

Data Discovery for Student Success "Actionable Intelligence"

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April 2014



Technology and Innovation

- 1. Technology and Innovation
- 2. Business Intelligence in Higher Education
- 3. Complete College Georgia
- 4. Turning Hindsight into Foresight
- 5. Proactive Engagement
- 6. Freshman Learning Communities
- 7. Actionable Alerts
- 8. Demo



Oracle Technology

- Database 11g
- Application Express (APEX)
- Business Intelligence Enterprise Edition (OBIEE)
- Financial Analytics
- Endeca Information Discovery



Oracle OBIEE Implementation

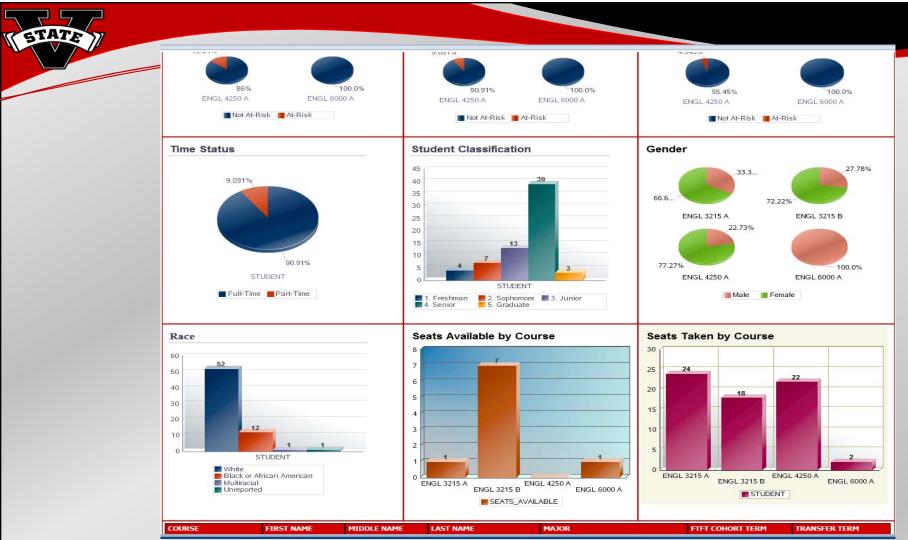
- Planning: 3 months, Nov 2011 Jan 2012
- Faculty Portal Development: 6 months, Jan 2012 Jun 2012
- Data Warehouse
 - Data Collection, nightly extracts from Banner: Sept 2011 Current
 - Infrastructure Setup, VM: 2 months, Feb 2012 Mar 2012
 - OBIEE Installation/Setup: 5 months, Mar 2012 July 2012
- Release to Campus: August 2012
- Oracle Endeca Information Discovery
 - Data Collection: Feb 2013 (2 weeks)
 - Web Interface: March 2013 (2 weeks)



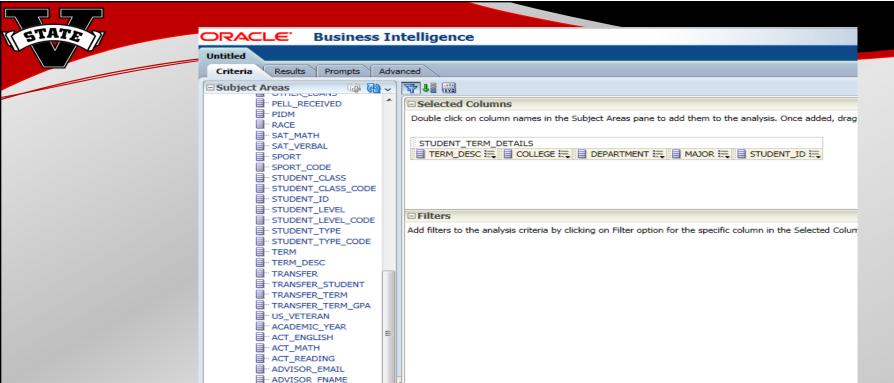
Data and Information

- How long does it take on average to get a new report created? (hours, days, weeks, months)
- 2. How are you using data to make decisions and provide support where needed?
- 3. Must you find information or does information find you?

