



HOW CAN AN ASSESSMENT WAREHOUSE AID ENROLLMENT MANAGEMENT?

Maryland Association for Institutional Research (MdAIR)
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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



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UNIVERSITY MARYLAND

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?
2. 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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