

Ten Practical Tips for Creating Effective Presentations

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Institutional Research Forum
Toronto, May 2011



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**“My presentation lacks power and it has no point.
I assumed the software would take care of that!”**

What We'll Cover

- DePaul Background
- Challenges
- Data Visualization Resources
- Ten Practical Tips with Examples
- Questions

DePaul Background

- Founded in 1898 in Chicago, IL
- Largest Catholic and eighth largest private non-profit university in the nation.
 - Enrollment of over 25,000 students in Fall 2010
 - From 1990 to 2010, DePaul's enrollment grew by 60%
- 9 colleges and 6 campuses in Chicagoland area
- Diverse student body
 - 36% first-generation freshmen, and 25% students of color
 - 25% of undergraduates are over the age of 24



Challenge

Synthesize your information and create **clear** graphics that provide **quicker** access to meaningful insights.





Data Visualization Resources

- Edward Tufte
 - The Visual Display of Quantitative Information. Second Edition. Graphics Press, 2001.
- Stephen Few
 - Now You See It: Simple Visualization Techniques for Quantitative Analysis. Analytics Press, 2009.
 - Show Me the Numbers: Designing Tables and Graphs to Enlighten. Analytics Press, 2004.
- Stephen Kosslyn
 - Graph Design for the Eye and Mind. Oxford University Press, 2006.

Ten Practical Tips for Effective Presentations

1. Define the research question
2. Select the most effective chart type
3. Don't make the audience work too hard
4. Remove chartjunk
5. Use color effectively
6. Create clear titles and legends
7. Use clear and consistent fonts
8. Develop easy to read tables
9. Look for additional ways to add insight
10. Test for understanding

Ten Practical Tips for Effective Presentations

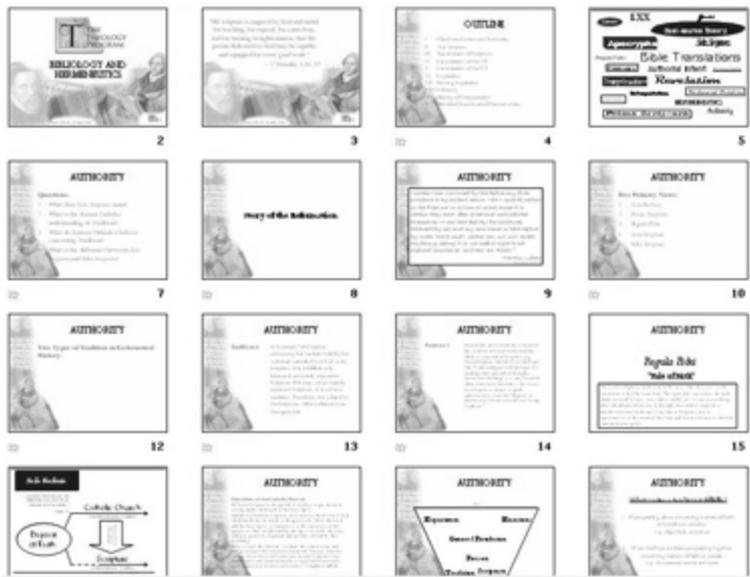
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Create an outline for your presentation

Be specific and write it down!

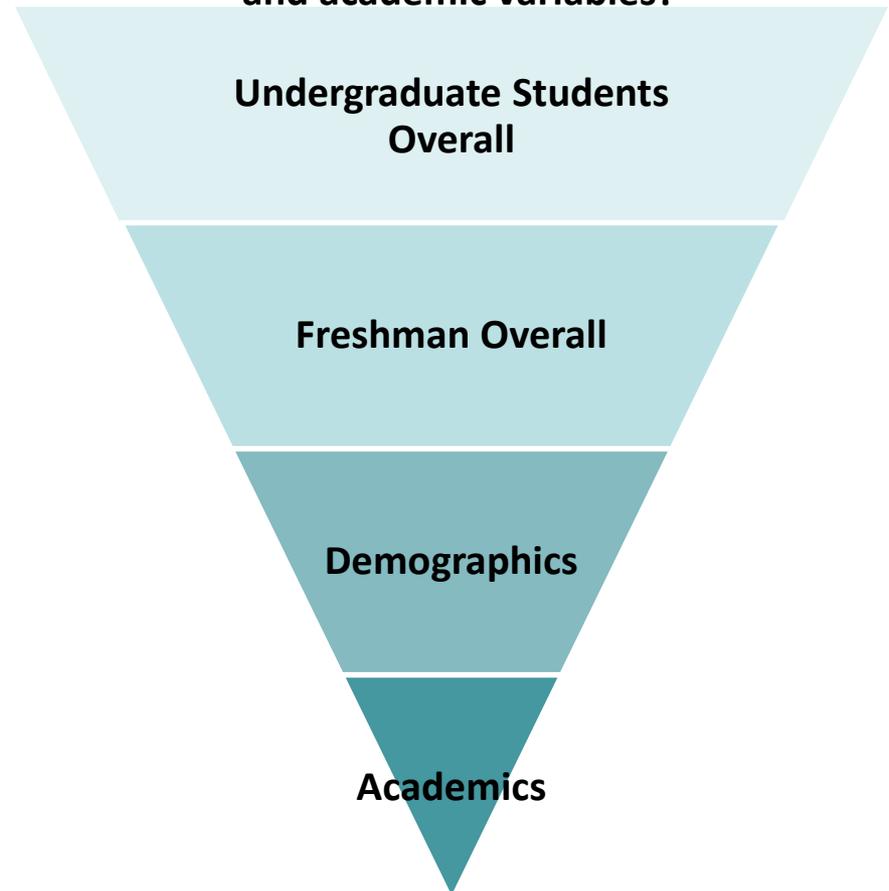
Don't

Profile of Incoming Freshmen



Do

How does the Fall 2011 incoming freshman class compare to last year on demographic and academic variables?

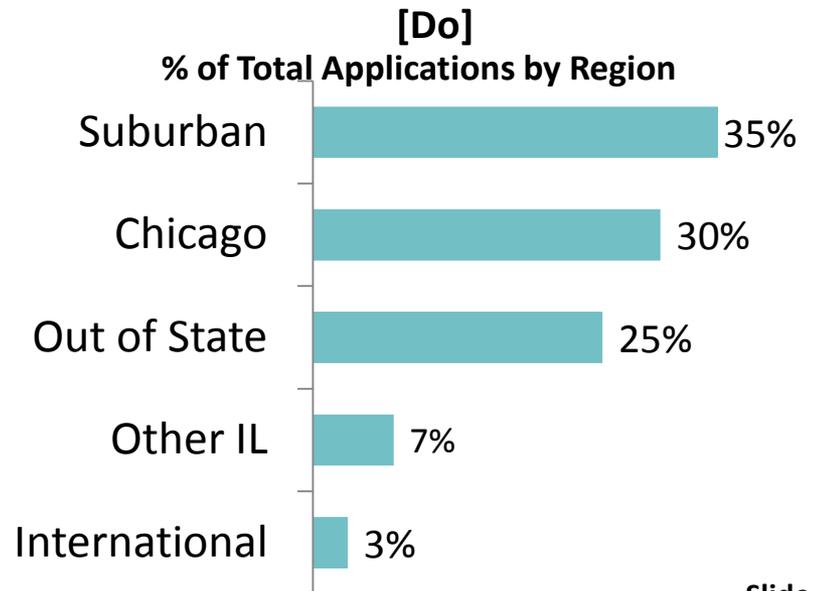
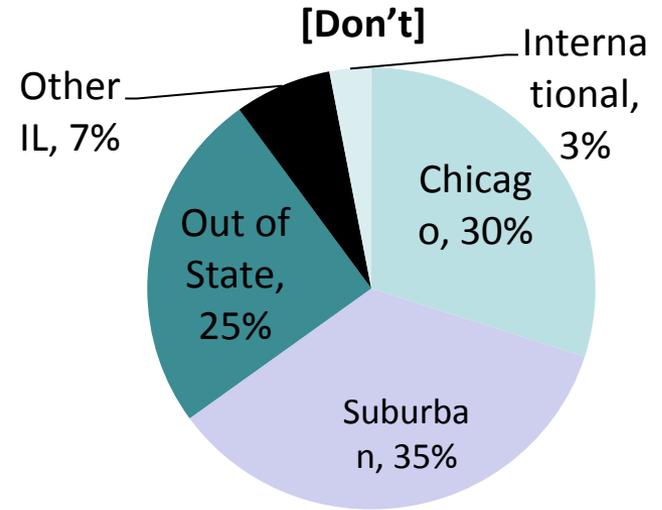
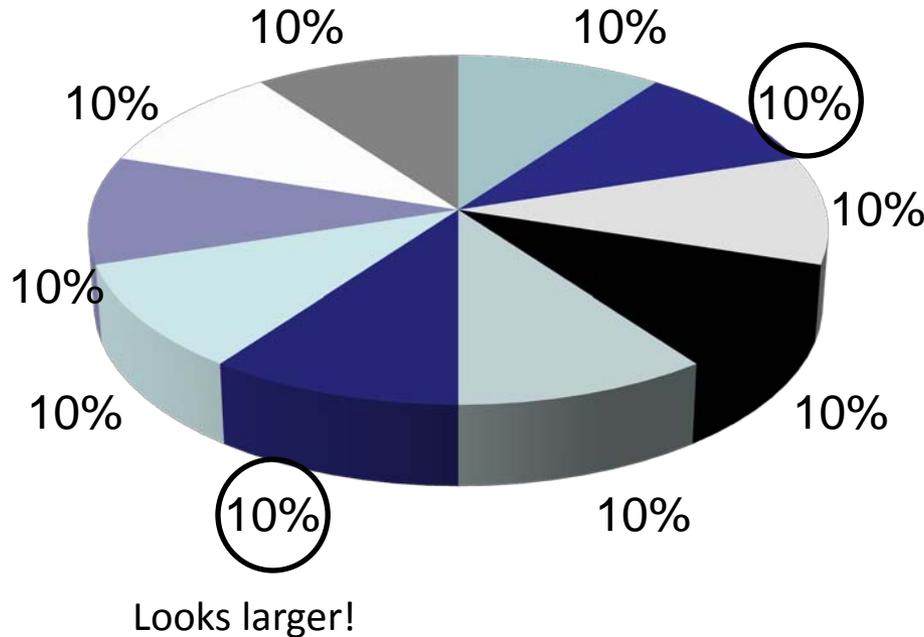


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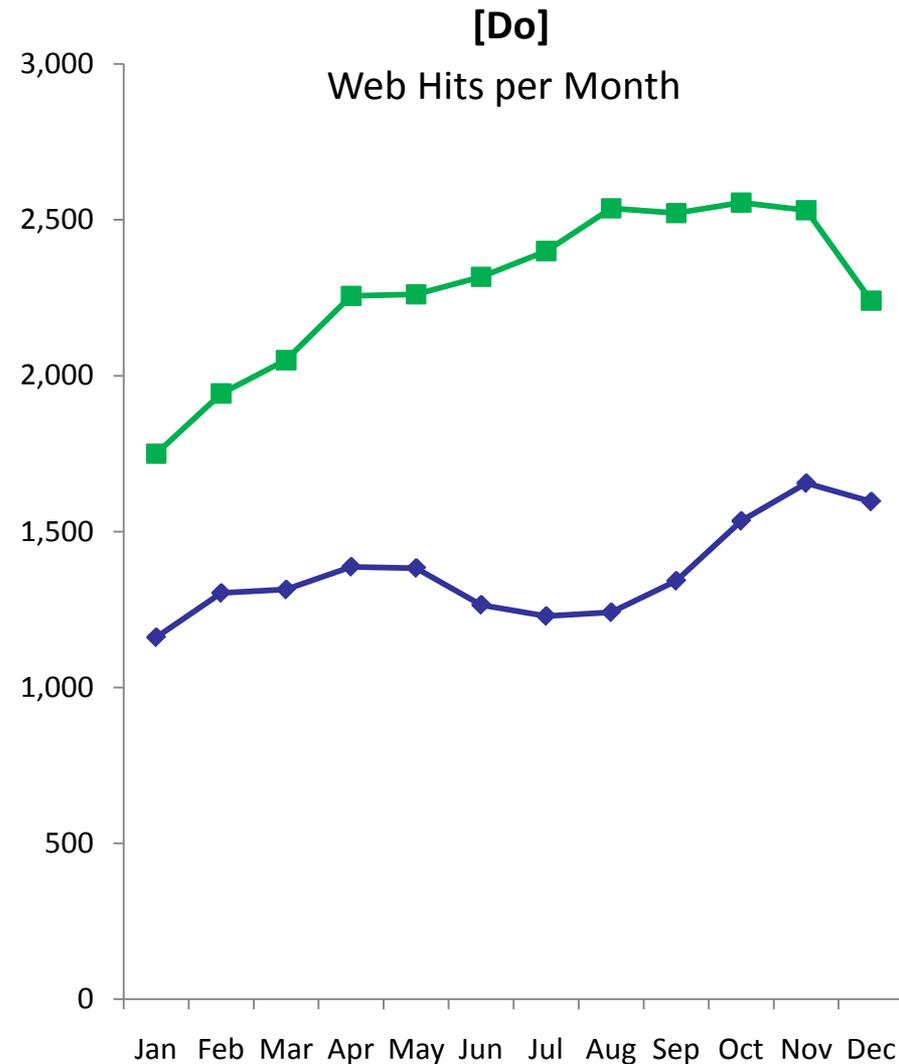
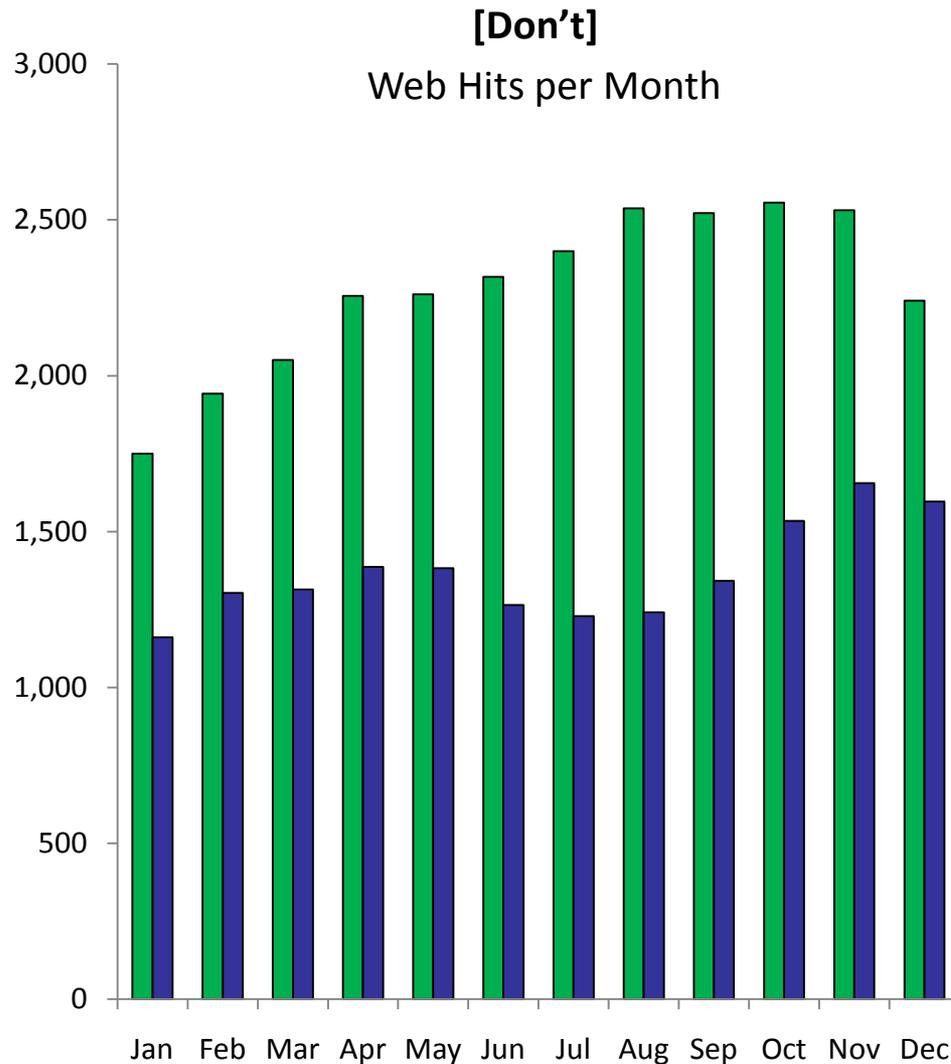
Pie charts are rarely the best option

