



Basic Publication Design in 45 Minutes or Less

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Southern Association for Institutional Research

New Orleans, Louisiana

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You might be attending this session if...



- your office creates documents with multiple pieces of data/information.
- you are interested in making publication design easier.
- you don't have a lot of time to spend making publications.
- you wanted an easy session after lunch.



Importance of Design

- Why is design important?
- How does it help convey info?
- Campus community uses data to understand and respond to trends.
- Senior administrators use reports and data elements to make important decisions.





Importance of Design

If information is misunderstood due to lack of clarity and consistency, the data is of no value – and can make more problems for someone to clean up.





Principles of Design

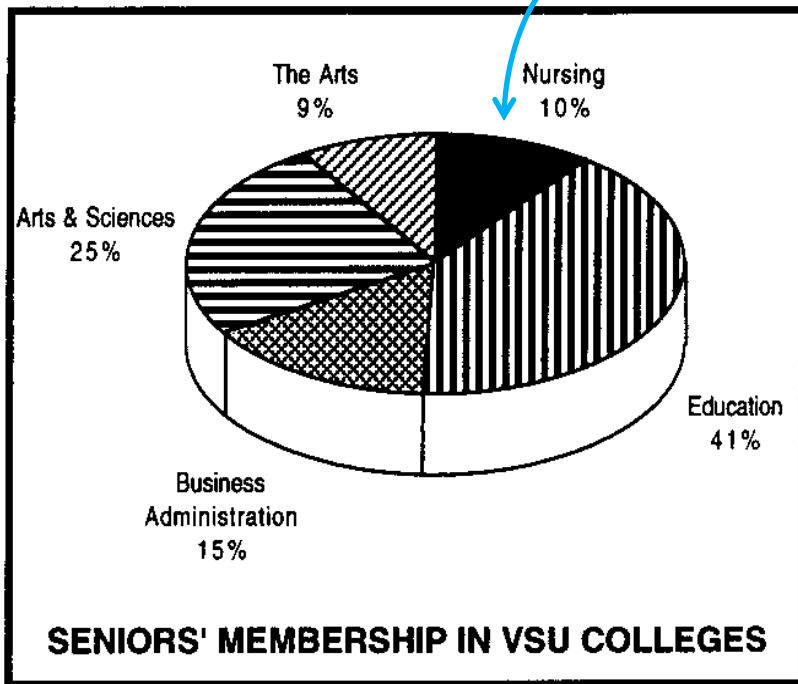




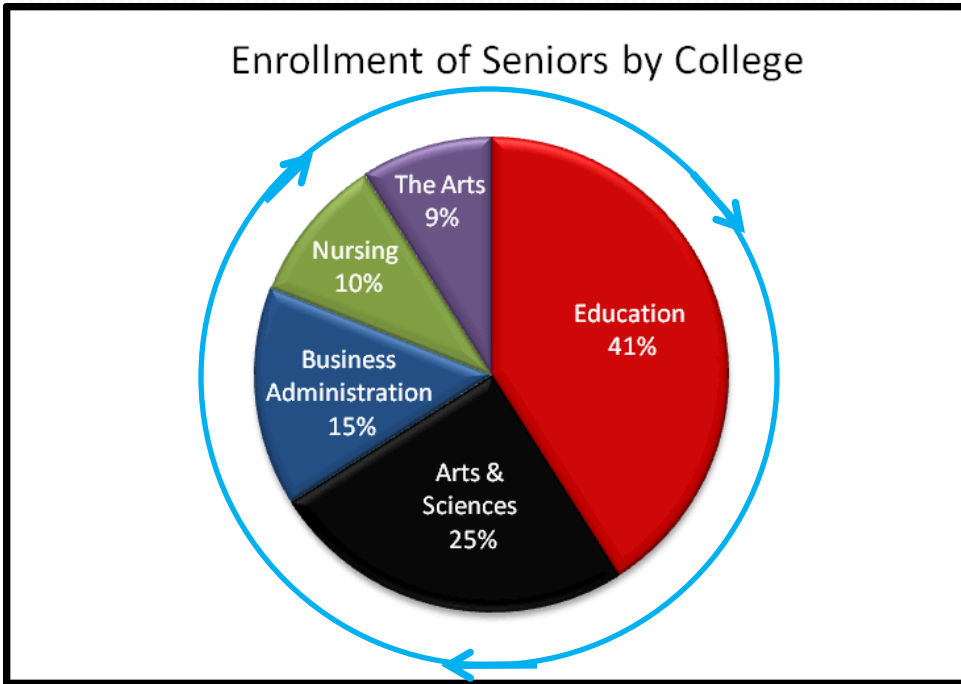
Contrast

Contrast

Before



After



Repetition





Repetition

Before

As Table 2 below shows, the institution also has resulted in higher student retention rates. The institution will carefully monitor the impact of changes in policies on retention rates.

TABLE 2: VSU One-Year Student Retention Rates for All First-Time, Full-Time Freshmen Entering from Fall 1996 to Fall 2003

Fall Cohort	Institutional Retention	System* Retention
Fall 1996	64.2%	74.2%
Fall 1997	69.6%	78.8%
Fall 1998	66.3%	78.1%
Fall 1999	70.9%	79.8%
Fall 2000	72.5%	82.1%
Fall 2001	75.1%	84.5%
Fall 2002	74.3%	82.1%
Fall 2003	75.7%	82.1%

* Includes students who entered VSU and transferred to another USG institution.

