



Getting to Know Your Students Through National Benchmarking Resources

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Session Goals

- ♦ Identify and discuss which organizations provide national benchmarking data
- ♦ Focus on IPEDS because all institutions disbursing Title IV aid submit data
- ♦ Identify IPEDS elements that are being used
- ♦ Provide some lesser known data resources
- ♦ Questions/Comments




General Overview: Who Uses IPEDS Data?



IPEDS Data Collection & Public Release

IPEDS Survey	Collection Period	Early Release	Public Release
Fall Collection			
Institutional Characteristics	Early September to Mid-October	January	Within One Year After Data Collection Closes
12-Month Enrollment Completions			
Winter Collection			
Student Financial Aid	Early December to Early-February	May	Within One Year After Data Collection Closes
Spring Collection			
Fall Enrollment			
Finance			
Graduation Rates (GRS)	Early December to Mid-April	July	Within One Year After Data Collection Closes
Graduation Rates 200%			
Human Resources			

Sources: IPEDS Survey Components and Data Collection and Dissemination Cycle, http://nces.ed.gov/ipeds/resource/survey_components.asp; IPEDS Data Center.



Who Uses IPEDS Data and For What Purpose?

- ♦ **Federal Government & Agencies**
 - ♦ Congressional Committees – GAO – USDE
 - ♦ Policy Analysis – Legislative Impact Reports
- ♦ **State Governments & Agencies**
 - ♦ Employment Offices – Higher Education Commissions – Education Departments - Finance Offices
 - ♦ Workforce Demand/Supply Analysis – Institutional Accountability – National Benchmarking – State Budget Analysis & Forecasting




Who Uses IPEDS Data and For What Purpose?

- ♦ **Colleges & Universities**
 - ♦ Institutional Research – Finance & Budget Offices – Facility Planning – Academic Departments
 - ♦ Benchmarking & Peer Comparisons – Faculty & Staff Planning – Enrollment Trends – Program Review & Planning
- ♦ **Professional Associations**
 - ♦ AIR - National Association of College and University Business Offices - American Association of University Professors - Others
 - ♦ Research Reports – Serial Publications – Trend Analysis





Who Uses IPEDS Data and For What Purpose?

- Private Businesses & Non-Profits
 - Vendors – Facility Contractors & Architectural Firms – Higher Ed Consulting & Advocacy Groups
 - Target Market & Trend Analysis – Market Forecasting – Economic Growth Analysis – College/University Economic Impact Studies – Higher Education Accountability
- Media
 - College Rankings – College Guides
- Consumers
 - Students and Parents

Use of IPEDS Data

Organizational Type/IPEDS Survey	IC	SFA	FE	GR 150%	Finance	HR	Comp.	GR 200 %	12 Mo. Enr.	Overall Use
Federal Government	✓	✓	✓	✓	✓			✓	✓	++
State Governments	✓	✓	✓	✓	✓	✓	✓	✓	✓	++
Colleges & Universities	✓	✓	✓	✓	✓	✓	✓	✓	✓	++
Professional Associations	✓	✓	✓		✓	✓	✓			+
Private Business/Non-Profits	✓	✓	✓	✓	✓	✓				+
Media	✓	✓	✓							-
Consumers	✓	✓	✓	✓						-
Overall Use	++	++	++	++	+	+	-	-	-	

Words of Wisdom

- When using IPEDS data, it is important to note and caveat what the data is and is not.
- Don't assume those who read your report/study are familiar with IPEDS data or definitions.
- Case in point: footnote from MA Board of Higher Education Report:

² The national standards are established through the Integrated Postsecondary Education Data System (IPEDS), which defines the six year graduation rate as the percentage of the cohort of first-time, full-time, degree-seeking, new freshmen utilizing up to 150% of the traditional completion time to complete a degree program.

Words of Wisdom

- Because IPEDS surveys have evolved over time, it is important to caveat these changes when making comparisons across multiple years.
- Sample Institution Fact Book Table that notes changes in Race/Ethnicity categories:

	Fall 99	Fall 00	Fall 01	Fall 02	Fall 03	Fall 04	Fall 05	Fall 06	Fall 07	Fall 08	Fall 09	Fall 10	Fall 11
Students by Ethnicity**													
Undergraduate													
American Indian/Alaska Native	0.0	0.4	0.1	0.2	0.2	0	0.2	0.4	0.2	0.3	0.2	0.2	0.3
Asian/Pacific Islander	12.5	13.7	12.6	13.7	12.8	13.0	12.6	13.4	13.0	12.3	13.4	14.4	13.2
Asian**													
Black/Non-Hispanic	6.1	6.2	7.9	6.9	9.3	10.7	9.1	9.9	10.1	10.6	10.1	9.7	9.9
Hispanic	0.3	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Hispanic**													
White/Non-Hispanic	77.0	76.9	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4
Two or More Races	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
White/Non-Hispanic	13.2	12.2	20.1	20.1	20.9	21.5	23.2	20.6	18.5	17.0	16.7	16.6	17.0
Not Reported													
Graduate													
American Indian/Alaska Native	0	0.1	0.1	0.1	0	0	0.1	0.1	0.2	0.3	0.3	0.3	0.3
Asian/Pacific Islander	5.3	6.5	7.4	8.1	8.9	8.7	8.6	8.8	8.1	8.2	8.6	9.0	8.8
Asian**													
Black/Non-Hispanic	2.8	3.7	3.3	3.5	3.4	4.7	5.2	4.4	7.4	9.8	9.6	11.7	12.3
Hispanic	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Hispanic**													
White/Non-Hispanic	77.0	76.9	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4	76.4
Two or More Races	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
White/Non-Hispanic	27.3	27.6	29.2	28.1	41.0	41.4	40.3	40.0	36.6	35.7	33.4	28.4	26.6
Not Reported													

Words of Wisdom

- Develop a team member highly versed in IPEDS data downloads.
 - Find the right data
 - Manipulate it appropriately

Words of Wisdom

- Become well-versed in origins of IPEDS survey items and changes made over time
- Stay up to date on new requirements for each IPEDS survey. <http://nces.ed.gov/pubs2012/2012833.pdf>

Words of Wisdom

- Investigate and be aware of where your institution's IPEDS data is being shown:
 - Where third-parties publicly post it and how they're using it
 - Who is using it
 - What are they using
 - Why are they using it




Institutional Planning Using IPEDS Data




CollegeMeasures.org

Improving higher education outcomes in the United States

2013 tool to view our "Minimum Cost of Community College" data

CollegeMeasures is committed to informing and improving the decision-making process for students, parents, and policy makers. By making available key data through websites like our 2-year and 4-year college data tools, we enable users to make smarter decisions, and in doing so help create a more efficient, productive and effective higher education system. More about us

2-Year College Data Tool | 4-Year College Data Tool



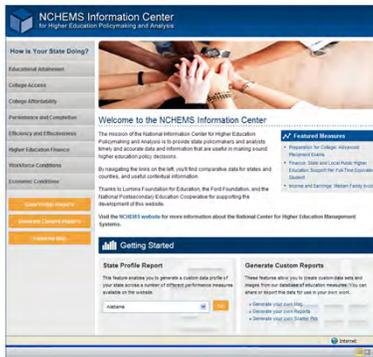

CollegeMeasures.org
2-YEAR COLLEGE DATA TOOL

VIEW PERFORMANCE BY COLLEGE | VIEW PERFORMANCE BY STATE | RANK COLLEGES BY PERFORMANCE | VIEW NATIONAL PERFORMANCE

Welcome to CollegeMeasures.org

CollegeMeasures' 2-year college data tool presents key performance measures for two-year colleges in the United States. Areas of interest include student success, college efficiency, college productivity and employment outcomes. Our goal is to present data that are informative, thought-provoking and easily understood.

2-Year College Data Tool | College Performance | State Performance | Rank Colleges | National Performance

NCHEMS Information Center
for Higher Education Policy-making and Analysis

Welcome to the NCHEMS Information Center

The mission of the National Information Center for Higher Education Policy-making and Analysis is to provide data, commentary and analysis, trends and discussion that are useful in making sound higher education policy decisions.

By navigating the links on the left, you'll find comparative data for states and countries, and useful contextual information.

Thank to Lumina Foundation for Education, the Ford Foundation, and the National Professional Education Cooperative for supporting the development of this website.

Visit the NCHEMS website for more information about the National Center for Higher Education Management Systems.

Getting Started

State Profile Report

This feature enables you to generate a custom state profile of your state across a number of college performance measures available on the website.

Generate Custom Reports

This feature allows you to create custom data sets and reports from our database of education measures. You can share or report the data for use in your own work.