Avoid 3-D pie charts



Numbers used in this presentation are for illustration purposes only.

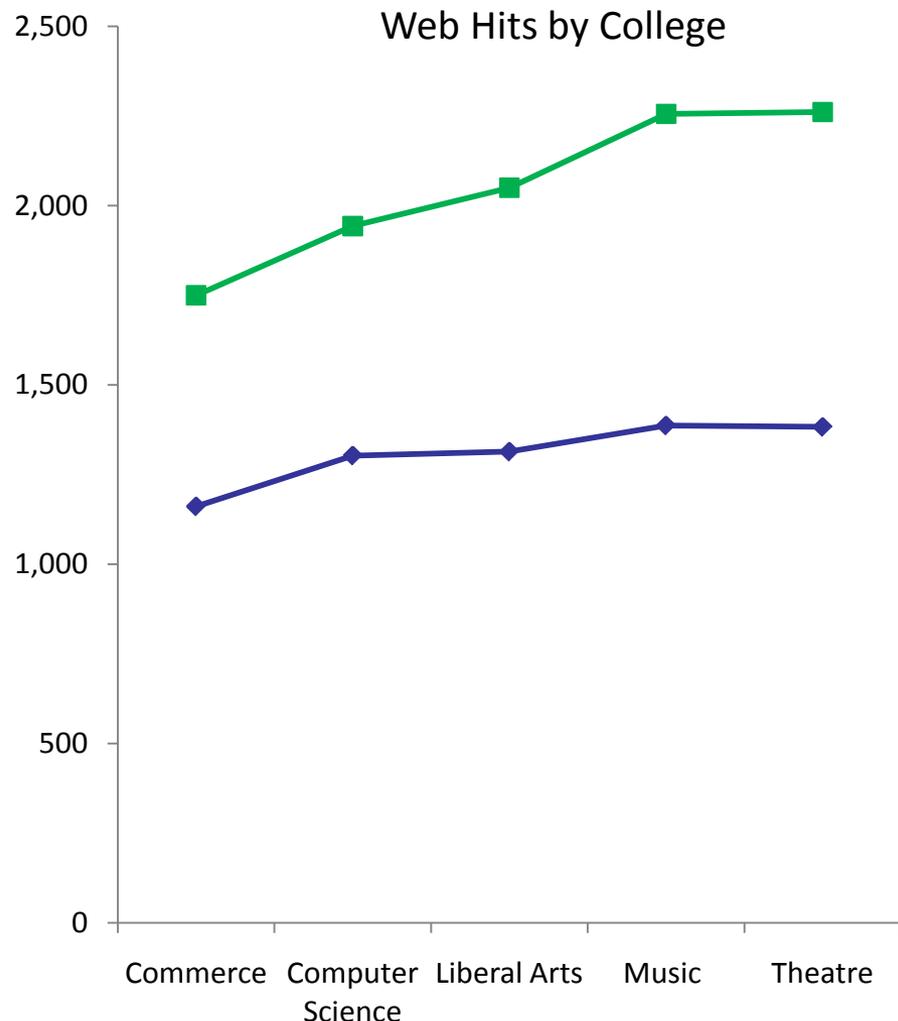
Line charts show trends and interactions



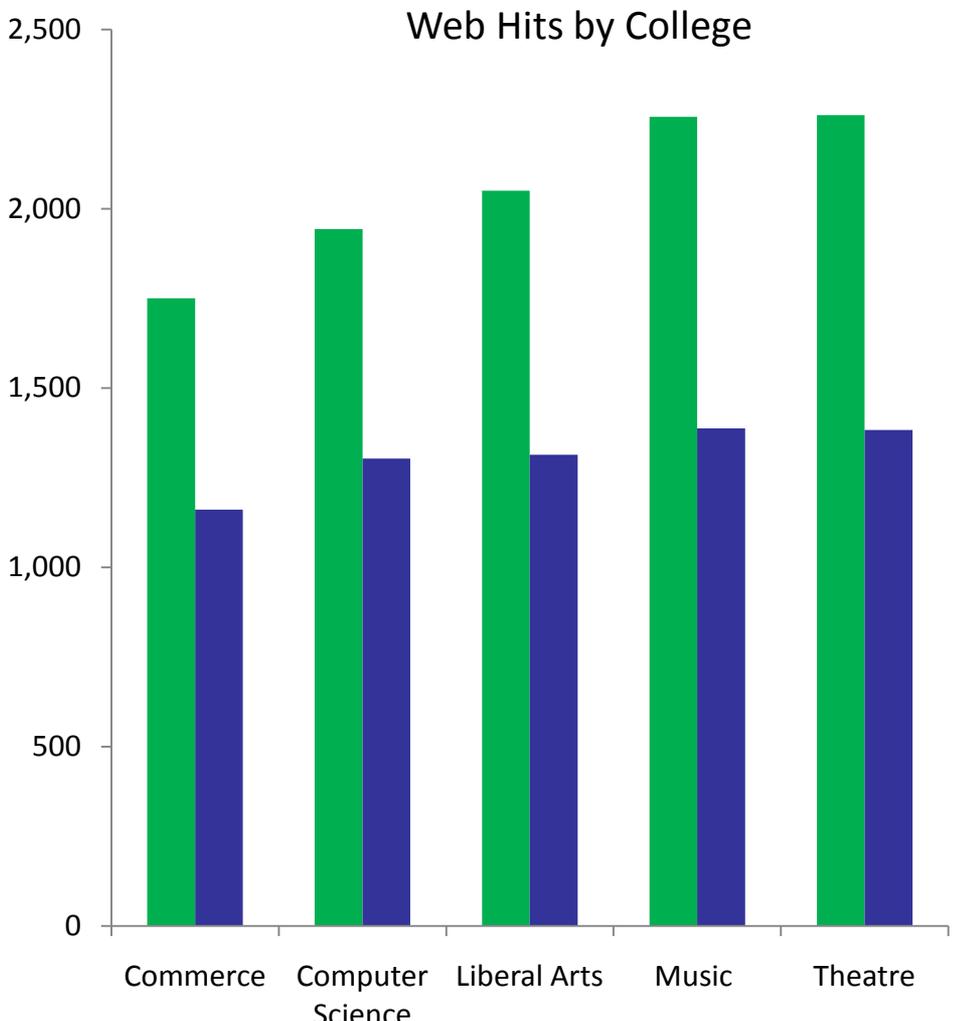


Use bar graphs when the scale is not continuous

[Don't]



[Do]

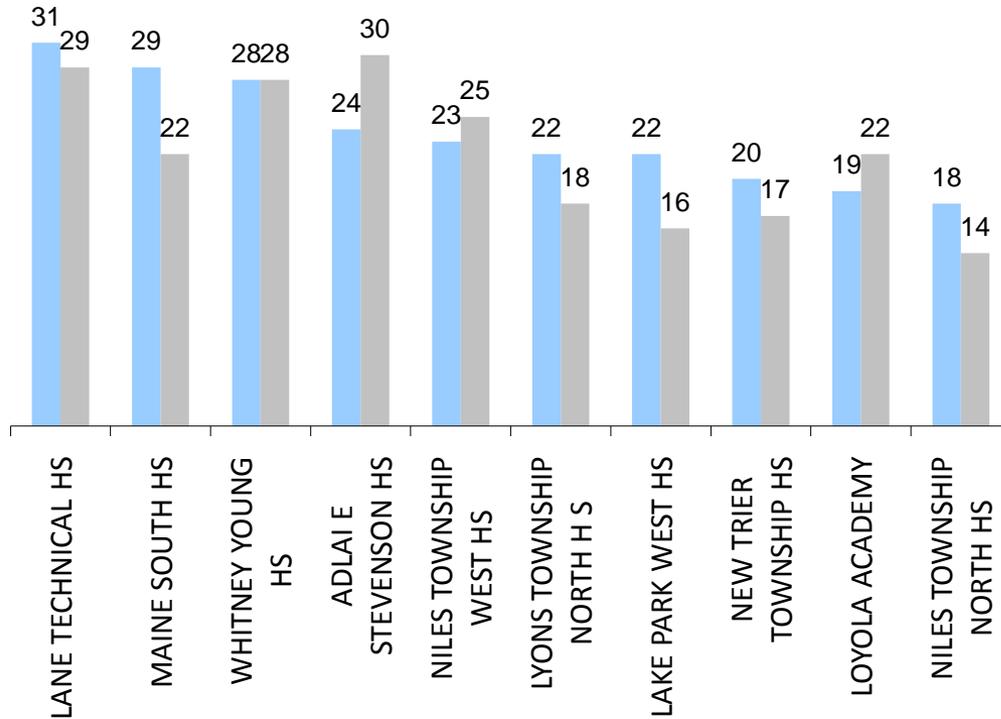


Horizontal bar charts work best for long labels

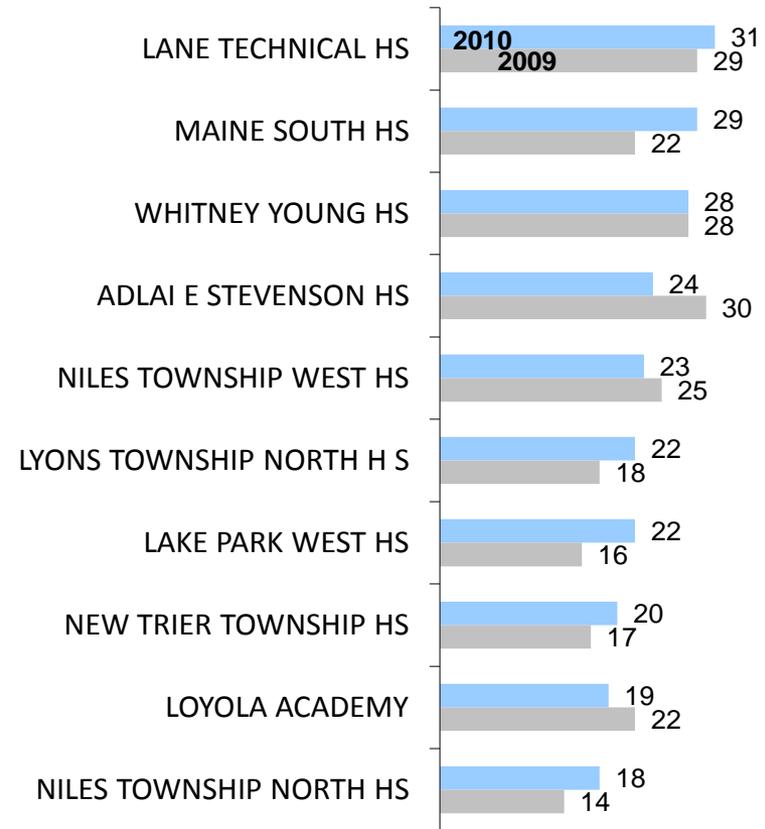
[Don't]

