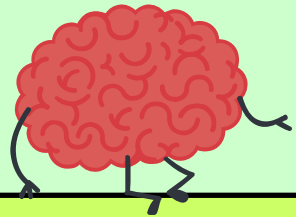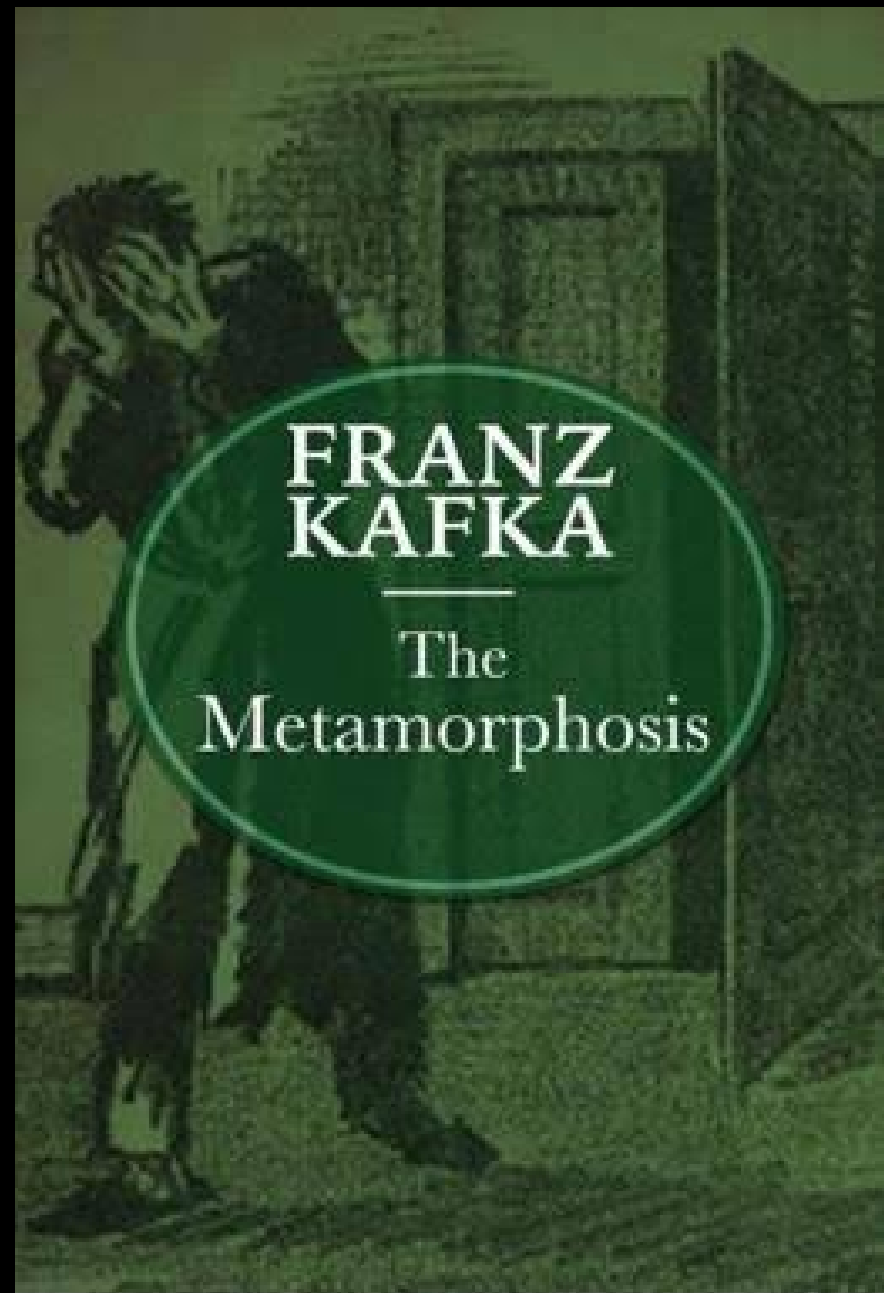Data *Metamorphosis* :
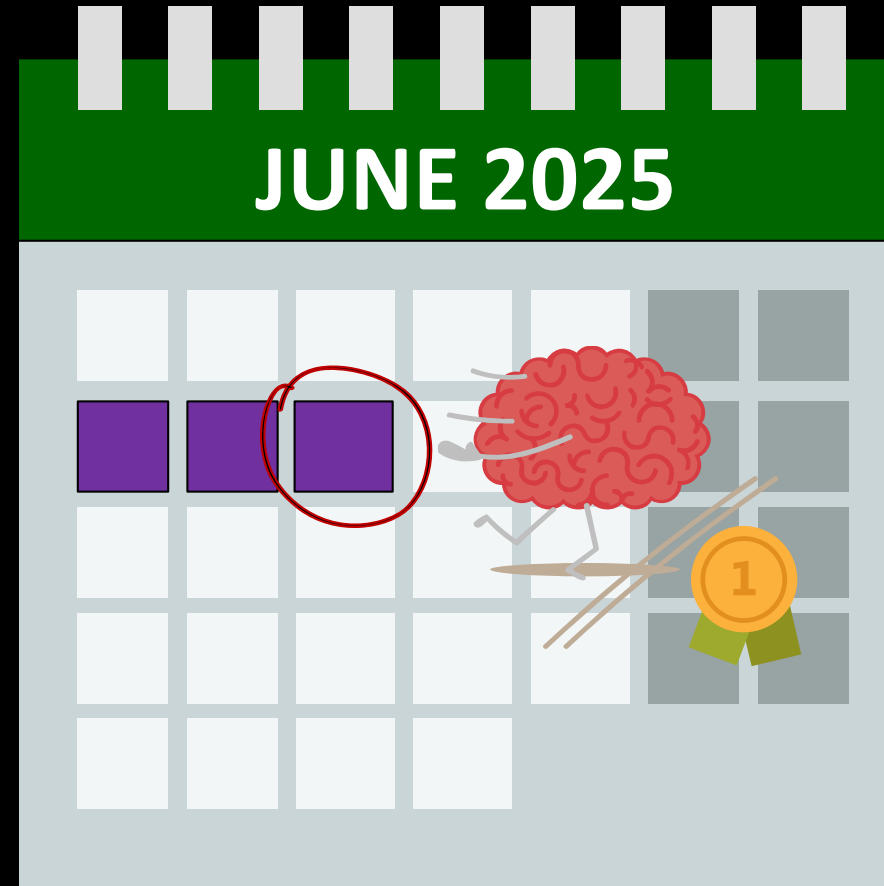
One campus' story how it used data to change and grow

Lisa Castellino, PhD Office of Institutional Effectiveness Humboldt State University
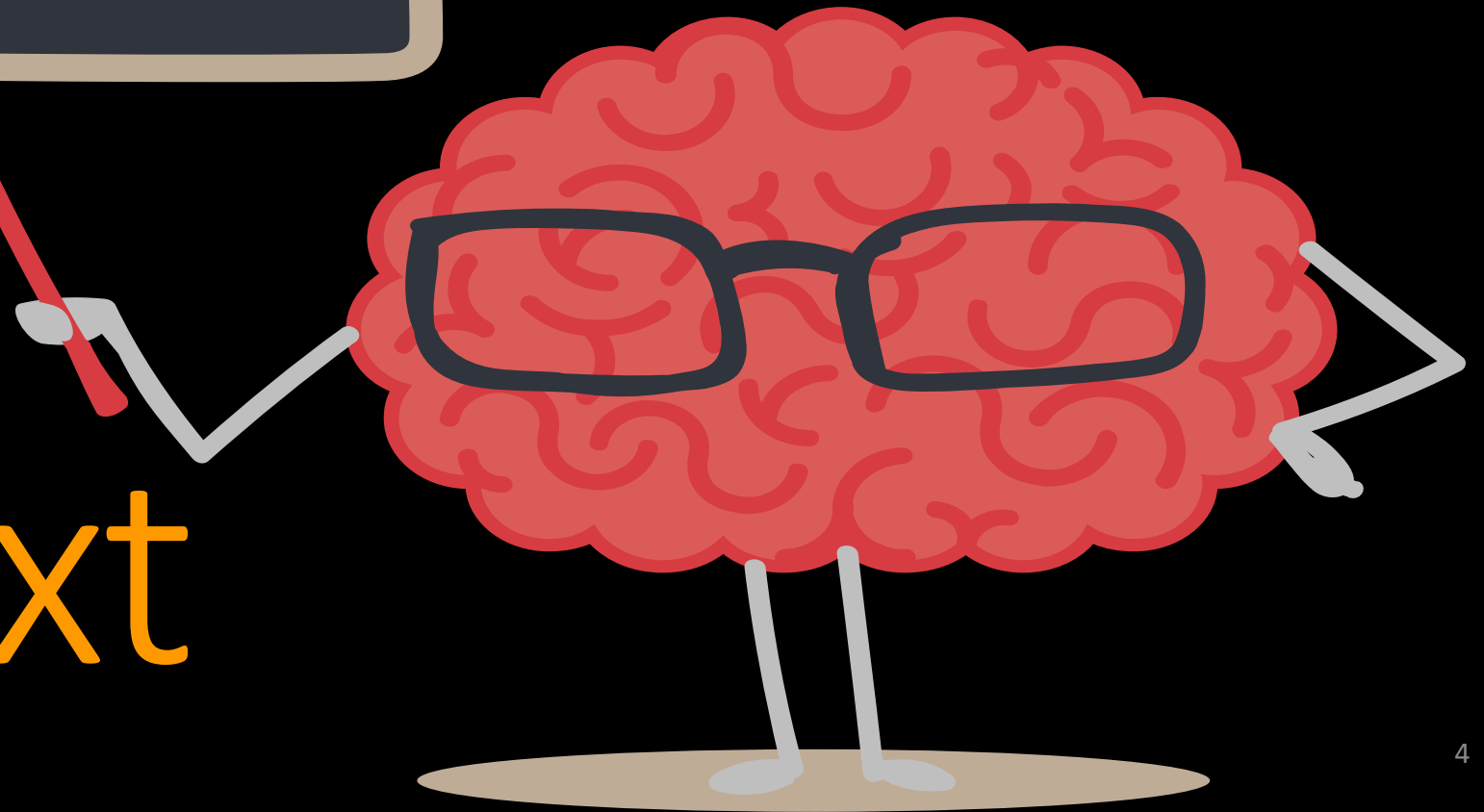
Not *this* one...

FRANZ KAFKA
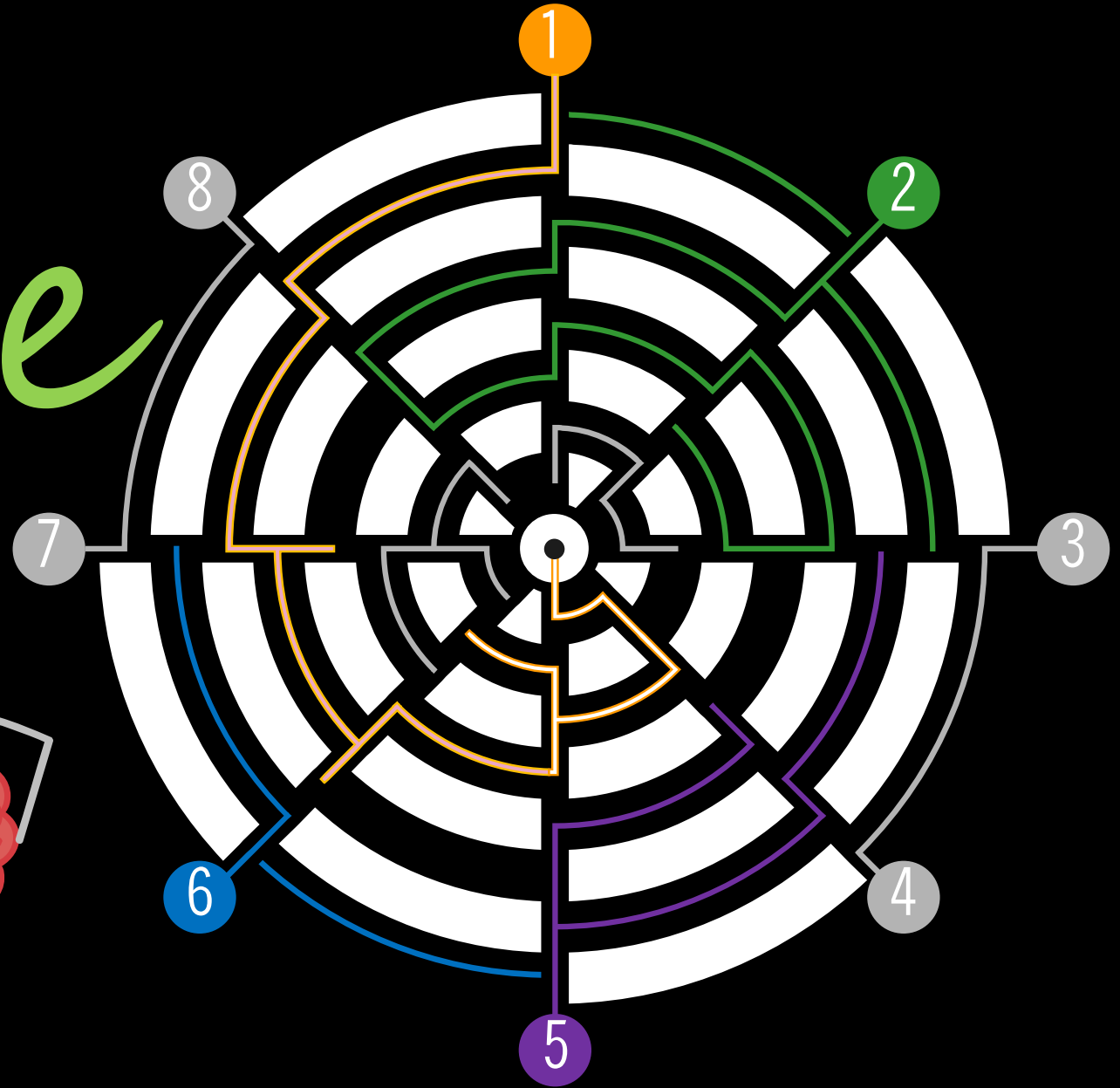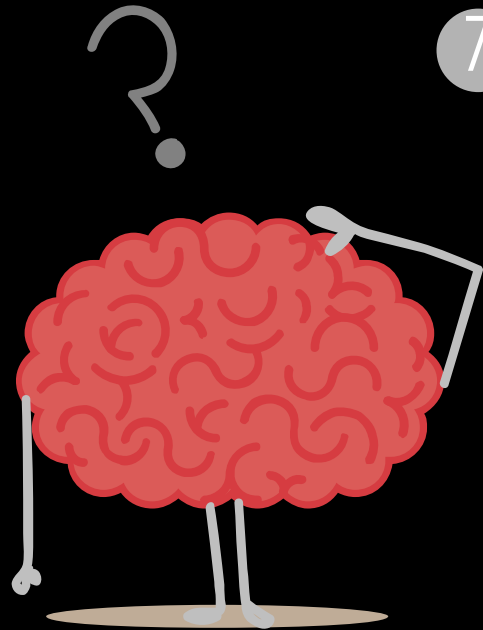
The Metamorphosis

DIVERSION CLASSICS

Graduation Initative 2025

HSU Strategic Plan

WSCUC Re-Affirmation

Graduation Initiative 2025

Context

Data *Maze*

Data *Merge*

Strategic Data Repository and IT DW
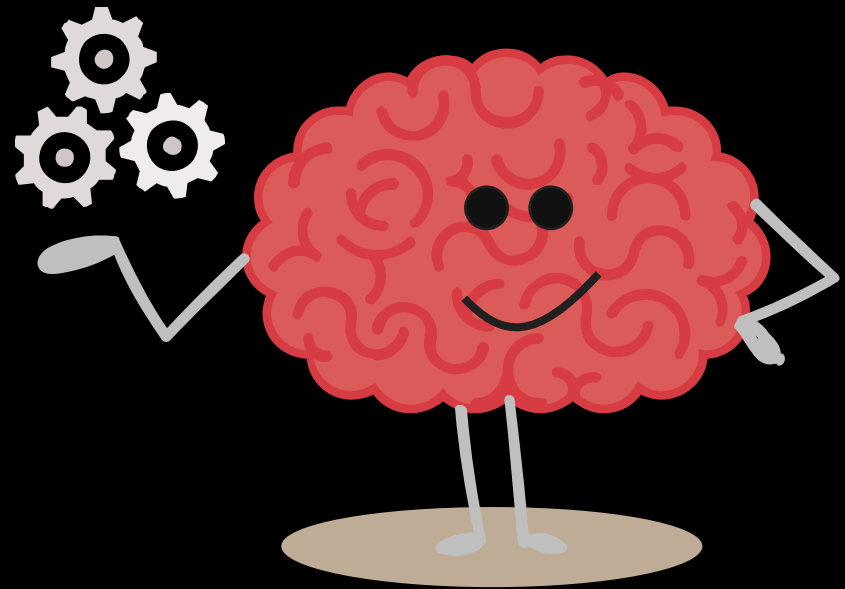
| Data Sources | → | ETL Processes | → | Data Warehouse | → | Business Intelligence |