During 2004-2005, the institution's graduation rate rose to a record 38.6%, representing the rate of the 1998 cohort (see Table 3 below.) Over the past four years, this rate has averaged 34%. The graduation rate for VSU students who completed their degrees either at VSU or at another institution in the system of Georgia institution rose to a high of 48.3%. This represents an increase in graduation points over the 1997 cohort graduation rate and reflects Valdosta State University's long-term commitment to student success. Both institutional and system-wide graduation rates are expected to continue to increase with the new admissions standards and expansion of program and strategies. Additionally, graduation rates will rise if the increasing retention rates of the 1999 and beyond freshman cohorts translate into greater retention at the sophomore, junior, and senior levels.

TABLE 3: VSU Six-Year Graduation Rates for All First-Time, Full-Time Freshmen Entering from Fall 1991 – Fall 1998

Fall Cohort	Institutional Graduation Rates	System Graduation Rates
Fall 1991	31.4%	43.2%
Fall 1992	31.1%	43.2%
Fall 1993	30.2%	43.2%
Fall 1994	30.8%	43.2%
Fall 1995	33.9%	43.2%
Fall 1996	30.2%	43.2%
Fall 1997	33.4%	43.2%
Fall 1998	38.6%	48.3%

* Includes students who entered VSU and graduated either from VSU or from another USG institution.

After

Undergraduate Engagement in Discipline-Based Inquiry

II. BROAD-BASED INVOLVEMENT OF DEVELOPMENT

Overview

Development of the QEP was facilitated by two broad-based task forces appointed by the Leadership Team to focus on different stages of the QEP. Task forces were given charges by the Leadership Team and asked to report findings and suggestions to the Leadership Team. Both task forces had broad-based representation and involvement from every college and division. Full membership lists for each task force, along with formal charges from the Leadership Team, are in Appendices A and B.

Leadership Team

The SACS Leadership Team is comprised of the President, the Vice Presidents, the SACS Liaison, the Director of Information Technology, and the Compliance Certification Coordinator. The role of this group is to guide institutional accreditation efforts and to provide guidance to the QEP Task Forces and oversee the QEP implementation. The composition of the Leadership Team is shown in Exhibit 2.

EXHIBIT 2: SACS LEADERSHIP TEAM BY TITLE AND NAME

Title	Name
President	Dr. Patrick J. Schloss
Provost and Vice President for Academic Affairs	Dr. Louis H. Levy (through December 2009)
Interim Provost and Vice President for Academic Affairs	Dr. Phillip L. Gunter (January 2010 to present)
Interim Vice President for Finance and Administration	Ms. Traycee F. Martin
Vice President for Student Affairs	Dr. Kurt J. Keppler (through March 16, 2010)
Interim Vice President for Student Affairs	Mr. Russell F. Mast (March 17, 2010 to present)
Vice President for University Advancement	Mr. John D. Crawford
SACS Liaison and Assistant to the President for Strategic Research and Analysis	Dr. Kristina M. Cragg
Director of Information Technology	Mr. Joseph A. Newton
Compliance Certification Coordinator and Professor of English	Dr. Jane M. Kinney

VALDOSTA STATE UNIVERSITY Page | 11 QUALITY ENHANCEMENT PLAN



Alignment



Alignment

Before

VALDOSTA STATE UNIVERSITY
STRATEGIC RESEARCH & ANALYSIS
ENROLLMENT UPDATE—FALL 2005
West Hall, 120 • Phone 245-6517 • www.valdosta.edu/sra

This information has been compiled by Strategic Research & Analysis in an effort to provide useful and timely information to the Valdosta State University community. This information will be updated each semester, upon the availability of official SIRS data. Please contact Strategic Research & Analysis with any comments, questions, or suggestions regarding this publication.

Fall 2005 Enrollment by Gender and Ethnicity

	Male	Female	Total
African American	756	1,444	2,200
American Indian or Alaska Native	20	18	38
Asian or Pacific Islander	69	88	157
Hispanic	78	118	196
Multiracial	70	88	158
White	3,105	4,649	7,754
Total	4,098	6,405	10,503

Fall Enrollment - 2001 to 2005

Year	Total	Undergraduate	Graduate
Fall 2001	9,231	7,931	1,299
Fall 2002	9,900	8,739	1,541
Fall 2003	10,547	8,881	1,746
Fall 2004	10,400	9,013	1,387
Fall 2005	10,503	9,093	1,410

Fall 2005 Enrollment by Student Status and College

College/Division	Undergraduate			Graduate			Grand Total
	Full time	Part time	Total	Full time	Part time	Total	
Arts	893	106	999	5	8	13	1,012
Arts & Sciences	3,749	755	4,504	114	136	250	4,754
Business	449	117	566	6	31	37	603
Education	2,017	465	2,482	227	671	898	3,380
Nursing	449	93	542	12	22	34	576
Social Work	0	0	0	58	49	107	107
MLIS	0	0	0	7	64	71	71
Total	7,557	1,536	9,093	429	981	1,410	10,503

Fall 2005 Enrollment by Student Status and College

County	Enrollment
Lowndes	1,969
Crawford	1,445
Fulton	370
Cobb	308
Thomas	208

Fall 2005 Enrollment by Economic Development Region

Region of Origin	All Students		First Time Freshmen	
	N	%	N	%
Northwest GA	105	1%	27	1%
Northeast GA	167	2%	30	2%
Metro Atlanta	2,439	23%	733	41%
West Central GA	229	2%	45	2%
Central GA	852	8%	151	8%
East Central GA	218	2%	37	2%
Southwest GA	4,080	39%	496	28%
Southeast GA	1,535	15%	221	12%
Out of state	878	8%	72	4%
Total	10,503	100%	1,812	100%

Fall 2005 Enrollment by Top 10 Undergraduate Majors

Major	Enrollment
Early Childhood Education	649
Biology	579
Nursing	542
Criminal Justice	366
Psychology	354
Secondary Education	302
Speech Communication	229
Mass Media	216
Chemistry	213
Political Science	201

Note: Out of state percentages are based on county of attribution and do not match the official US figures, which is based on office classification.