[Do]

Freshman HS Feeders by Enrollment
2009 & 2010



Freshman HS Feeders by Enrollment
2009 & 2010

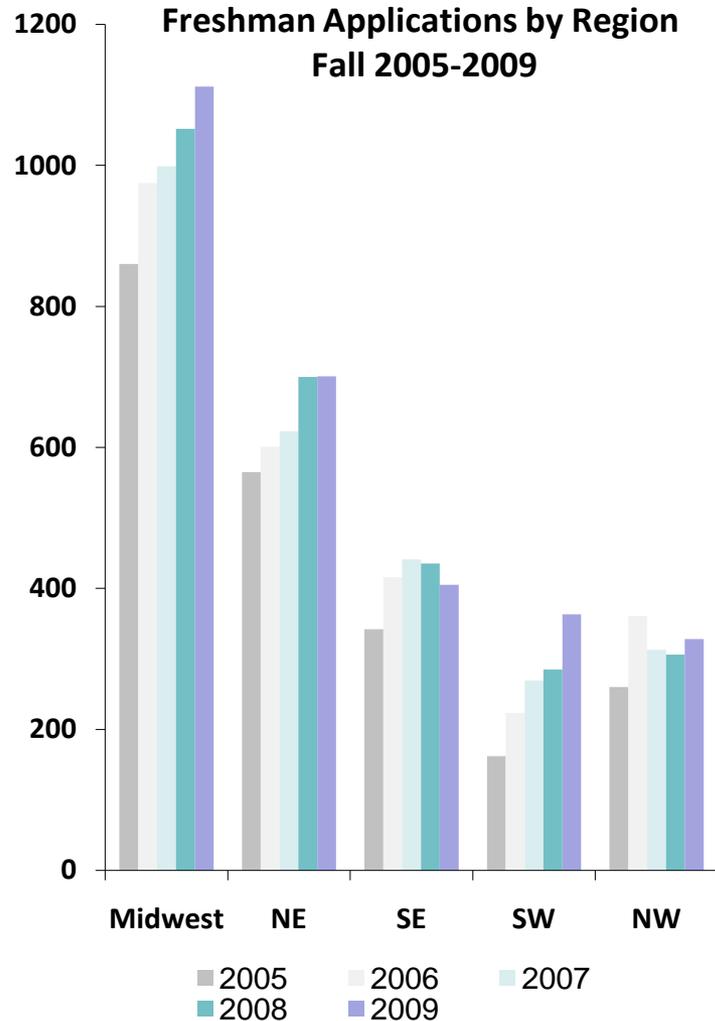


Tables are good for showing specific values

Freshmen												
	Apps			Admits			Deposits			Enrollments		
College	2006	2007	% Chg	2006	2007	% Chg	2006	2007	% Chg	2006	2007	% Chg
Commerce	2,509	2,922	16%	1,923	2,066	7%	864	867	0%	793	756	-5%
Music	498	605	21%	407	486	19%	153	170	10%	127	150	18%
CTI	598	693	16%	419	397	-5%	210	178	-15%	198	158	-20%
Education	703	894	27%	480	532	11%	162	175	8%	135	148	10%
LA&S	4,983	5,975	20%	3,753	4,101	9%	1,313	1,362	4%	1,133	1,156	2%
TOTAL	9,291	11,089	19%	6,982	7,582	8%	2,702	2,752	2%	2,386	2,368	-1%

Maps clearly visualize regions or territories

[Don't]



[Do]



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Do the pre-work for the audience

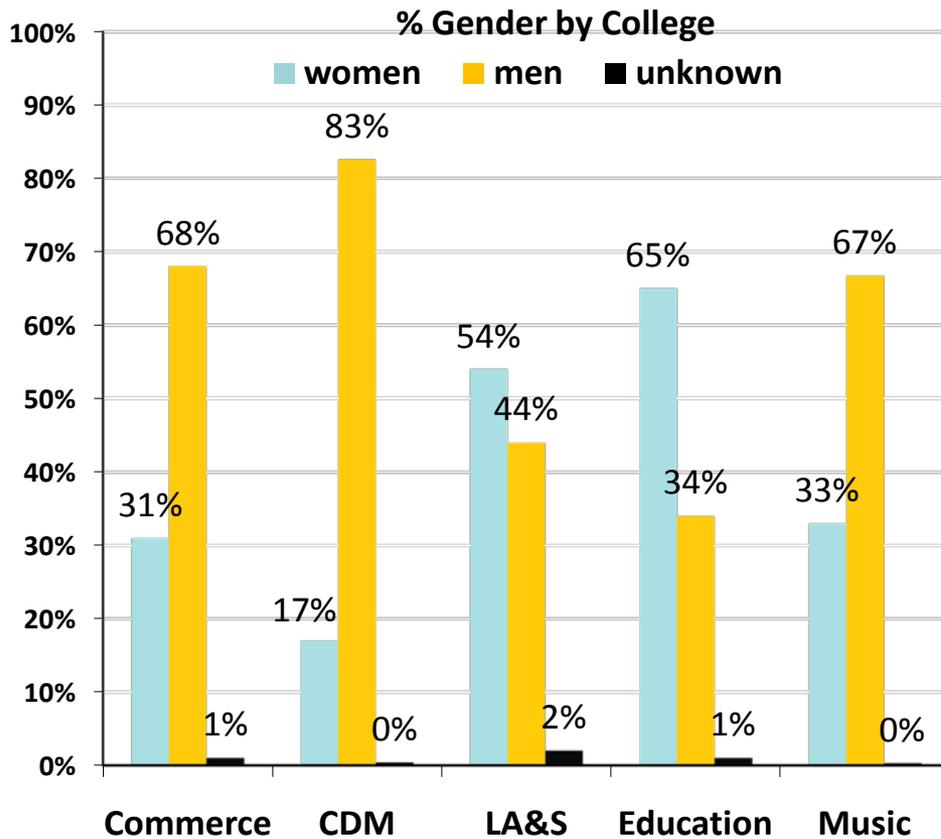
- Focus only on the main points
- Organize slides to support main points
- Use only relevant information on slides



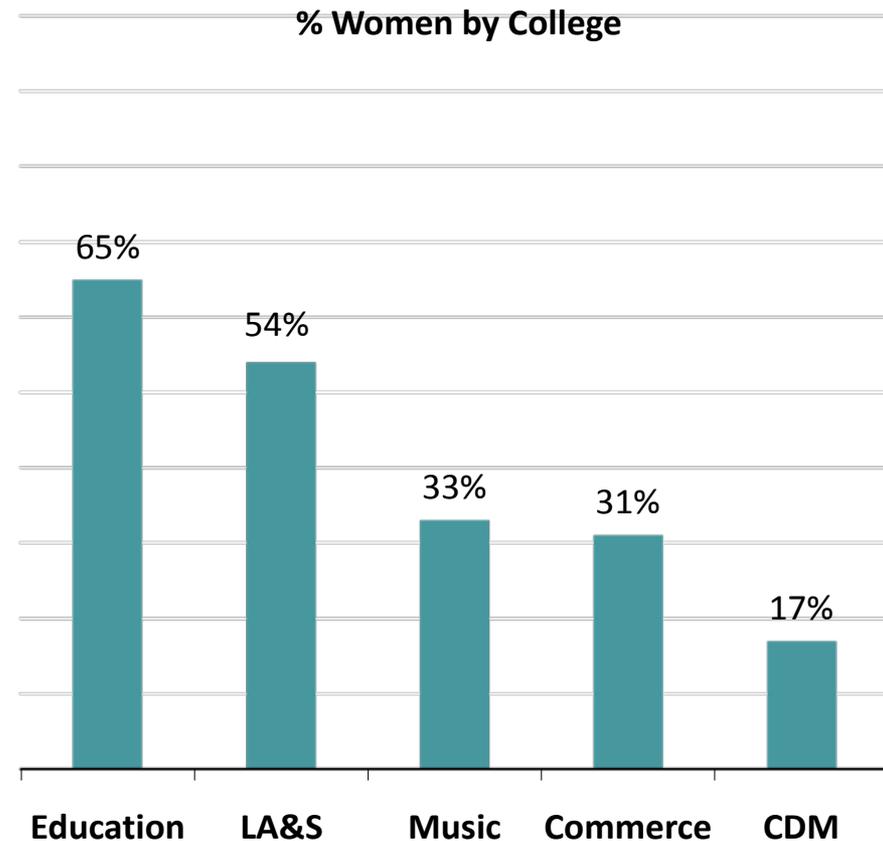
Remove irrelevant information

Which college has the highest proportion of women?

[Don't]



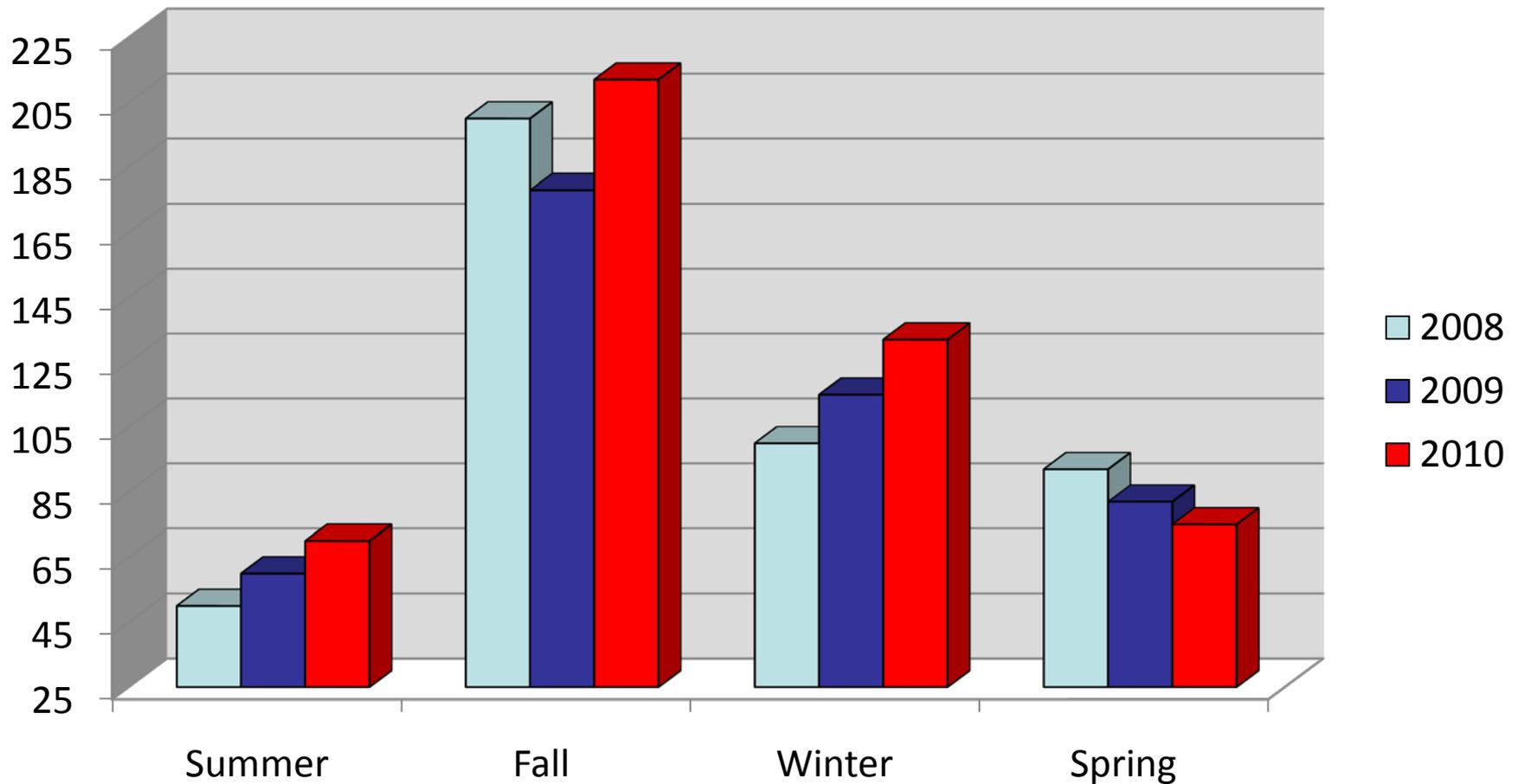
[Do]