HSU IT DW

CSU Data Center Salt Lake City
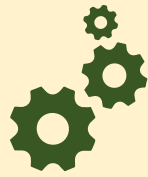
OWB tool pulls data from Salt Lake to HSU staging tables

SQL procedures perform Finance and HR ETL
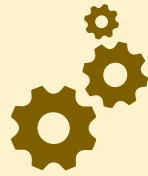
DataStage tool pulls data from Salt Lake to HSU staging tables

DataStage jobs perform Student ETL

HSU Data Warehouse (Finance, HR, Student)

OBI

OIE SDR

CSU Data Center Salt Lake City
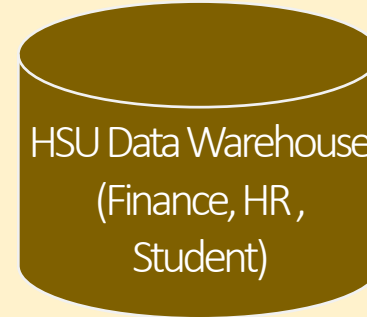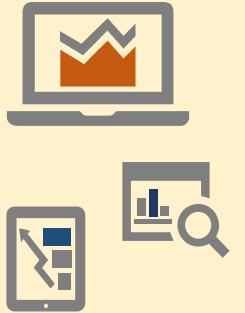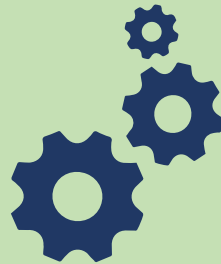
SQL job perform Student ETL to SDR tables

PL/SQL pulls data from Salt Lake via DB link to staging tables

SQL job from HSU DW (Finance and HR)

OIE Strategic Data Repository (Student) + (HR and Finance)
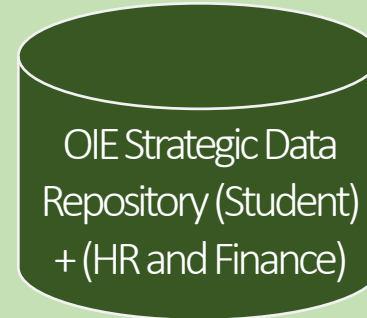
Tableau Desktop

Tableau Public

Web-based reports

Data *Storytelling*

Using data in ways that tell the story
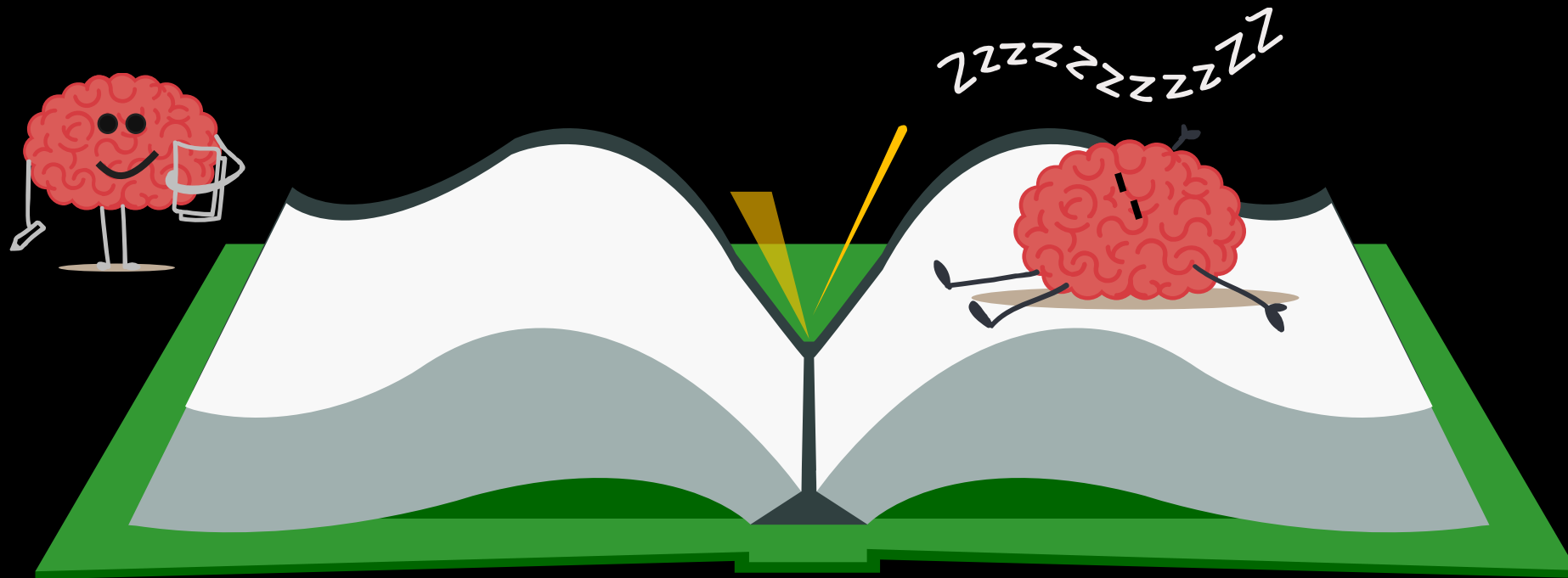
First-time Undergrad Student Lifecycle: Mapping the **First** Year
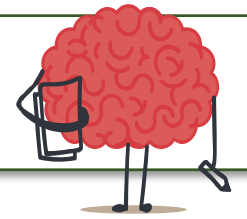
What students want

Ability to register for classes they need
Faculty and Staff who understand them
A safe and welcoming environment
Employment opportunities

Around 9.4% change their major their 1st term.

Around 5.6% leave after their 1st term.

Around 8.8% of students change their major their 2nd term.

By the end of their 2nd term, 24.5% have left HSU.

Gateway and bottleneck courses

Of the students who do leave their 1st term, 59.1% were on academic probation.

EXIT ONLY

Around 25.7% land on academic probation their 1st term.

Of the students who do land on academic probation their 2nd term, 35.4% leave HSU.

EXIT ONLY

Around 18.5% land on academic probation their 2nd term. An additional 6.3% were disqualified.

Who our first time UG student is...

44% Represent traditionally underserved populations
24% are First Generation
53% have received a Pell Grant
49% are from southern CA

JCT
NORTH

Nearly **nine out of 10** students who apply to HSU end up not enrolling.

Challenges *our students face*:

Being able to register for the classes they need
61% felt overwhelmed
48.6% reported lack of sleep
12.4% felt they 'did not belong' at HSU
38% worry about getting enough to eat
25.4% worry how they will afford school next year.
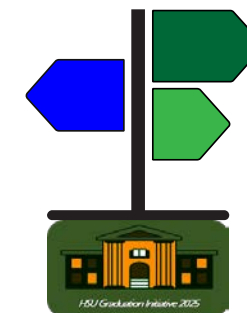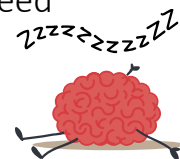
*After **ONE** Year*:
Around seven out of 10 students return for their 2nd year.
Average units earned: 27
5.4% considered leaving HSU.

HSU Graduation Initiative 2025
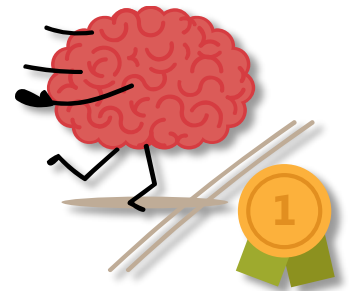
First-time Undergrad Student Lifecycle: Facilitating the **First** Year
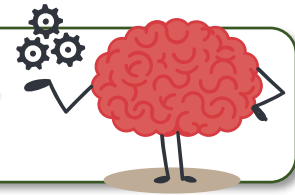
First day/week activities aimed at validating, connecting, and early feedback.
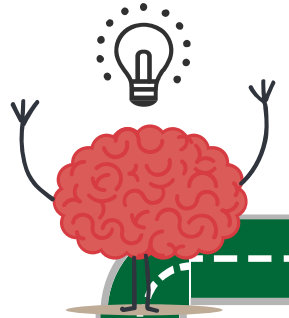
Academic depts. Centers for Academic Excellence Retention through Academic Mentoring H&RL

Professional Advising Faculty Advising Advising by Student Segment (EOP, Athletes, Vets, etc)

Help misdeclared students change their major sooner.
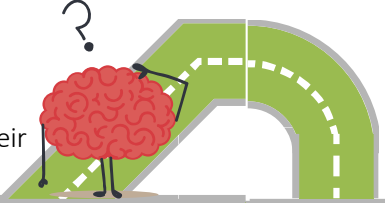
Understand why students leave after their 1st term.

Help misdeclared students change their major sooner.
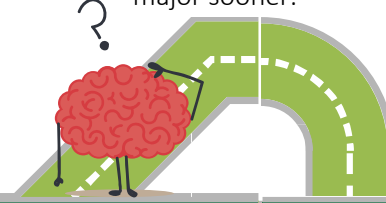
Understanding why students leave after their 2nd term.

Help misdeclared students change their major sooner.

Scheduling: Curricular and co-curricular

Reduce the % of probation leavers after their first term.
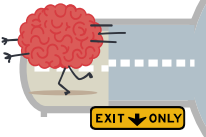
Reduce the % on academic probation after their 1st term.

Reduce the % on academic probation after their 2nd term.
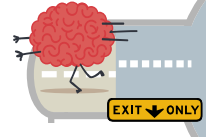
Reduce the % of probation leavers after their 2nd term.

EXIT ↓ ONLY

EXIT ↓ ONLY
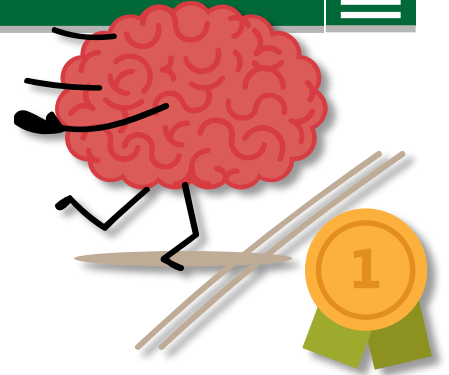
Pre-and Post Matriculation Activities
Re-imagined onboarding
Parent/Family programming
ALEX-PPL

JCT NORTH

Recruitment strategies that increase application to enrollment yield.
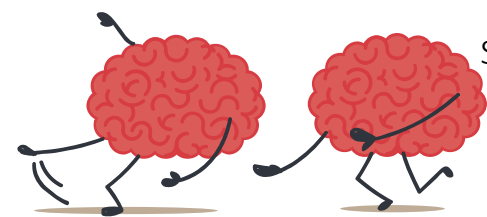
Navigating challenges :
Student-directed scheduling (u-Direct)
Health & Wellbeing Ambassadors
Peer mentors/ Professional Advisors
SkillShops and Library programming
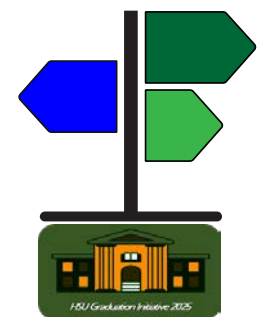
Long-term Goal: After **ONE** *Year*
Around **eight out of 10** students return for their 2nd year.
Average units earned: 30
Less are considering leaving HSU.

HSU Graduation Initiative 2025

Data
Context

What are the trends?

HUMBOLDT STATE UNIVERSITY
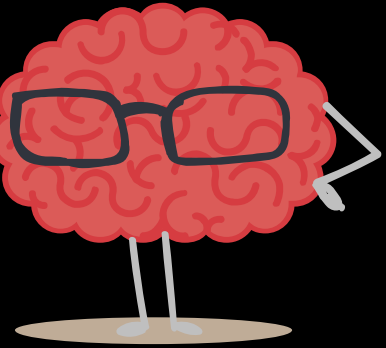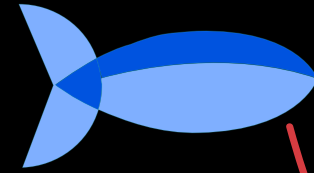
Strategic Data Workbook
Office of Institutional Effectiveness

2016-2017 Strategic Data Workbook:
Annual Program Review: Diversity/Enrollment/Student Success Questions

Version: 1.40.4
(Last updated 3/24/2017)

If you have questions or comments about this workbook, contact Michael Le at 707-826-5489 or Le@Humboldt.edu

About Strategic Data Workbooks

The Strategic Data Workbook (SDW) project began in fall of 2015 to support HSU's Annual Academic Program Review. In fall of 2016, the project blossomed into a data deployment strategy, which includes several workbooks.

Strategic Data Workbooks are private and located in secure folders (e.g., Network folder or Google Drive) accessed via Lightweight Directory Access Protocol (LDAP) Authentication. While the workbooks were created using Tableau Desktop (paid product), users may download Tableau Reader (free product) to read and interact with the workbooks. Tableau Reader has been added to HSU's trusted software installation sites (PC's use Software Center and Mac's use Self-Service).

Privacy Acknowledgement

Each SDW is a packaged workbook, meaning that the data is included in the file. Level 1 data is never included; however, Level 2 is almost always included. This means that the data file contains private information that should be protected due to legal, ethical, and privacy concerns. As the recipient of this file from Humboldt State University's Office of Institutional Effectiveness, you have permission to access and use this data for your own inquiries but may not publish it or provide it to others who do not have existing permissions.

If you download this file from the secure folder, you are responsible for the secure storage and erasure of this file upon completion of your inquiries. As an agent of HSU, it is your responsibility to read and understand CSU and HSU policies and practices regarding use and storage of this data. As an agent of the CSU, you are required to complete the Data Security & Privacy training every two years.

Resources
HSU Policy EM:P10-03 HSU Implementation of the CSU Data Classification Standards
http://www.humboldt.edu/policy/PEMP10-03HSU-Implementation-CSU-Data-Classification-Standards

More Information about SDW's
http://www2.humboldt.edu/irp/Dashboards/StrategicDataWorkbooks/sdw_info.html

CSU Data Security & Privacy Training
https://training.humboldt.edu/content/data-security-privacy
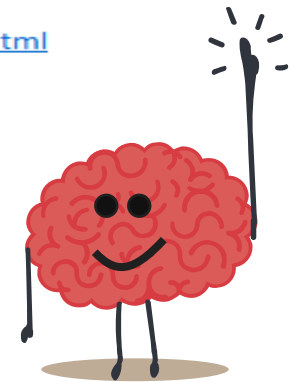
QUESTION 1. Describe enrollment trends in your program, major(s), FTES, and retention/graduation rates.

