

Developing a Collaborative Website for Displaying University Data and Reports

Presented by:

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Background

- Multiple offices providing reports
- Each with website
- Duplicate reports
- Varying report methodologies
- (Fairly) centralized reporting process
- Most users relied on a small number of power users

Background

- Challenges with tools for users
- Antiquated software
- Lack of technical knowledge/confidence
- Even with Argos, usability (navigation) is a challenge
- Inventory of reports – NA or not widely distributed



Opportunity

- Conversion to Banner
- Purchase of Argos
- Recreated reports
- Collaboration between offices
- Consolidate reports
- Logic
- Location

Opportunity

- Existence itself
- “Re”train campus (fresh start)
- Provide one location
- Eliminate multiple websites
- Provide inventory of reports
- Easy to use tool
- No legacy or Argos navigation; just select link

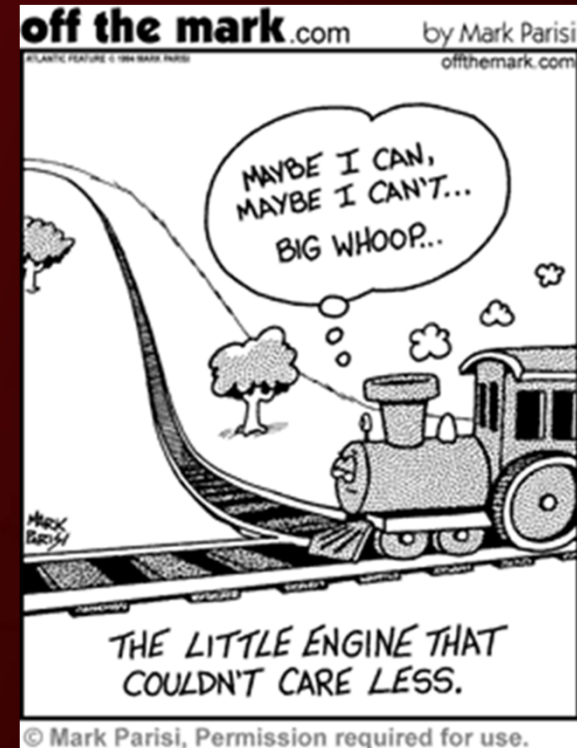
Collaboration

- Offices of Institutional Research, Enrollment Services, the Registrar, and Computer Services
- Redefining relationships (roles, reporting procedures, etc.)
- Defining individual roles on team, beyond the offices
- Cultivate customer service culture
- Workload



Collaboration

- Ownership
- Transferring past protocols to current environment
- Functional – technical relationships and flow
- Positive relationship and cooperation
- Existence of “funky techs”



Planning

- Assessed our goals for the site.
 - Who is the target audience?
 - What does the target audience want or expect from the site?
 - What are the goals for the website?
 - How will you know if you're meeting your goals—any success criteria against which the project will be judged?
 - How do you plan to promote the site?
 - How do you plan to maintain and update the site?
 - Do you have examples of other websites you'd like to emulate?

Planning



- Identified individuals with greatest knowledge of available reports.
- Developed parameters
 - Limited to student data
 - Prioritized data inclusion

Planning

- Developed multiple outlines of reports.
 - Reviewed internal websites to determine what used to be provided.
 - Reviewed reports that had been recreated in Argos.
 - Checked for overlap (or missing information).
 - Began organizing reports into categories.
 - Developed a sitemap. (<http://writemaps.com/>)

Planning

- Be flexible!
 - Take as broad a view as possible in the planning stages.
 - Anticipate that there will be changes along the way.



Design & Layout



- Reviewed websites created by other institutions.
- Utilized available resources.
 - Experts within our institution.
 - Trained staff to utilize existing technologies.
 - Found a bright graduate assistant.

Design & Layout

- Determined the site design aspects of most importance to the project.
 - Consistent left-hand navigation.
 - Clearly defined categories.
 - Clearly defined information available in reports.
 - Visually appealing display highlighting the most important aspects.

Bear Intelligence

RESOURCE CENTER FOR UNIVERSITY DATA AND REPORTS

- Performance Indicators ▶
- University Overview ▶
- Course Enrollment Reports ▶
- Student Enrollment Reports ▶
- Faculty/Advisor Reports ▶
- Academic Departmental Lists ▶
- End of (or Mid) Semester Grade Reports ▶
- Student Persistence and Success ▶
- Argos Information
- User Documentation
- Submit an Ad Hoc Data Request
- Contact Information
- Bear Finance
- Office Homepages**
- Office of Institutional Research (OIR)
- Enrollment Services
- Office of the Registrar
- Management Information Systems (MIS)

Search within Bear Intelligence pages:

University Overview Data sources for comprehensive overview information regarding the University including; University Fact Book, Admissions, and the Common Data Set.

Course Enrollment Reports Summary enrollment reports by course characteristics and attributes including section enrollment minimum reports.

Student Enrollment Reports Summary headcount enrollment and credit hour production reports by student characteristics; includes registration and admissions reports.

Faculty/Advisor Reports Reports available to faculty and advisors including; unofficial transcripts, transfer course equivalencies, lists of advisees by particular characteristics, and Digital Measures exclusion reports by college.

Academic Departmental Lists Reports available to academic departments including; students by major or minor, graduation candidates and courses offered by academic department.