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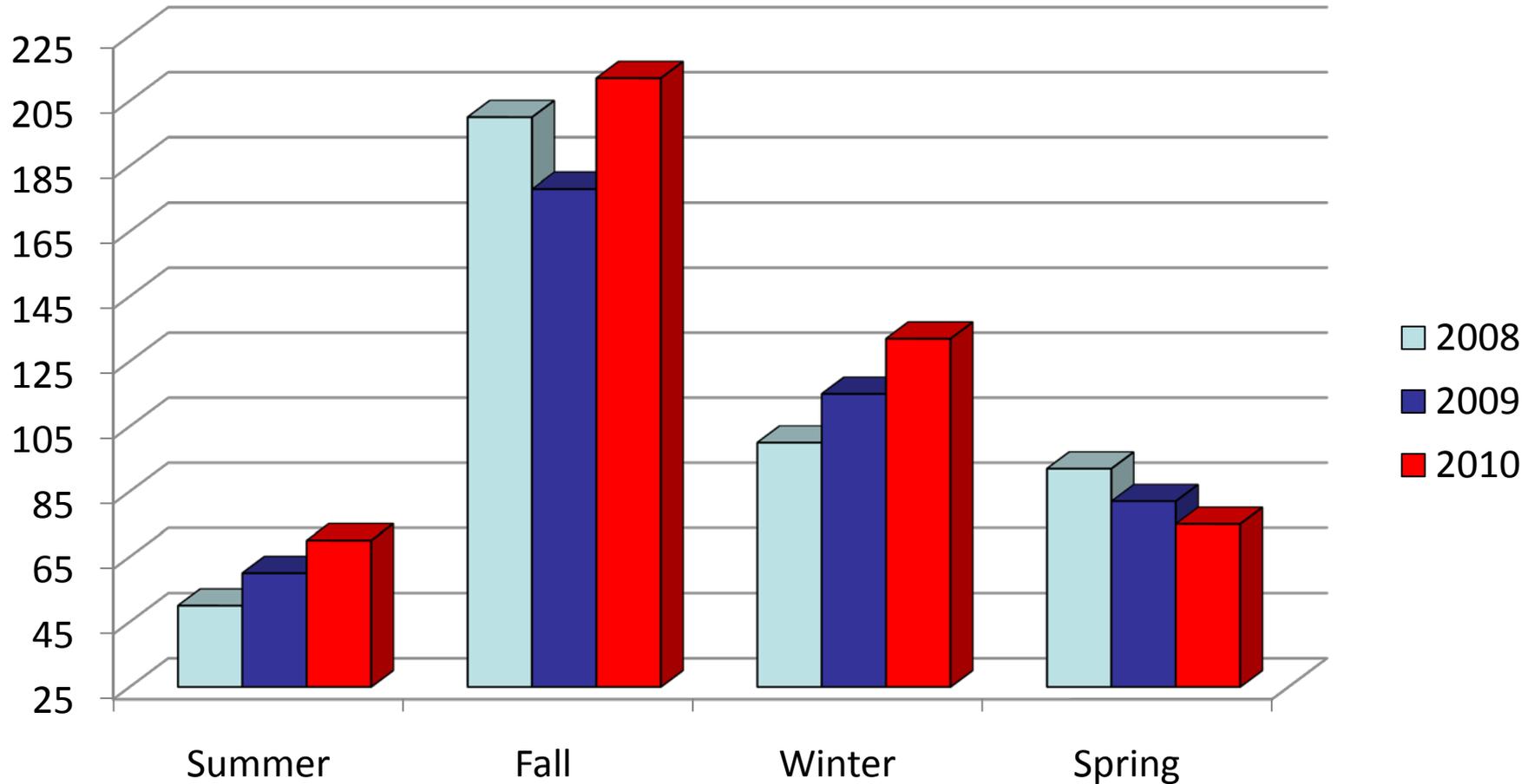
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Typical default chart in PowerPoint