Source: Fall 2005 SIRS (Student Information Reporting System)

After

VALDOSTA STATE UNIVERSITY
STRATEGIC RESEARCH AND ANALYSIS
ENROLLMENT UPDATE—Spring 2010
1500 N. Patterson St. Valdosta, GA 31968
Phone (229) 245-6517 • www.valdosta.edu/sra

This information has been compiled by Strategic Research and Analysis in an effort to provide useful and timely information to the Valdosta State University community. This information will be updated each semester, upon the availability of official data. Please contact Strategic Research and Analysis with any questions regarding this publication.

Fall 2009 Enrollment

Fall Enrollment 2005-2009

Year	Total	Undergraduate	Graduate
Fall 2005	10,503	9,093	1,410
Fall 2006	10,888	9,489	1,399
Fall 2007	11,280	9,728	1,552
Fall 2008	11,490	9,708	1,782
Fall 2009	12,391	10,318	2,063

Spring 2010 Enrollment

Spring Enrollment 2006-2010

Year	Total	Undergraduate	Graduate
Spring 2006	9,937	8,518	1,399
Spring 2007	10,225	8,842	1,383
Spring 2008	10,635	9,286	1,469
Spring 2009	11,092	9,255	1,837
Spring 2010	11,853	9,718	2,135

Enrollment by Gender and Ethnicity

Race	Male	Female	Total	Total %
American Indian	23	25	48	0.4%
Asian	109	107	216	1.7%
Black	1,214	2,316	3,530	28.5%
Ethnicity Not Reported	15	11	26	0.2%
Hawaiian or Pacific Islander	0	5	5	0.0%
Hispanic	74	116	190	1.5%
Multiracial	109	187	296	2.4%
Unknown	10	16	26	0.2%
White	3,260	4,794	8,054	65.0%
Total	4,814	7,577	12,391	100.0%

Enrollment by Gender and Ethnicity

Race	Male	Female	Total	Total %
American Indian	19	18	37	0.3%
Asian	63	69	132	1.1%
Black	1,055	1,983	3,038	25.6%
Ethnicity Not Reported	0	0	0	0.0%
Hawaiian or Pacific Islander	0	0	0	0.0%
Hispanic	140	205	345	2.9%
Multiracial	87	153	240	2.0%
Unknown	646	945	1,591	13.4%
White	2,561	3,909	6,470	54.6%
Total	4,571	7,282	11,853	100.0%

Fall to Spring Enrollment by Economic Development Region

Region of Origin	Fall 2009	Spring 2010	Percent Change From Fall 2009 to Spring 2010
Southwest	4,219	4,071	-3.5%
Metro Atlanta	3,653	3,457	-5.4%
Southwest	1,563	1,484	-5.3%
Out of State	971	994	2.4%
Central	1,045	972	-7.0%
Northeast	301	289	-4.0%
East Central	258	239	-7.4%
West Central	242	230	-5.0%
Northwest	119	117	-1.7%
Total	12,391	11,853	-4.3%

Enrollment by Economic Development Region

Region	Fall 2009	Spring 2010
Southwest	4,219	4,071
Metro Atlanta	3,653	3,457
Southwest	1,563	1,484
Out of State	971	994
Central	1,045	972
Northeast	301	289
East Central	258	239
West Central	242	230
Northwest	119	117
Total	12,391	11,853

Note: Valdosta is included in the Southwest Economic Development Region.


Source: USG ADM, EAS Portal, VSU SRA Analysis, May 2010.

Proximity



Proximity

Before

WHEN	Wednesday, April 7 th from 12 to 2
WHO	~ Calling all Faculty Members ~
WHERE	Visit the HUB Learning Space (second floor of Odum Library) for food, beverages, and a chance to congratulate colleagues who have been awarded the first QEP grants!
WHY	 <p>Find out more about the QEP and how <u>YOU</u> can apply for a QEP grant for up to \$40,000 per project!</p>

After


<p>Calling all Faculty Members</p> <p>Visit the HUB on the 2nd Floor of Odum Library Wednesday, April 7 from 12 to 2</p>
<p>Find out more about VSU's QEP and how <u>YOU</u> can apply for a QEP grant for up to \$40,000 per project!</p>


**WHO,
WHERE,
& WHEN**

WHY



Putting it all Together



Before



VALDOSTA STATE UNIVERSITY

Ready to make a change?

Transfer to VSU and pursue a degree in one of the **52** fields of study offered.

Contact the VSU Office of Admissions @ **1-800-618-1878** or visit our web site at **www.valdosta.edu** for information.

Apply now for Spring 2011!




After



VALDOSTA STATE UNIVERSITY

Ready for the next step to a Bachelor's degree?