10-year Overall Headcount Enrollment

Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
2,253	2,259	2,410	2,351	2,343	2,345	2,419	2,529	2,799	2,727
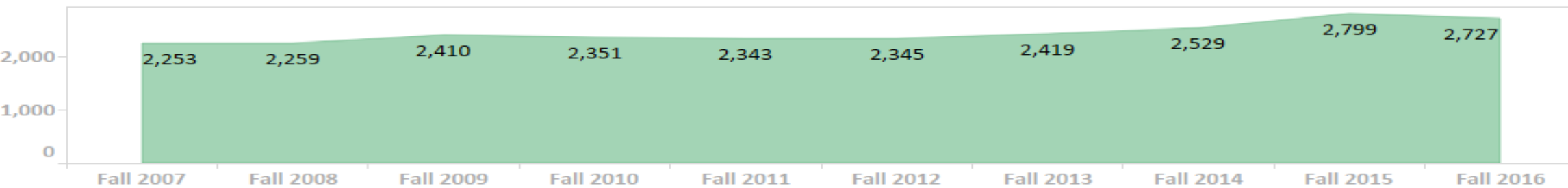
5-year Overall Headcount Enrollment by Major Program

Major Program Color Legend
- Administrative Services
- Art
- Business Administration
- Economics
- Education
- English
- French
- Industrial Technology
- Kinesiology
- Liberal St-Child Dev-Elem Ed
- Liberal Studies-Child Develop
- Liberal Studies-Elementary Ed
- Liberal Studies-Recreation Adm
- Mathematics
- Mild/Moderate Disabilities
- Moderate/Severe Disabilities
- Multiple Subjects
- Music
- Nursing
- Nursing Pre-Major
- Physical Education
- Psychology
- Psychology Masters Group
- Recreation Administration

Fall 2012: 494, 408, 152, 504, 214
Fall 2013: 556, 453, 160, 131, 528, 219
Fall 2014: 582, 490, 166, 132, 549, 232
Fall 2015: 638, 526, 165, 144, 659, 258
Fall 2016: 645, 517, 177, 150, 651, 245

Arts, Hum & Soc Sci: AU, ANTH, ART, COMM, CRGS, EC, ENGL, ENST, GEOG, HIST, HS, INTL, JMC, MUS, NAS, PHIL, POLI, RS, SOC, THEA, WLC

Natural Resources & Sci: BIOL, CHEM, CS, ENGR, ESM, FISH, FWM, GEOL, MATH, NS, OCN, PHYX, WLDF

Professional Studies: AT, BUS, CD, ECON, EDUC, KRA, LSEE, NURS, PSYC, SW

Major Program
All

QUESTION 2. Describe trends in the composition of your majors (such as diversity, level of college preparedness, time to degree etc.). Please highlight any significant findings or unique outliers.

Ethnicity & Race

Legend:
- Unknown
- African American
- American Indian
- Asian American
- Hispanic/Latino
- Nonresident Alien
- Pacific Islander
- Two or More
- White

Underrepresented Groups

Legend: Unknown | Not URG | URG

URM & Ethnicity/Race

		Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Not URG	Asian American	3.5%	2.8%	2.4%	3.3%	3.4%
	Two or More	2.8%	2.2%	2.9%	1.4%	1.3%
	White	44.5%	45.8%	41.6%	37.6%	34.1%
Unknown	Unknown	7.0%	6.3%	4.6%	6.2%	5.6%
	Nonresident Alien	0.5%		0.3%	0.8%	2.0%
URG	African American	4.8%	5.2%	5.4%	5.3%	5.5%
	American Indian	1.2%	1.0%	0.5%	0.6%	1.0%
	Hispanic/Latino	30.1%	32.3%	36.7%	40.8%	43.1%
	Pacific Islander	0.2%		0.2%		
	Two or More	5.3%	4.5%	5.4%	4.0%	4.2%

Major Program
All

Side navigation:
Arts, Hum & Soc Sci: AU, ANTH, ART, COMM, CRGS, EC, ENGL, ENST, GEOG, HIST, HS, INTL, JMC, MUS, NAS, PHIL, POLI, RS, SOC, THEA, WLC

Natural Resources &: ENGR, ESM, FISH, FWM, GEOL, MATH, NS, OCN, PHYX, WLDF

Professional Studies: AT, BUS, CD, ECON, EDUC, KRA, LSEE, NURS, PSYC, SW
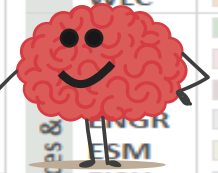
QUESTION 2. Describe trends in the composition of your majors (such as diversity, level of college preparedness, time to degree etc.). Please highlight any significant findings or unique outliers.

Students Pell Grant Eligible

🟩 Pell Eligible 🟧 Not Pell Eligible ⬜ Unknown

First Generation
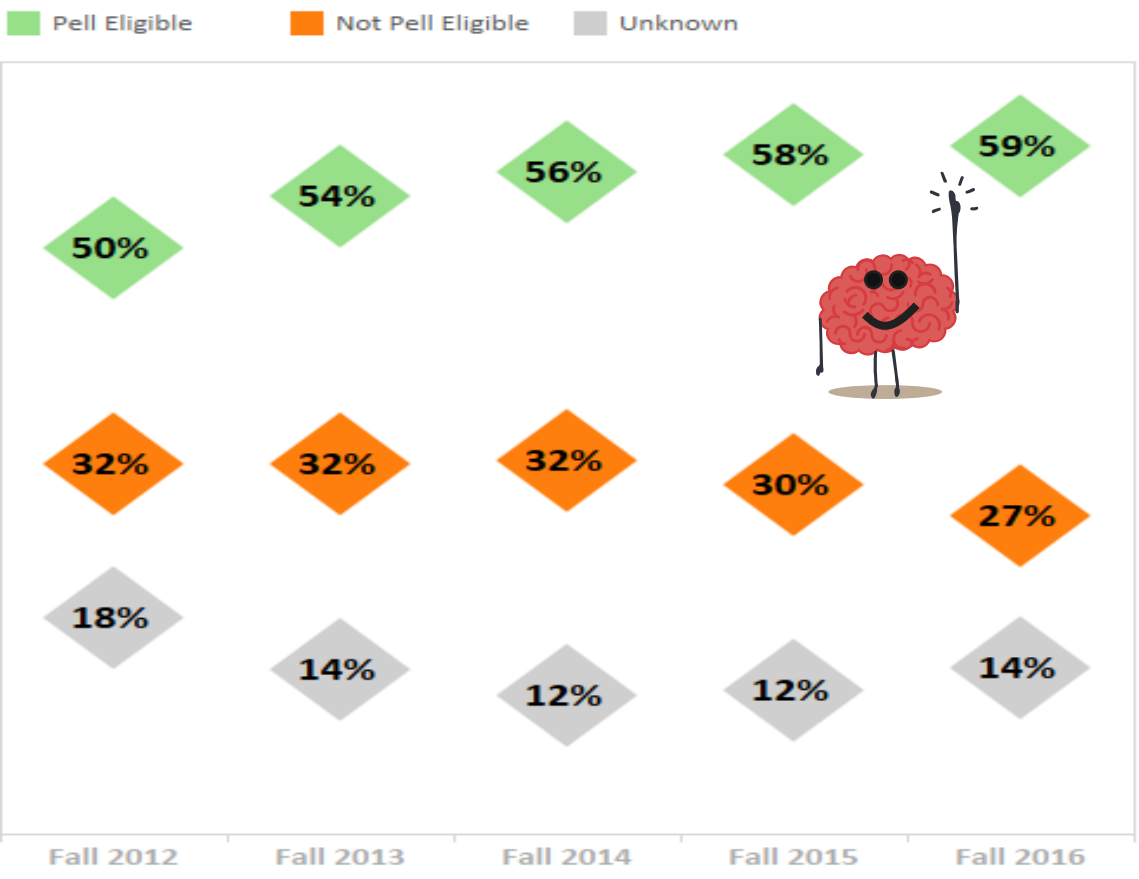
🟧 First-generation 🟦 Not First-generation ⬜ Unknown
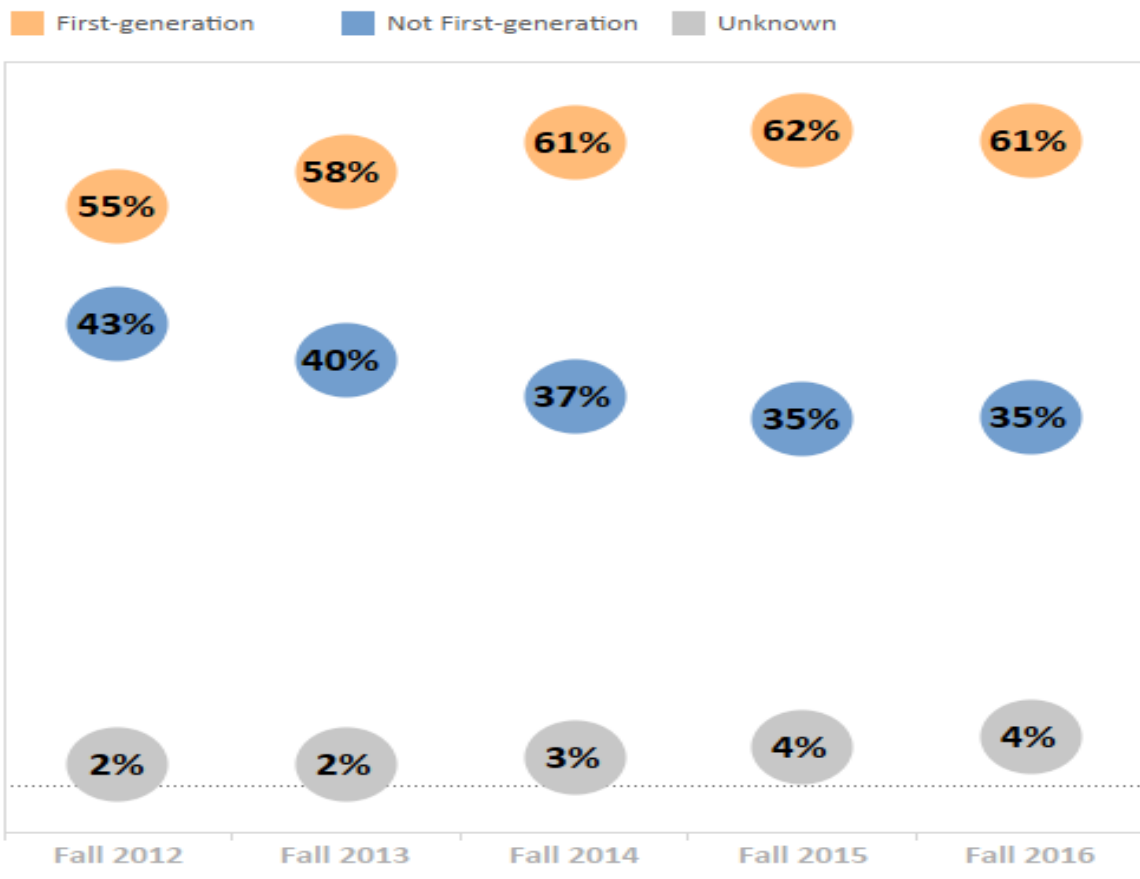
		Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Pell Eligible	Headcount	284	327	346	419	420
	Percent	50.0%	54.4%	56.4%	58.0%	58.7%
Not Pell Eligible	Headcount	179	190	195	215	194
	Percent	31.5%	31.6%	31.8%	29.7%	27.1%
Unknown	Headcount	105	84	72	89	101
	Percent	18.5%	14.0%	11.7%	12.3%	14.1%

		Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
First-generation	Headcount	310	348	372	447	435
	Percent	54.6%	57.9%	60.7%	61.8%	60.8%
Not First-generation	Headcount	247	241	225	250	248
	Percent	43.5%	40.1%	36.7%	34.6%	34.7%
Unknown	Headcount	11	12	16	26	32
	Percent	1.9%	2.0%	2.6%	3.6%	4.5%

Arts, Hum & Soc Sci
AU
ANTH
ART
COMM
CRGS
EC
ENGL
ENST
GEOG
HIST
HS
INTL
JMC
MUS
NAS
PHIL
POLI
RS
SOC
THEA
WLC

Natural Resources & Sci
BIOL
CHEM
CS
ENGR
ESM
FISH
FWM
GEOL
MATH
NS
OCN
PHYX
WLDF

Professional Studies
AT
BUS
CD
ECON
EDUC
KRA
LSEE
NURS
PSYC
SW

Major Program
All

QUESTION 2. Describe trends in the composition of your majors (such as diversity, level of college preparedness, time to degree etc.). Please highlight any significant findings or unique outliers.

College Preparedness of First-time Undergraduate Students

Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016

Fall 2012
- College Level Ready 54% (*n*=50)
- Needed Math Only 24% (*n*=22)
- Needed English and Math 17% (*n*=16)
- Needed English Only

Fall 2013
- College Level Ready 44% (*n*=45)
- Needed Math Only 26% (*n*=27)
- Needed English and Math 22% (*n*=22)

Fall 2014
- College Level Ready 50% (*n*=53)
- Needed Math Only 25% (*n*=26)
- Needed English and Math 15% (*n*=16)
- Needed English Only 10% (*n*=10)

Fall 2015
- College Level Ready 46% (*n*=61)
- Needed Math Only 24% (*n*=32)
- Needed English and Math 22% (*n*=29)
- Needed English Only 8% (*n*=10)

Fall 2016
- College Level Ready 51% (*n*=49)
- Needed English and Math 27% (*n*=26)
- Needed Math Only 19% (*n*=18)

Legend: College Level Ready | Needed Math Only | Needed English Only | Needed English and Math

Arts, Hum & Soc Sci
AU, ANTH, ART, COMM, CRGS, EC, ENGL, ENST, GEOG, HIST, HS, INTL, JMC, MUS, NAS, PHIL, POLI, RS, SOC, THEA, WLC

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BIOL, CHEM, CS, ENGR, ESM, FISH, FWM, GEOL, MATH, NS, OCN, PHYX, WLDF

Professional Studies
AT, BUS, CD, ECON, EDUC, KRA, LSEE, NURS, PSYC, SW

Major Program
All

Data
Effectiveness

Finding out what works;