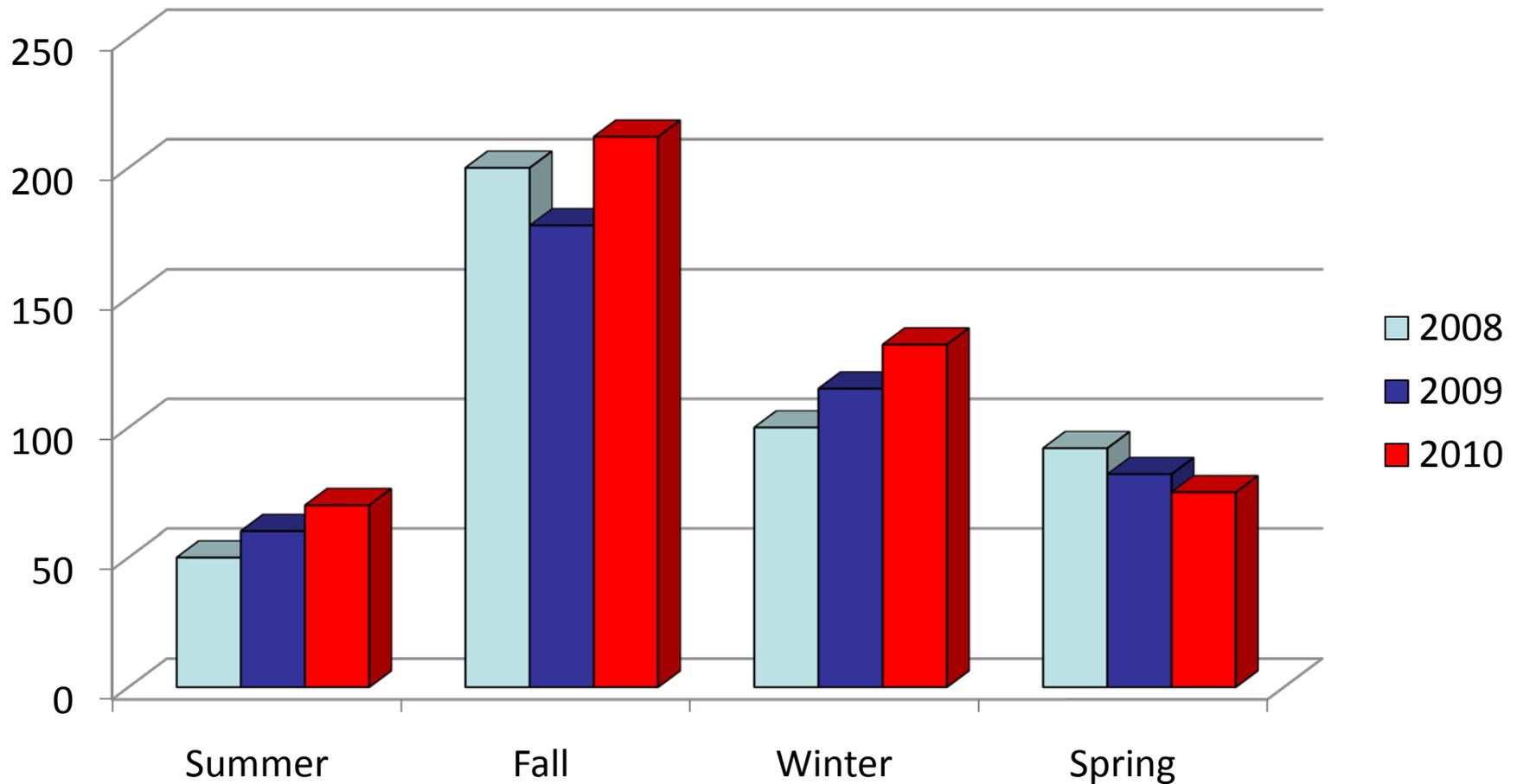




Change background to white

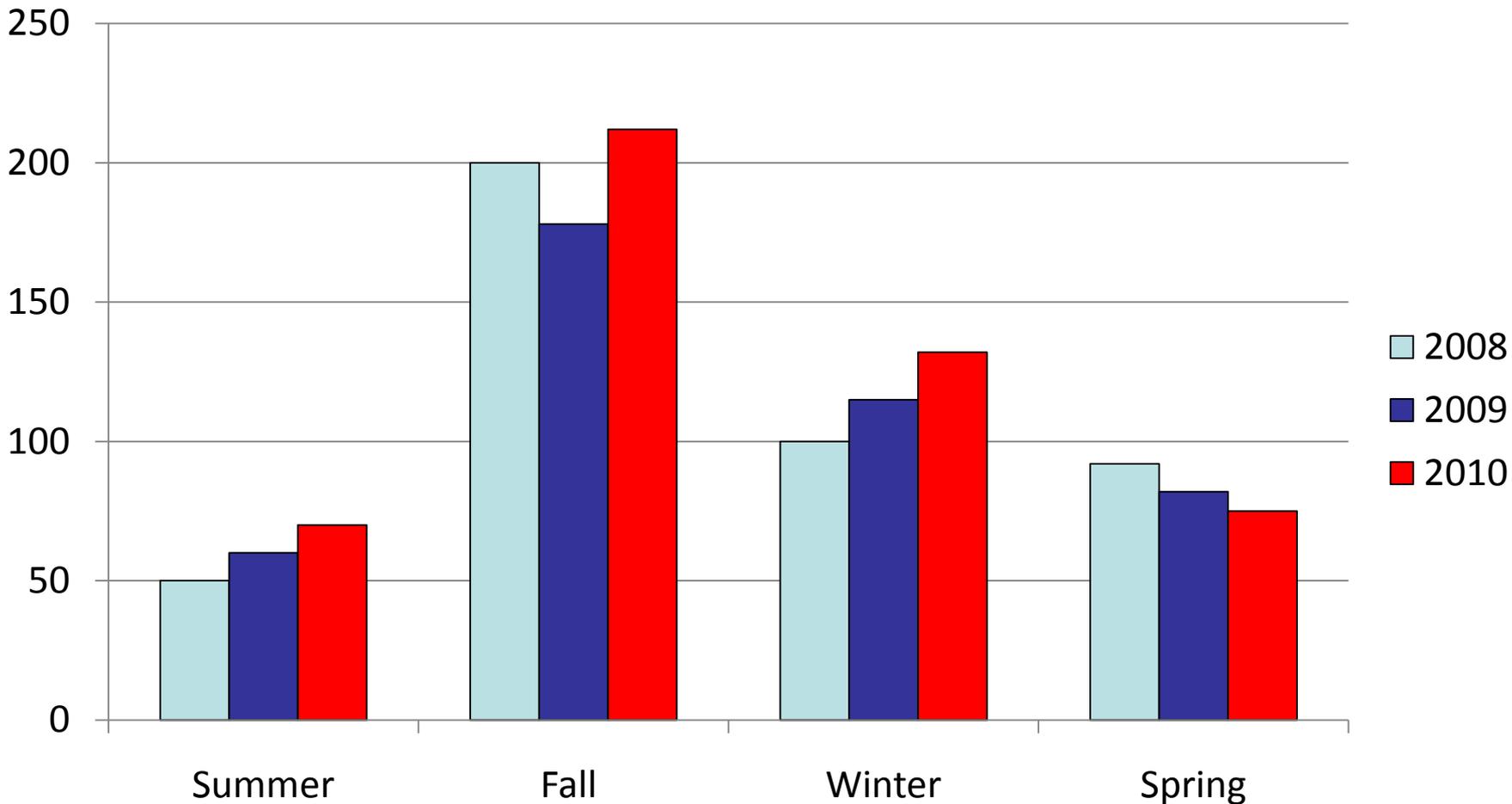


Set vertical axis to zero

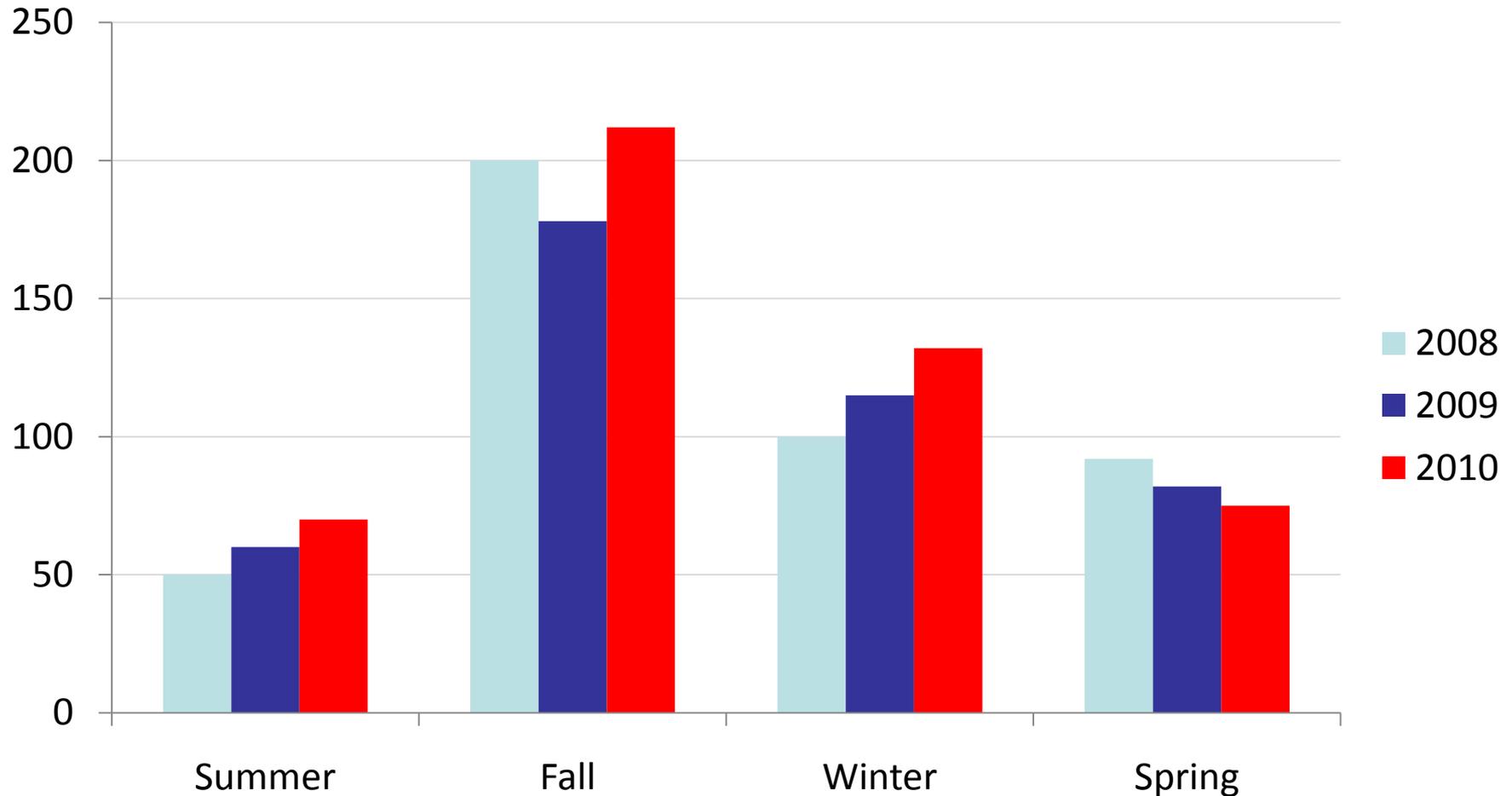




Remove 3-D



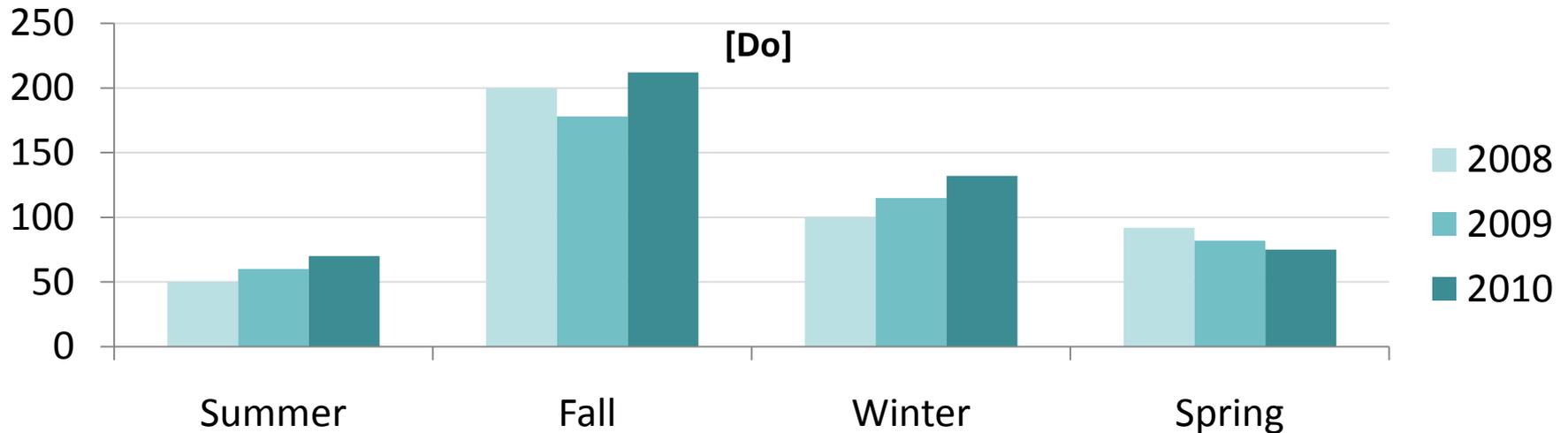
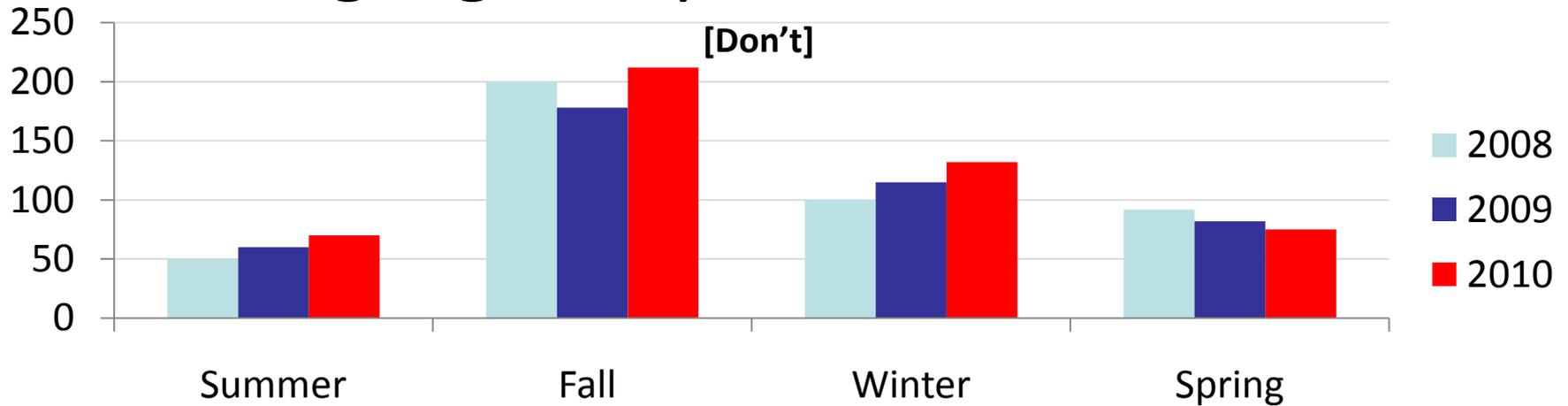
Tone down background gridlines and remove lines around bars



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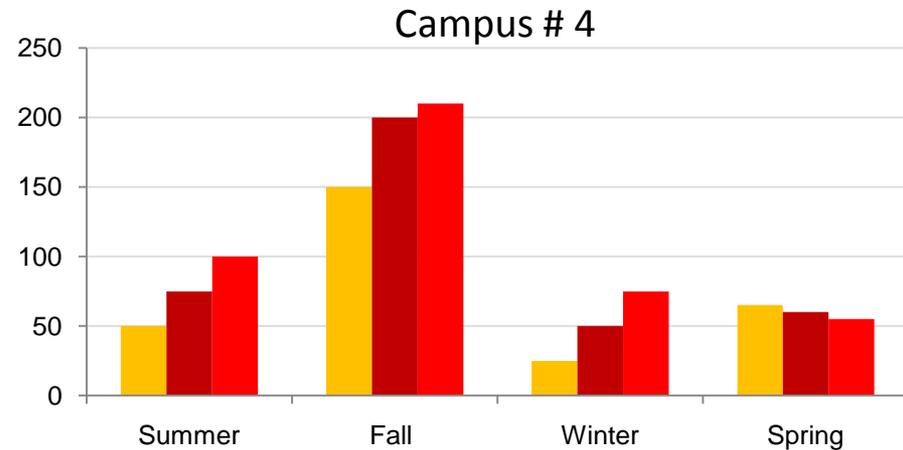
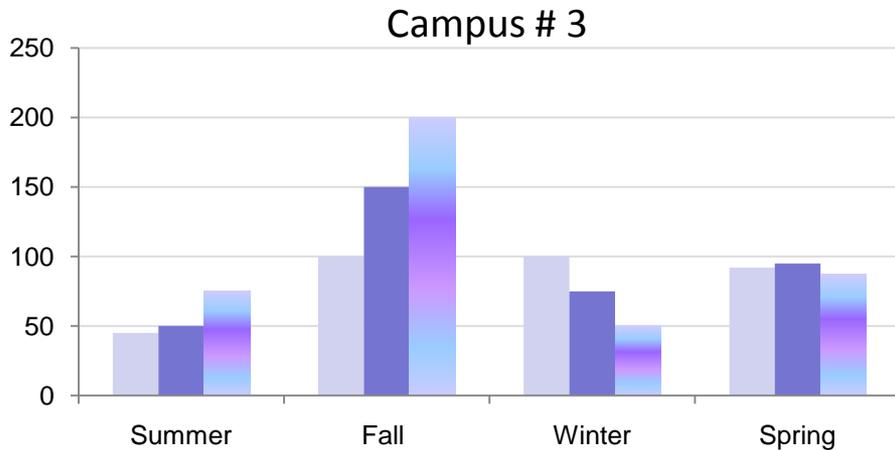
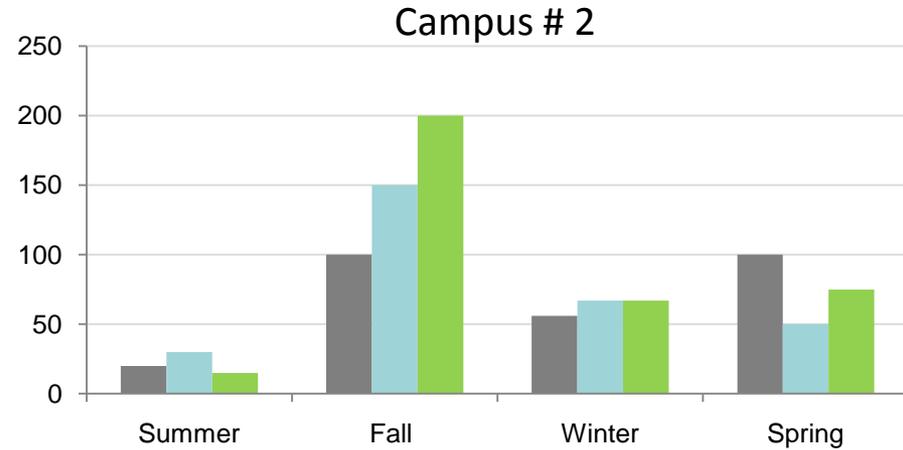
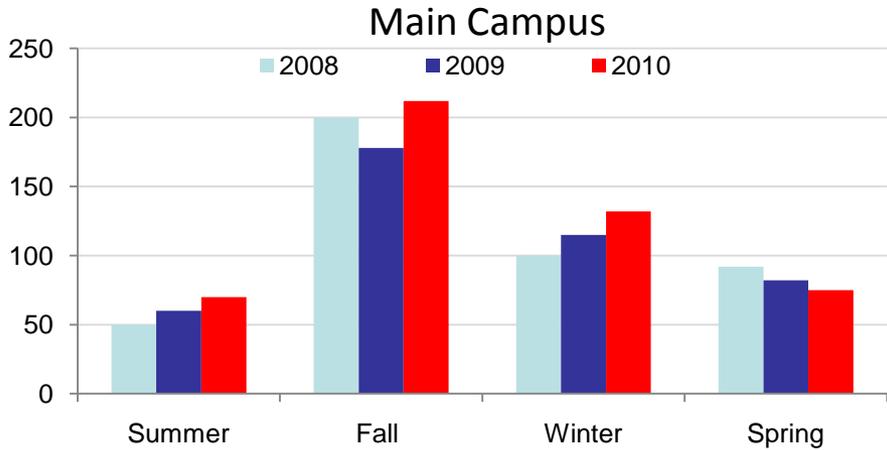
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Select one color and use darker hue to highlight important information

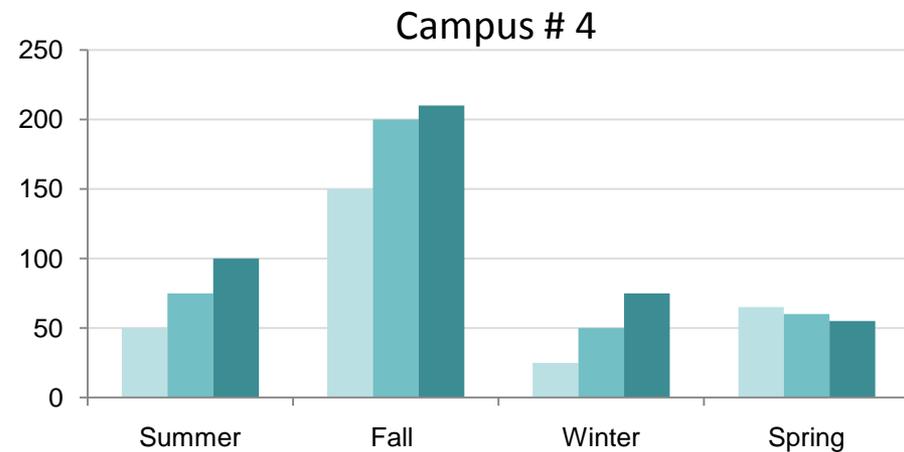
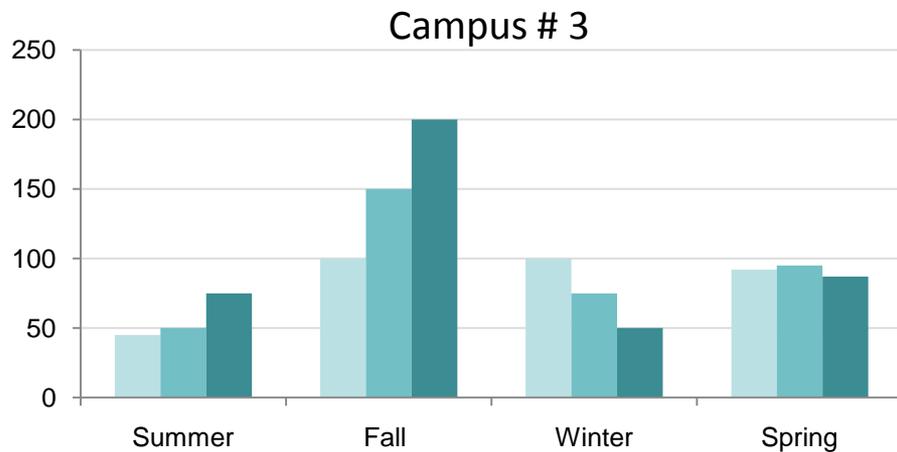
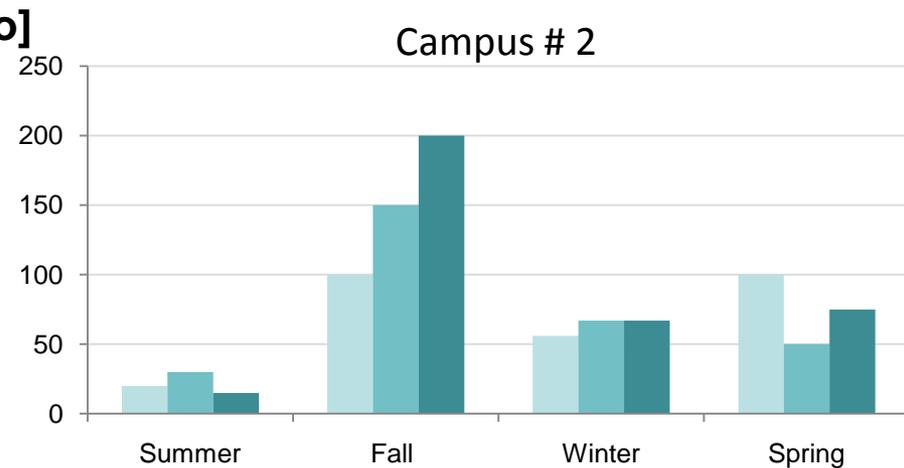
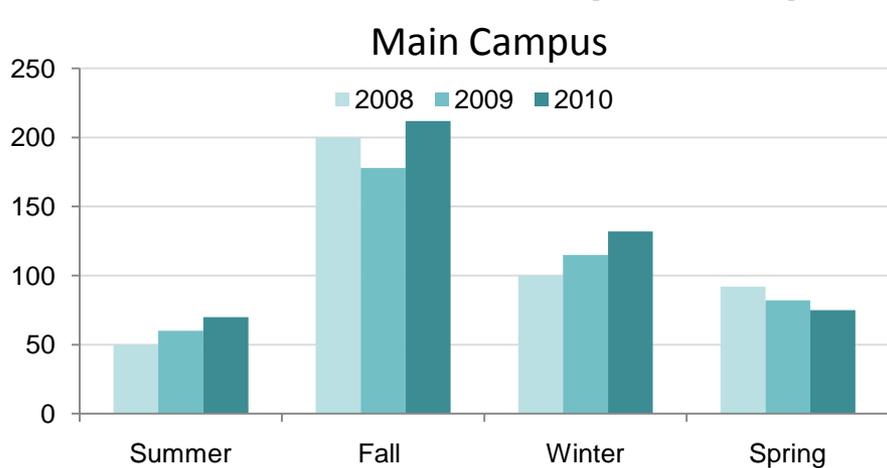