06-MAY-2004 03:12 PM REPORT: GURADDR Address Report Address Name Q62100933 Clifford, Stephanie 22 EAST MAPLE ROAD DETROIT, MI 82134 Q81337923 Serum, Tracy 6658 NORTH 69TH STREET HOUSTON, TX 02344 PAGE: 2 BANNER University 06-MAY-2004 03:12 PM REPORT: GURADDR Address Report ID Name Address ********REPORT CONTROL INFORMATION******* Report Name: GURADDR Term Code: 200210



Oracle (OBIEE) Business Intelligence



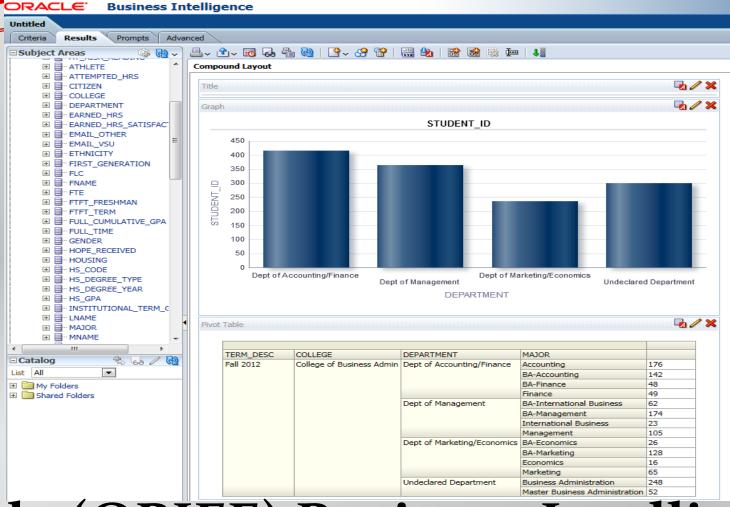
HODVISOR_LNAME
ADVISOR_MNAME
ADVISOR_MNAME
CAMPUS_ECORE
CAMPUS_EMAJOR
CAMPUS_GOML
CAMPUS_KINGSBAY
CAMPUS_MAIN
CAMPUS_MAIN
CAMPUS_MILITARY

■ Catalog

My Folders

Oracle (OBIEE) Business Intelligence





Oracle (OBIEE) Business Intelligence



Official Program of Study

Graduation Application

Foundation Practicum Application

Foundation Liability Insurance

Concentration Liability Insurance

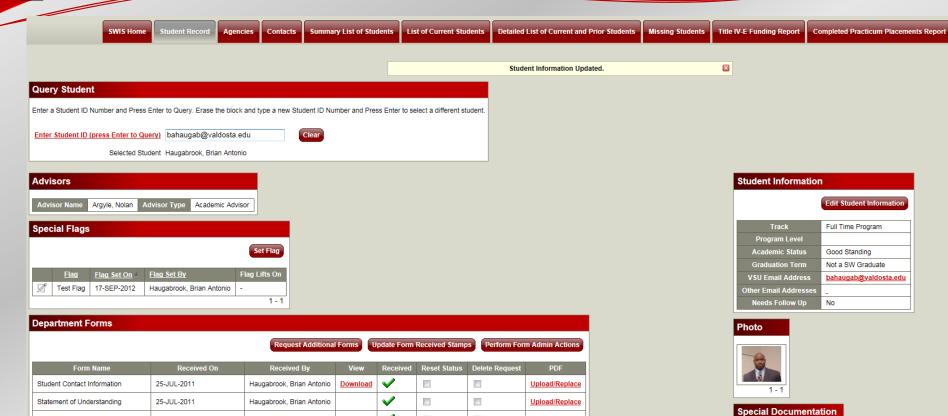
Concentration Practicum Application

Learning Plan 7612

25-JUL-2011

25-JUL-2011

* FORM NOT TURNED IN *



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Haugabrook, Brian Antonio

Haugabrook, Brian Antonio

Upload/Replace

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Add Special Documentation

No Special Requirements Found.

