau Desktop I (Fundamentals) & II (Intermediate)

● **Classroom Training** (www.tableau.com/learn/classroom)
  ○ Available in-person, virtually, or onsite (i.e., Tableau comes to you)
  ○ Price depends on course and location ($1,400+)
  ○ 6 courses to choose from:
    ■ Tableau Desktop I (Fundamentals), II (Intermediate), III (Advanced)
    ■ Visual Analytics
    ■ Server Administration & Server Architecture
Tableau Resources

- **Free Live Online Training** ([www.tableau.com/learn/live-training](http://www.tableau.com/learn/live-training))
  - 1-hour instructor led training on various topics
- **Free Tableau Starter Kits** ([www.tableau.com/learn/starter-kits](http://www.tableau.com/learn/starter-kits))
  - Short, self-paced “modules” used to practice authoring, interacting with, and publishing visualizations.
- **Tableau Community** ([community.tableau.com/welcome](http://community.tableau.com/welcome))
- **Tableau Conference** ([tc17.tableau.com](http://tc17.tableau.com))
  - Incredible 3-day event with training for Tableau users at any level.
  - Receive a discount on registration by using this code: **EDUVEGASTC17**
Lexington Tableau User Group

- Lexington Tableau User Group (TUG)
  (community.tableau.com/groups/lexington)
  ○ Quarterly meetups to discuss all things Tableau, network with data-obsessed people from other organizations in the region.
  ○ Sign up for the Lexington TUG newsletter: bit.ly/lextug-index
Questions?

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