Different color schemes are distracting

[Don't]



Use the same color scheme throughout your presentation



Be careful not to mix colors with their standard associations.

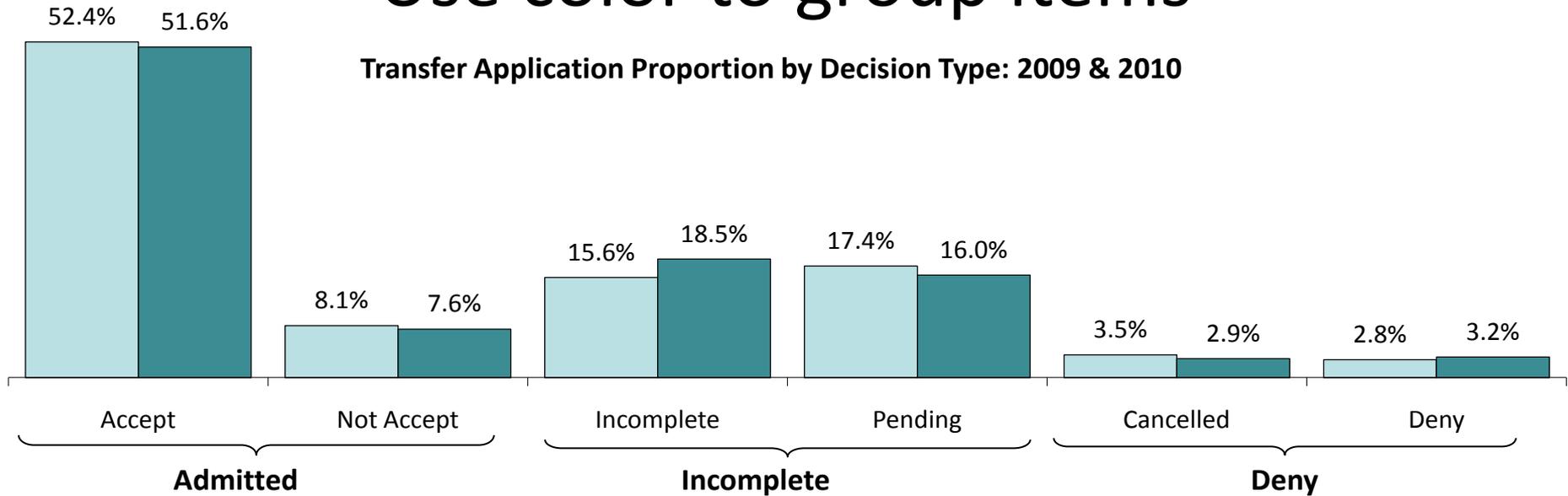
YELLOW	BLUE	ORANGE
BLACK	RED	GREEN
PURPLE	YELLOW	RED
ORANGE	GREEN	BLACK
BLUE	RED	PURPLE
GREEN	BLUE	ORANGE



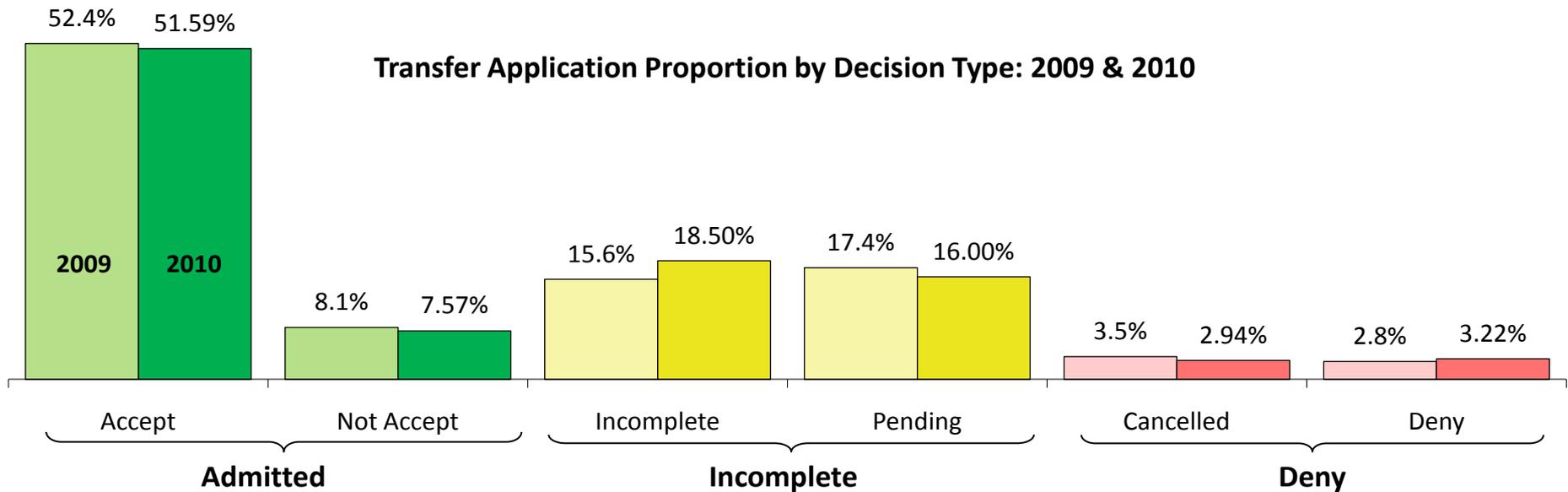
Increase 25%

Use color to group items

Transfer Application Proportion by Decision Type: 2009 & 2010



Transfer Application Proportion by Decision Type: 2009 & 2010

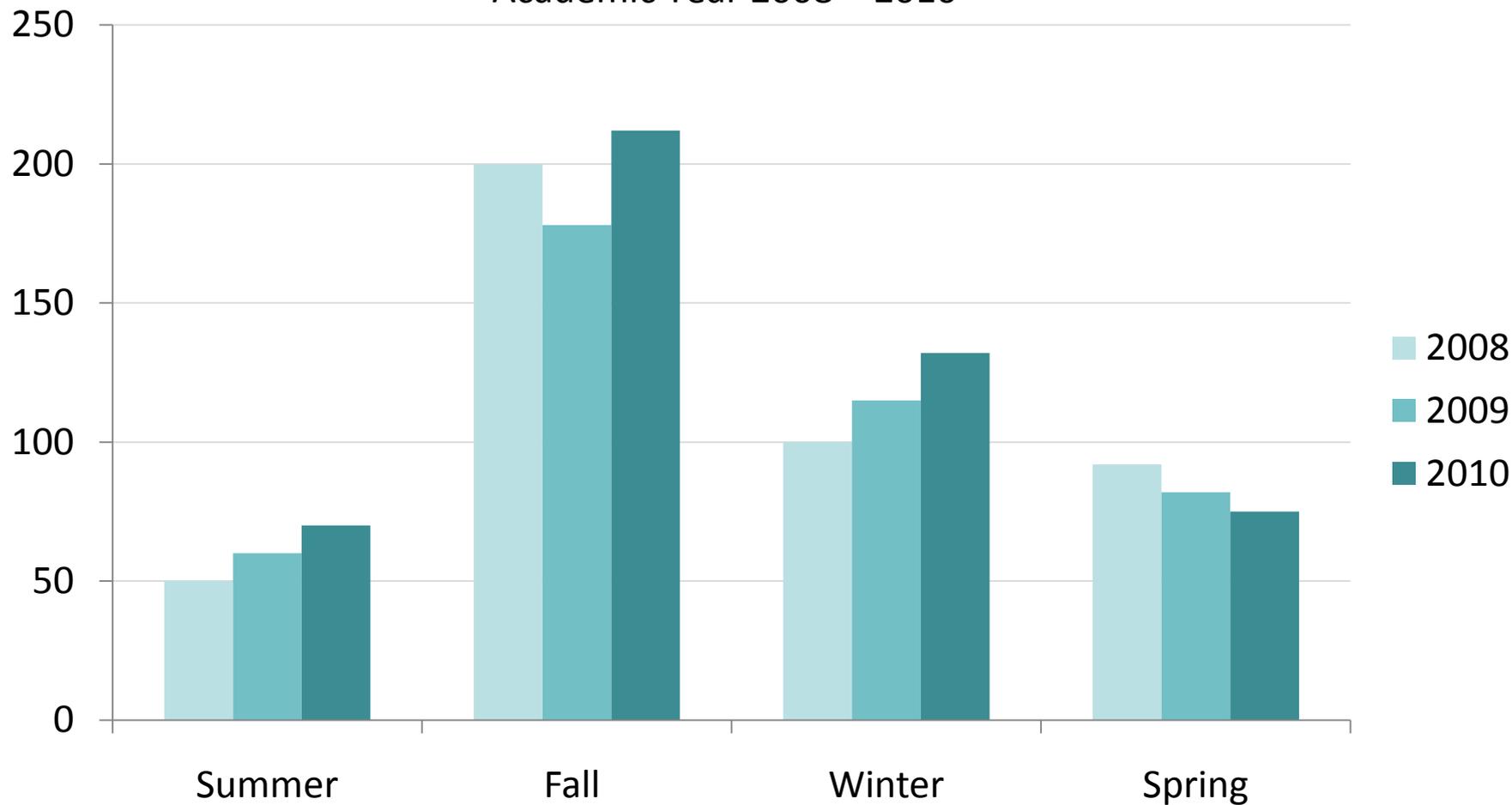


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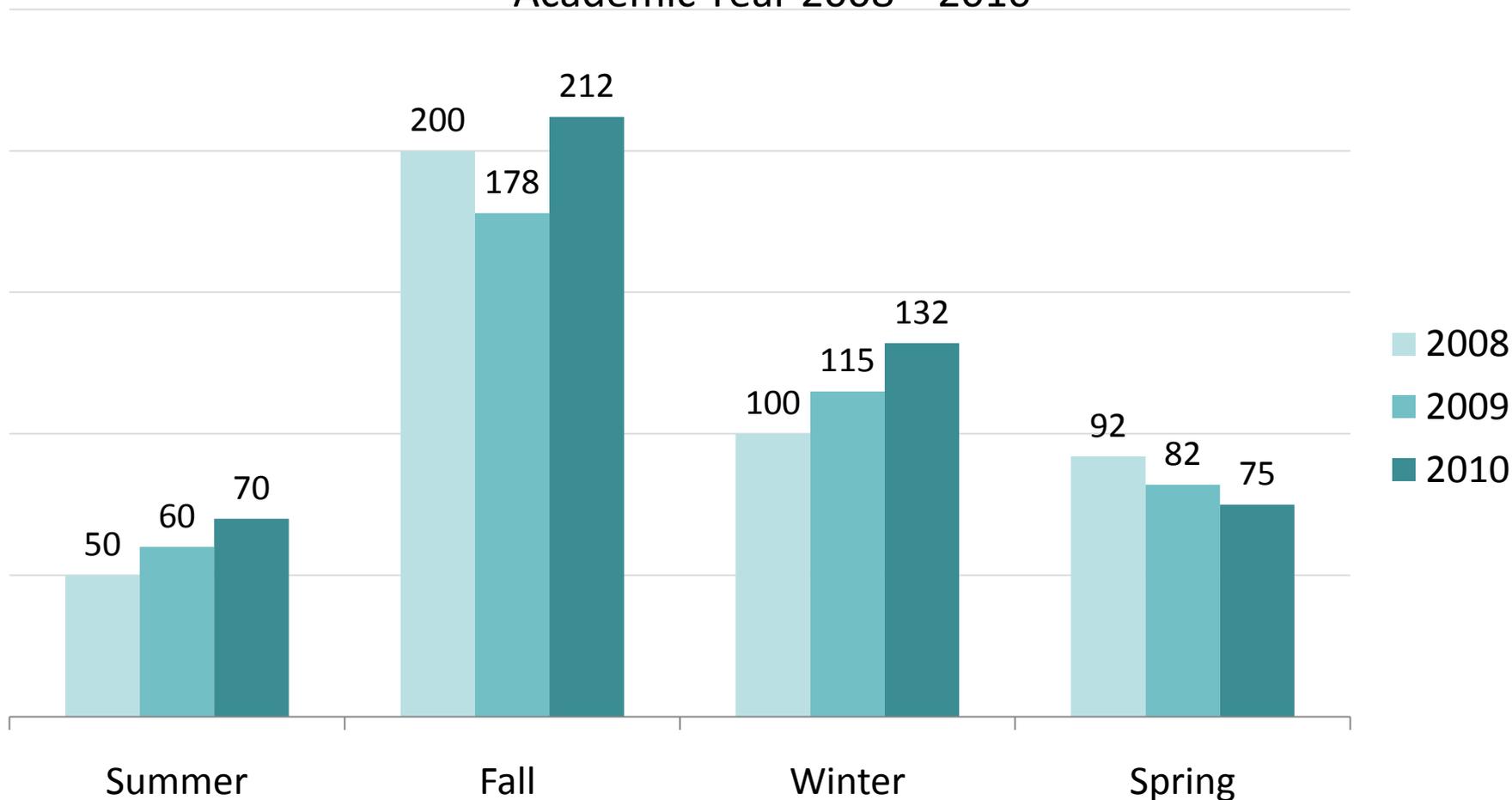
What does this chart show?

