

Did You Know

Data visualization tools promote campus engagement and informed decision making

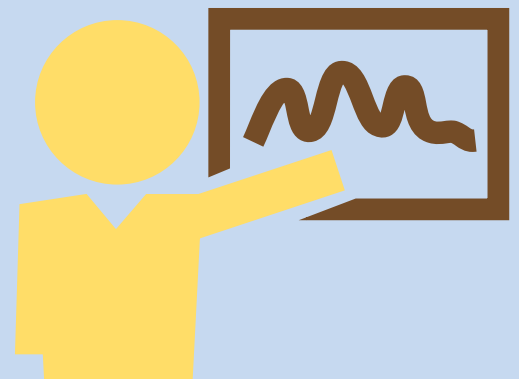


Infographics engage the general campus community and increases visibility of IR offices by sharing simple messages using eye-catching colors and graphics.

<http://ir.csusb.edu/> > Institutional Research > Did You Know Infographics

Dashboards facilitate informed decision making by giving campus leaders easy and immediate access to treasure troves of institutional data.

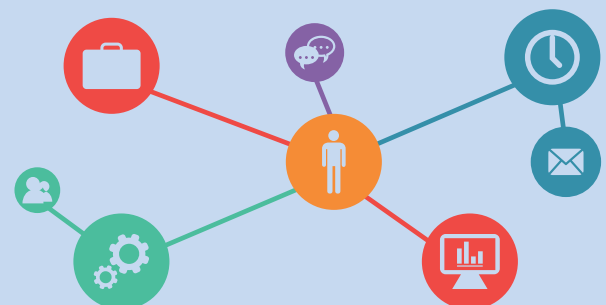
<http://ir.csusb.edu/> > Dashboards



Infographics can be developed through Adobe Illustrator or via infographic makers like Piktochart.com
Images can be handmade or borrowed from sites like Freepik.com
Dashboards can be created in-house or through software providers

Don't be afraid to experiment and be sure to get feedback from others!
Use the web to get ideas on how to present your data.

www.visualisingdata.com/resources/



Seeing the Forest and the Trees:

Using Data Visualization
Tools to Promote
Campus Engagement
and Informed Decision
Making