Generate your own report

Generate your own report

Generate your own report

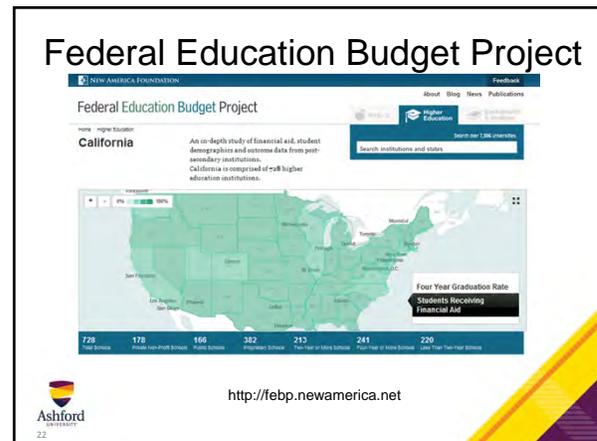
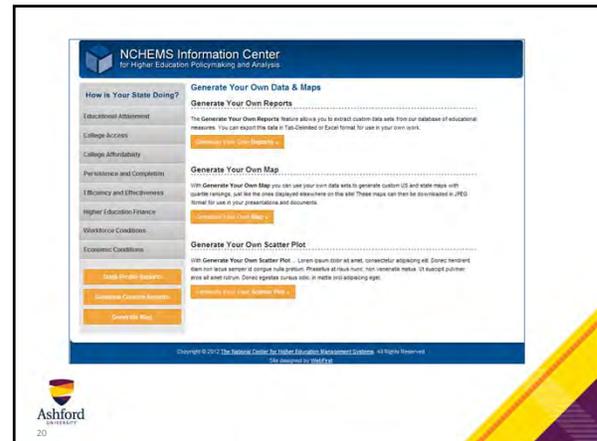
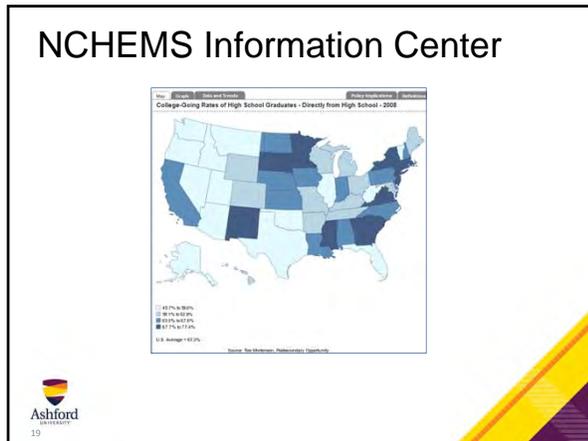
<http://www.higheredinfo.org/>



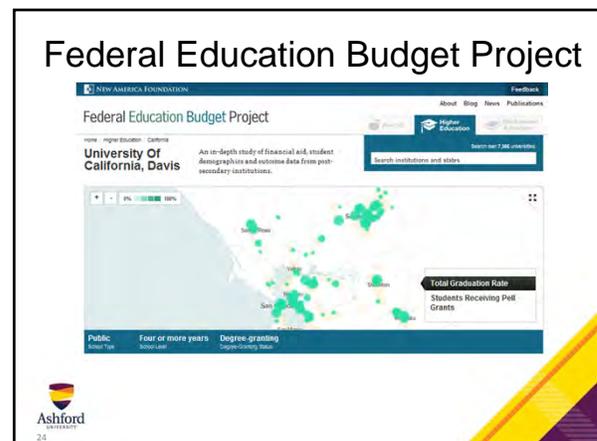
NCHEMS Information Center

- Each measure has graphs, data, and maps.
- Site discusses policy issues for each measure.
- Sources for data elements are included for each measure.
- Definitions for data are provided along with the source of the data and how often the data are produced.

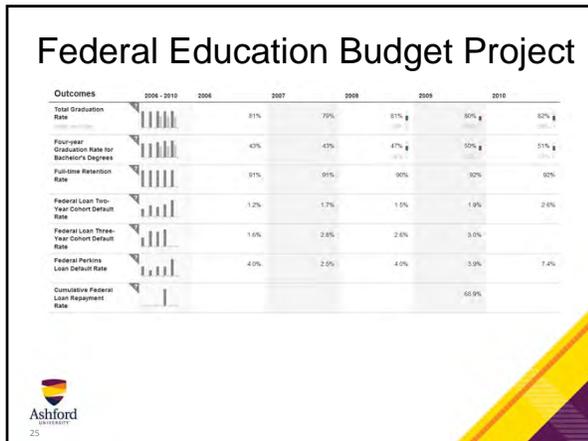




- ### Federal Education Budget Project
- New America Foundation introduced its Federal Education Budget Project, a non-partisan source of federal education funding information for policymakers that includes data on every higher education institution in the country.
 - The Federal Education Budget Project offers an easy-to-use online search engine (<http://febfp.newamerica.net/>) that details trends from 2006 to 2010 to inform policy-making decisions.
 - Data include disbursements of federal grants and loans such as Pell Grants, Stafford Loans, Grad PLUS Loans, Work Study, and Perkins Loans. Student retention and graduation rates, student loan default and repayment rates, tuition and fees, and net price after financial aid are also included.