DePaul Undergraduate Hispanic Enrollment by Year
Academic Year 2008 – 2010



Include clear and legible data labels

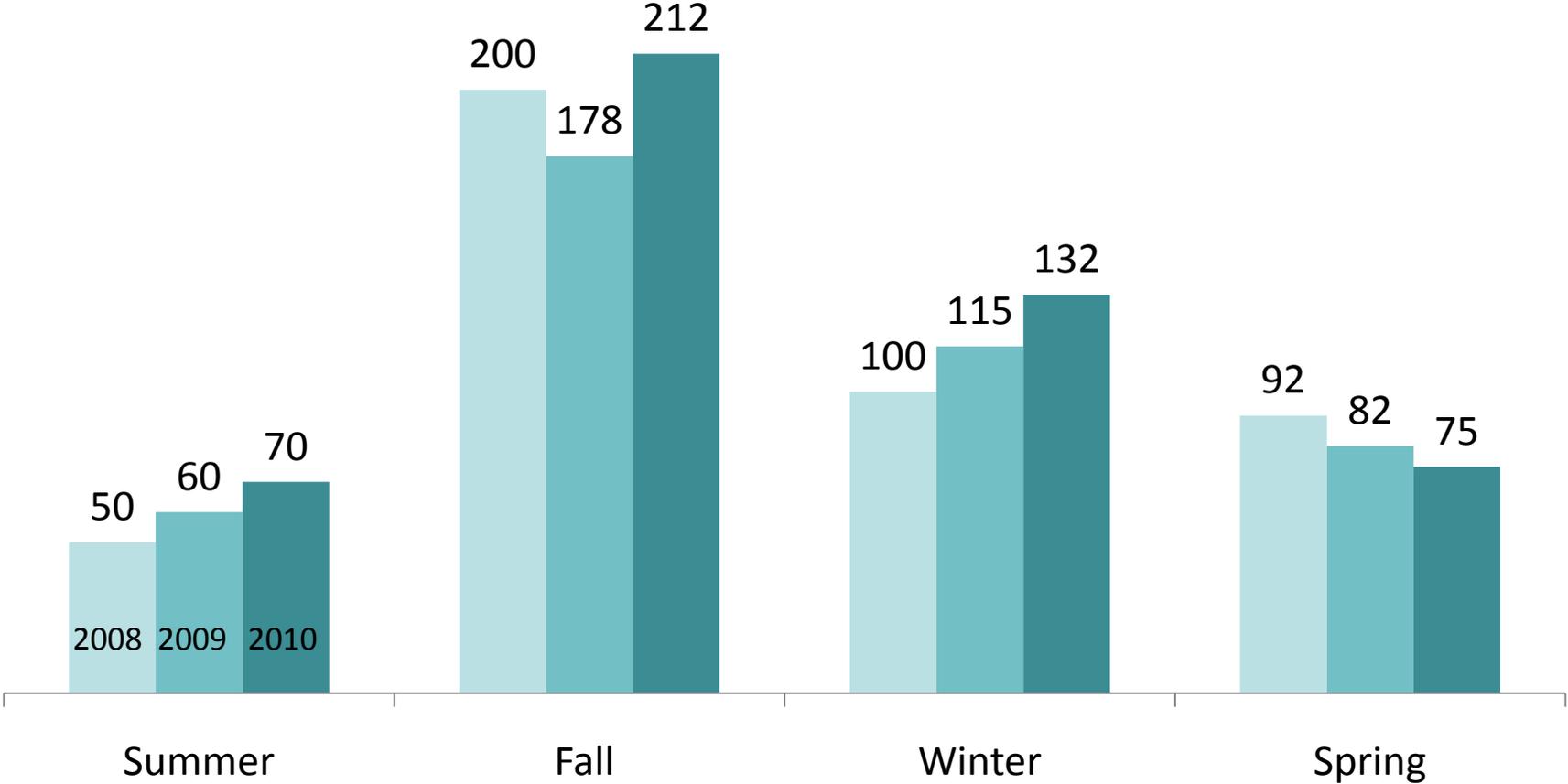
DePaul Undergraduate Hispanic Enrollment by Year
Academic Year 2008 – 2010





Put the legend as close to the data as possible

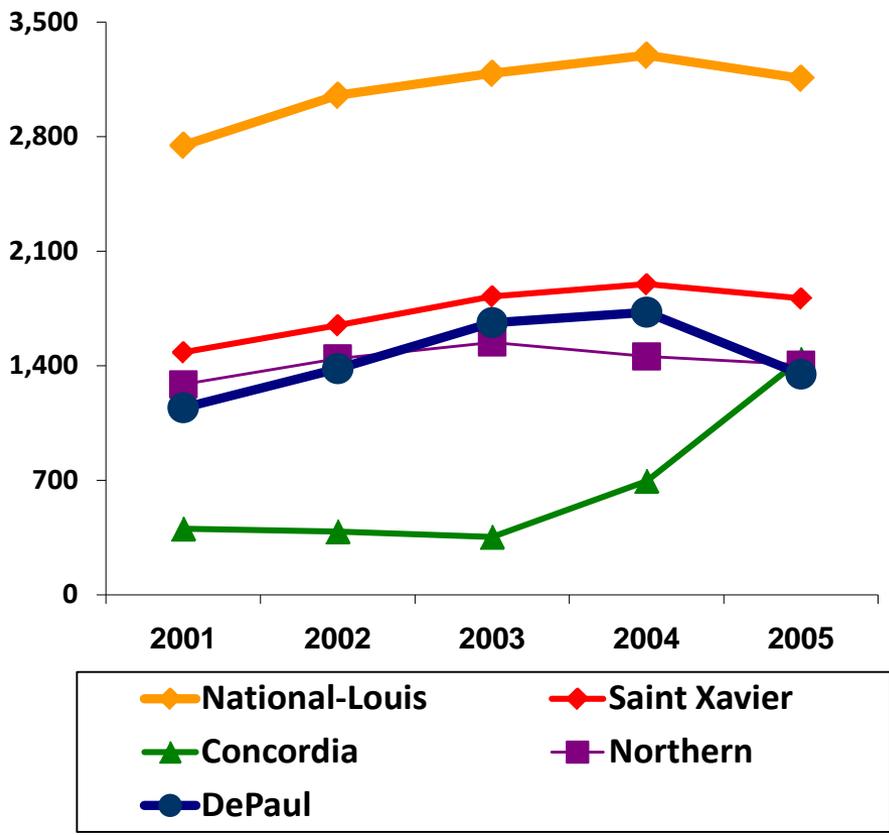
DePaul Undergraduate Hispanic Enrollment by Year
Academic Year 2008 – 2010



Place labels directly next to the lines.

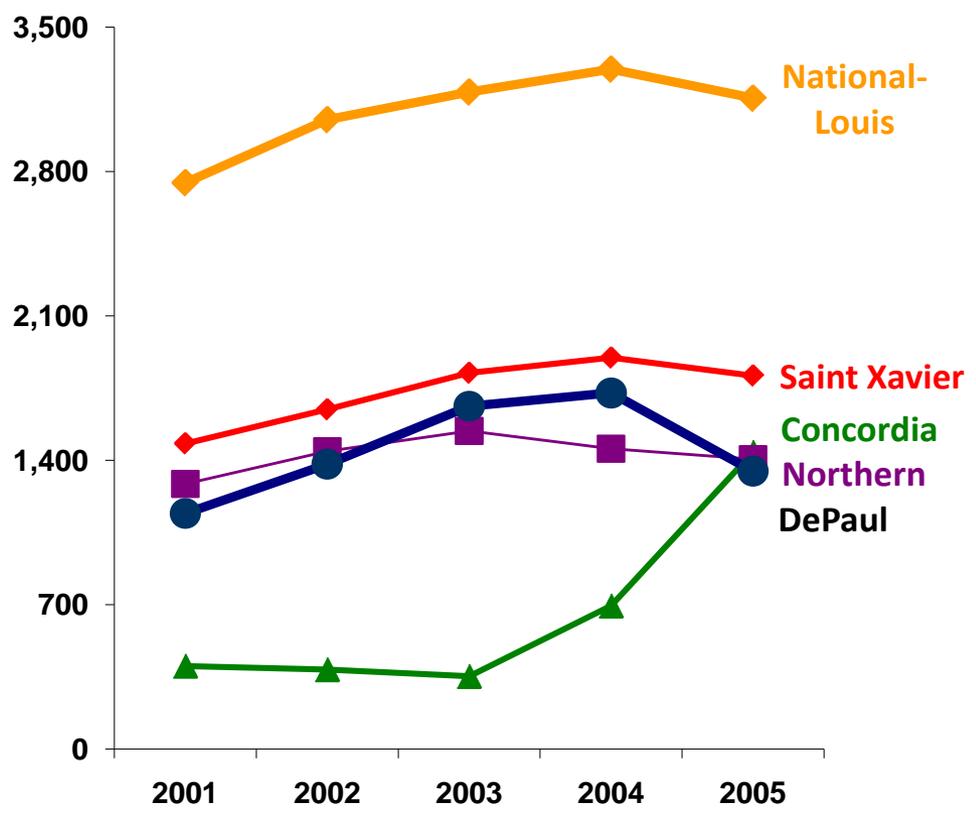
[Don't]

Top 5 IL Master's Institutions
Based on Education Enrollment in 2005



[Do]

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Based on Education Enrollment in 2005



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Guidelines for fonts

- DON'T USE ALL UPPERCASE *or all italics* **or all bold**
- Only change color for **emphasis** or to **group words together**
- Underlined text can be hard to read
- *Don't use fancy fonts*
- Make sure font is large enough to read easily

Guidelines for fonts

Use either serif or sans serif fonts, but use consistently

Bell MT
Bodoni
Courier New
Garamond
Georgia
Goudy Old Style

Arial
Century Gothic
Franklin Gothic
Gill Sans
Lucida Sans
Tahoma
Trebuchet
Verdana

Don't use busy
backgrounds!

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Scan down

Freshmen												
	Apps			Admits			Deposits			Enrollments		
College	2006	2007	% Chg	2006	2007	% Chg	2006	2007	% Chg	2006	2007	% Chg
Commerce	2,509	2,922	16%	1,923	2,066	7%	864	867	0%	793	756	-5%
Music	498	605	21%	407	486	19%	153	170	10%	127	150	18%
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Education	703	894	27%	480	532	11%	162	175	8%	135	148	10%
LA&S	4,983	5,975	20%	3,753	4,101	9%	1,313	1,362	4%	1,133	1,156	2%
Total	9,291	11,089	19%	6,982	7,582	9%	2,702	2,752	2%	2,386	2,368	-1%

Scan across

Freshmen												
	Apps			Admits			Deposits			Enrollments		
College	2006	2007	% Chg	2006	2007	% Chg	2006	2007	% Chg	2006	2007	% Chg
Commerce	2,509	2,922	16%	1,923	2,066	7%	864	867	0%	793	756	-5%
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Total	9,291	11,089	19%	6,982	7,582	9%	2,702	2,752	2%	2,386	2,368	-1%

Align headers and limit color

[Don't]

2009 Spring Quarter: All Students

Headcounts

College	Career	2009 YTD (3/6/2009)	2008 YTD (3/6/2008)	1-Year Comparison #	2008 FINAL (4/28/2008)	2008 % of Final	2008 Budget	2008 YTD % of Budget	2009 Budget	2009 YTD % of Budget
Commerce	UGRD	4,000	3,900	100	4,000	100.00%	4,100	97.56%	4,200	92.86%
KGSB	GRAD	2,000	1,800	200	2,000	100.00%	2,000	100.00%	2,200	81.82%
	All	6,000	5,700	300	6,000	100.00%	6,100	98.36%	6,400	93.00%
Communic	UGRD	900	1000	-100	1,000	90.00%	1,000	90.00%	1000	100.00%
	GRAD	150	200	-50	250	60.00%	200	75.00%	200	100.00%
	All	1,050	1,200	-150	1,250	84.00%	1,200	87.50%	1200	100.00%
CDM	UGRD	50	100	-50	150	33.33%	100	50.00%	100	100.00%
	GRAD	1,500	1,000	500	1,500	100.00%	2,000	75.00%	1,800	55.56%
	All	1,550	1,100	450	1,650	93.94%	2,100	73.81%	1,900	57.88%