End of (or Mid) Semester Grade Reports Mid and end of semester grading reports including; dean's list, list of students by academic standing, grade distributions by course and instructor, and grade rosters.

Student Persistence and Success Summary reports available for student success measures such as retention and graduation rates.

About This Site

This website represents a collaborative effort between the offices of Institutional Research, Enrollment Services, the Registrar, and Management Information Systems to disseminate official information to Missouri State staff and faculty in support of university decision-making and analysis. Our purpose is to provide a

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Search within Bear Intelligence pages:

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RESOURCE CENTER FOR UNIVERSITY DATA AND REPORTS

Missouri State > Bear Intelligence > Student Enrollment Reports > Point in Time Student Enrollment

- Performance Indicators ▶
- University Overview ▶
- Course Enrollment Reports ▶
- Student Enrollment Reports ▶
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Point in Time Student Enrollment

Enrollment Reports

Headcount and credit hour enrollment reports for specific points in time. Parameters include point in time, student level, college, department and student campus. Reports available by student characteristics such as enrollment status, class, level, student type, gender, age group and race/ethnicity. Course characteristics such as level, delivery type, section length and course campus. Headcount enrollment by college, department and program of study.

Reports:

- [Enrollment by Student Characteristics](#)
- [Enrollment by Course Characteristics](#)
- [Enrollment by College /Dept/Program](#)
- [Enrollment by College/Dept/Course](#)

Source: Argos\Student\Campus-wide Census\ODSPROD-Enrollment Reports-Point in Time

Updated: Information is updated only at specific points in time such as the beginning of semester, census or end of semester.

Design & Layout

- Adding Pizzazz
 - Naming the site
 - Originally went by the monikers “Data Website” or “Data Center.”
 - Bear Intelligence – not very descriptive, but offers more in terms of marketing and branding.
 - Resource Center for University Data and Reports – very descriptive, but more difficult to market.
 - Compromised on a balance between descriptive and branded by using the name and a tagline.

Design & Layout



Bear Intelligence 
RESOURCE CENTER FOR UNIVERSITY DATA AND REPORTS

- Adding Pizzazz
 - Developed a logo and “masthead” for the website.
 - Provides a unique branding element for the website.
 - Simple design, but a great way to add polish.

Security and Data Access

- Protect data reports
 - Management reports, n/a to public
 - FERPA considerations
 - Some control; avoid misuse of information
 - Maintained legacy security scheme

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“We don’t need to worry about information security or message encryption. Most of our communications are impossible to understand in the first place.”

Security and Data Access

- Built access through web page
 - Used collaborative web page
 - Built outside of portal
 - Used Argos API for direct report links into Argos
 - Links from portal and other sites provided



Maintenance

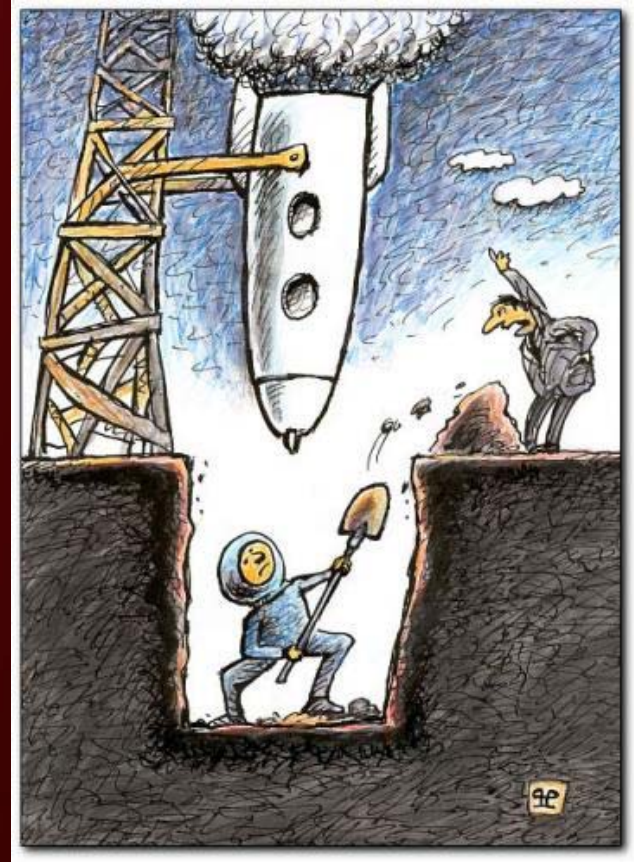
- Requires shared ownership and responsibility for reports placed on Bear Intelligence website.
 - Links must be updated anytime the underlying report changes.
 - New reports developed in Argos must be added to guarantee the quality of the site.
 - Requires continued communication and cooperation among offices.

Marketing

“The single biggest problem in communication is the illusion that it has taken place.”

– George Bernard Shaw

- Developed flyer to distribute in meetings and by email
- Announced at several academic leadership groups



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Future Enhancements



- Adding more dynamic content to the homepage.
 - Highlight specific reports.
 - Calendar of events.
- Automating the link update process.
- Following up with users.

Bear Intelligence Demonstration



Questions?

For more information or a copy of this presentation:

- Drop off your business card with the presenter.
- Email robhornberger@MissouriState.edu.
- Check the moacrao.org website after the conference

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