Message from the Associate Provost for Institutional Research and Analysis & Chief Data Officer

Dr. Sarah Carrigan

Happy Spring! Thank you for taking a few moments to peruse the latest edition of the OIRA newsletter. Here you will meet the newest member of the OIRA team, Mr. Michael Hadley, who brings significant experience in institutional research and data analysis. We also present the latest retention data and spring 2024 Census enrollments.

We also present briefs describing data collections, data use, and applications. You will learn about the Common Data Set, as well as the Student Data Mart, among others. Several services OIRA supports are labor market trend analysis and Qualtrics survey design and administration.

Make sure to sign up for the OIRA Spring Virtual Open House!

Sarah

New Staff OIRA
Mr. Michael Hadley
Senior Business Intelligence Analyst

Michael Hadley comes to us after 22 years at Methodist University as the director for institutional research and effectiveness, where he established the institutional research office. He was an IPEDS keyholder, worked with National Student Clearinghouse data, and completed a variety of survey and data analysis projects. He served on the NC Transfer Taskforce-Data Sharing Focus Group as an institutional research member for the North Carolina Association of Independent Colleges and Universities sector. He also worked in institutional research at Coastal Carolina University and Francis Marion University.

He has a Bachelor of Science degree in political science and a Master of Business Administration degree. This fall he completed a Google Data Analytical Certificate. His hobbies include ballroom dancing, trivia, and bowling. He serves on the hospitality team at his local church. He has a daughter and two granddaughters.

The OIRA website has many data resources available.
https://www.nccu.edu/oira
Information includes data on the following:
Admissions
Core Metric Drivers
Credit Hours
Grades
Enrollment
Retention
Financial Aid
Employment

Other common data resources include the UNC System Insight Dashboard, Integrated Postsecondary Education Data System (IPEDS) Data Center and Student Achievement Measure (SAM).
What is the Common Data Set (CDS) in Education?

By Ms. Sylvia Seward

The Common Data Set is a collaborative effort among various higher education institutions to standardize the reporting of information about their institutions. It includes data related to admissions, enrollment, financial aid, graduation rates, and more. By using a common format, it allows for easier comparison and analysis of data across different colleges and universities.

The Common Data Set Initiative is a collaborative effort among data providers in the higher education community and publishers as represented by the College Board, Peterson’s, and US News & World Report. The combined goal of the collaboration is to improve the quality and accuracy of information provided to all involved in a student’s transition into higher education, as well as to reduce the reporting burden on data providers.

North Carolina Central University keeps our common dataset updated yearly with fall information. (https://myeol.nccu.edu/sites/default/files/2024-01/Common-Dataset-2023-2024.pdf). We are allowed to use the format to display data on our website and to
What is the Student Data Mart?
By Robert Patrikios

Most of us at NCCU are aware that every semester we have a census. What you may not know is that the census is only one of the multiple data snapshots of the Student Data Mart.

The Student Data Mart (SDM) is a system of processing and collecting data across all of the UNC campuses with the UNC System Office within a data warehouse. The number of students enrolled is part of the data we collect, but only a small part. We have 13 different snapshots throughout the year collecting information across 24 different feeds of data. Snapshots include multiple semester-focused migrations of data, as well as a yearly financial aid snapshot.

The data collected is used by NCCU and the UNC system for reporting, analysis, data visualization, and predictive analytics. Examples of SDM data use can be found within IPEDs reports for the federal government, accreditation reports for Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), and even for our rankings for publications such as US News and World Report. Additionally, OIRA leverages the collected data for internal reports within NCCU as requested by the administration, faculty, and staff. The information provided by the Student Data Mart is directly used to help determine how various resources are allocated and distributed across campus, as well as to help plan for the continued success of the university.

Established in 2016, SDM replaced a prior system of data management that was more than 20 years old. The goal of the Student Data Mart was to accelerate the availability of data for decision makers, and to ensure the comprehensiveness and consistency of data.
results in helpful formats (bar charts, tables, pie charts, graphs) and let you download your results to take home.

Example: If you want to know about Spring 2024 enrollments, open our enrollment dashboard and you will find Spring 2024 headcounts for all NCCU students, with charts showing breakdowns by degree level, full-time/part-time, FTE, gender, college, and class level. The visualizations include bar charts, pie charts, and tables that are color coded to help you easily identify the largest and smallest enrollment counts. Want to highlight or remove something? Just click on it to choose whether to include or exclude it in the graphic.

Want to drill down to a specific population such as full-time enrollments in your program for women from rural North Carolina counties who are eligible for need-based aid?

No problem. Check the boxes on the left side of the screen to make your selections.

Want to see the information displayed differently? This dashboard offers 9 other tabs at the top of the screen that providing a variety of ways to display the data:

- Demographics (by ethnicity and gender, residency, citizenship)
- By major (list of majors by department showing headcounts by degree level)
- Residence (campus housing, in-state/out-of-state, counts by state and county, and an interactive map of NC counties)
- Trends (by major, across multiple semesters of your choice)
- Transfer students (new students, and another tab for trends)
- Distance education (in detail for a single semester, and another tab for trends)
- Concentrations (headcounts for men and women by level, college, department, program and concentration)

Want to download and save your results or share a link?

