

# Make Your IR Website Work For You (And Everyone Else...)



# Presentation Overview:

- Main Reorganization Goals
- Overview of the website
  - Homepage Pyramid
  - Market Matrixes
  - Resource Rooms
- Technology behind the site
- Questions



# Main Goal for the Website Redesign

User-functionality + IRMA living library:

We wanted to create a site that housed all of our reports and materials in a way that focused on the user, but still maintained a crucial role in our department.

# To increase user-functionality...

- Develop a navigation system (side and bottom)
- Add thumbnails to all applicable reports
- Reorganize reports into organized sections

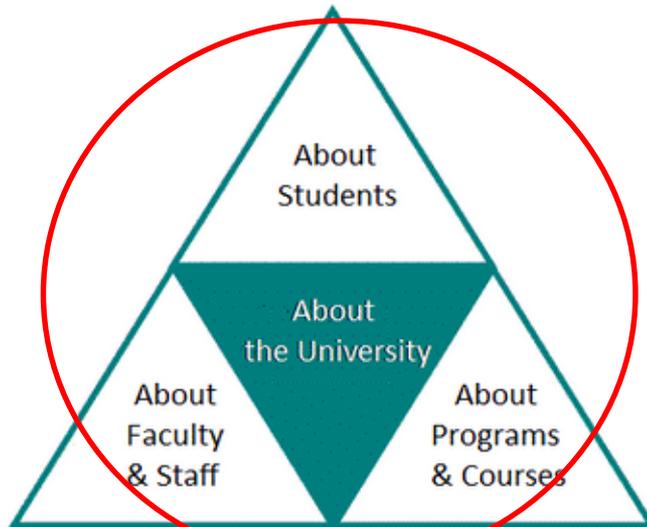
<i>New &amp; Daily Reports</i>	<i>Regular Reports</i>	<i>Fact File Plus</i>	<i>Resource Room</i>	<i>Research</i>	<i>About Us</i>
Latest Releases	Enrollment Update Reports	Fact File	Freshman Admission	Student Market Matrix	Week in Review
Enrl/Rev Model	Registration Activity Reports	Common Data Set	Transfer Admission	Programs & Courses	Vision & Principles
Admission Summary	Hurricane Charts	Market Shares & IR	Graduate Admission	Faculty & Staff	TED Talks
Analysis Browser	Interactive Reports Library	Abstracts	EM&M Senior Staff		Enrollment Management and Marketing
	New Program Reports	Enrollment Summary	Student Surveys		
	Non-Enrolled Reports (CL)	Books	Data Management		
	Budget-to-Actual Reports	Brown Bag Presentations			
	High School Report Cards	Guidebooks & Publications			
	Community College Report Cards	HEOA			
		Conference Presentations			

# HOMEPAGE

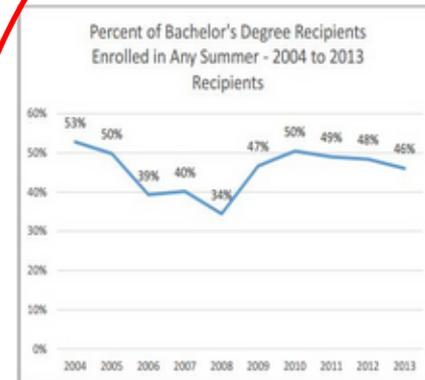
## Institutional Research & Market Analytics

Institutional Research & Market Analytics (IRMA) activities include institutional benchmarking, market research, studies of academic progress and outcomes, university admission and enrollment reporting and data management. Our mission is to frame and inform the institutional strategic dialogue in active partnership with colleagues, building a culture of evidence to support planning and management, as agents of change at DePaul and in higher education generally.