Apply now to pursue a degree in one of Valdosta State University's **52** bachelor programs in Arts, Arts & Sciences, Business, Education, or Nursing.

Office of Admissions • **1-800-618-1878** • www.valdosta.edu

Apply now for Spring 2011!



Before

PROFILE OF STUDENT BODY - FALL SEMESTER 1999 THROUGH FALL SEMESTER 2002

	FALL Semester 1999	FALL ¹ Semester 2000	FALL ² Semester 2001	FALL ³ Semester 2002
TOTAL ENROLLMENT	8755	8820	9238	9915
Classification				
Freshman	2191	2244	2518	2689
Sophomore	1497	1535	1492	1639
Junior	1527	1591	1625	1583
Senior	2118	1970	2069	2240
Graduate	1049	1229	1230	1430
Doctorate	69	80	64	70
Learning Support	205	67	122	162
Transient	99	104	118	102
Geographic Location				
Georgia Residents	7720	7783	8238	8962
Remainder of U.S. + Territories and Trusts	851	832	784	740
Foreign	184	205	216	213
Sex				
Male	3318	3297	3434	3575
Female	5437	5523	5804	6340
Racial Composition				
White Male	2583	2529	2669	2749
White Female	3976	4097	4255	4714
Black Male	606	613	600	654
Black Female	1247	1218	1315	1375
Other Male	129	155	165	172
Other Female	214	208	234	251
New Students				
Total	2058	2233	2515	2730
Freshman	1296	1413	1652	1685
Sophomore	227	224	224	272
Junior	208	200	263	236
Senior	70	68	56	61
Graduate	154	218	192	355
Doctorate	2	21	0	0
Learning Support	41	24	61	56
Transient	60	65	67	65
Attendance Status⁴				
Full-Time	6238	6130	6601	7038
Part-Time	2517	2690	2637	2877

¹Increase of 0.74% over Fall 1999

²Increase of 4.74% over Fall 2000

³Increase of 7.33% over Fall 2001

⁴Full-Time for semester system is defined as 12 credit hours for undergraduates and 9 credit hours for graduates.

The total headcount is based on the VSU data that includes students enrolled for zero credit hours and enrolled in the official cooperative work study programs.

SOURCE: Semester Enrollment Analysis, prepared by Office of the Registrar and the MIS/Information Technology of VSU

After

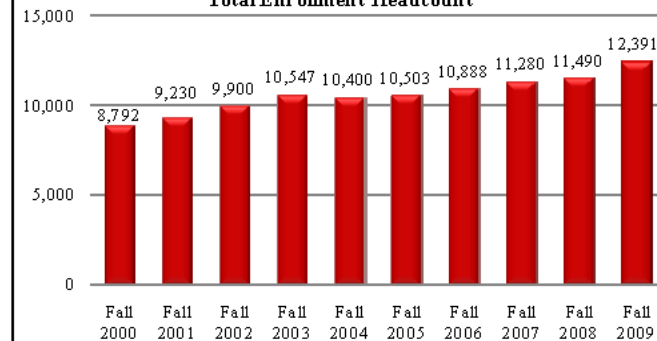
VSU Fact Book 2009-10

Headcount and Full-Time Enrollment

	Fall 2005	Fall 2006	Fall 2007	Fall 2008	Fall 2009
Total Headcount	10,503	10,888	11,280	11,490	12,391
FTE	9,431	9,842	10,287	10,489	11,853

Source: VSUSRA, 2010.

Total Enrollment Headcount



Enrollment by Full-Time and Part-Time Status

	Fall 2005	Fall 2006	Fall 2007	Fall 2008	Fall 2009
Full-Time	7,986	8,440	8,883	9,064	9,842
Part-Time	2,517	2,448	2,397	2,426	2,549
Percent Full-Time	76.0%	77.5%	78.8%	78.9%	79.4%
Percent Part-Time	24.0%	22.5%	21.2%	21.1%	20.6%

Source: VSUSRA, 2010.



Automating Annual Publications

Ways to Automate

- Creating graph and table document shells in Excel
- Creating Powerpoint document shells
- Creating Publisher document shells
- Linking data for automatic updates





What to Automate

- Brainstorm
 - What items do you produce regularly?
 - Fact Books
 - Semester newsletters
 - Annual reports



If you're starting from scratch:

- Write each idea on an individual piece of paper and then arrange (and rearrange) until you create a logical flow for your publication.
- You can also print out a blank notes page from PowerPoint and use this to draft ideas.



What We Automated

- Annual Fact Book
 - Lengthy publication
 - Many graphs and tables
 - Little format change year to year
- Converted document from InDesign to Publisher
- Used linking functionality to reduce design time