and what doesn't

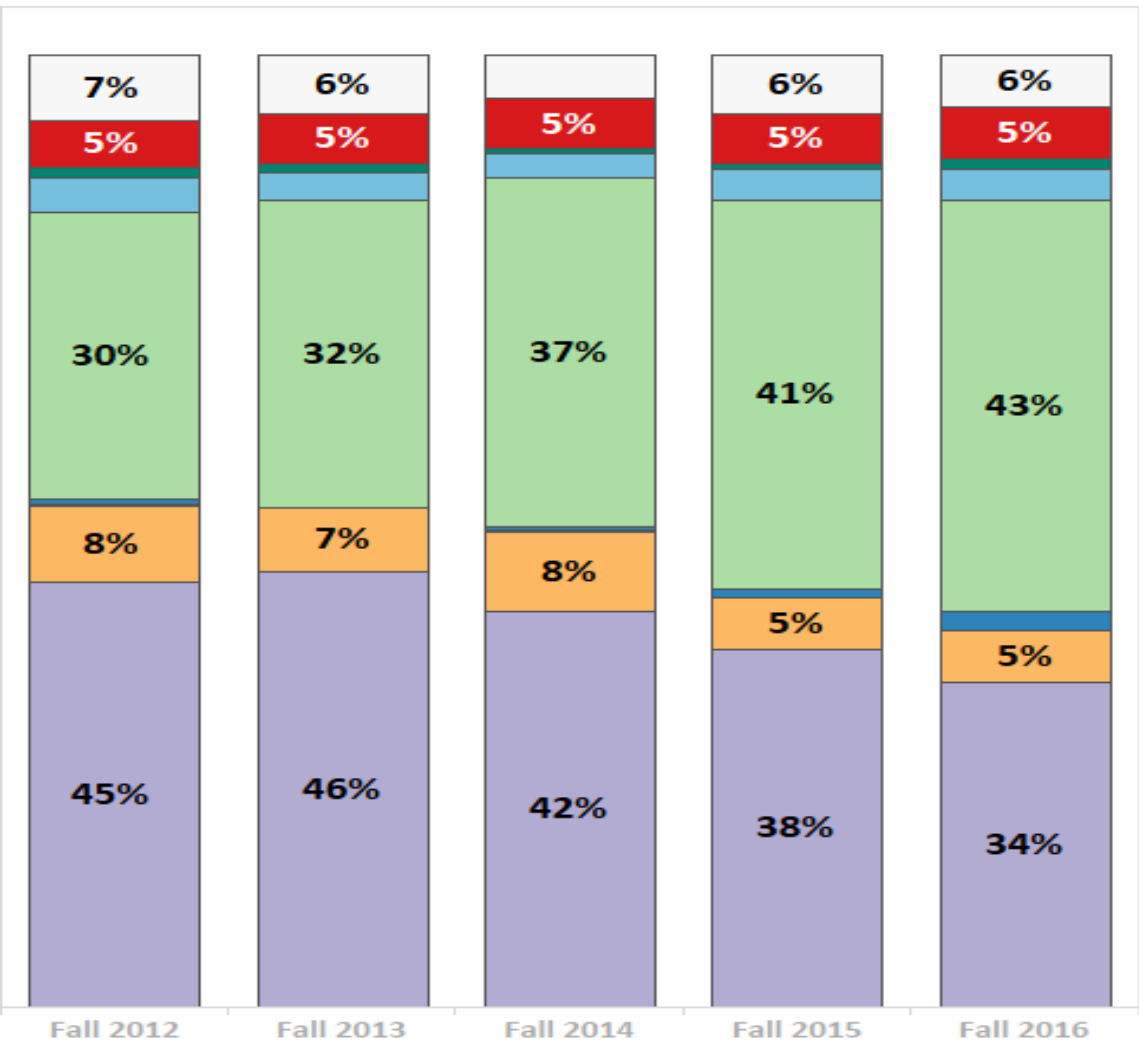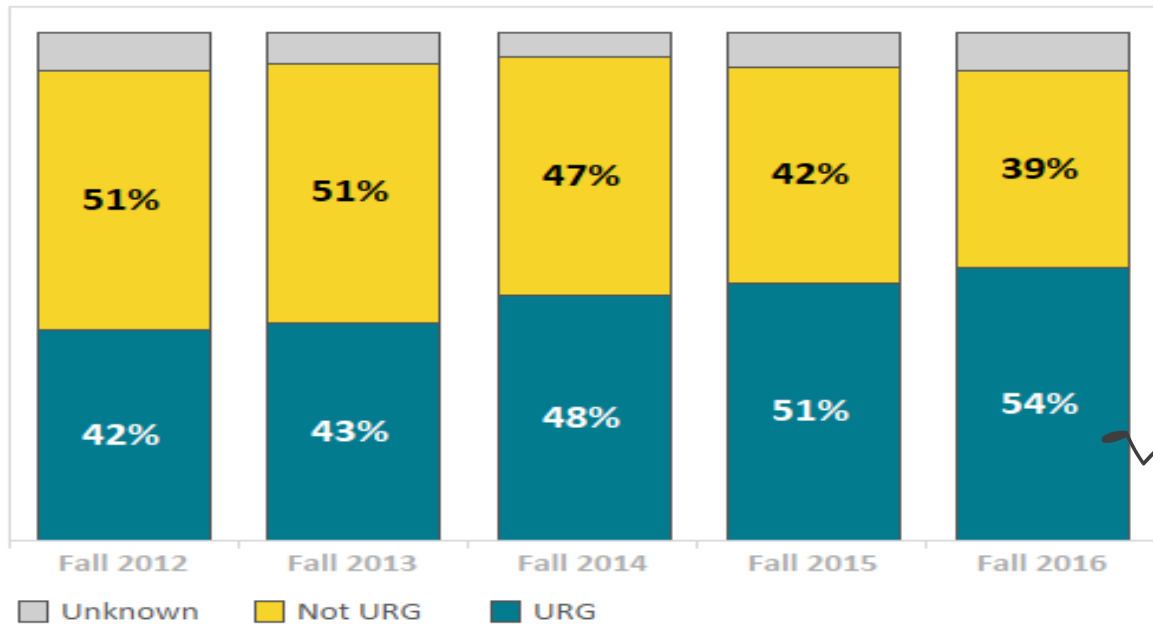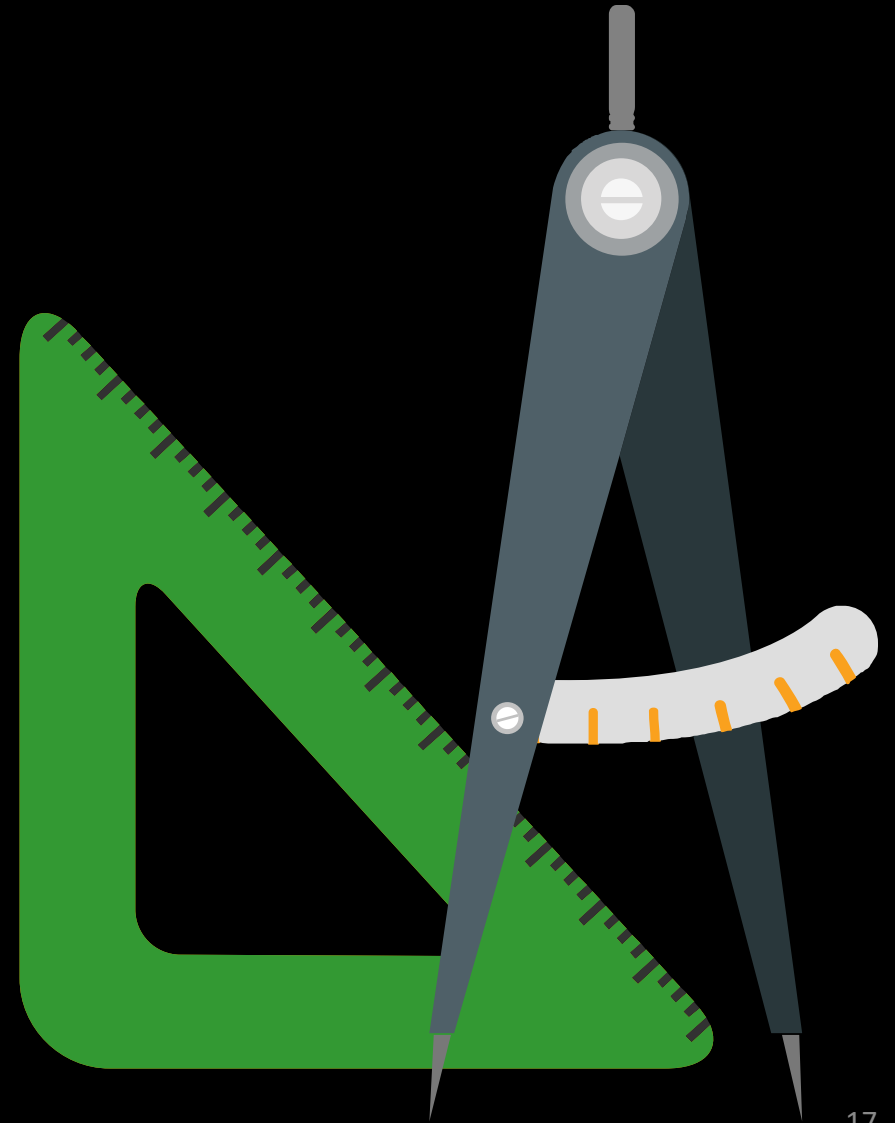**QUESTION 1.** Describe enrollment trends in your program, major(s), FTES, and retention/graduation rates.

FTFTUG URG Retention Rate Gap

-16% ▮ 16%

1-year Retention Gap
- 9.4%
- -6.1%
- 10.5%
- -16.1%

2-year Retention G..
- 11.9%
- 11.8%
- -5.3%

3-year Retention Gap
- 16.4%
- 8.8%

Fall 2011 | Fall 2012 | Fall 2013 | Fall 2014 | Fall 2015
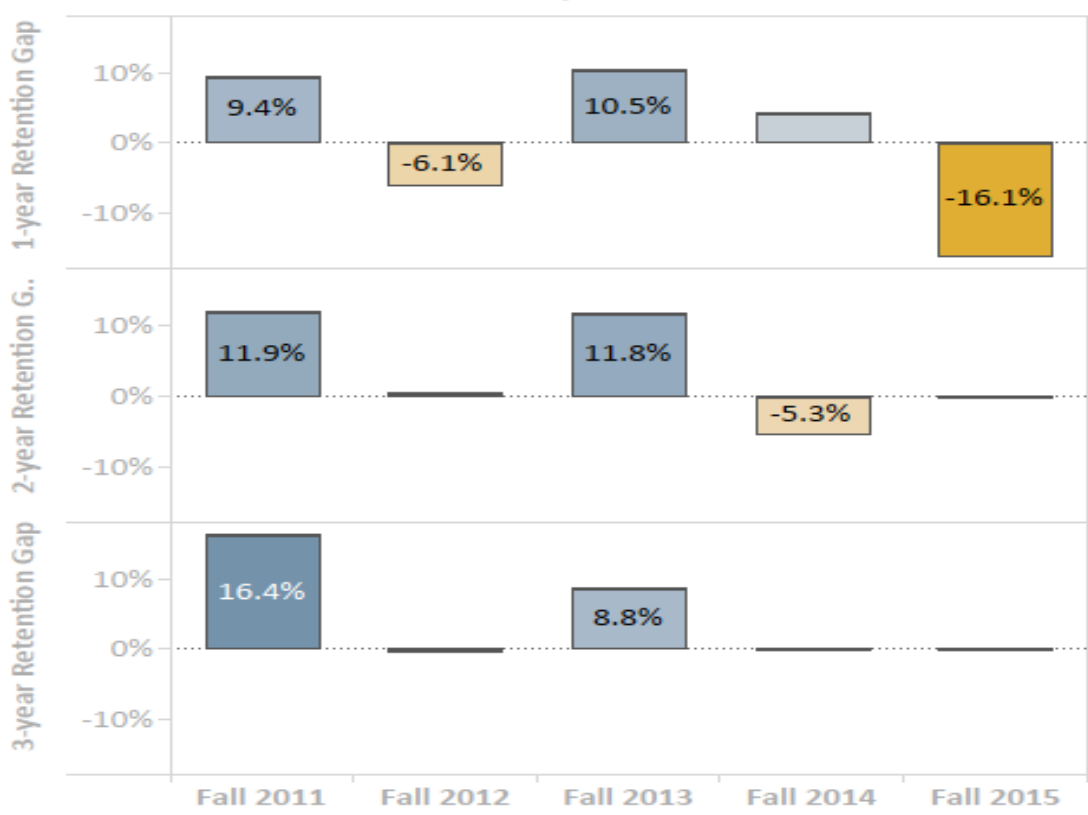
FTFTUG URG Graduation Rate Gap

4-year Graduation Gap
- -12.5%
- -5.9%
- -12.3%
- -11.4%
- -16.1%

5-year Graduation Gap
- -7.3%
- -11.2%
- -9.6%

6-year Graduation Gap
- -5.0%

Fall 2008 | Fall 2009 | Fall 2010 | Fall 2011 | Fall 2012
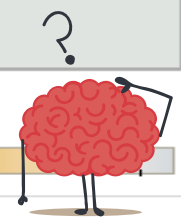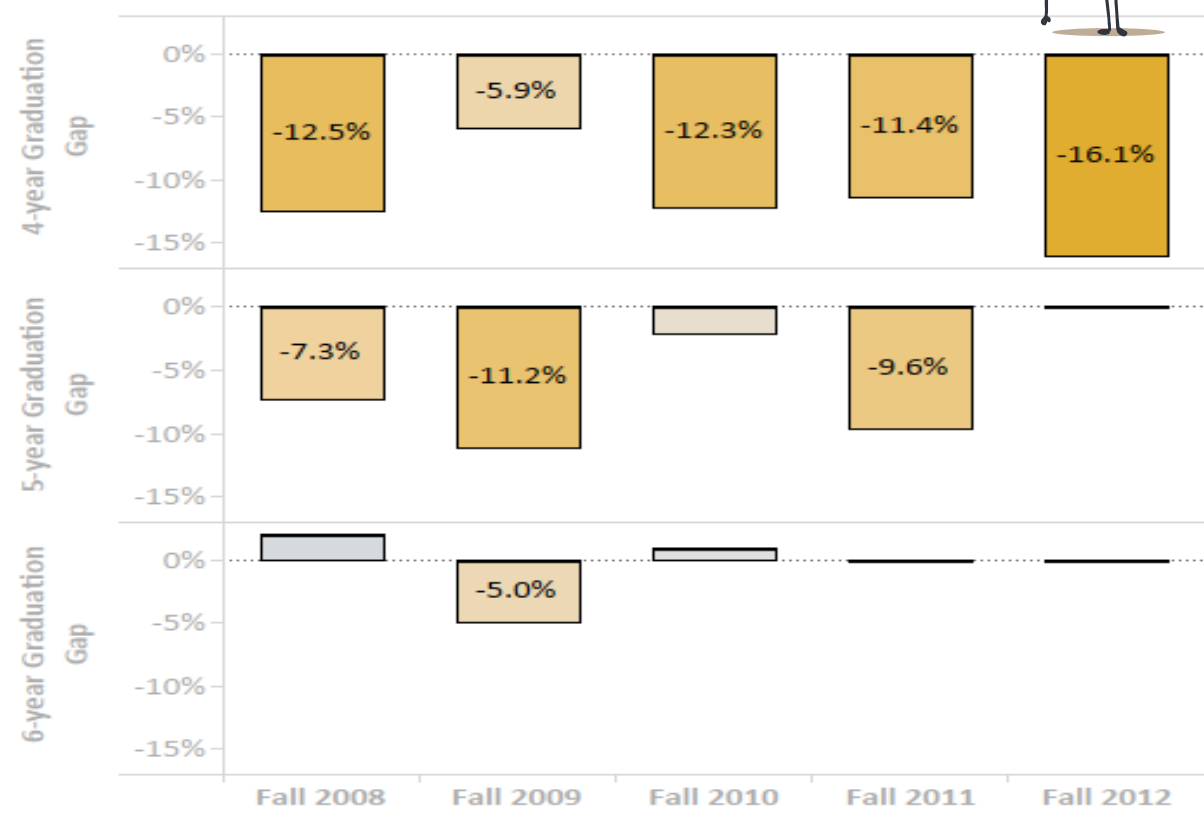
FTFTUG Retention & Graduation Rates for Underrepresented Groups (URG) and Non-URG Students

	Fall 2008		Fall 2009		Fall 2010		Fall 2011		Fall 2012		Fall 2013		Fall 2014		Fall 2015	
	Not URG	URG	Not URG	URG	Not URG	URG	Not URG	URG	Not URG	URG	Not URG	URG	Not URG	URG	Not URG	URG
Headcount	32	24	47	36	41	36	45	46	30	46	41	55	39	68	38	81
Retained for 1 year	56.3%	66.7%	63.8%	69.4%	78.0%	75.0%	66.7%	76.1%	80.0%	73.9%	65.9%	76.4%	69.2%	73.5%	81.6%	65.4%
Retained for 2 years	53.1%	62.5%	57.4%	58.3%	73.2%	61.1%	53.3%	65.2%	73.3%	73.9%	53.7%	65.5%	64.1%	58.8%		
Retained for 3 years	43.8%	58.3%	46.8%	47.2%	56.1%	55.6%	46.7%	63.0%	63.3%	63.0%	51.2%	60.0%				
Graduated in 4 years	25.0%	12.5%	17.0%	11.1%	31.7%	19.4%	26.7%	15.2%	40.0%	23.9%						
Graduated in 5 years	40.6%	33.3%	36.2%	25.0%	43.9%	41.7%	42.2%	32.6%								
Graduated in 6 years	43.8%	45.8%	38.3%	33.3%	46.3%	47.2%										

Arts, Hum & Soc Sci: AU ANTH ART COMM CRGS EC ENGL ENST GEOG HIST HS INTL JMC MUS NAS PHIL POLI RS SOC THEA WLC

Natural Resources & Sci: BIOL CHEM CS ENGR ESM FISH FWM GEOL MATH NS OCN PHYX WLDF

Professional Studies: AT BUS CD ECON EDUC KRA LSEE NURS PSYC SW

QUESTION 3. Describe trends in overall course success rates for service courses as well as major courses. Please highlight any notable findings or opportunities for improvement you see in the coming year. If trends have been stable over time, to what do you attribute that stability?