In the bottom-right corner you will find links for downloading in various formats, sharing a link to that tab, and maximizing the dashboard on your screen.

Too much information? Can’t find what you want?

Let us know if you are having trouble finding something. If what you want isn’t already available on a dashboard, we can provide you with a custom report and might include your ideas for a future dashboard update!

Unsure about using dashboards?

If you are new to dashboards and want an introduction on working with them, check out the how-to video at the top of our dashboards page. If you still have questions after that, please contact our office.

**Labor Market Trends Enhance Student Success**

By Ms. Tia Marie Doxey

NCCU partners with Lightcast to offer labor market analytics for program and skill development. Lightcast Analyst combines traditional labor market information, job posting analytics, and professional profile data to get a comprehensive view of the labor market that can help academic departments build in-demand programs, aid in annual program reviews, bring market clarity to career services, highlight labor force trends for marketing purposes, and more. Using Lightcast Analyst will enable deans, departments chairs, and program coordinators to spend less time digging for data and more time making smart decisions.

Lightcast Analyst provides all the economic and workforce data needed in one place:

**Traditional Labor Market Information**

See the big picture. Use data from the U.S. Bureau of Labor Statistics (BLS), Bureau of Economic Analysis (BEA), and other government sources to identify the drivers of economic growth in your region.
Job Posting Analytics
Get more detail, in real time. Zoom in on the top job titles and in-demand skills that employers are asking for in job postings.

Professional Profile Data
Pivot to the supply side. Use workforce profiles to assess the market for continuing education programs, inform employer engagement, and more.

Labor market information can tell students many different things, including job trends, the jobs and skills employers are looking for, which industries are hiring, where jobs are located, and areas of job growth or decline -- in other words, it's an excellent tool in career planning!

Lightcast Analyst offers students:

Industry Insights: Lightcast Analyst provides up-to-date information on trends, technologies, and emerging sectors in various industries. This helps students understand where the job opportunities lie and what skills are in demand.

Skill Development: The platform offers resources designed to develop the skills that are most sought after by employers. These could include technical skills like coding, data analysis, and digital marketing, as well as soft skills such as communication, problem-solving, and adaptability.

Job Market Analysis: Lightcast Analyst provides insights into the current job market, including salary trends, job growth projections, and geographical hotspots for employment opportunities. This information helps students make informed decisions about their career choices.

Continual Updates: The platform continually updates its resources and materials to reflect changes in the job market and emerging trends. This ensures that students have access to the most relevant and up-to-date information.

Some of NCCU academic departments have used Lightcast Analyst to create relevant programs that help students succeed. With Lightcast Analyst, the department of psychology, communication science disorders, and counseling education were able to submit new degree program proposals to the UNC system office and ensure that their program portfolio stayed up to date and aligned with the evolving needs of the labor market. Using Lightcast Analyst underscores NCCU's commitment to staying abreast of developments in various disciplines and adapting its academic offerings accordingly. It also demonstrates the university's dedication to providing students with opportunities for success in their future careers.

To request a report for your department or students, contact Tia Marie Doxey, Director of Surveys and Evaluation at tdoxey@nccu.edu or 919-530-7269.

Reference:
The Office of Institutional Research and Analysis (OIRA)

The Office of Institutional Research and Analysis (OIRA) website provides access to North Carolina Central University data and information to support institutional decision-making and achievement of our Strategic Plan goals through institutional research, assessment, and data/visual analytics. We encourage you to visit the OIRA Website.

Data Requests

OIRA operates primarily as the central unit for the collection, processing, analysis, interpretation, reporting and maintenance of official, historical, university data. Historical university data can be requested by clicking on either link: OIRA Data Request Form or Service Catalog. Please allow 14 days for all data requests. Sufficient time is needed to adequately process and quality check requests.

Qualtrics’ most important concern is the protection and reliability of customer data. Your survey data was not impacted by the cyber intrusion. Qualtrics’ servers are protected by high-end firewall systems and scans are performed regularly to ensure that any vulnerabilities are quickly found and patched. Application penetration tests are performed annually by an independent third-party. All services have quick failover points and redundant hardware, with backups performed daily.

Qualtrics uses Transport Layer Security (TLS) encryption (also known as HTTPS) for all transmitted data. Surveys may be protected with passwords. Our services are hosted by trusted data centers that are independently audited using the industry standard SSAE-18 method. If you have questions or need support, please contact Tia Marie Doxey, Qualtrics brand administrator.

Upcoming event: OIRA Virtual Open House
Thursday, March 26, 2024
10:40 am – 12:30 pm

The Office of Institutional Research and Analysis invites you to join us for our Virtual Open House. You are welcome to drop in to learn more about our reorganization, dashboards, ways to access and use data, and more. The Virtual Open House will take place on Tuesday, March 26, 2024 from 10:40 AM 12:30 PM.

Click here for the ZOOM link.