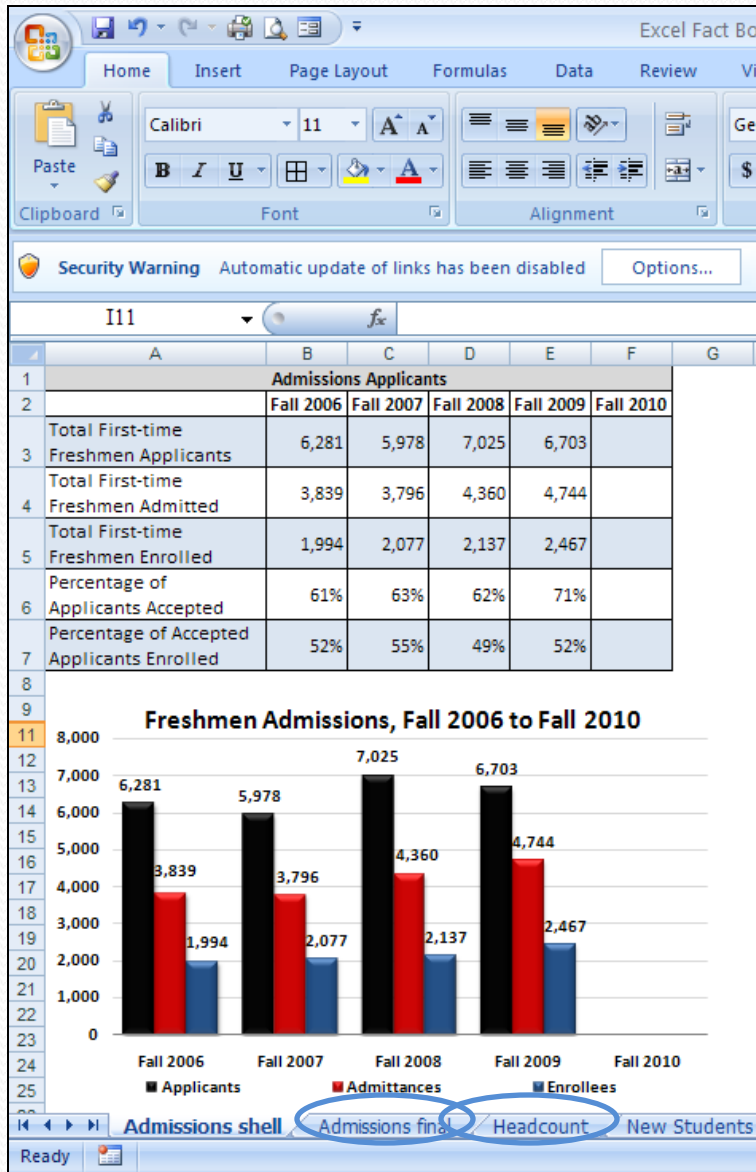
Repetition



The screenshot shows a document page with a red header bar containing the Valdosta State University logo and the text "VSU Fact Book 2010-11". Below the header, the word "Admissions" is centered. Underneath, there is a large empty rectangular box labeled "Table of Admissions Data". Below this box is the text "Source: VSU Admissions Office, 2010.". Further down is another large empty rectangular box labeled "Graph of Admissions Data". Below this box is the text "Source: VSU Admissions Office, 2010. Analysis by Strategic Research & Analysis (SRA), 2010.". An arrow labeled "Alignment" points from the right side of the graph box to the right side of the table box. Another arrow labeled "Repetition" points from the top of the table box to the top of the graph box.

Creating an automated document (Step 1)

- Create new file in Publisher
- Develop master themes
- Create shells of content pages
- Create tables and graphs in Excel
- Link tables/graphs to content pages
- Save



Creating an automated document (Step 2)

- In Excel, create a master file containing the tables and graphs you will use annually
- Put information on separate tabs for ease of updating and linking
- Format and size tables and charts
- Save file in an accessible location -
 - You will use this same file each year to update your publication
 - The file must remain in the same place in order for links to work



Linking

Microsoft Excel interface showing the 'Admissions Applicants' table and a 'Freshmen Admissions' bar chart. A 'Paste Special' dialog box is open over the chart, with 'Paste link' selected.

	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010
Total First-time Freshmen Applicants	6,281	5,978	7,025	6,703	
Total First-time Freshmen Admitted	3,839	3,796	4,360	4,744	
Total First-time Freshmen Enrolled	1,994	2,077	2,137	2,467	
Percentage of Applicants Accepted	61%	63%	62%	71%	
Percentage of Accepted Applicants Enrolled	52%	55%	49%	52%	

Freshmen Admissions

Legend: ■ Applicants ■ Admittances ■ Enrollees

VSU Fact Book 2010-11

Admissions

Table of Admissions Data

Source: VSU Admissions Office, 2010.

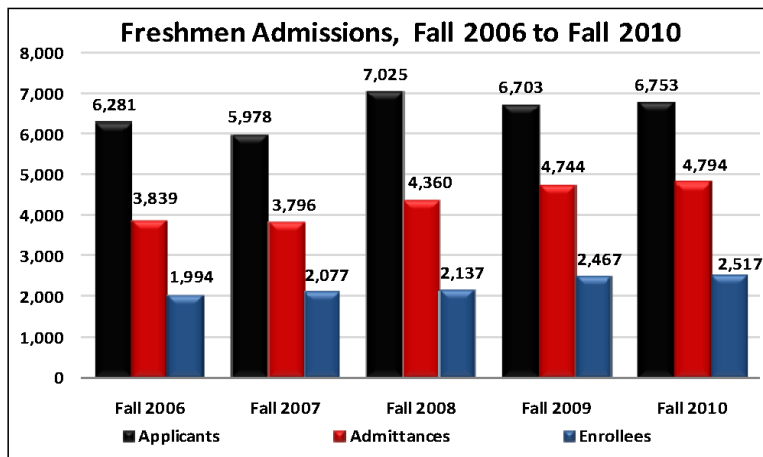
Graph of Admissions Data

Source: VSU Admissions Office, 2010.
Analysis by Strategic Research & Analysis (SRA), 2010.

