HOW CAN AN ASSESSMENT WAREHOUSE AID ENROLLMENT MANAGEMENT?

Maryland Association for Institutional Research (MdAIR) Fall Conference: October 27, 2023 (Germantown, MD)

Created by Sarah Winger and Jamie Redwine

Presented by Daniel Sisco





LET'S TALK ABOUT ASSESSMENT WAREHOUSES

MARYLAND E ROOM; 9:00 AM – 9:45 AM (NOV 6) **SARAH WINGER & JAMIE REDWINE**

NEAIR 2023 Baltimore Nov 5-7



GROUP DISCUSSION FACILITATORS



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LET'S TALK ABOUT ASSESSMENT WAREHOUSES

Maryland Association for Institutional Research

Discussion Group Structure and Process

- Sit in groups to discuss and share with your colleagues
- Brief introduction by presenter
- Three questions (~8min each) please feel free to take notes and share your group's ideas
- Overall group discussion/report out per question



Breakout Discussion Group Guidelines

- Make sure everyone has a chance to participate
- Try to keep the discussion focused on the discussion questions created for this session (~8min each).
- If you are not quite sure where to start, there are specific follow-up questions below each main question.
- Listen/look for the presenter to cue when to wrap-up and report out.



Brief Intro on Assessment Warehouses

- Assessment warehouse ~ data warehouse
- Data warehouse definition (dictionary.com):
 "a large store of data accumulated from a wide range of sources within a company and used to guide management decisions"
- Can aid in institutional effectiveness, strategic planning, accreditation, and enrollment management
- Typically include data "owned" by multiple campus units
- Let's find out more about them from our colleagues!





Q1. What data at your institution should go into the warehouse?

Possible Specific Follow-up Questions:

- 1. What types of surveys do you run, and how often?
- 2. Where does that data live? (IT, IR, Assessment Office, Admissions, Career Services, etc.)
- 3. How accessible is the data?
- 4. What kind of demographic data would go into the warehouse? (First Gen, Ethnicity, Gender, Majors, Minors, etc.)

Group Discussion Responses:

- 1. HERI, exit surveys, student admission, record-level surveys
- 2. Workday, schemas, Helio, Tableau, SAS, SAP
- 3. Notetaker did not record response(s)
- 4. Notetaker did not record responses(s)





Q2. How could this warehouse be used to the benefit of Enrollment Management?

Possible Specific Follow-up Questions:

- 1. What kinds of reports or dashboards could be generated from the warehouse data?
- 2. How could this data be used to help graduation and retention?
- 3. What types of analysis could be run out of these data sets?
- 4. How would using these multiple datasets increase insight into student success?

Group Discussion Responses:

- 1. National Student Clearinghouse (NSC); graduation rates; senior leadership; empowering decision-makers; non-registrants need support
- 2. pre-exemption measures to make informed decisions; early momentum metrics; GPA and courses earned
- 3. Notetaker did not record response(s)
- 4. Notetaker did not record response(s)





Q3. What are the challenges, roadblocks, or difficulties your institution would face if asked to develop an Assessment Warehouse?

Possible Specific Follow-up Questions:

- 1. What do you do with qualitative data? How is that interpreted in the warehouse?
- Do faculty have privacy concerns (e.g., course evaluations)?
- 3. What thresholds are used or limitations occur for data disaggregation for DEI analyses and reporting?
- 4. Are there technology, staffing, or resource limitations?
- 5. What data do you not have access to?

Group Discussion Responses:

Siloed data but "everything"; budget issues → can't move forward; can't access non-IR surveys; data lake; disaggregated data



Let's Talk About Assessment Warehouses

Maryland E Room; 9:00 AM – 9:45 AM (Nov 6) Sarah Winger & Jamie Redwine



Discussion Group Structure and Process

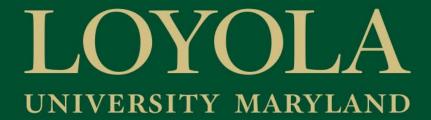
- Sit wherever you like, but try to mix up tables so members have varying levels of experience
- Brief introduction and instructions by facilitators
- Breakout group discussion of three questions (~8min each) and notes on GoogleDoc (https://rb.gy/ikudx)/handout
- Overall group discussion/report out (next steps/follow-up?)

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