[Do]

Year-to-Date/Budgeted Headcount - All Students
 Final Spring 2011 Enrollment Update Report
 March 6, 2009



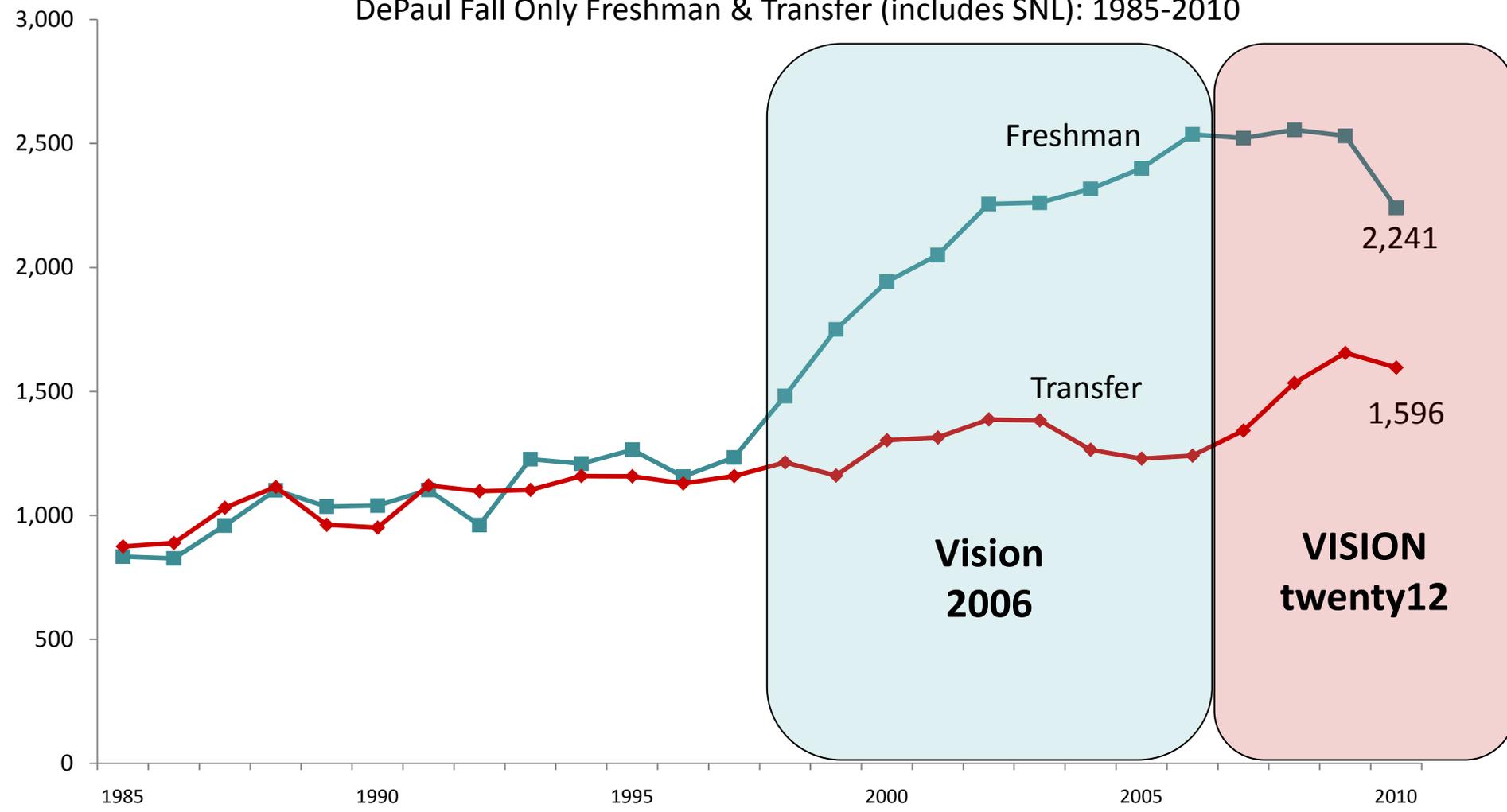
		Headcount								Revenue					
		2008 (3/6/2008)	2009 (3/6/2009)	2008-2009 Chg # %		2008 Final (4/17/2010) % of Final		2008 Budget	2008 % of Budget	2009 Budget	2009 % of Budget	2009 Budget	2009 (3/6/2009)	% from Budget	% of Univ Total
Commerce	ugrd	3,900	4,000	100	2.6%	4,000	97.5%	4,100	95.1%	4,200	95.2%	\$3,000,000	\$2,900,000	-3.3%	4.1%
	grad	1,800	2,000	200	11.1%	2,000	90.0%	2,000	90.0%	2,200	90.9%	\$1,100,000	\$1,200,000	9.1%	1.7%
		5,700	6,000	300	5.3%	6,000	95.0%	6,100	93.4%	6,400	93.8%	\$48,299,142	\$46,216,270	-4.3%	65.6%
Communication	ugrd	1,000	900	-100	-10.0%	1,000	100.0%	1,000	100.0%	1,000	90.0%	\$1,000,000	\$900,000	-10.0%	1.3%
	grad	200	150	-50	-25.0%	250	80.0%	200	100.0%	200	75.0%	\$500,000	\$480,000	-4.0%	0.7%
		1,200	1,050	-150	-12.5%	1,250	96.0%	1,200	100.0%	1,200	87.5%	\$15,605,151	\$14,781,801	-5.3%	21.0%
CDM	ugrd	100	50	-50	-50.0%	150	66.7%	100	100.0%	100	50.0%	\$7,000,000	\$6,700,000	-4.3%	9.5%
	grad	1,000	1,500	500	50.0%	1,500	66.7%	2,000	50.0%	1,800	83.3%	\$5,000,000	\$4,000,000	-20.0%	5.7%
		1,100	1,550	450	40.9%	1,650	66.7%	2,100	52.4%	1,900	81.6%	\$17,978,529	\$19,240,891	7.0%	27.3%

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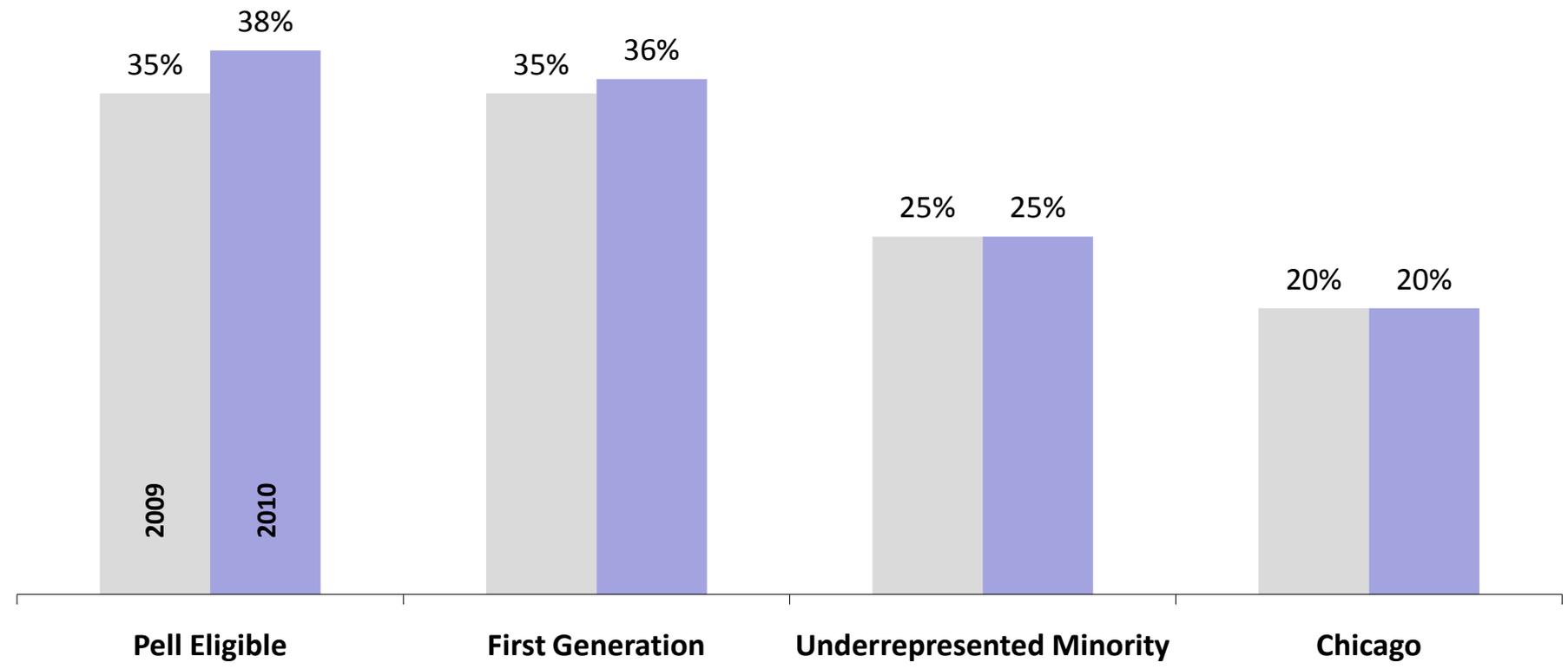
DePaul Fall Only Freshman & Transfer (includes SNL): 1985-2010





[Don't]

**Percentage of Freshman Enrollments by Mission Student Factors
Fall 2009 & Fall 2010**





[Do]

Fall 2010

Freshman Enrollments
(n=2,241)

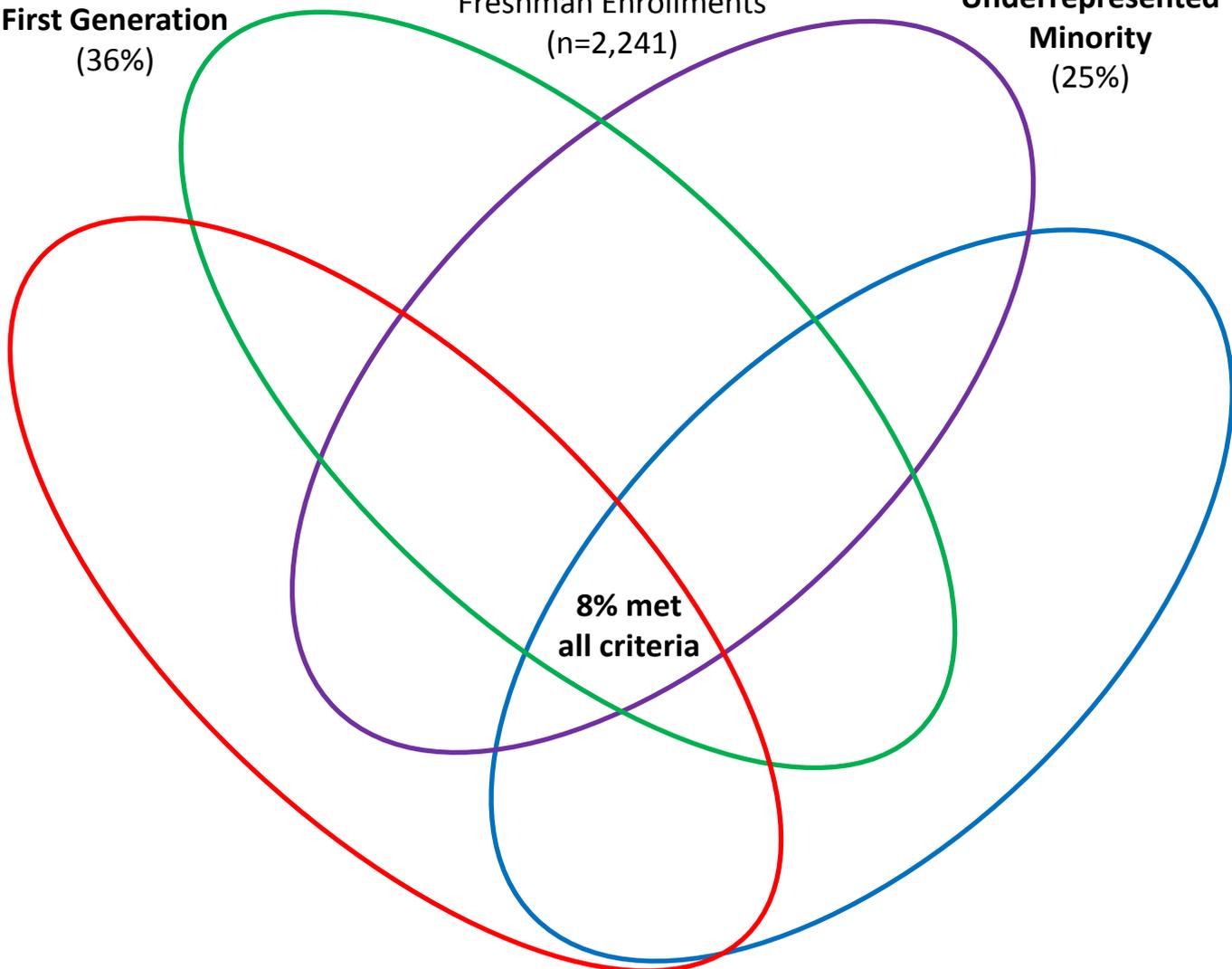
First Generation
(36%)

**Underrepresented
Minority**
(25%)

Pell
(38%)

Chicago
(20%)

**8% met
all criteria**



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What are the main takeaways?

Are the slides clear and understandable?

Does the presentation tell the story effectively?

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For more information...

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DePaul University

312-362-8618

khoran2@depaul.edu