Add IV-E Funding Information

IV-E Funding





Academic Affairs Faculty Portal

Main

Advis

Courses

rses

Data Warehouse Tools

nnlications/Portals

ontact Brian Haugabrook, Director of Data Warehouse, for any questions. Email: bahauqab@valdosta.edu, Phone: (229) 333-7447 ou can also email the VSU Data Warehouse department (VSUDataWarehouse@valdosta.edu) for requests, issues, or suggestions.

Digital Measures (College of Education)



Login to Digital Measures

Note: The Digital Measures link will expire 09/17/2012 at 09:32 AM. If this link expires, Refresh the page to get the current link.

Watch a short video on using Digital Measures here.

DegreeWorks



Login to DegreeWorks

DegreeWorks is an advising tool to aid in advising with electronic checklists, what-if scenarios, GPA calculators, advising planner, and notes.

For more information and tutorials click here.

FLC Portal



Login to the FLC Portal

Freshmen Learning Communities advising and faculty portal. Access to course and student information that are part of an FLC community.

For more information click here.

First-Time Full-Time Freshman Portal



Login to the FTFT Portal

Provides information on all enrolled students part of a FTFT cohort. Highlights students marked at-risk in general, reading and math based courses. This includes new FTFT students and enrolled FTFT students from previous years.

Application Directory

Department Specific Applications



COE Advising Scheduler

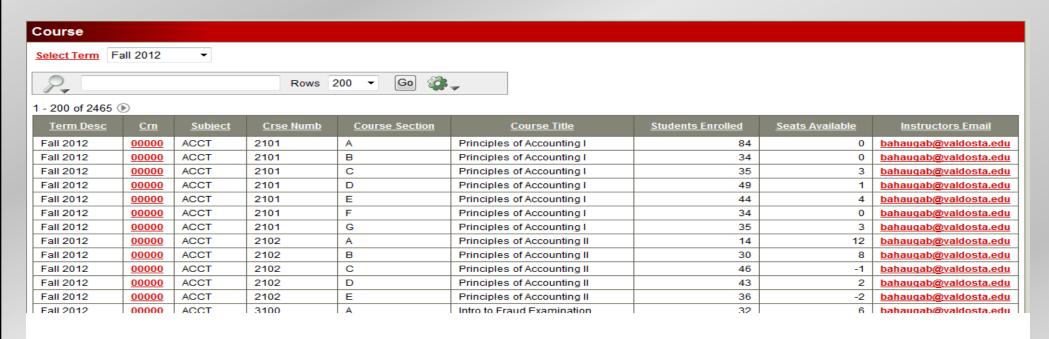
Nursing Advising Scheduler

OASIS Advising Scheduler

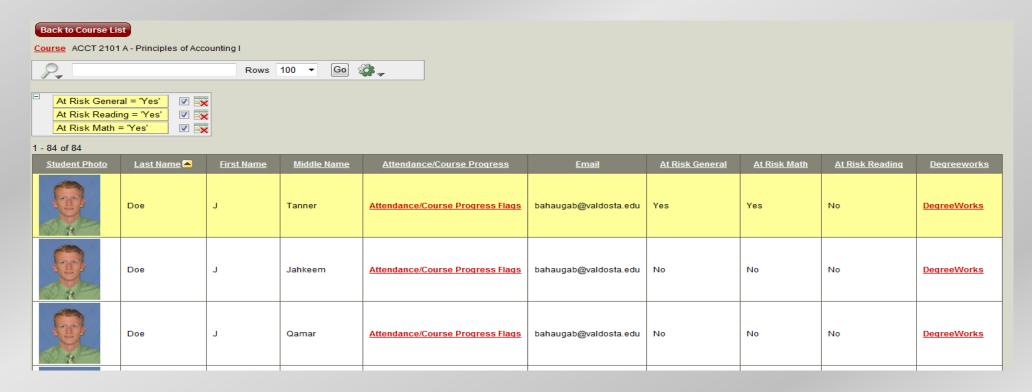
Student Success Center Scheduler

Social Work Information System (SWIS)