Admissions

Admissions Applicants					
	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010
Total First-time Freshmen Applicants	6,281	5,978	7,025	6,703	6,753
Total First-time Freshmen Admitted	3,839	3,796	4,360	4,744	4,794
Total First-time Freshmen Enrolled	1,994	2,077	2,137	2,467	2,517
Percentage of Applicants Accepted	61%	63%	62%	71%	71%
Percentage of Accepted Applicants Enrolled	52%	55%	49%	52%	53%

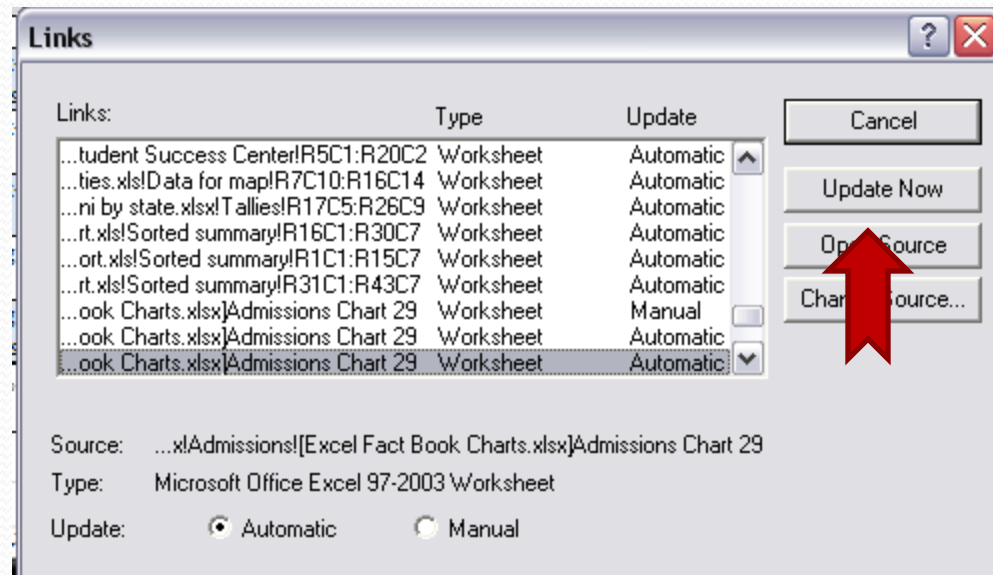
Source: VSU Admissions Office, 2010.

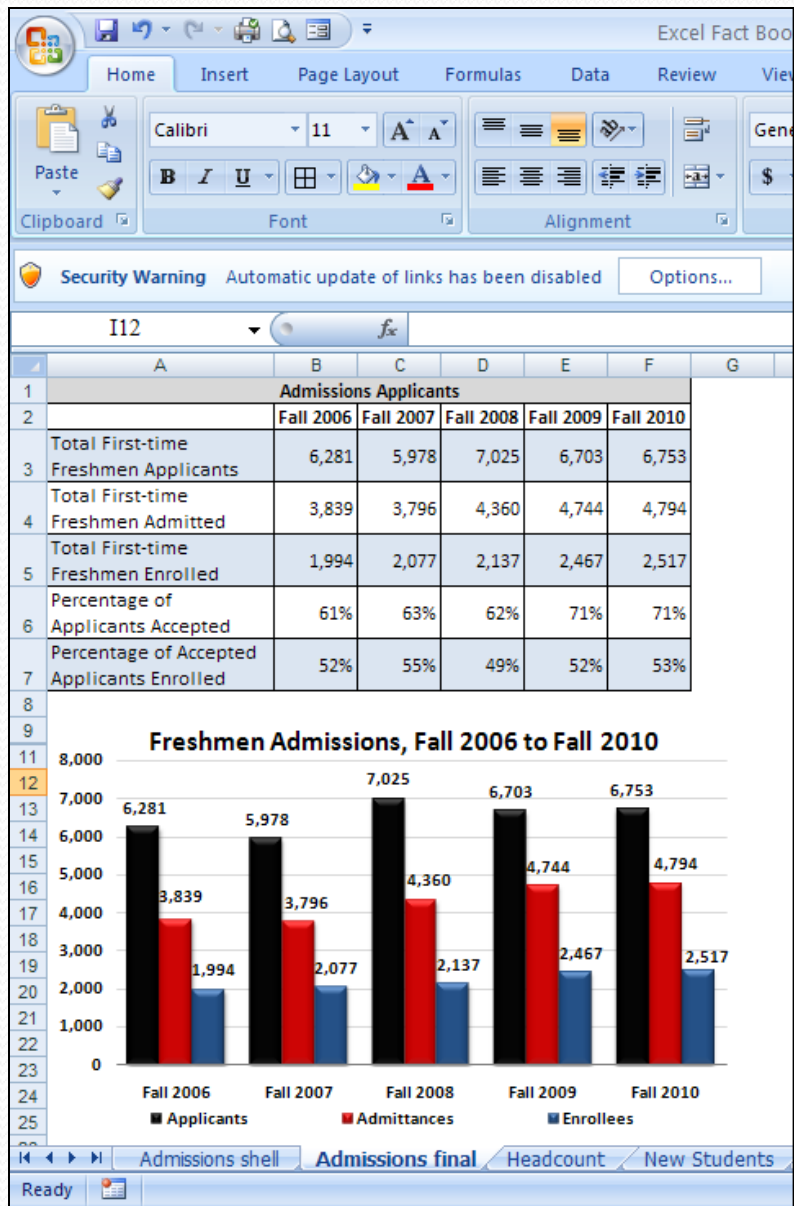


Source: VSU Admissions Office, 2010.
Analysis by Strategic Research & Analysis (SRA), 2010.