Instructor Level Course Success

Success Rate

65% ■■■■■■■ 100%

Data Filters
(Filters apply to all GREEN tabs)

Minimum Count
From 1

Success Rate
0% to 100%

Academic Year
Multiple values

Course
All

Course ID
All

Course Unit Value
All

Delivery Mode
Face-to-face

Primary Instructor

Course	Course Title	Acad. Year	Term	Success Rate
PSYC 100	Psych of Critical Thinking	2014-15	Spring 2015	71% (*n*=59)
		2015-16	Spring 2016	74% (*n*=73)
		2016-17	Fall 2016	65% (*n*=120)
PSYC 104	Intro Psychology	2014-15	Fall 2014	82% (*n*=234)
			Spring 2015	80% (*n*=186)
		2015-16	Fall 2015	85% (*n*=267)
			Spring 2016	83% (*n*=206)
		2016-17	Fall 2016	80% (*n*=242)
PSYC 236	Choices & Changes in Sexuality	2015-16	Fall 2015	88% (*n*=42)
		2016-17	Fall 2016	83% (*n*=23)
PSYC 240	Understanding Research in Psyc	2015-16	Fall 2015	85% (*n*=34)
			Spring 2016	82% (*n*=38)
		2016-17	Fall 2016	94% (*n*=54)
PSYC 241	Intro Psych Statistics	2014-15	Fall 2014	89% (*n*=61)
			Spring 2015	86% (*n*=58)
		2015-16	Fall 2015	81% (*n*=70)
			Spring 2016	86% (*n*=76)
		2016-17	Fall 2016	82% (*n*=72)
PSYC 242	Intro Psych Research Design	2014-15	Fall 2014	87% (*n*=77)
			Spring 2015	81% (*n*=83)
			Summer 2014	92% (*n*=12)
		2015-16	Fall 2015	88% (*n*=69)
			Spring 2016	79% (*n*=68)
		2016-17	Fall 2016	70% (*n*=64)
PSYC 300	Psychology of Women	2014-15	Fall 2014	87% (*n*=87)
			Spring 2015	86% (*n*=81)

Arts, Hum & Soc Sci
AU
ANTH
ART
COMM
CRGS
EC
ENGL
ENST
GEOG
HIST
HS
INTL
JMC
MUS
NAS
PHIL
POLI
RS
SOC
THEA
WLC

Natural Resources & Sci
BIOL
CHEM
CS
ENGR
ESM
FISH
FWM
GEOL
MATH
NS
OCN
PHYX
WLDF

Professional Studies
AT
BUS
CD
ECON
EDUC
KRA
LSEE
NURS
PSYC
SW

QUESTION 3. Describe trends in overall course success rates for service courses as well as major courses. Please highlight any notable findings or opportunities for improvement you see in the coming year. If trends have been stable over time, to what do you attribute that stability?

Underrepresented Groups (URG) Course Achievement Gap Explorer

Course	Course Title	URG	Success Rate
PSYC 100	Psych of Critical Thinking	Not URG	88% (n=162)
		URG	76% (n=187)
		Unknown	79% (n=19)
PSYC 104	Intro Psychology	Not URG	85% (n=932)
		URG	79% (n=1,068)
		Unknown	81% (n=157)
PSYC 180	Psyc Statistics Supplemental	Not URG	77% (n=26)
		URG	69% (n=29)
		Unknown	100% (n=2)
PSYC 213	School-Age Child	Not URG	93% (n=15)
		URG	92% (n=13)
		Unknown	100% (n=4)
PSYC 236	Choices & Changes in Sexuality	Not URG	78% (n=86)
		URG	82% (n=74)
		Unknown	83% (n=12)
PSYC 240	Understanding Research in Psyc	Not URG	73% (n=26)
		URG	88% (n=43)
		Unknown	100% (n=3)
PSYC 241	Intro Psych Statistics	Not URG	88% (n=332)

Success Rate

0% [████████████] 100%

Data Filters
(Filters apply to all GREEN tabs)

Minimum Count
From 1

Success Rate
0% to 100%

Academic Year
Multiple values

Course
All

Course ID
All

Course Unit Value
All

Delivery Mode
Face-to-face

Primary Instructor

Underrepresented Groups
- ● Not URG (yellow)
- ● Unknown (gray)
- ● URG (teal)
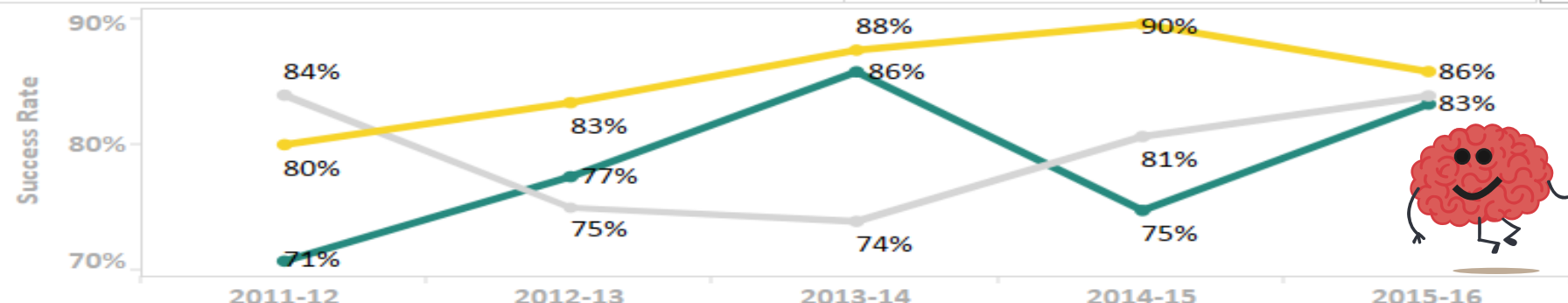
Success Rate trend chart:

Not URG: 80% (2011-12), 83% (2012-13), 88% (2013-14), 90% (2014-15), 86% (2015-16)
Unknown: 84% (2011-12), 75% (2012-13), 74% (2013-14), 81% (2014-15), 83% (2015-16)
URG: 71% (2011-12), 77% (2012-13), 86% (2013-14), 75% (2014-15), 83% (2015-16)

Arts, Hum & Soc Sci: AU, ANTH, ART, COMM, CRGS, EC, ENGL, ENST, GEOG, HIST, HS, INTL, JMC, MUS, NAS, PHIL, POLI, RS, SOC, THEA, WLC

Natural Resources & Sci: BIOL, CHEM, CS, ENGR, ESM, FISH, FWM, GEOL, MATH, NS, OCN, PHYX, WLDF

Professional Studies: AT, BUS, CD, ECON, EDUC, KRA, LSEE, NURS, PSYC, SW

QUESTION 3. Describe trends in overall course success rates for service courses as well as major courses. Please highlight any notable findings or opportunities for improvement you see in the coming year. If trends have been stable over time, to what do you attribute that stability?

Face-to-Face, Hybrid, and Online Course Success

Course	Acad. Year	Face-to-face	Hybrid	Online
PSYC 100	2006-07	80% (*n*=207)		
	2007-08	80% (*n*=299)		
	2008-09	85% (*n*=210)		
	2009-10			83% (*n*=276)
	2010-11	83% (*n*=136)		83% (*n*=130)
	2011-12			82% (*n*=259)
	2012-13	86% (*n*=236)		
	2013-14			77% (*n*=267)
	2014-15	70% (*n*=60)		81% (*n*=148)
	2015-16	74% (*n*=73)		84% (*n*=169)
PSYC 104	2006-07	72% (*n*=390)		
	2007-08	76% (*n*=447)		
	2008-09	79% (*n*=482)		
	2009-10	85% (*n*=618)		
	2010-11	72% (*n*=583)		
	2011-12	77% (*n*=452)		75% (*n*=113)
	2012-13	80% (*n*=363)		88% (*n*=125)
	2013-14	86% (*n*=449)		95% (*n*=42)
	2014-15	81% (*n*=420)		92% (*n*=97)
	2015-16	84% (*n*=473)		88% (*n*=8)
PSYC 180	2010-11	85% (*n*=26)		
	2011-12	66% (*n*=35)		
	2012-13	88% (*n*=8)		
	2013-14	86% (*n*=14)		
PSYC 200	2006-07	82% (*n*=78)		
	2007-08	77% (*n*=74)		
PSYC 213	2006-07	78% (*n*=32)		
	2007-08	65% (*n*=20)		
	2008-09	100% (*n*=27)		

Academic Year
All

Success Rate
65% ———— 100%

Success Rate Filter
Non-Null Values O..

Count of Students
5
10
15
≥ 20
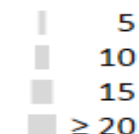
Minimum Count
From 0

Course
All

Primary Instructor

Delivery
All

Arts, Hum & Soc Sci
AU
ANTH
ART
COMM
CRGS
EC
ENGL
ENST
GEOG
HIST
HS
INTL
JMC
MUS
NAS
PHIL
POLI
RS
SOC
THEA
WLC

Natural Resources & Sci
BIOL
CHEM
CS
ENGR
ESM
FISH
FWM
GEOL
MATH
NS
OCN
PHYX
WLDF

Professional Studies
AT
BUS
CD
ECON
EDUC
KRA
LSEE
NURS
PSYC
SW

QUESTION 3. Describe trends in overall course success rates for service courses as well as major courses. Please highlight any notable findings or opportunities for improvement you see in the coming year. If trends have been stable over time, to what do you attribute that stability?

Grade Distribution

Legend: ■ A ■ B □ C ■ CR ■ D ■ F ■ NC ■ WU

Letter Grades | **Other Grades**

Bar chart values:
- A: 82
- B: 184
- C: 134
- D: 28
- F: 19
- CR: 5
- NC: 4
- WU: 25
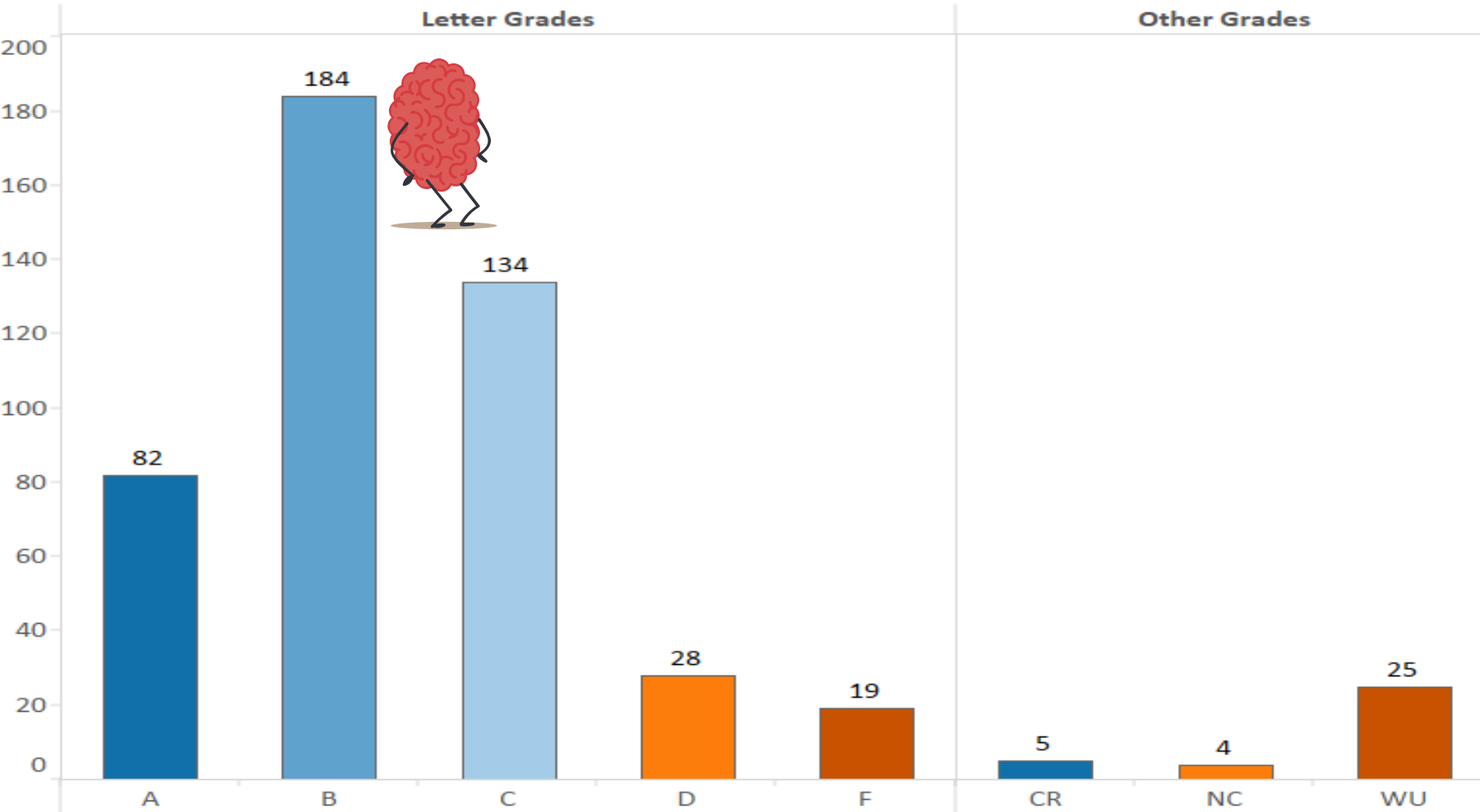
Data Filters
(Filters apply to all GREEN tabs)

Academic Year
2015-16

Course
PSYC 104

Course ID
All

Course Unit Value
All

Delivery Mode
All

Grade Distribution
All

Letter Grade
All

Primary Instructor

Term
All

Grading Symbols:
http://pine.humboldt.edu/registrar/students/regulations/grades.html

Arts, Hum & Soc Sci:
AU, ANTH, ART, COMM, CRGS, EC, ENGL, ENST, GEOG, HIST, HS, INTL, JMC, MUS, NAS, PHIL, POLI, RS, SOC, THEA, WLC

Natural Resources & Sci:
BIOL, CHEM, CS, ENGR, ESM, FISH, FWM, GEOL, MATH, NS, OCN, PHYX, WLDF

Professional Studies:
AT, BUS, CD, ECON, EDUC, KRA, LSEE, NURS, PSYC, SW

Grade Distribution Table

	A	A-	B+	B	B-	C+	C	C-	D+	D	F	CR	NC	WU
Count	74	8	37	125	22	36	87	11	9	19	19	5	4	25
Percent Across	15.4%	1.7%	7.7%	26.0%	4.6%	7.5%	18.1%	2.3%	1.9%	4.0%	4.0%	1.0%	0.8%	5.2%

Data
Focus

Creating and monitoring targets
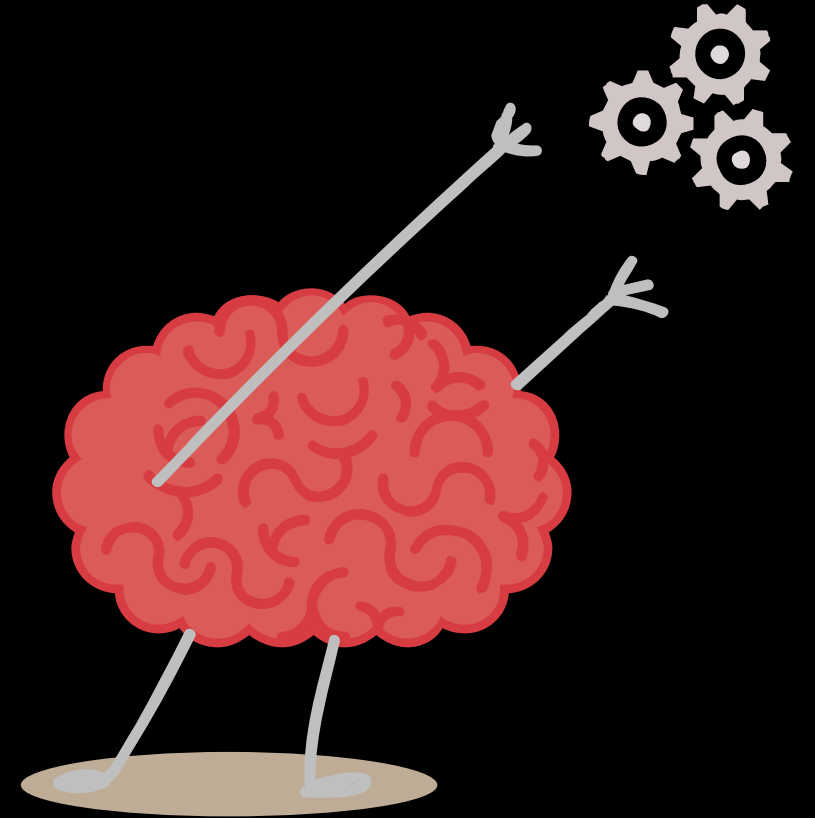
QUESTION 1. Describe enrollment trends in your program, major(s), FTES, and retention/graduation rates.