Course Summary By User Role

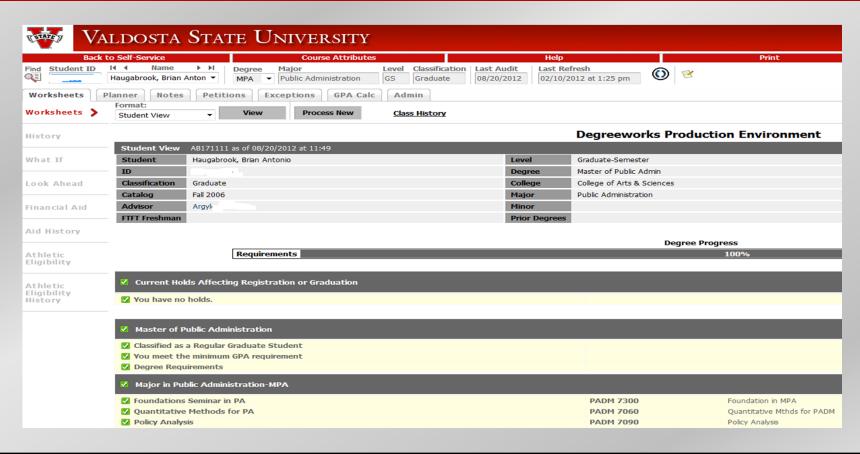


Class Roster with Photos and Direct Link to DegreeWorks



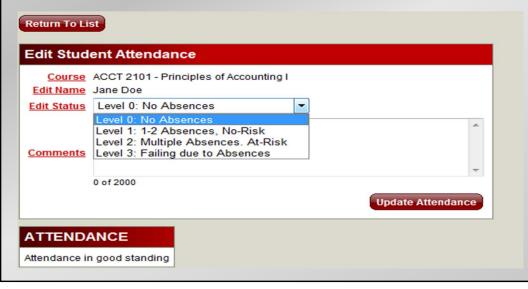


Custom Application Integrations



Automatic Alerts, Triggers, and Events

- Sends notification to the student's advisor and academic success center
- If the student lives on campus, a wellness check is automatically triggered through the housing office
- If the student is in an FLC, all other instructors are notified



<u>Course</u> <u>Edit Name</u>	ACCT 2101 - Principles of Accounting I Jane Doe	
Course Status	Level 0: Good ▼	
		^
Comments		
	0 of 2000	Ψ.
		Update Progress
PROGRESS		
	s in good standing	



Student Progress in all Courses

Student					
STUDENT_PHOTO	STUDENT_NAME	EMAIL_VSU	FULL_CUMULATIVE_GPA	ADVISOR_NAME	ADVISOR_EMAIL
	John Doe	<u>bahauqab@valdosta.edu</u>	-	Robert Smith	bahauqab@valdosta.edu

Return To List

Student Schedule

ш					
	CRN	Course	Instructor Email	Attendance Status	Attendance Comments
	80354	ENGL 1101 T - Composition I	jdoe@valdosta.edu	Level 2: Multiple Absences. At-Risk	Marlee has accrued three absences. We are in the process of setting up a meeting to discuss the matter.
	80042	KSPE 1020 C - Weight Training	jdoe@valdosta.edu		
	80643	VSU 1101 K - Keys to College Success	jdoe@valdosta.edu		
1	81056	PHIL 2010 B - Fundamentals of Philosophy	jdoe@valdosta.edu		
	81213	HIST 2112 K - United States History Sn 1865	idoe@valdosta.edu		



Course Withdrawal Alerts

- What happens if a student drops a course that is in his/her cohort?
- What actions should take place?

```
From: flc_coordinator@valdosta.edu [mailto:flc_coordinator@valdosta.edu]

Sent: Monday, September 17, 2012 8:13 AM

To: Brian A. Haugabrook

Subject: FLC NOTIFICATION Course Withdrawal (Gi

Dear Brian Haugabrook,

J Doe (@valdosta.edu) has withdrawn from PERS 2160 C FLC course and currently lives on campus. You are encouraged to follow up with the student.

Login to the FLC Portal for more information. <a href="https://apex.valdosta.edu/apex/f?p=FLC">https://apex.valdosta.edu/apex/f?p=FLC</a>
```



Enrollment Management and Retention, Progression and Graduation

- Importance of Good Data
- Timely Data
- New Freshmen Learning Curve
- Faculty (need I say more)
- Orientation
- Advising
- Other Risk Factors (Financial Aid, Social Issues, etc...)