Using the links menu in Publisher

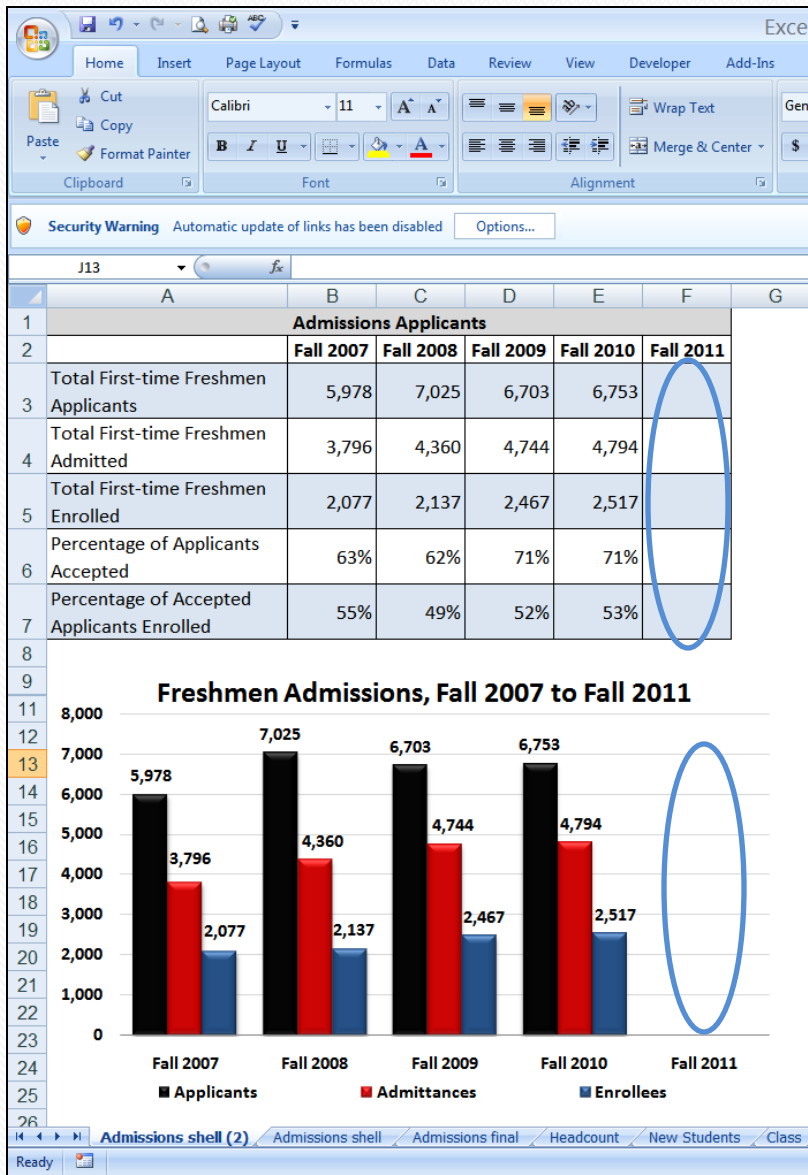
- Click on the item you want to update
- Click on “Edit” at the top of the screen
- Click on the “Links” option
- Click “Update Now” in the Links menu that appears





Final Steps

- When documents are complete, do “save as” and save copies of your files for archive purposes.
- As the archived Publisher document still contains links to the active Excel file, it is necessary to break the links to prevent data from changing in the archive file when documents update next year.
- To break the links, in Publisher select all links (Cntrl-A) and select “Manual” under Update.

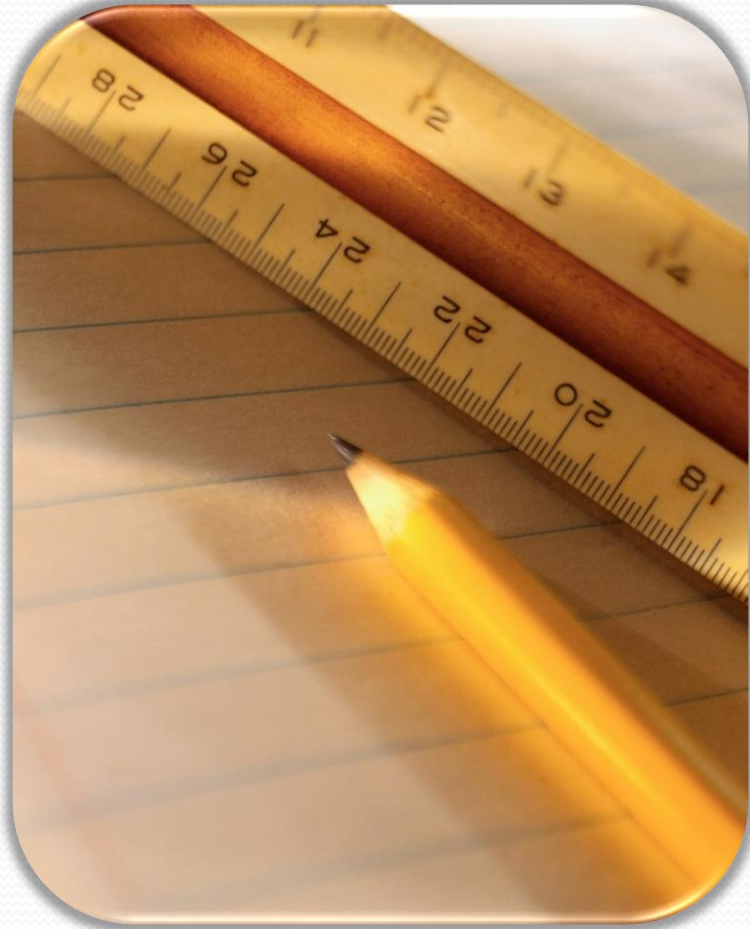


Preparing for Next Year

- Modify Excel template to accommodate next year's data.
 - This can be done at any time.
 - This is a great task for a student assistant or intern.