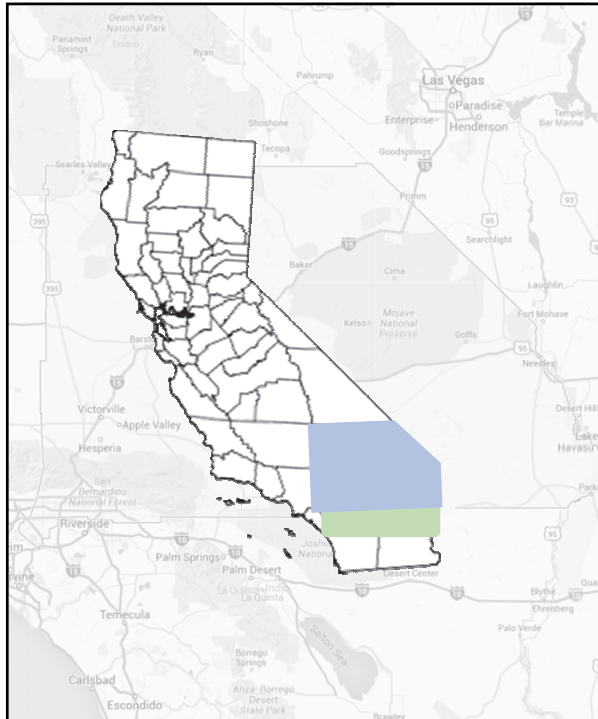
2015 Annual
CAIR
Conference

Allan Taing
Research Technician

Tanner Carollo
Assistant Director

Overview

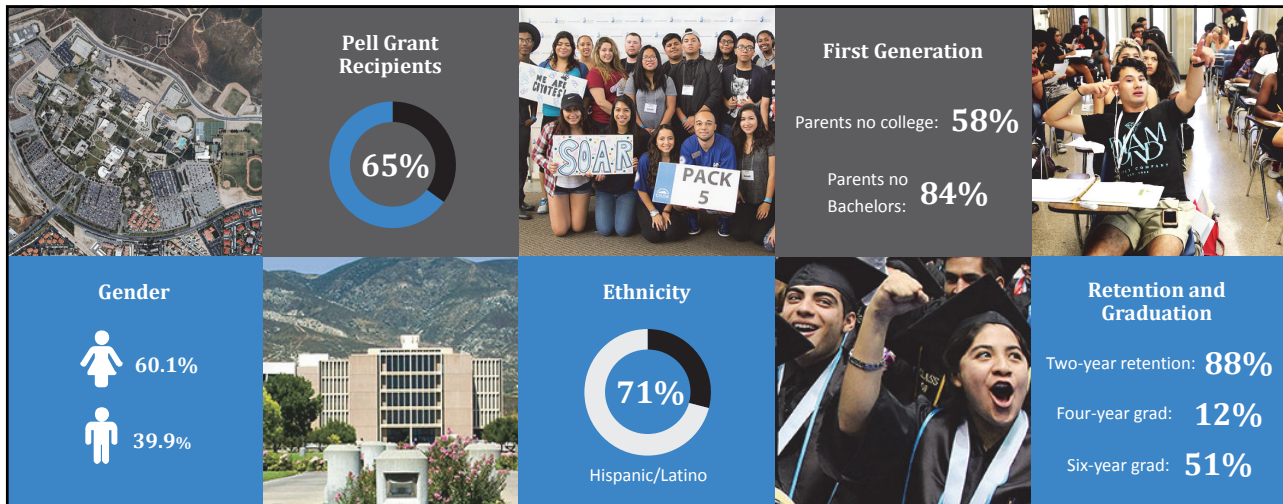
- CSUSB at a glance
- Data visualization
- Seeing the forest through infographics
- Seeing the trees through dashboards
- Discussion



Who does CSUSB serve?

	San Bernardino County	Riverside County	California
Population	2,088,371	2,292,507	38,332,521
Percent of Women	50.2%	50.2%	50.3%
Median Family Income	\$54,750	\$57,096	\$61,400
Per Capita Income	\$21,636	\$23,863	\$29,551
Percent Below Poverty	17.6%	15.6%	15.3%
High School Graduate, Age 25+	78.0%	79.2%	81.0%
Bachelor's or Higher Degree	18.6%	20.5%	30.5%
Percent Hispanic/Latino	51.1%	46.9%	38.4%
Percent Non-English at Home	41.0%	39.8%	43.5%

Data source: <http://quickfacts.census.gov/qfd/states/06000.html>
<http://www.sos.ca.gov/elections/ca-map-counties.htm>



Fall Freshmen 2015 Data

Preliminary figures; n = 3,009

Data Visualization

What is it?

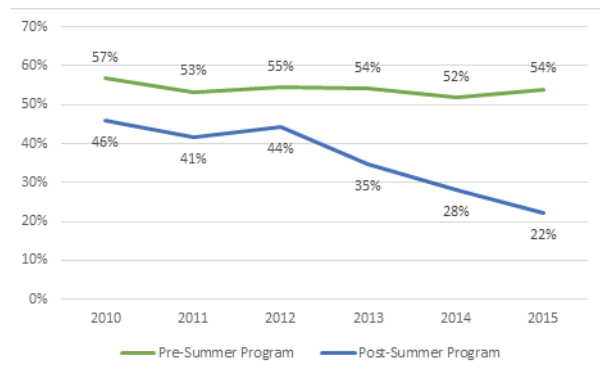


Why does it matter?

Example: CSUSB Historical Math Remediation Rates

Over the past five years, CSUSB's various summer programs have successfully reduced the proportion of students requiring developmental mathematics coursework. Consequently, a larger share of students have matriculated in the fall ready for GE math. Figure 1 shows the proportion of FTF requiring developmental math at admission to CSUSB and the proportion after summer program participation. Since 2010, the percentage of students requiring developmental math after summer program participation has dropped by 18 percentage points, from 46% to 28%.