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Using CPEC Data

Custom Data Reports

Report Description: Enrollment - Full Year Transfer to Public Institutions

To download this data, select a format:

Comma Delimited Tab Delimited Selection Delimited

Include Column Totals in Downloaded Data

For more information about the downloaded data file, please refer to [Download Data](#)

Be sure to review the [CPEC](#) for any known problems with the data allowed below.

The table shown includes only the data you selected.

Year	Enrollment	Transfer to Public Institutions	Transfer to Private Institutions	Transfer to Other Institutions	Transfer to Other Countries	Transfer to Other States	Transfer to Other Countries
2006	1,044,000	1,044,000	0	0	0	0	0
2007	1,044,000	1,044,000	0	0	0	0	0
2008	1,044,000	1,044,000	0	0	0	0	0
2009	1,044,000	1,044,000	0	0	0	0	0
2010	1,044,000	1,044,000	0	0	0	0	0

Using CPEC Data

- Limited to in-state comparisons
- Limited choice of variables for analysis
- Custom data and quick trend reports
- Most data are available for public institutions, limited analysis with private CA institutions
- Most Useful:
 - Quick Trend Reports
 - Community College Transfer Student Trends
 - High School Source For CA Institutions
 - Local demographic and economic characteristics

IRResources.info

Welcome to IR Resources!

There are a variety of web-based resources available to the IR practitioner, the majority of which are available at no cost. To inform decision making, IR professionals must be able to select appropriate resources and retrieve data quickly and efficiently. We have created a tool to help quickly pinpoint the most appropriate resources for data requests. Select an item below to begin.

Do you have a resource you would like to see listed? [Send it to us!](#)

Category: Any

Cost: Accreditation, Athletics, Career Information, Diversity, Employment, Enrollment, Faculty, Finance, Financial Aid, Graduation, Institutional, International, Scholarships, State, State/National Data

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IRResources.info

Source Carnegie Foundation
 Web Address <http://classifications.carnegiefoundation.org/>
 Description The Carnegie Classification has been the leading framework for recognizing and way to represent and control for institutional differences, and also in the design of research stu
 Years of Data Available N/A
 Cost Free
 Data Source Derived from empirical data on colleges and universities, the Carnegie Classific
 Data Type Interactive website

Source Census Bureau Statistical Abstract
 Web Address <http://www.census.gov/compendia/statab/cats/education.html>
 Description The Education section presents data primarily concerning formal education as a personal, and financial aspects of education. In addition, data are shown for charter schools,
 Years of Data Available 1880-present
 Cost Free
 Data Source Much of the data comes from NCES and other governmental sources.
 Data Type Downloadable data



31

College Affordability and Transparency List

U.S. Department of Education
 Higher Education Opportunity Act Information on College Costs



The Higher Education Opportunity Act requires several items be included on the College Navigator website to increase transparency around college costs.

College Affordability and Transparency Center

Here you will find information about tuition and net prices at postsecondary institutions. The site highlights institutions with high and low tuition and fees as well as high and low net prices (the price of attendance minus grant and scholarship aid). It also shows institutions where tuition and fees and net prices are increasing at the highest rates.

[Go](#)

State Spending Charts

Here you will find summary information on changes in state appropriations for postsecondary education, state aid for students, and tuition and fees.

[Go](#)

90/10 Information

Here you will find a list of for-profit (proprietary) postsecondary institutions that receive more than 90 percent of their revenues from Title IV Federal Student Aid.

[Go](#)

32

College Affordability and Transparency Center

Which colleges have the highest and lowest tuition and net prices?

Use the options below to generate a report on the highest (top 5%) and lowest (bottom 5%) academic year charges for each sector. Tuition reports include tuition and required fees, net price is cost of attendance minus grant and scholarship aid. Data are reported by institutions and are for full-time beginning students.

