USING A STUDENT ANALYTICS LOOK BOOK
TO HIGHLIGHT DATA VALUE AND PROTECTION

Prepared by
THE CENTER FOR STUDENT ANALYTICS
Analytics “Look Book”

ais.usu.edu/analytics

The Center for Student Analytics empowers the professional use of analytics in pursuit of student success by: (1) guiding the optimization of student-facing programs, services, and coursework, (2) facilitating collaborative use of data across university organizations and departments, and (3) fostering a culture of intentional decision making.
STAKEHOLDERS

Program Staff

Executive Teams

Program Directors

Aesthetically appealing data is valuable and ideologically powerful
Aesthetically appealing data is **VALUABLE** and ideologically powerful.
AESTHETICALLY APPEALING data is VALUABLE and ideologically powerful.

DATA IS NOT INNATELY VALUABLE.
5.49% Increase in Persistence

Top 10 Student Success Predictor

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Top 10 Student Success Predictor

ADVISING INFLUENCES PERSISTENCE

COURSE LOAD INFLUENCES PERSISTENCE
AESTHETICALLY APPEALING data is VALUABLE and IDEOLOGICALLY powerful

STAKEHOLDERS
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STUDENTS
NEW PERSPECTIVES ON USU

FOR THE PAST THREE YEARS, the staff of the Center for Student Analytics have worked to discover and expose meaningful, data-informed insights into what helps students succeed at Utah State University.

The following pages highlight 25 of the most insightful insights we found among these in small sets that will be useful to academic leaders, university leaders, parents, and even prospective students.

As you explore this report, we encourage you to look for student data as a window into USU that provides depth of understanding over individual students and a better way to understand our institution's goals and the community's values. Opportunities for student learning, recovery, and engagement.

DATA PROTECTION AND VALUE

UTAH STATE UNIVERSITY VALUES PRIVACY and remains trustworthy by working with student data in an intentional and secure way. As part of these efforts, USU has a transparent privacy policy regarding the ethical use of data collected from the USU community, including procedures that prevent unauthorized access or disclosure of private student data.

Additionally, efforts of the institutional design that work closely with student data in meaningful ways are integrated into the institution's goals to improve community activity and safeguard data against being compromised or lost.

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UNIVERSITY STAFF PG. 25
FUTURE AGGIES PG. 31
DATA PROTECTION AND VALUE

UTAH STATE UNIVERSITY VALUES PRIVACY and remains steadfastly by ensuring all student data are an intentional and secure way. As part of these efforts, USU has a consistent privacy policy regarding the ethical use of data collected from the USU community, including procedures that prevent unauthorized access or disclosure of private student data.

Additionally, officials of the institution that work closely with student data are aware, training, and adhere to the highest standards of safeguarding data against being mishandled.

The controls and procedures implemented by the Center for Student Analytics ensure the highest degree of protection, regarding protection of privacy and data adherence to the higher standards of student data ethics.

If you have questions about the practices and procedures in place to protect student data, please contact the Center for Student Analytics at 385-786-5050 or analytics@usu.edu.

1/21/20

INTRODUCTION

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STUDENTS

PAGE 3

1 ADVISING MATTERS

MEETING WITH AN ACADEMIC ADVISOR

Each semester is one of the most important things a student can do to improve their chances of remaining enrolled and working towards graduation—something we call "persistence." Of all the factors that contribute to success, participation in advising consistently shows the greatest association with student well-being, according to students and faculty reports.

To uncover the important impact academic advisors can have, the Center for Student Analytics conducted a study to investigate the relationship between meeting with an advisor and student success.

Ludington andarendra (2009) found that students who met with an advisor at least once a semester were more likely to stay enrolled and working towards graduation, even after controlling for factors such as:

- Family income
- Gender
- First-generation status
- Number of credits attempted

These results highlight the meaningful impact on student well-being.

90.73% of students reported meeting with an advisor at least once a semester.

85.24% of students reported meeting with an advisor at least once a semester and working towards graduation.

THE STUDENT TUITION PLATEAU IS AN IMPORTANT ELEMENT OF THE USU EXPERIENCE. Taking any number of credits between 15 and 18 costs the same amount of money.

Students who meet with an advisor are more likely to persist toward graduation, regardless of credits they take each semester.

In the fall of 2018, 25% of students who met with an advisor at least once a semester enrolled in a course, compared to 15% of students who did not meet with an advisor.

Based on this data, where possible, we encourage students to take advantage of the tutor data by adding additional courses. Students are encouraged to work closely with an advisor to select courses that make sense and contribute to an overall academic experience at USU.
FUTURE ASSESS

20 NEW STUDENT ORIENTATION

The USU Orientation Office expanded orientation to include five online learning modules and an in-person experience on Logan campus each June and July.

Through our evaluation of these services, we discovered that USU students who complete all five elements of New Student Orientation experience a 8.5% increase in their likelihood to persist toward graduation, even after controlling for a variety of student characteristics. A demonstration of academic skills and support.

As shown in the chart above, completing the entire online and in-person orientation experience.

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Student Reactions

“I liked sharing what the information means to our university and our group. I enjoyed the conversation that we had.”

“It was a great workshop. I really liked how we learned about what can help our on-campus students to return to school and make their college experience a good one.”
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“Could we...”
How?

2022
Fostering student success comes from many levels of an organization and, thus, any strategy pertaining to student success must involve multiple stakeholders and contributions.

It should be made clear that many systemic LA implementations to date have centered on a perspective of analytics as a technology, as a tool, and as a means to measure.

Yet analytics like any other technological system is complex and encapsulates the social and cultural domains. Pugliese presents five stages of student success analytics:
1) technology infrastructure, analytics tools, and applications;
2) policies, processes, practices, and workflows;
3) values and skills;
4) culture and behavior;
5) leadership
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"Many are hoodwinked into believing that, because developing a robust technological infrastructure guzzles so many resources, transformative change should naturally and spontaneously flow."
Beautify

Good visualizations
- Bridge the gap between data and understanding
- Scaffold conversation
- Facilitate sharing

Questions?

AIS.USU.EDU/analytics/media