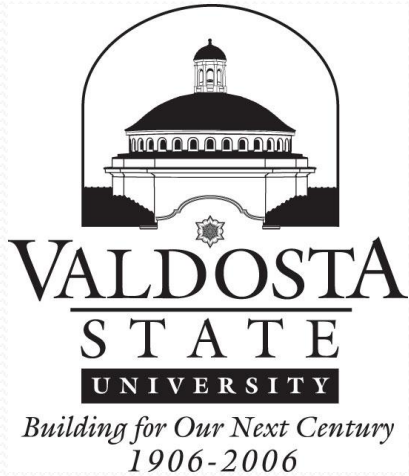


Hints and Resources



Hints for Excel

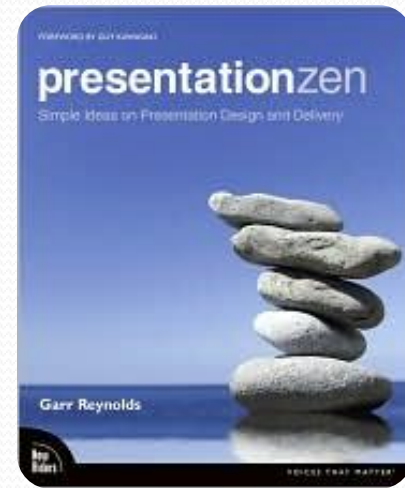
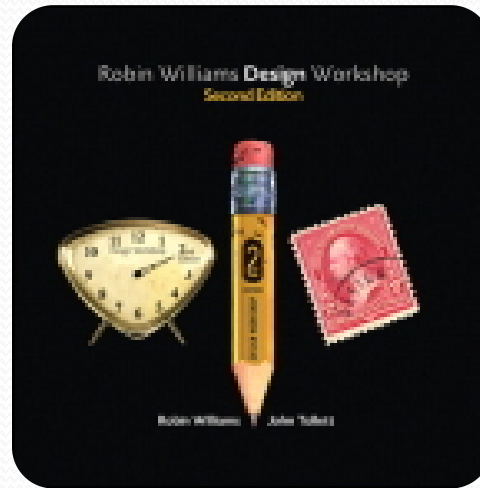
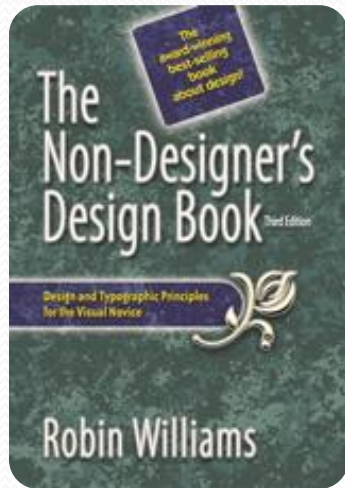
- Create charts with institutional colors and consistent fonts.
- Save this chart style as a template.
- Make all charts and fonts the same size in Excel before linking.
- Write titles for charts in the document – not the chart.
- Customize workbooks with headers, footers, and logos.
- Use alternating bands of subtle color aid the reader. This can be achieved by using the table tools menu.



Hints for PowerPoint and Publisher

- Create a “master” custom PowerPoint template that is used for ALL reports/presentations
 - Saves time selecting a template and everyone knows your office’s work when they see the template.
- Use the slide master and handout master.
- Update publications when new campus logos are implemented.
- Use gridlines to align items.
- Create a file of university images and favorite/commonly used clipart to use for reports and presentations to save time.

Recommended Books



- Reynolds, G. (2008). *Presentation zen: Simple ideas on presentation design and delivery*. Berkeley, CA: New Riders.
- Sanders, L., & Filkins, J. (2009). *Effective reporting*. Tallahassee, Fl: The Association for Institutional Research.
- Williams, R., & Tollett, J. (2007). *Robin Williams design workshop*. Berkeley, CA: Peachpit Press.
- Williams, R. (2008). *The non-designer's design book*. Berkeley, CA: Peachpit Press.



Online Image Sites

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images

Thinkstock[®]

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- <http://www.morguefile.com/archive/>

Not so Free:

- <http://www.shutterstock.com/>
- <http://www.thinkstockphotos.com/>



Final Thoughts

- Don't write a narrative when a simple graph will suffice.
- If you had to interpret the data in one minute or less (elevator speech), what would be the best way?
- Read the suggested books. Even just a quick review may help avoid common design errors.
- There is always room for improvement.
 - Perhaps document this on your departmental report for continuous improvement (i.e., SACS 3.3.1)





Questions and Comments



This PowerPoint presentation can be downloaded at
<http://www.valdosta.edu/sra/presentations.shtml>



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