Retention Rates for FTFTUG Students

- 🟩 Retained for 1 term
- 🟦 Retained for 1 year
- ⬜ Retained for 2 years
- 🟫 Retained for 3 years
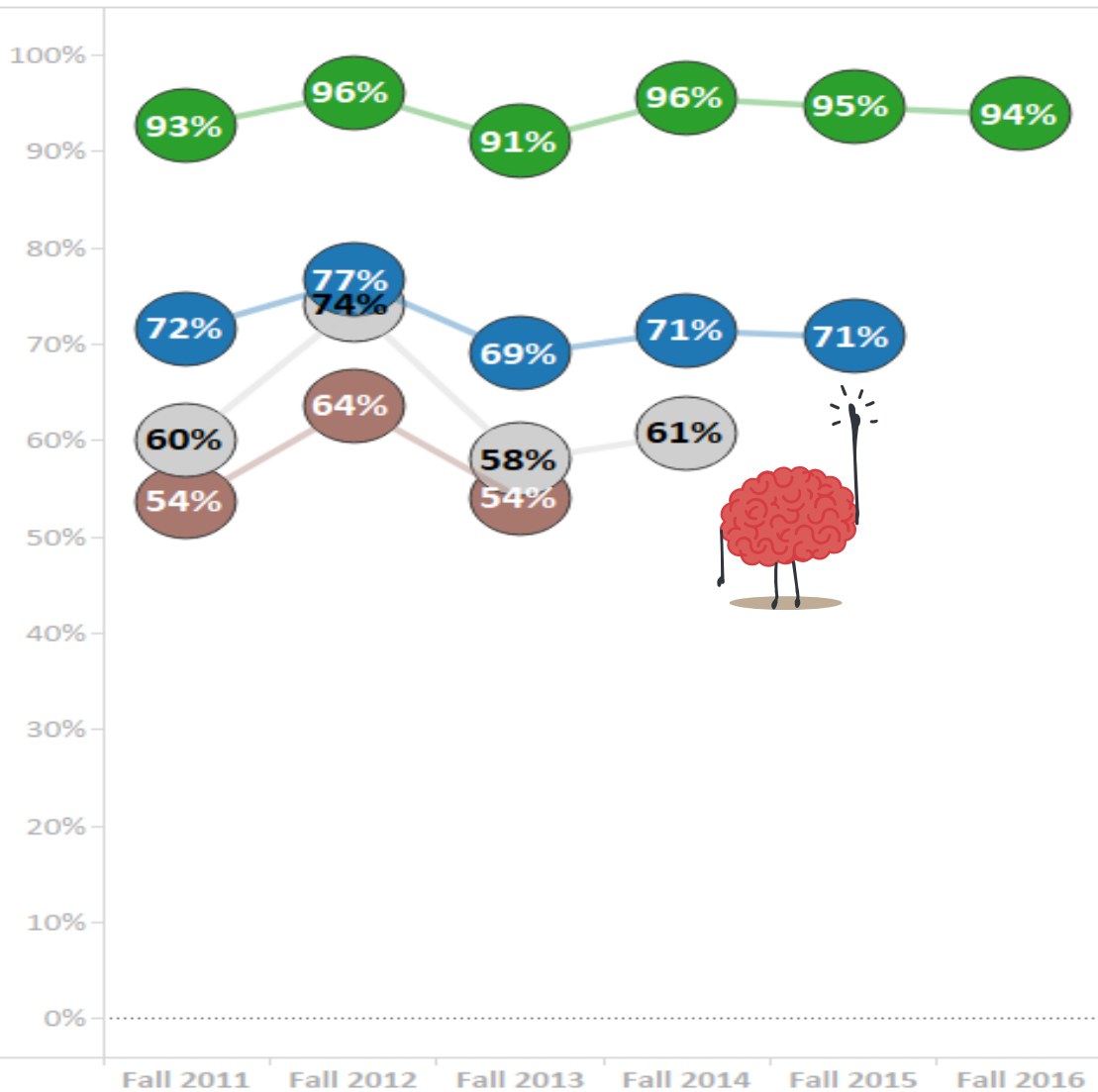
Graduation Rates for FTFTUG Students

- 🟥 Graduated in 6 years
- 🟦 Graduated in 5 years
- ⬛ Graduated in 4 years
- 🟧 Graduated in 3 years

Retention Rates for FTFTUG Students

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Retained for 1 term	93%	96%	91%	96%	95%	94%
Retained for 1 year	72%	77%	69%	71%	71%	
Retained for 2 years	60%	74%	58%	61%		
Retained for 3 years	54%	64%	54%			

Graduation Rates for FTFTUG Students

	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013
Graduated in 6 years	45%	39%	47%			
Graduated in 5 years	39%	32%	43%	38%		
Graduated in 4 years	23%	16%	27%	22%	30%	
Graduated in 3 years	2.5%	1.1%	3.8%	3.2%	2.6%	

Arts, Hum & Soc Sci
- + AU
- ANTH
- ART
- COMM
- CRGS
- EC
- ENGL
- ENST
- GEOG
- HIST
- HS
- INTL
- JMC
- MUS
- NAS
- PHIL
- POLI
- RS
- SOC
- THEA
- WLC

Natural Resources & Sci
- BIOL
- CHEM
- CS
- ENGR
- ESM
- FISH
- FWM
- GEOL
- MATH
- NS
- OCN
- PHYX
- WLDF

Professional Studies
- AT
- BUS
- CD
- ECON
- EDUC
- KRA
- LSEE
- NURS
- PSYC
- SW

Major Program
All

QUESTION 1. Describe enrollment trends in your program, major(s), FTES, and retention/graduation rates.

Retention Rates for Upper Division Transfer Students

- 🟩 Retained for 1 term
- 🟦 Retained for 1 year
- ⬜ Retained for 2 years
- 🟫 Retained for 3 years

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Retained for 1 term	88%	94%	98%	98%	92%	95%
Retained for 1 year	79%	81%	80%	92%	84%	
Retained for 2 years	38%	39%	41%	36%		
Retained for 3 years	4%	10%	10%			
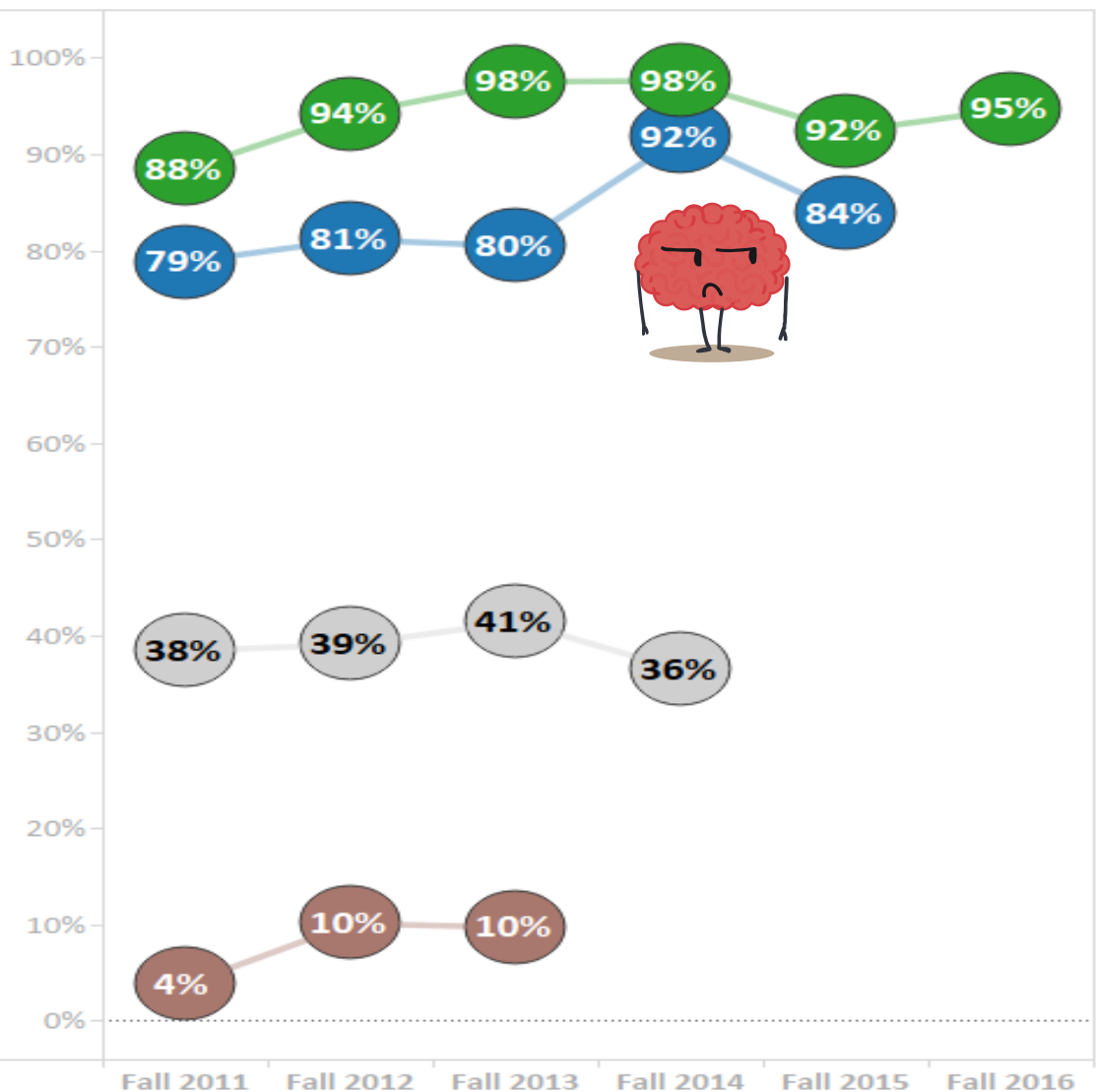
Graduation Rates for Upper Division Transfer Students

- ⬛ Graduated in 4 years
- 🟧 Graduated in 3 years
- 🟪 Graduated in 2 years
- 🟫 Graduated in 1 year

	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
Graduated in 4 years	83%	71%	75%			
Graduated in 3 years	77%	65%	65%	67%		
Graduated in 2 years	44%	35%	36%	39%	42%	

Major Program

All

Arts, Hum & Soc Sci: AU, ANTH, ART, COMM, CRGS, EC, ENGL, ENST, GEOG, HIST, HS, INTL, JMC, MUS, NAS, PHIL, POLI, RS, SOC, THEA, WLC

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Professional Studies: AT, BUS, CD, ECON, EDUC, KRA, LSEE, NURS, PSYC, SW

Data
Investment

How data are used to understand ROI
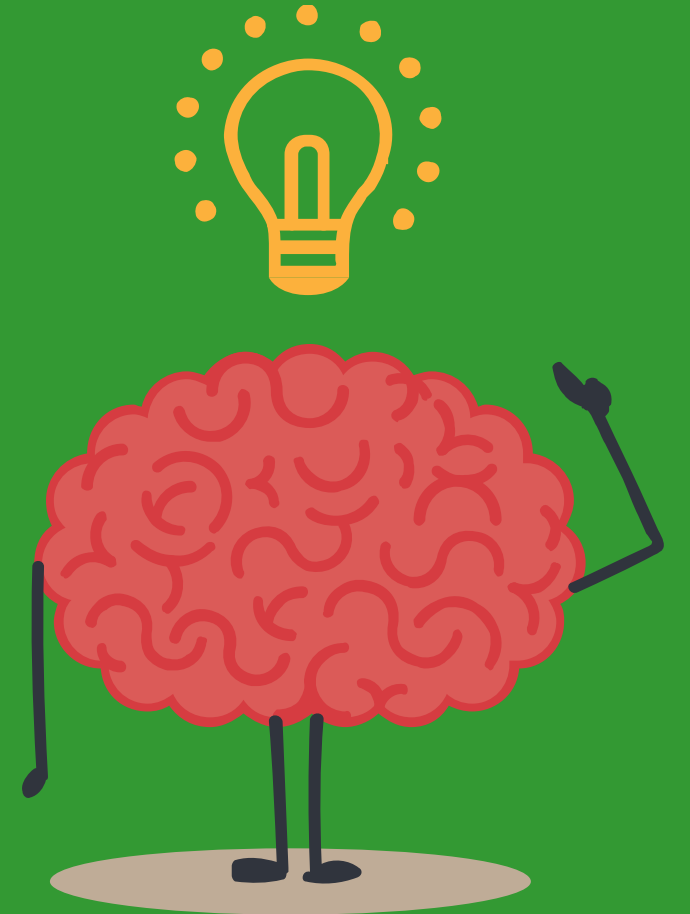
Annual Program Review: Diversity/Enrollment/Student Success Questions

Institutional Effectiveness

QUESTION 1. Describe enrollment trends in your program, major(s), FTES, and retention/graduation rates.

Full-time Equivalent Students (FTES) Course Enrollment by Subject Area

6.10 — 455.92

2011-12
- PSYC 382
- PE 283
- BA 277
- SW 148
- KINS 119
- CD 109
- ECON 97
- HED 84
- EED 54
- SED 51
- REC 71
- SPED 35
- IT
- NURS 54
- EDUC

2012-13
- PSYC 372
- BA 287
- PE 194
- SW 166
- KINS 136
- CD 115
- ECON 105
- HED 88
- REC 72
- EED 44
- SPED 35
- SED 55
- EDUC

2013-14
- PSYC 432
- BA 306
- SW 181
- PE 160
- KINS 138
- CD 123
- ECON 92
- HED 90
- REC 61
- SPED 41
- SED
- EED 35
- MBA

2014-15
- PSYC 424
- BA 326
- SW 187
- PE 171
- KINS 170
- CD 126
- ECON 107
- HED 86
- REC 62
- EED 41
- SED 61
- EDUC
- MBA

2015-16
- PSYC 456
- BA 337
- KINS 201
- SW 198
- PE 177
- CD 125
- ECON 116
- HED 80
- REC 68
- EED 47
- MBA 25
- SPED
- EDL
- SED 60
- EDUC

Arts, Hum & Soc Sci
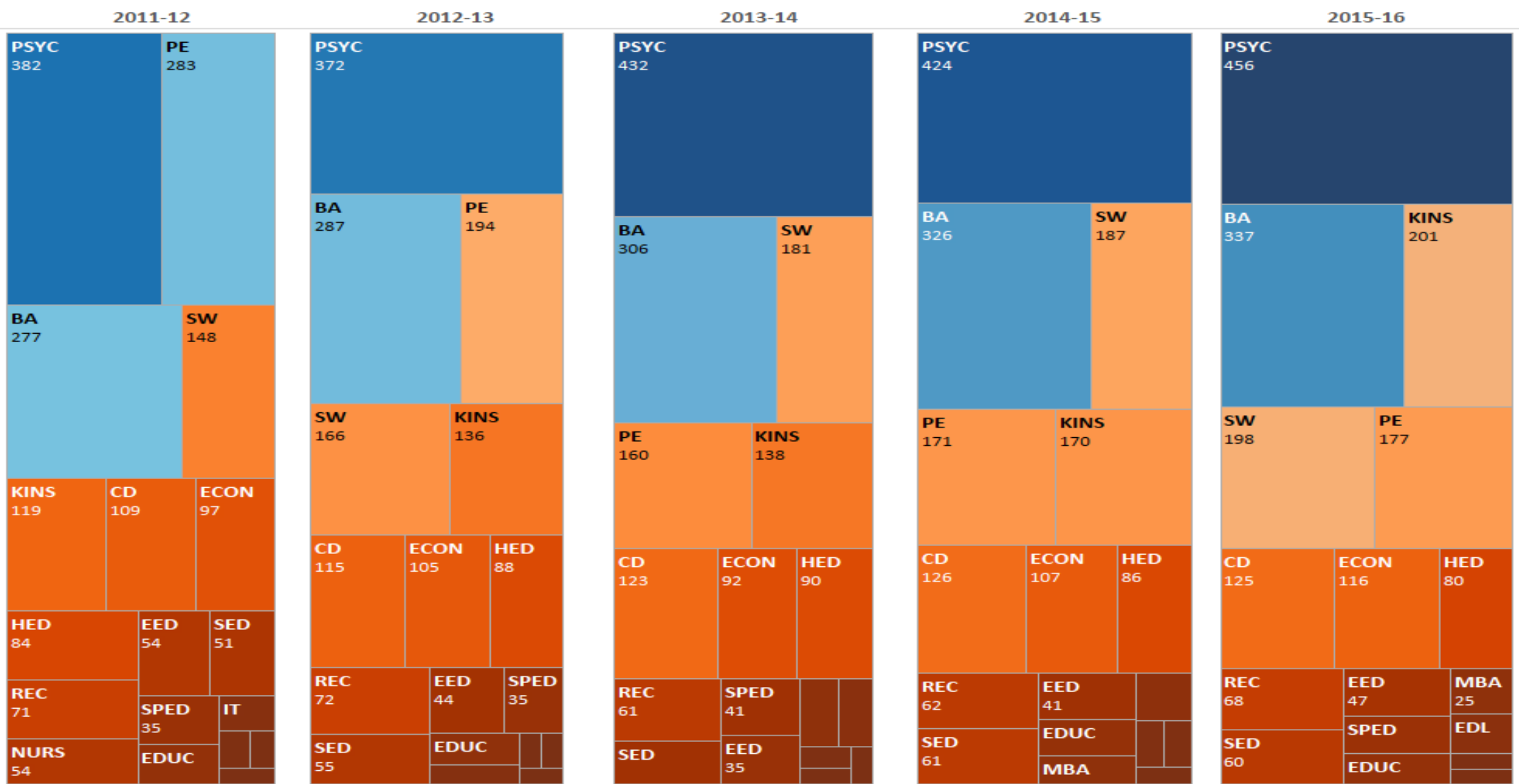AU, ANTH, ART, COMM, CRGS, EC, ENGL, ENST, GEOG, HIST, HS, INTL, JMC, MUS, NAS, PHIL, POLI, RS, SOC, THEA, WLC

Natural Resources & Sci
BIOL, CHEM, CS, ENGR, ESM, FISH, FWM, GEOL, MATH, NS, OCN, PHYX, WLDF

Professional Studies
AT, BUS, CD, ECON, EDUC, KRA, LSEE, NURS, PSYC, SW

Subject Area
All

Institutional **E**ffectiveness

QUESTION 2. Describe trends in the composition of your majors (such as diversity, level of college preparedness, time to degree etc.). Please highlight any significant findings or unique outliers.