OR





Infographics

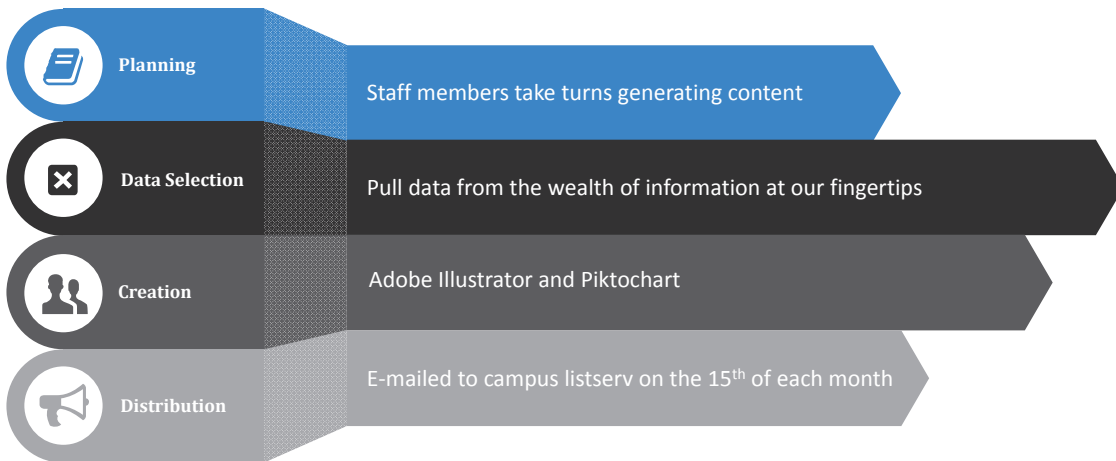
Definition from a trusted source*:

Information graphics or infographics are graphic visual representations of information, data or knowledge intended to present information quickly and clearly ...

Infographics have evolved in recent years to be for mass communication, and thus are designed with *fewer assumptions* about the readers knowledge base than other types of visualizations.