At-Risk Factors

- A three part process that examined:
 - Quality of High School
 - High School Grade Point Average (HS GPA)
 - SAT Scores (ACT converted)

HS Quality HS GPA SAT Score



At-Risk Factors

- Examined potential DFW rates of students by at-risk factors.
 - HS Quality
 - HS GPA
 - English: SAT English (Average ACT English and ACT Reading)

HS Quality, HS GPA,	English Based Courses			At-risk Indicator		Math Base	At-risk Indicator			
SAT Total	Pass	DFW	Total	% Passed	(60.0% or Below)	Pass	DFW	Total	% Passed	
1, 1, 1	382	20	402	95.0%		193	12	205	94.1%	
1, 3, 2	355	90	445	79.8%		132	48	180	73.3%	
1, 4, 1	216	95	311	69.5%		60	79	139	43.2%	At-risk, Math
2, 1, 3	441	38	479	92.1%		104	23	127	81.9%	
2, 3, 2	495	125	620	79.8%		124	90	214	57.9%	At-risk, Math
3, 2, 4	398	109	507	78.5%		102	94	196	52.0%	At-risk, Math
3, 3, 1	132	69	201	65.7%		50	37	87	57.5%	At-risk, Math
3, 4, 3	230	167	397	57.9%	At-risk, English	52	96	148	35.1%	At-risk, Math
4, 1, 1	422	31	453	93.2%		242	33	33 275 88.0%		
4, 1, 4	266 32 298 8		89.3%		80	32	112	71.4%		
4, 4, 4	200	154	354	56.5%	At-risk, English	51	103	154	33.1%	At-risk, Math
9, 2, 3	169	34	203	83.3%		45	20	65	69.2%	



Summer 2013	Dept of Phy/Ast/Geosciences	

TERM	DEPARTMENT	SUBJ	CRSE_NUMB	INCOME	COST	REVENUE
Summer 2013	Dept of Phy/Ast/Geosciences	ASTR	1000	\$13,746.00	\$11,206.69	\$2,539.31
Summer 2013	Dept of Phy/Ast/Geosciences	ASTR	1010K	\$14,536.00	\$15,681.10	-\$1,145.10
Summer 2013	Dept of Phy/Ast/Geosciences	GEOG	1102	\$15,642.00	\$17,273.07	-\$1,631.07
Summer 2013	Dept of Phy/Ast/Geosciences	GEOG	1110	\$34,602.00	\$25,415.24	\$9,186.76
Summer 2013	Dept of Phy/Ast/Geosciences	GEOG	1112K	\$25,912.00	\$10,553.20	\$15,358.80
Summer 2013	Dept of Phy/Ast/Geosciences	GEOL	3120	\$3,318.00	\$2,842.42	\$475.58
Summer 2013	Dept of Phy/Ast/Geosciences	ISCI	2002	\$11,376.00	\$8,303.72	\$3,072.28
Summer 2013	Dept of Phy/Ast/Geosciences	PHSC	1100	\$4,740.00	\$11,150.12	-\$6,410.12
Summer 2013	Dept of Phy/Ast/Geosciences	PHYS	1111K	\$15,800.00	\$9,099.53	\$6,700.47
Summer 2013	Dept of Phy/Ast/Geosciences	PHYS	1112K	\$15,168.00	\$10,321.68	\$4,846.32
Summer 2013	Dept of Phy/Ast/Geosciences	PHYS	2211K	\$13,272.00	\$14,853.86	-\$1,581.86
Summer 2013	Dept of Phy/Ast/Geosciences	PHYS	2212K	\$5,056.00	\$7,656.00	-\$2,600.00
				\$173,168.00	\$144,356.64	\$28,811.36

