

Leveraging Program Analytics to Support Institutional Goals

January 21, 2020

Today's Webinar

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Presenters



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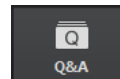
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Navigating Zoom

Ask a Question



All attendees are muted. To submit a question to the presenters, use the Q&A button on the toolbar.



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**We help schools
support students
from enrollment to
graduation and beyond**

➤ **ROOTED IN RESEARCH**

7,500+ Peer-tested
best practices

500+ Enrollment innovations
tested annually

➤ **ADVANTAGE OF SCALE**

1,500+ Institutions
served

4 M+ Students supported
by our SSMS

➤ **WE DELIVER RESULTS**

95% Of our partners continue
with us year after year,
reflecting the goals we
achieve together

➤ Find and enroll your
right-fit students

➤ Support and graduate
more students



➤ Prepare your institution
for the future

Academic Performance Solutions

The Value of the APS Membership



APS Platform

Desktop access to key performance metrics that give visibility across your institution's student, HR, and finance data

Departmental Peer Benchmarks

Apples-to-apples comparisons to peers and aspirational peers' performance



Structured Analytics

Analyses to support planning conversations and decisions related to ongoing academic activities

National Collaborative

Annual Summit, webinars, and other opportunities for networking and learning

- 1 Introduction to Program Analytics
- 2 Our Approach
- 3 Live Demonstration of Program Analytics Dashboard
- 4 Questions from the Audience

Program Analytics in Brief

Translating Member Feedback into New Dashboard

Programs Critical to Institutional Success...

- ✓ **Enrollment:** Attract new students to the institution
- ✓ **Student Progress:** Directly impact student learning, retention, and graduation
- ✓ **Operational Efficiency:** Utilize instructional staff and resources to support the program

Yet Challenging to Gather Information

- ✗ **Infrequent:** Typically occurs once per four to seven years
- ✗ **Time-Intensive:** Requires extensive data collection, qualitative self-study, and external consultant input
- ✗ **Political:** Program prioritization may become overly harsh, politically fraught, and ultimately ineffective

Goals for APS Program Analytics

Provost's Office:

- Evaluate the portfolio of programs under their purview and short-list those that need outsized attention
- Encourage cross-department and cross-program collaboration



Department/Program Leaders:

- Check in on their department and program performance annually
- Use APS as their "one-stop-shop" for review data

Methodology for Program and Department



Key Definitions and Assumptions Underpinning Program Analytics in APS

	APS Definition	Characteristics	Questions Answered in APS
"Program"	A pedagogical track that students follow in order to attain a credential (e.g. 'degree') in their chosen field of study (e.g. 'major')	<ul style="list-style-type: none">• May be associated with a single department or multiple departments (if inter-disciplinary)• Often does not exist as a "cost center" in the Chart of Accounts	<ul style="list-style-type: none">• How many students are pursuing this pedagogical track?• What fraction of students who start this program graduate from this program?• With what types of instructors do students in this track interact?
"Department"	An operational unit composed of instructors and administrators who share teaching, managerial, and research/service responsibilities	<ul style="list-style-type: none">• Is typically responsible for many course offerings and a few to a dozen programs of study• Typically exists as a "cost center" in the Chart of Accounts	<ul style="list-style-type: none">• How many students does the department serve through courses taught?• How successful are students in the department's courses?• Does the department have enough instructors to meet demand for its courses?• How much does it cost to operate the department?

Sources: EAB interviews and analysis.

APS Program Analytics Demonstration



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Live Demonstration

Feedback from Alpha Testers



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*"When students are changing majors ...it was difficult, frustrating to knowwhere do they end up doing? With **Program Analytics** I can check their real destination programs."*

Todd Bruce, Assistant Provost for Institutional Effectiveness and Assessment
John Carroll University

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*"**Program Analytics** is going to make my life easier since I had to do pull reports from Banner and analyze them with Excel...Now, I'm able to immediately get program numbers, and save a lot of time....a couple of min vs. two hours to get reports on allocation of tenure vs. non-tenure faculty for instance.*

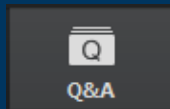
I think this is going to be super helpful for the chairs to do the annual program report."

Matt Arterburn, Associate Dean/Professor of Biology
Washburn University

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Questions

Ask a Question



To ask the presenters a question, use the Q&A button on the toolbar.



Additional Questions? Contact us at APS@eab.com (current APS partners) or EABAPSCommunications@eab.com



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