Median Units and HSU Terms to Degree for FTUG Students

Median Number of Units (y-axis), *Median Number of HSU Terms* (x-axis)
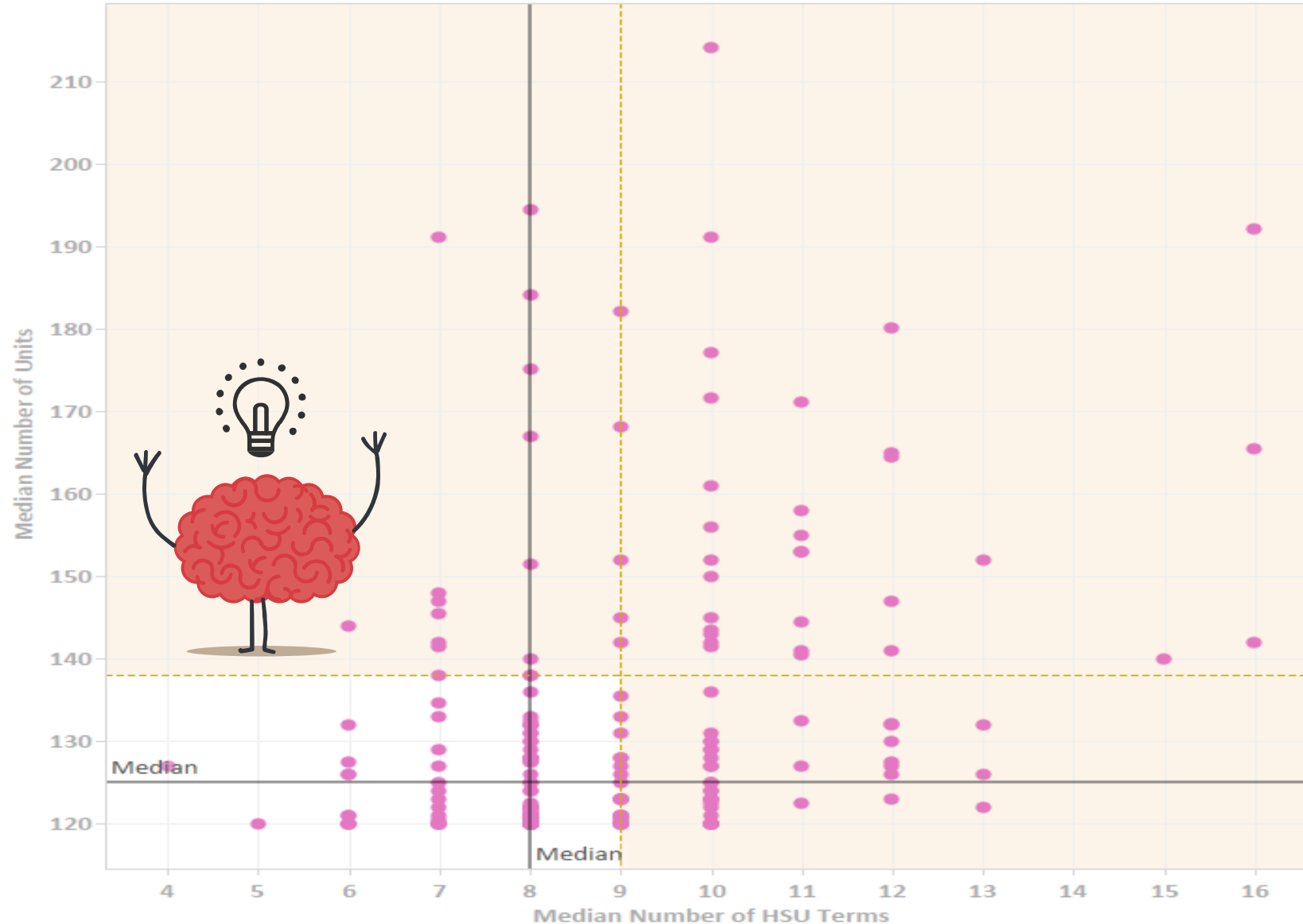
5-year Totals

Number of Degrees Awarded	217
Median HSU Terms	8
Median HSU Units	120
Median Non-HSU Units	6
Median Total Units	125

Year by Year Sub-totals

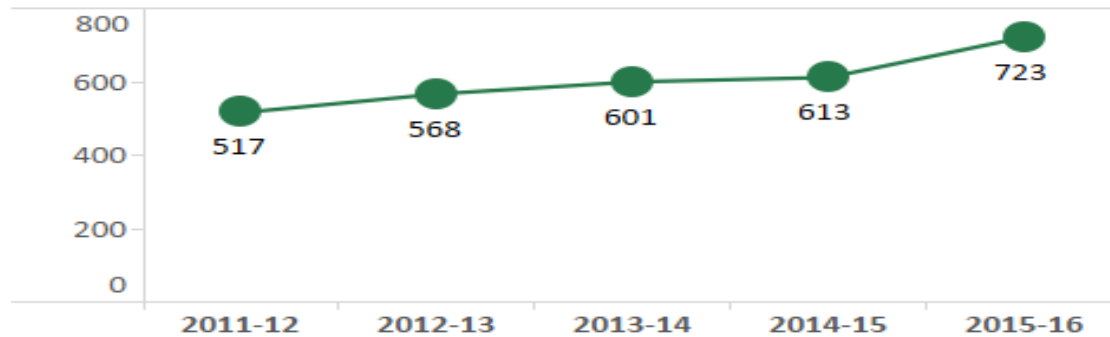|		
Number of Degrees Awarded	2011	38
	2012	45
	2013	45
	2014	45
	2015	44
Median HSU Terms	2011	8
	2012	9
	2013	8
	2014	9
	2015	8
Median HSU Units	2011	122
	2012	120
	2013	120
	2014	123
	2015	120
Median Non-HSU Units	2011	5
	2012	6
	2013	6
	2014	3
	2015	6
Median Total Units	2011	127
	2012	128
	2013	122
	2014	125
	2015	123

Arts, Hum, Soc Sci

AU
ANTH
ART
COMM
CRGS
ENGL
GEOG
HIST
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JMC
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Natural Resources and Sci

BIOL
CHEM
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GEOL
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PHYX
WLDF

Professional Studies

AT
BUS
CD
ECON
EDUC
KRA
NURS
PSYC
SW

Major Progra..
All
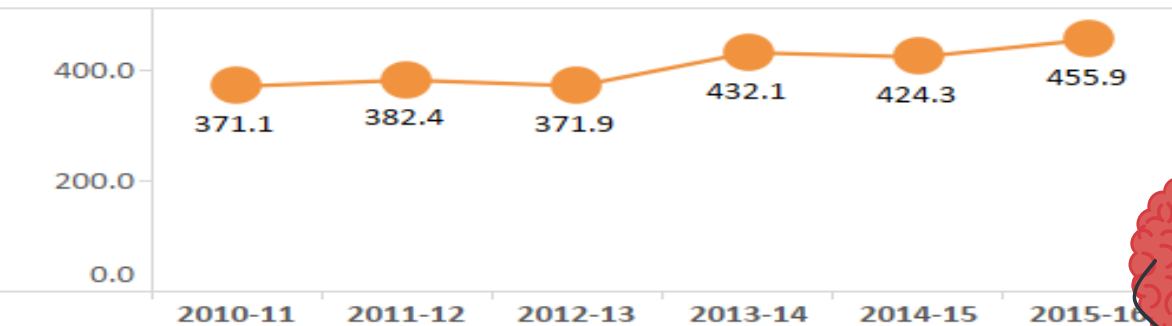
Resource Review Workbook

Full-time Equivalent Faculty (FTEF)

2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
12.5	13.0	13.1	15.1	15.1	18.2
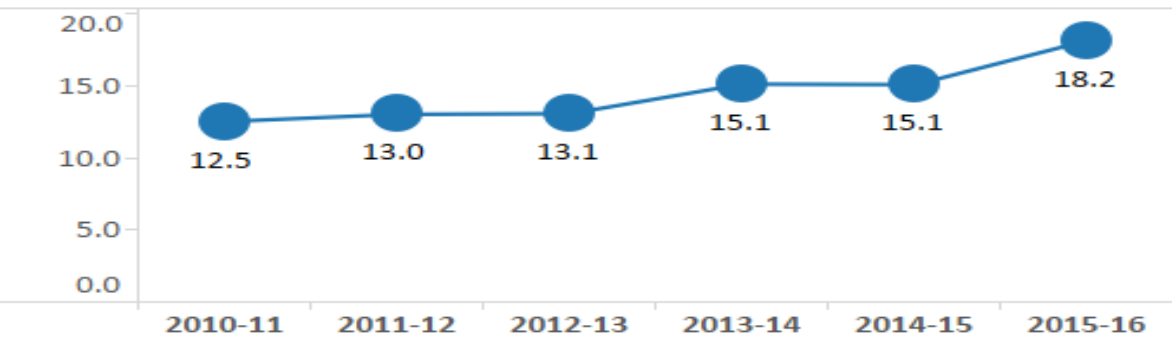
Student Participation (Distinct Headcount)

2011-12	2012-13	2013-14	2014-15	2015-16
517	568	601	613	723

Full-time Equivalent Student (FTES)

2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
371.1	382.4	371.9	432.1	424.3	455.9

Weighted Teaching Units

2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
188.7	191.2	192.5	214.9	216.1	246.8
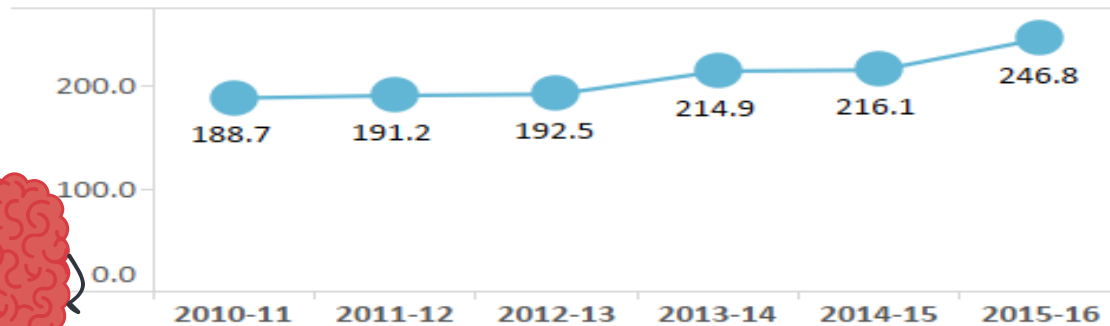
Student-to-Faculty Ratio

2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
29.65	29.38	28.46	28.58	28.13	25.11

Cost per FTES

2011-12	2012-13	2013-14	2014-15	2015-16
$5,653	$6,017	$6,134	$6,262	$6,371

Arts, Hum & Soc Sci: AU, ANTH, ART, COMM, CRGS, EC, ENGL, ENST, GEOG, HIST, HS, INTL, JMC, MUS, NAS, PHIL, POLI, RS, SOC, THEA, WLC

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Professional Studies: AT, BUS, CD, ECON, EDUC, KRA, LSEE, NURS, PSYC, SW

Data *Growth*

the future of analytics for HSU OIE
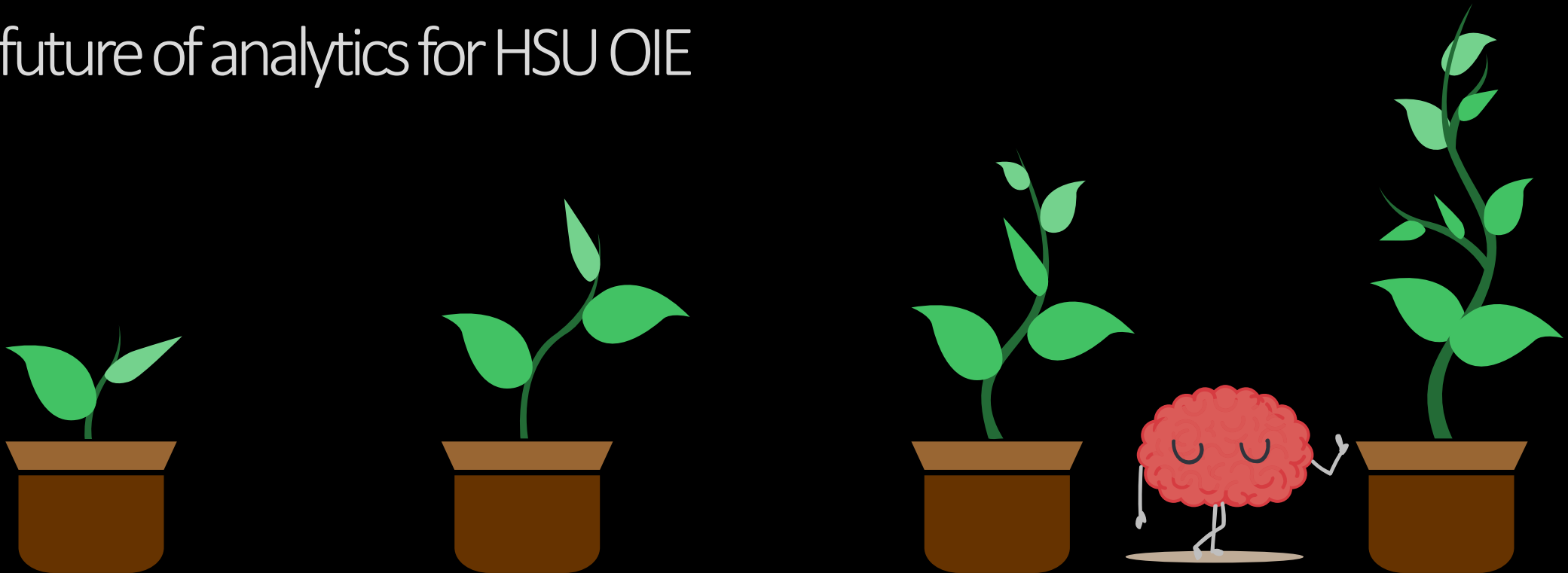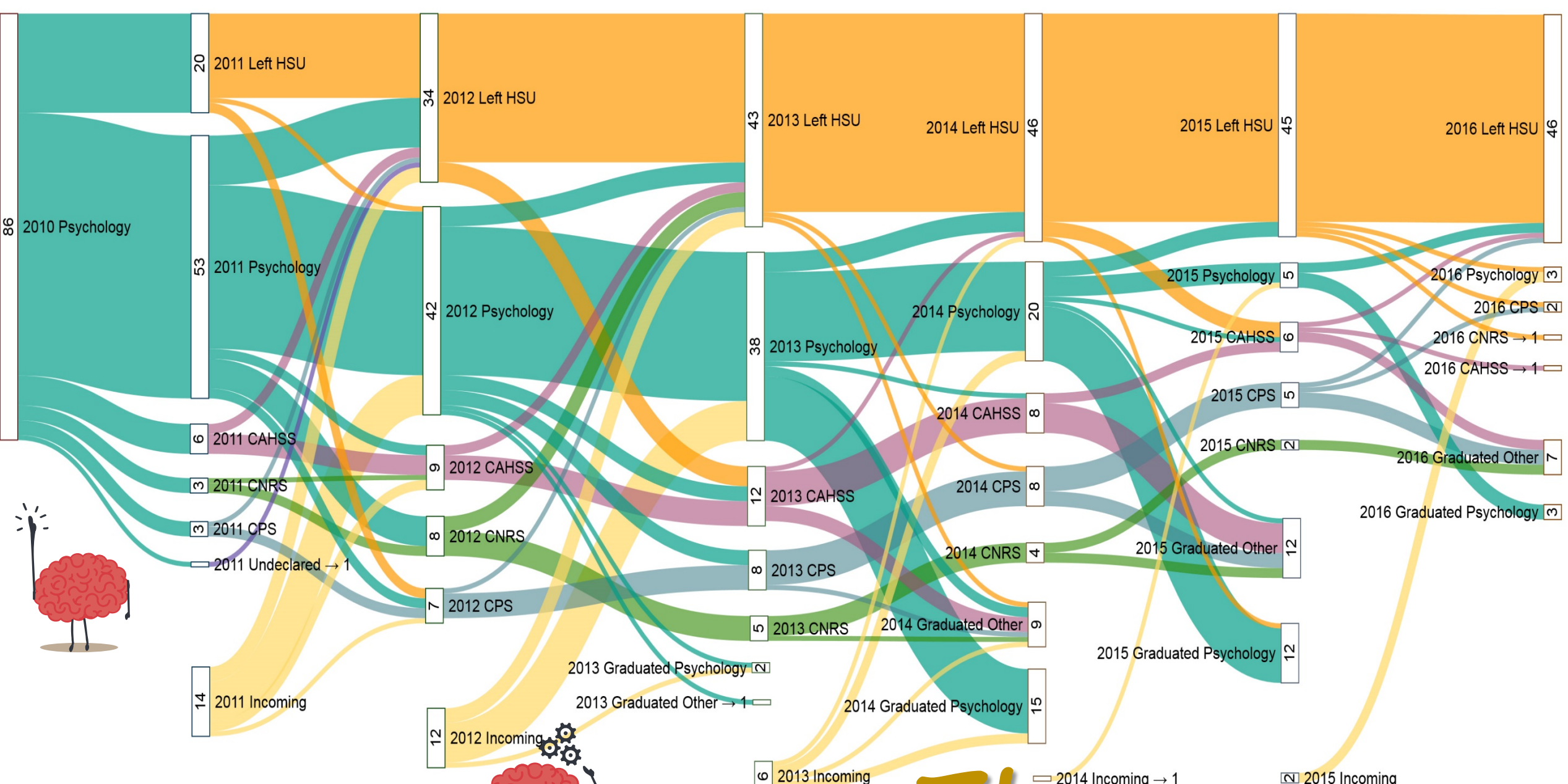
Student *Flow* Models
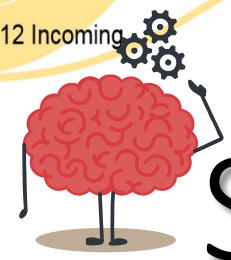
White *glove* service

