From Fact Book to Dashboard at the University of North Carolina at Greensboro

Presented by: Dana Zhang and Larry Mayes
University of North Carolina at Greensboro Office of Institutional Research (UNCG-IR)
Why did we transform the Fact Book to the Dashboard?

• Chancellor and provost
• State and national trends
• Calls for increased transparency and accountability
• Calls to demonstrate productivity, efficiency, and impact
• Increases in requests from internal and external constituents for more data
• Desire to streamline and automate office operations
UNCG Annual Fact Book for Faculty Data

UNCG Instructional Faculty by School/College, Department, and Full-Time/Part-Time Status, Fall 2011.

Full-Time Part-Time Total

School/College Department

AS
African Amer and Diaspora Stud 2 3 5
Anthropology 7 2 9
Art 20 8 28
Bachelor of Arts in Liberal Studies 3 0 9
Biology 35 1 36
Chemistry and Biochemistry 16 0 22
Classical Studies 6 2 8
Coll of Arts and Sci Advis Ctr (CASA) 5 0 5
Communication Studies 18 12 30
Computer Science 9 5 9
English 39 9 48
Geography 13 2 15

UNCG Full-Time Instructional Faculty by School/College and Age, Fall 2011.

Age 12-29 30-39 40-49 50-59 60-64 65+ Total

School/College
College of Arts and Sciences 10 97 105 74 27 103 253
School of Business and Economics 3 39 21 17 8 7 73
School of Education - 30 16 19 8 5 60
School of Health and Human Sciences 1 33 51 26 14 12 122
School of Music/Theatre/Dance 2 7 49 20 12 4 71
Joint School of Business/Nursing - 2 11 14 7 1 33
School of Nursing - 4 11 14 7 43
Other Units - - 26 2 1 1 31
Total 16 157 213 174 101 76 729

% 2.1% 21.2% 28.3% 23.5% 13.8% 10.5% 100.0%
UNCG Fact Book Dashboard for Faculty

Combined variables to a group

Add notes
Annual Fact Book for Credit hours
Fact Book Dashboard for Credit Hours

UNCG Fundable Credit Hours Summary

Using filter

Tabs for different reports

Credit Hours Summary | Credit Hours by School | Credit Hours by Department | User Defined Credit Hours

Select Year/Term
- Year
- Term

Fundable Type
- (All)
- Distance Education
- Regular Term

Term
- (All)
- Fall
- Spring
- Summer

School
- (All)
- Arts and Sciences
- Business and Economics
- Education
- Health and Human Sciences
- Muski Theater Dance
- Neuroscience/Neuroimaging
- Nursing
- Visual/Performing Arts
- University
- Other

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>891</td>
<td>729</td>
<td>1,197</td>
<td>1,071</td>
<td>2,043</td>
</tr>
<tr>
<td>Lower Division Undergraduate</td>
<td>Distance Education</td>
<td>1,305</td>
<td>1,646</td>
<td>3,038</td>
<td>3,167</td>
<td>2,772</td>
<td></td>
</tr>
<tr>
<td>Upper Division Undergraduate</td>
<td>Distance Education</td>
<td>1,200</td>
<td>1,940</td>
<td>2,025</td>
<td>2,307</td>
<td>2,772</td>
<td></td>
</tr>
<tr>
<td>Master's</td>
<td>Distance Education</td>
<td>540</td>
<td>622</td>
<td>577</td>
<td>597</td>
<td>613</td>
<td></td>
</tr>
</tbody>
</table>
## UNCG 5 Year Trend of Undergraduate Enrollment by School, Department, Major, and AOS Code, Fall 2011 to Fall 2015

<table>
<thead>
<tr>
<th>School</th>
<th>Dept</th>
<th>Degree</th>
<th>AOS</th>
<th>Major</th>
<th>Description</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS</td>
<td>AAD</td>
<td>BA</td>
<td>U018</td>
<td>AADS</td>
<td>African American Studies</td>
<td>27</td>
<td>22</td>
<td>19</td>
<td>14</td>
<td>20</td>
</tr>
<tr>
<td>AS</td>
<td>AAD</td>
<td>BA</td>
<td>U065</td>
<td>AADS</td>
<td>Afr Am Studies: Cultural Arts</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td><strong>Department Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>27</td>
<td>25</td>
<td>21</td>
<td>17</td>
<td>22</td>
</tr>
<tr>
<td>AS</td>
<td>ANT</td>
<td>BA</td>
<td>U101</td>
<td>ANTH</td>
<td>Anthropology</td>
<td>112</td>
<td>110</td>
<td>92</td>
<td>90</td>
<td>83</td>
</tr>
<tr>
<td>AS</td>
<td>ANT</td>
<td>BA</td>
<td>U102</td>
<td>ANTH</td>
<td>Anthropology (Sec/Studies HSTch)</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><strong>Department Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>116</td>
<td>113</td>
<td>93</td>
<td>92</td>
<td>85</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>368</td>
<td>381</td>
<td>308</td>
<td>302</td>
<td>264</td>
</tr>
</tbody>
</table>

- **Fall Graduate Headcount & FTE**: by Full-Time/Part-Time, Degree, and AOS Code
- **Fall Combined Headcount & FTE**: by Full-Time/Part-Time, Degree, and AOS Code
- **Spring Undergraduate Headcount**: by Ethnicity & AOS Code
- **Spring Graduate Headcount**: by Gender & AOS Code
- **Address**: 6000 Harry W. Tisch Blvd., Greensboro, NC 27412
- **Telephone**: (334) 278-2500
- **Contact person**: Behavioral Science Department
Current Fact Book Dashboard

Using filter

Tabs for different reports
An interactive tool to run data queries:

The department chair of Biology wanted to know how many Black, Male, Part-time Undergraduate students the department had in Fall 2016?

The provost wanted to know how many female full-time assistant professors were teaching classes in Fall 2015 in College of Arts and Sciences?
Bumps that we ran over and you should be aware of in constructing your dashboard:

• Combine each years file to make five year file
• Collect ad hoc requests from all university
• Design the web page to make it look attractive
• Using Tableau to make the dashboard
• Check the data for accuracy and format for consistency
Collect and format data

• Clean data (each year the data set column name and data format are different)
• Combined 5 years files
• Select the variables that we need.
Design the dashboards

• Collect requests from all over the university
• Design each report layout
• Decide on the filters
• Make a note to describe the data source and explain special cases.
Check data correction

- Check the data in the dashboard against other IR reports to make sure all are in line.
Future Plane

- Student profile dashboard
- Retention and graduation rates dashboard
- Employee dashboard
- ...
Dana Zhang
B&T Applications Analyst
Institutional Research
ddzhang@uncg.edu