Oracle (OBIEE) Business Intelligence



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DEPARTMENT	SUBJ	CRSE_NUMB	INCOME	COST	REVENUE	
History+	HIST	1012	\$7,110.00	\$7,077.10	\$32.90	
History+	HIST	2111	\$17,064.00	\$25,259.42	-\$8,195.42	
History+	HIST	2112	\$15,642.00	\$25,976.58	-\$10,334.58	
History+	HIST	3090/5090	\$11,553.00	\$8,060.05	\$3,492.95	
History+	HIST	4211/6211	\$11,376.00	\$10,735.89	\$640.11	
History+	HIST/AF AM	3060/3600	\$7,110.00	\$9,825.78	-\$2,715.78	
History+	HIST/AF AM/WGS T	3080/5080/36 00/4600	\$9,006.00	\$6,912.75	\$2,093.25	
			\$78,861.00	\$93,847.57	-\$14,986.57	

Cross-listed Sections



DEPARTMENT	SUBJECT CODE	COURSE NUMBER	SECTIO N	COURSE SECTIONS	SEATS ALLOWED	SEATS TAKEN	PERCENT UTILIZATION
Dept of Phy/Ast/Geosciences	GEOG	1100	A	1	40	27	67.5%
Dept of Phy/Ast/Geosciences	GEOG	1100	Α	1	48	37	77.08%
Dept of Phy/Ast/Geosciences	GEOG	1100	Α	1	48	14	29.17%

DEPARTMENT	SUBJECT CODE	COURSE NUMBER	SECTIO N	COURSE SECTIONS	SEATS ALLOWED	SEATS TAKEN	PERCENT UTILIZATION
Dept of Phy/Ast/Geosciences	GEOG	1110	A	1	40	46	115%
Dept of Phy/Ast/Geosciences	GEOG	1110	В	1	48	47	97.92%
Dept of Phy/Ast/Geosciences	GEOG	1110	С	1	48	43	89.58%
Dept of Phy/Ast/Geosciences	GEOG	1110	Α	1	40	39	97.5%

Seat Utilization



Fall 2013 Implementation

- Student Portal
 - Degree progress checklist
 - Targeted supplemental instruction materials displayed as ads
 - Student employment opportunities based on financial analytics
- Oracle Endeca Information Discovery
 - Combine quantitative and qualitative data
 - Incorporate social media and survey data
 - Enhance research and grant opportunities





VALDOSTA STATE UNIVERSITY

About VSU Admissions

Academics

Student Life

Athletics

92 0

+ EXPAND



Math Tutoring 229.333.1500

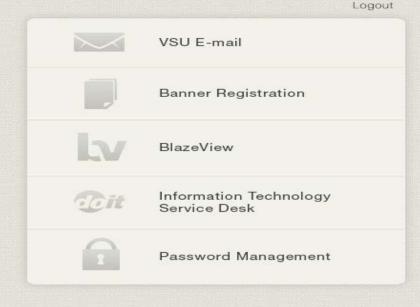
- Math Study Tips
- Tutoring Schedule
- Course Catalog
- Choosing a Major





English Tutoring 229.333.1500

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English Tutoring 229.333.1500

- English Study Tips
- Tutoring Schedule
- Course Catalog
- Choosing a Major

Fall Registration July 8 @ 7am



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Oracle Endeca Information Discovery

Understand the Complete Picture with Context from Any Source



Data Warehouse / Business Intelligence Banner/ODS

PeopleSoft

One Card

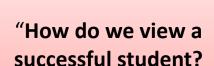
	Student Record													
Stud ID	Clas ID	Sec	Da	Inst	Co	urs	Sp	enc	i	Cos	t		kboard	
12324	506	234	12/3	1233	233 Class1		\$300			\$200			ons	
12325	507	235	12/4	1545	Cla	ss2 \$450		\$900			ealer	Price		
						506		25	123	33	10/3	D	ealer1	\$35,000
						507		26	154	15	09/4	D	ealer2	\$22,000

Verbatim Text Surveys and Evaluations



"..student heard a rattling sound toward left front dside of room. Had issues with

understanding professor..."



Government Agencies Bureau of Labor/Statistics INSLDS/TAFSA/IFAPS



Population ages, median income, home values, land area, unemployed, number of small businesses....

Websites

Sports



- ".. Valdosta State wins another state championship..."
- " ... University of Georgia hires a new vice president."

Social Media

Student Sentiment/Blogs/Tweets









"Love Valdosta State
University. The campus is in a great area. It is large enough to have everything you need, but still small enough......"



Business Intelligence and Information Discovery

More Powerful Together