Self-paced
Tutorial service

Welcome to OIE's Data Tutorials!
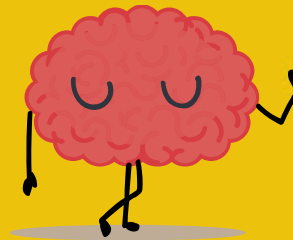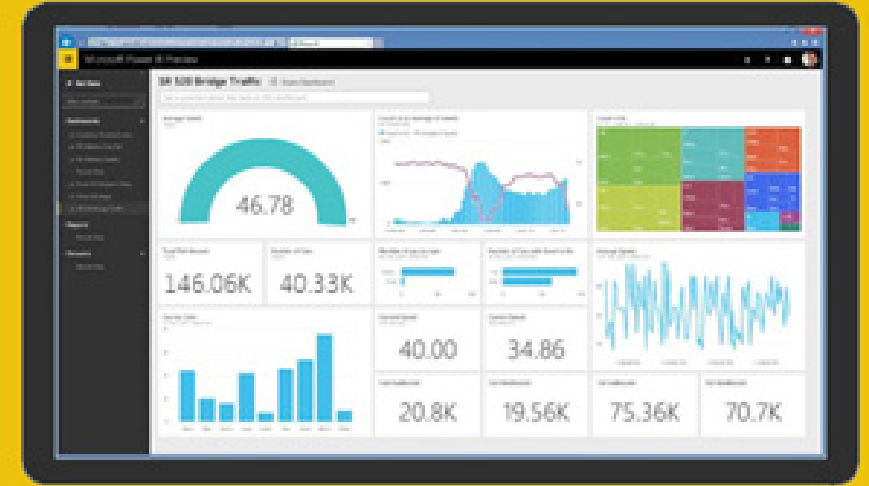
The future of *Business Intelligence?*

Gartner Magic Quadrant:
Business Intelligence Solutions 2016 vs 2017

As of February 2016 (left panel)

CHALLENGERS | LEADERS | NICHE PLAYERS | VISIONARIES

- ☆ Tableau
- Qlik
- ☆ Microsoft
- Birst
- SAS
- Alteryx
- SAP
- MicroStrategy
- Domo
- GoodData
- Salesforce
- Board International
- Sisense
- Pyramid Analytics
- Information Builders
- Logi Analytics
- IBM
- ClearStory Data
- Pentaho
- TIBCO Software
- Yellowfin
- BeyondCore
- Platfora
- Datawatch

Axes: ABILITY TO EXECUTE (vertical), COMPLETENESS OF VISION (horizontal)

As of February 2017 (right panel)

CHALLENGERS | LEADERS | NICHE PLAYERS | VISIONARIES

- ☆ Tableau
- ☆ Microsoft
- Qlik
- Alteryx
- SAP
- SAS
- IBM
- Birst
- TIBCO Software
- Salesforce
- Oracle
- Sisense
- Board International
- MicroStrategy
- ClearStory Data
- Domo
- ThoughtSpot
- Information Builders
- Logi Analytics
- Yellowfin
- Zoomdata
- Pyramid Analytics
- Datameer
- Pentaho

Axes: ABILITY TO EXECUTE (vertical), COMPLETENESS OF VISION (horizontal)

File Home View Modeling

Ronda Stemach

Home tab ribbon:
- Clipboard: Paste, Cut, Copy, Format Painter
- External data: Get Data, Recent Sources, Enter Data, Edit Queries, Refresh
- Resources: Solution Templates, Partner Showcase
- Insert: New Page, New Visual, Shapes, Text box, Image
- Relationships: Manage Relationships
- Calculations: New Measure
- Share: Publish

Humboldt State University
Applicants by Major Program

Filter by
COLLEGE
All

Applicant Type

27.01%

1.62%

69.84%

Click to Filter
- First-time UG
- Lower-div xfer
- Returning UG
- Transitory
- Upper-div xfer

Applicant Type ● First-time UG ● Lower-div xfer ● Returning UG ● Transitory ● Upper-div xfer
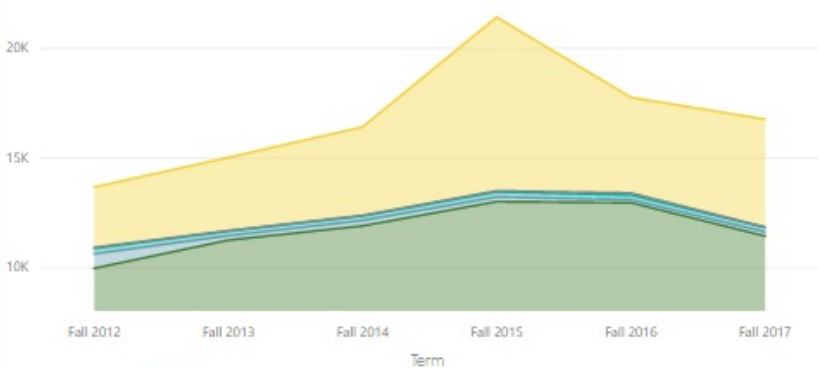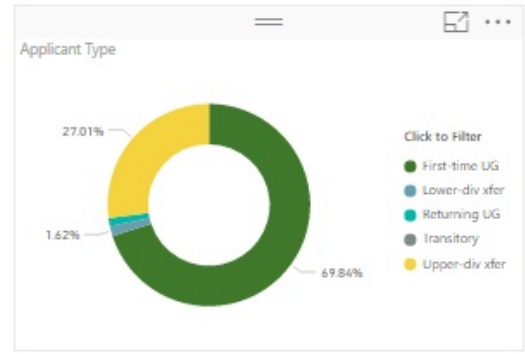
		Term				
PROGRAM	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Business Administration	1,251	1,377	1,500	2,691	2,036	1,801
Biology	1,626	1,906	1,903	1,773	1,637	1,503
Psychology	1,203	1,288	1,503	2,635	1,714	1,761
Undeclared	1,752	1,645	1,756	1,683	1,677	1,347
Kinesiology	760	828	949	1,145	1,049	1,017
Criminology & Justice Studies		593	796	1,352	972	943
Zoology	429	516	523	552	461	465
Communication	249	262	381	978	417	463
Sociology	353	302	386	795	436	463
English	389	418	415	492	413	483
Computer Science	216	312	354	487	507	436
Environmental Science	416	409	384	480	541	2
Political Science	309	278	328	481	333	397
Art	383	342	315	397	309	351
Chemistry	237	297	370	401	364	318
Social Work	252	329	333	369	377	288
History	307	270	273	399	281	304
Environmental Resources Engr	248	300	279	312	368	298
Wildlife	263	318	322	321	288	261
Journalism	314	317	271	261	239	242
Forestry	246	228	250	278	294	292
Anthropology	260	199	239	266	231	206
Liberal Studies-Elementary Ed	159	178	196	198	334	287
Mathematics	155	183	185	213	149	186
Music	184	180	163	176	179	156
Theatre Arts	256	269	118	155	118	116
Physics	121	156	195	179	174	156
Environmental Studies	6	140	161	171	197	251
Film		6	215	228	222	240

20K

15K

10K

Fall 2012 Fall 2013 Fall 2014 Fall 2015 Fall 2016 Fall 2017
Term

Page 1

PAGE 1 OF 1

Visualizations

Values
Drag data fields here

Filters
Page level filters
Drag data fields here
Report level filters
Drag data fields here

Fields

Search

▲ Export Worksheet
- APPTYPE
- Σ APPTYPENO
- APSTATUS
- CAREER
- COLCODE
- COLLEGE
- Σ HC_ADMIT
- Σ HC_APP
- Σ HC_CONFIRM
- Σ HC_PROJECT
- MAJOR
- PROGRAM
- SEMESTER
- STUTYPE
- TERM

▲ tblTerm
- termcode
- termdesc

Search the web and Windows

9:44 AM
4/30/2017

+ Add tile   View related   Favorite   Share   Web

Ask a question about your data

Humboldt State University
Applicants by Major Program

Applicant Type

Filter by

COLLEGE

Natural Resources & Sci

20.75%

1.74%

75.96%

Click to Filter
- First-time UG
- Lower-div xfer
- Returning UG
- Transitory
- Upper-div xfer
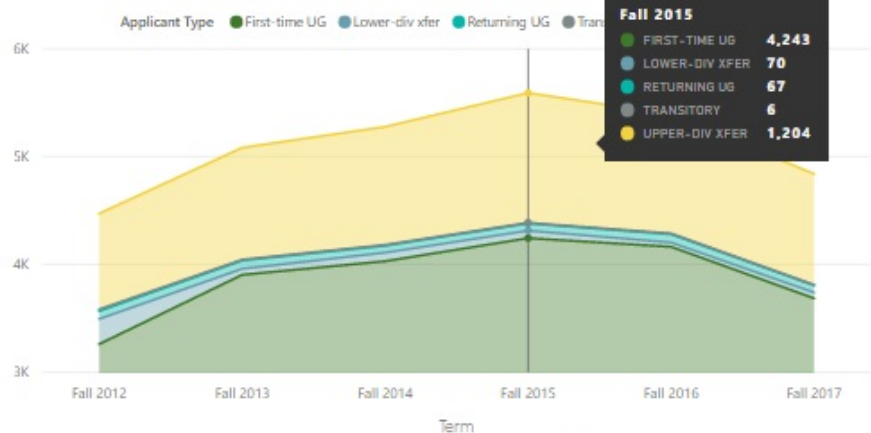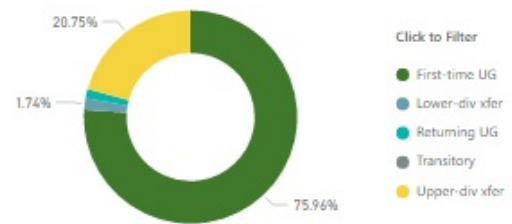
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Wildlife	263	318	322	321	288	261
Forestry	246	228	250	278	294	292
Mathematics	155	183	185	213	149	186
Physics	121	156	195	179	174	156
Environmental Managemnt & Prot	191	155	139	187	206	1
Botany	106	129	134	114	125	102
Environmental Science & Mgmt						569
Geology	87	75	96	104	92	79
Oceanography	65	51	68	109	88	88
Fisheries Biology	57	35	60	65	79	69
Rangeland Resource Science	7	10	14	13	19	14
Computer Information Systems	1			1		
Nat Resources Plng & Interptn		2				
NS Certificate Group				1		
Total	**4,471**	**5,082**	**5,276**	**5,590**	**5,392**	**4,839**

Term

Applicant Type   First-time UG   Lower-div xfer   Returning UG   Tran

6K

5K

4K

3K

Fall 2012   Fall 2013   Fall 2014   Fall 2015   Fall 2016   Fall 2017

Term

Fall 2015
- FIRST-TIME UG   4,243
- LOWER-DIV XFER   70
- RETURNING UG   67
- TRANSITORY   6
- UPPER-DIV XFER   1,204
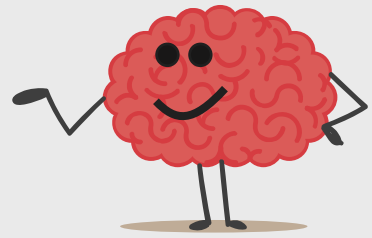
Data *Planning*

Using data to responsibly plan
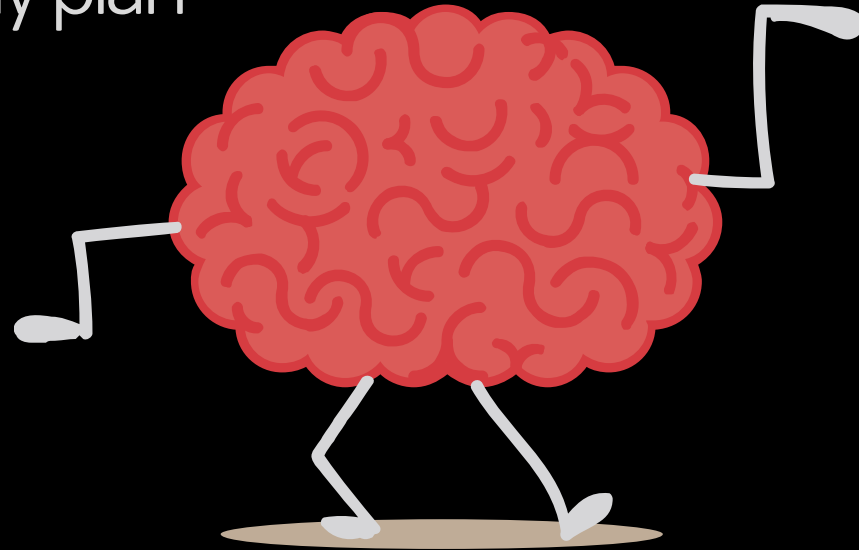
RESPONSIBILITY BASED PLANNING

RESPONSIBLE
Does the work, drives and coordinates the process (we sometimes don't have enough of these)

R

S

SUPPORTERS
Provide logistical support for the work. (we sometimes don't have enough of these)

INFORMED
Notified of progress, updates, etc. (These are NOT approvers).

I

A

ACCOUNTABLE (APPROVER)

Makes decisions, says "yes" or "no" (Some people think they are in this role or want to be)

CONSULTED (COLLABORATE)

C

Subject matter experts that are consulted regarding the process (these are NOT approvers & we have LOTS of these)