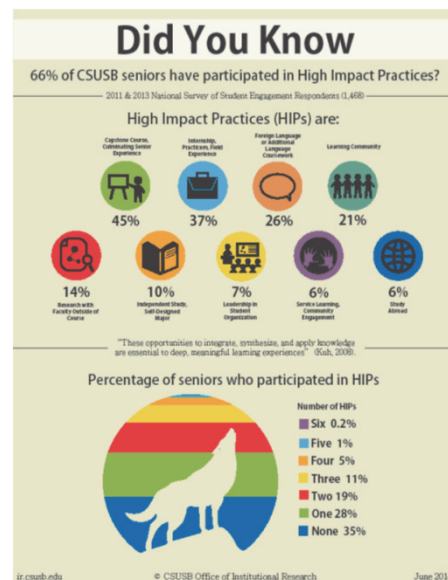
*Wikipedia

“Did You Know” Infographics



Examples

Highlighting NSSE findings on student participation in high-impact practices



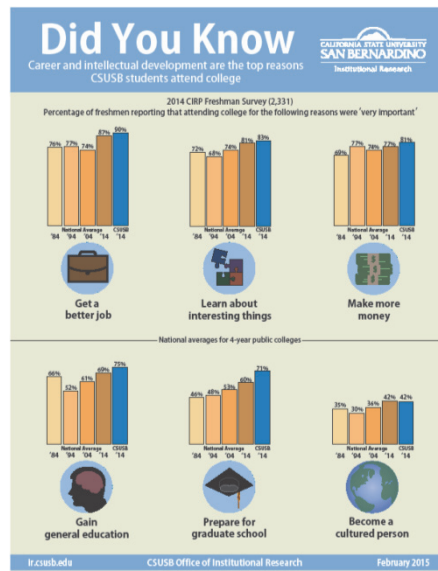
Examples

Recognizing military-affiliated students on Veterans Day



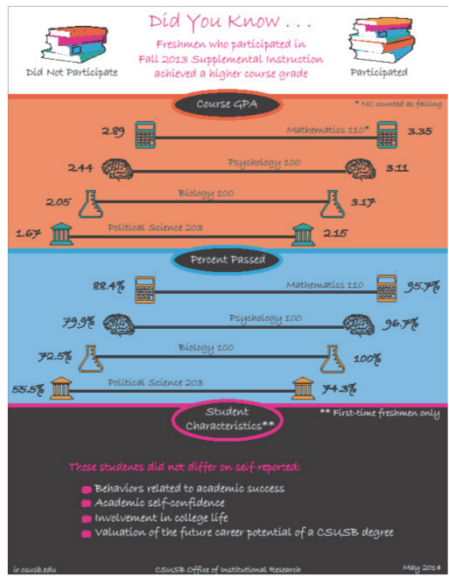
Examples