1 Choose Sector

- Public, 4-year or above
- Private not for profit, 4-year or above
- Private for profit, 4-year or above
- Public, 2-year
- Private not for profit, 2-year
- Private for profit, 2-year
- Public, non-state, 2-year
- Private not for profit, non-state, 2-year
- Private for profit, non-state, 2-year

2 Choose Report Type

- Highest Tuition
- Highest Net Prices
- Lowest Tuition
- Lowest Net Prices

3 Generate Report

Apply for Financial Aid

Search for Colleges

How fast are college costs going up?

Select a type of institution below to see which ones have the highest increases in tuition and fees and net prices (price of attendance after grant and scholarship aid). Data are for full-time beginning undergraduate students.

Sector: Public, 4-year or above



33

Public, 2-year with Highest Net Prices

National Average: \$6,780

Institution	State	Net Price ¹
Florida Keys Community College	FL	\$23,515
Great Bay Community College	NH	\$22,300
Manchester Community College	NH	\$21,487
Nashua Community College	NH	\$21,485
Fond Du Lac Tribal and Community College	WI	\$18,651
River Valley Community College	WI	\$15,606
White Mountains Community College	NH	\$15,495
Quincy College	MA	\$15,389
Inver Hills Community College	MN	\$15,083
Arkansas State University-Jordan Home	AR	\$14,991
Ridge Career Center	FL	\$14,598
NHCC-Concord's Community College	NH	\$14,568
Alexandria Technical College	VA	\$14,464
Adkins Technical College	GA	\$14,421
Dakota County Technical College	IA	\$14,282
D G Erwin Technical Center	FL	\$14,058
NorthWest Arkansas Community College	AR	\$14,027
Arkada Technical College	MI	\$13,978
University of Pittsburgh-McKeesville	PA	\$13,968
North Hennepin Community College	MN	\$13,924
Hennepin Technical College	MN	\$13,777
Conley Community and Technical College	MI	\$13,590
Fayetteville Technical Community College	NC	\$13,588

¹Net Price after Scholarships and Grant Aid, 2008-09

²For open-enrollment students.

Notes: Average net price is generated by subtracting the average amount of federal, state/home government, or institutional grant or scholarship aid from the total cost of attendance. Total cost of attendance is the sum of published tuition and required fees (base fee of instruction or tuition, online education, books and supplies, and the amplified average for room and board and other necessary expenses).



34

Public, 4-year or above with Lowest Tuition

National Average: \$6,397

Institution	State	Tuition ¹
Haskell Indian Nations University	KS	\$430
Dixie College	AZ	\$689
University of Puerto Rico-Bio Piedras Campus	PR	\$1,320
Brazosport College	TX	\$1,342
University of Puerto Rico in Ponce	PR	\$1,819
University of Puerto Rico-Juana de	PR	\$1,819
University of Puerto Rico-Jaraco	PR	\$1,872
University of Puerto Rico at Cay	PR	\$1,973
Palm Beach State College	FL	\$1,996
University of Puerto Rico-Bayamon	PR	\$2,008
University of Puerto Rico-Mayaguez	PR	\$2,008
University of Puerto Rico-Shardo	PR	\$2,008
College of Southern Nevada	NV	\$2,022
Great Basin College	NV	\$2,030
Western Nevada College	NV	\$2,060
University of Puerto Rico-Humacao	PR	\$2,013
University of Hawaii-Haou College	HI	\$2,022
Santa Fe College	FL	\$2,031
West Virginia University at Parkersburg	WV	\$2,076
Broward College	FL	\$2,112
Midland College	TX	\$2,130
South Texas College	TX	\$2,148
Indian River State College	FL	\$2,246

¹Tuition and Required Fees, 2008-10

²Forable-institution students.

SOURCE: U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS), Fall 2008, Institutional Characteristics (Institution and Sample), 2007, Student Financial Aid component.



35

IPEDS Trend Generator

For Help Call 1.888.888.2658

The IPEDS Trend Generator is a quick and easy way to see IPEDS data over time. Once you select a subject area and question on this page, you will be able to create a trend, see a graph, download data, and print. You will also be able to select how to display the data. Depending on the question you select, you can display your data by institution type, student type, or state.

IPEDS Homepage

IPEDS Data Center

Select Subject & Question

Click here for information about how many students are enrolled at institutions that provide federal student aid.

- Postsecondary Institutions
- Student Enrollment
- Degrees and Certificates Awarded
- Graduation Rates
- Employees and Instructional Staff
- Institutional Revenues



36

Impact on IR Offices

- Do your own analysis of the data comparing the external organization's data to yours.
- Provide an overview to your supervisor of external organizations that might use IPEDS data in better understanding your institution.



Questions or Comments?