Sharing the most recent findings from the CIRP Freshman Survey



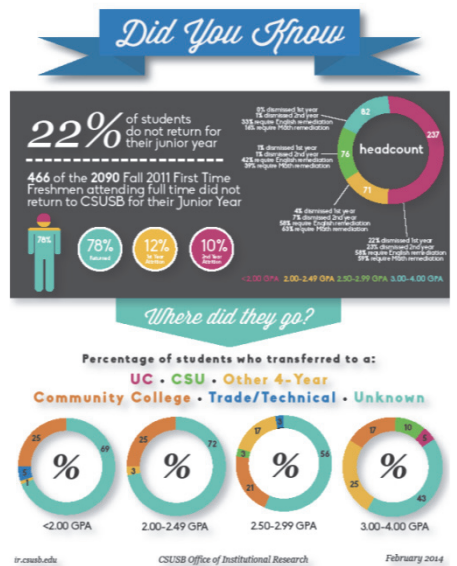
Examples

Reporting on the effectiveness of student support programs

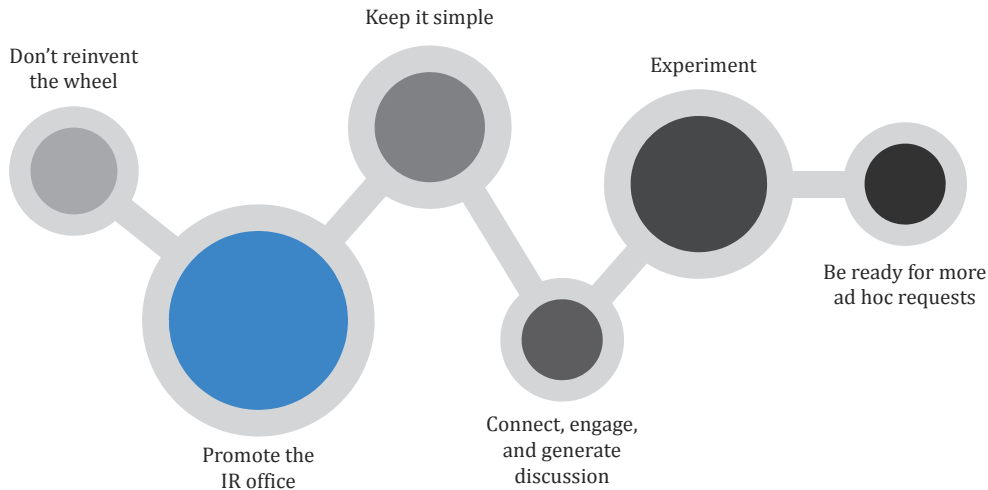


Examples

Showing results from NSC subsequent enrollment query results



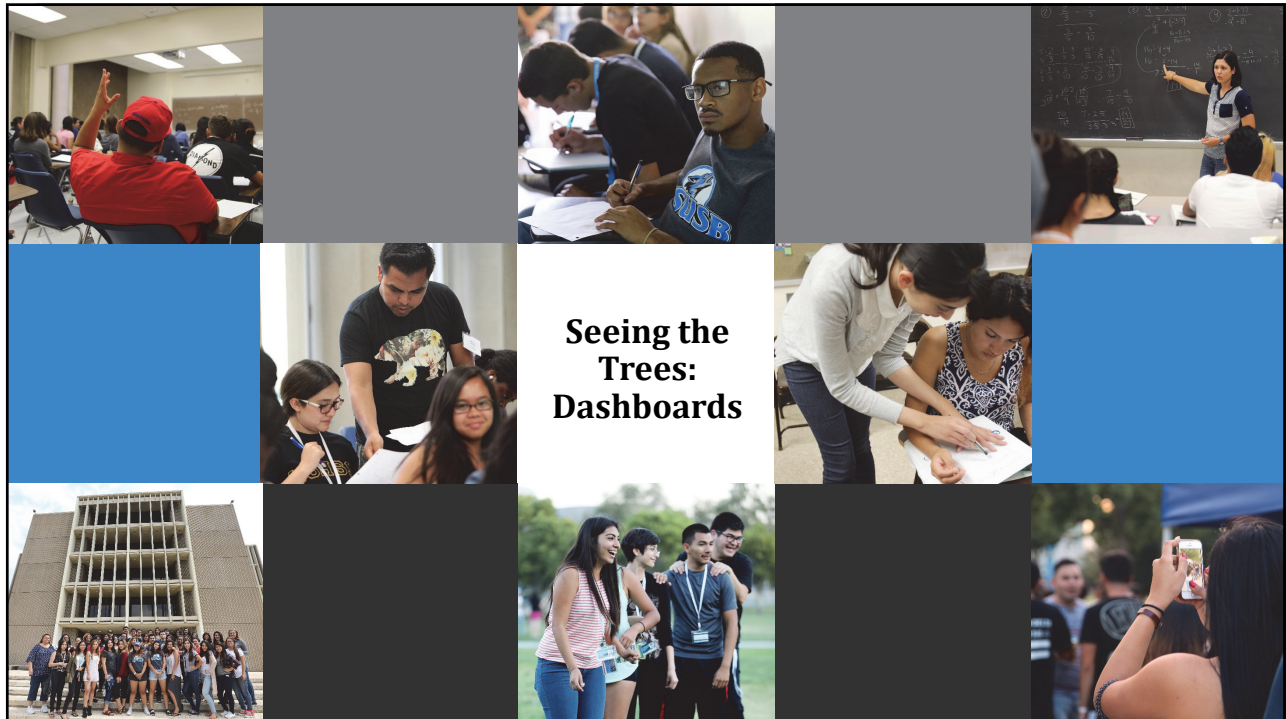
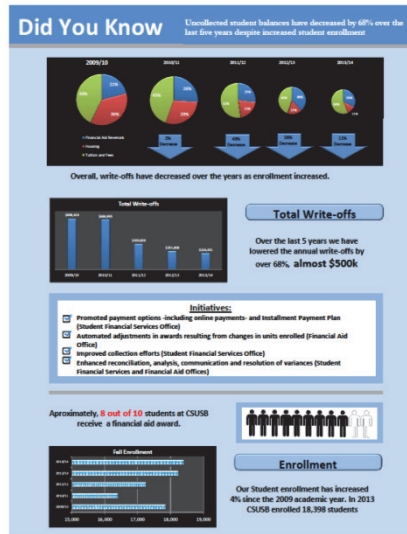
Lessons Learned



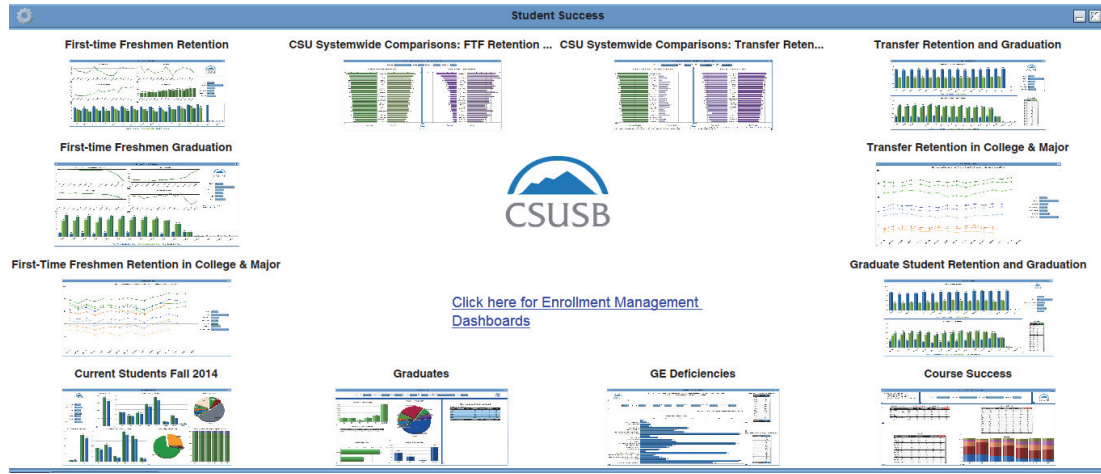
Feedback

- “Your infographics are awesome!”
- “Another fabulous looking infographic! These are so impressive!”
- “I appreciate that Institutional Research is making available the information they collect. They collect lots of interesting stuff and I’ve always found them helpful.”

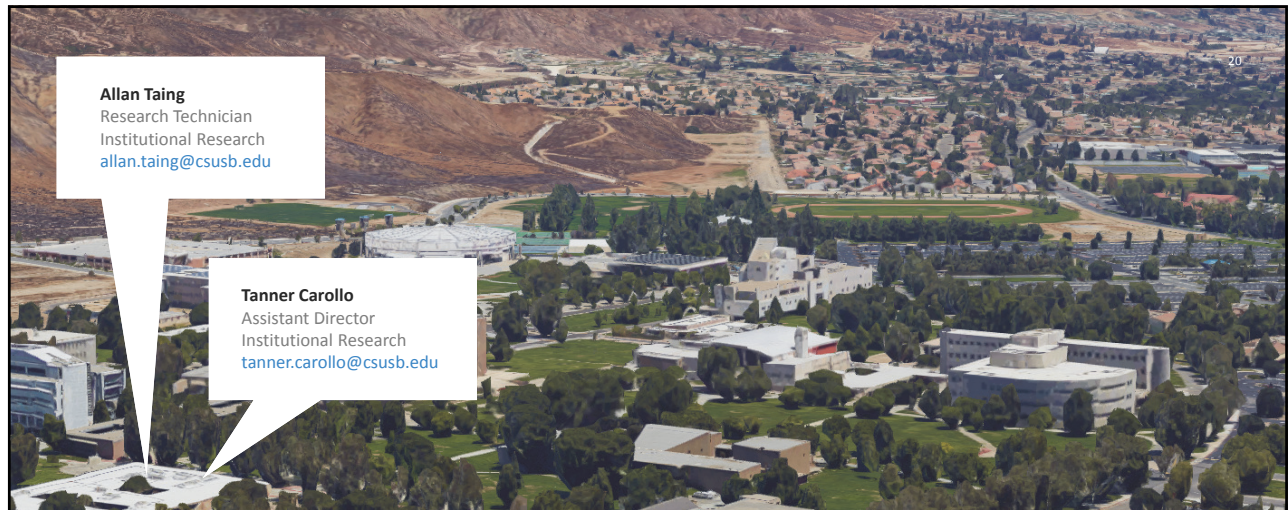
Imitation is the sincerest form for flattery...



Dashboards



[Click here for Enrollment Management Dashboards](#)



 [Contact us](#)