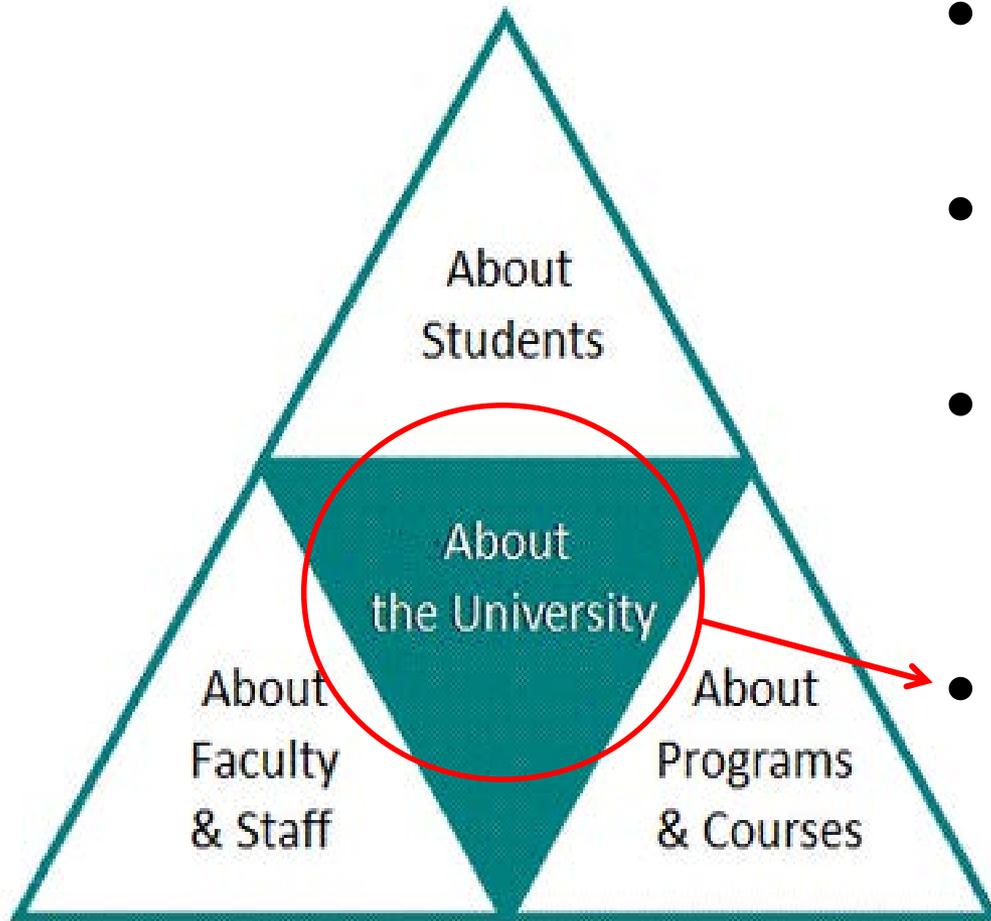
Click on the pyramid below to access IRMA's research and analysis.



## From Recent Research



# Homepage Pyramid



- About Students:  
Student Market Matrix
- About Faculty & Staff:  
Faculty & Staff Matrix
- About Programs &  
Courses: Programs &  
Courses Matrix
- About the University:  
Public Resources



# About the University: Public vs. Private Users

## Public Resources

### Enrollment Summary Book

This annual Enrollment Management and Marketing publication summarizes trends in DePaul's enrollment profile.

### DePaul Fact File

Dating back to the early 1980's, the Fact File provides standardized data on students, faculty and staff and the university to help frame and inform the institutional strategic dialogue and build a culture of evidence in support of planning and management.

### Common Data Set

The Common Data Set (CDS) provides university data in a standard format, making comparisons across institutions easier and serving as a foundation for external data requests. The CDS includes information about academic offerings, student life, annual expenses, financial aid, class size, faculty/student ratio and degrees conferred.

### Market Shares and IR Abstracts

These topical one-page summaries provide analyses of DePaul University's market prominence, position and performance (*Market Share*) and insights from institutional research (*IR Abstract*).

### Higher Education Opportunity Act (HEOA)

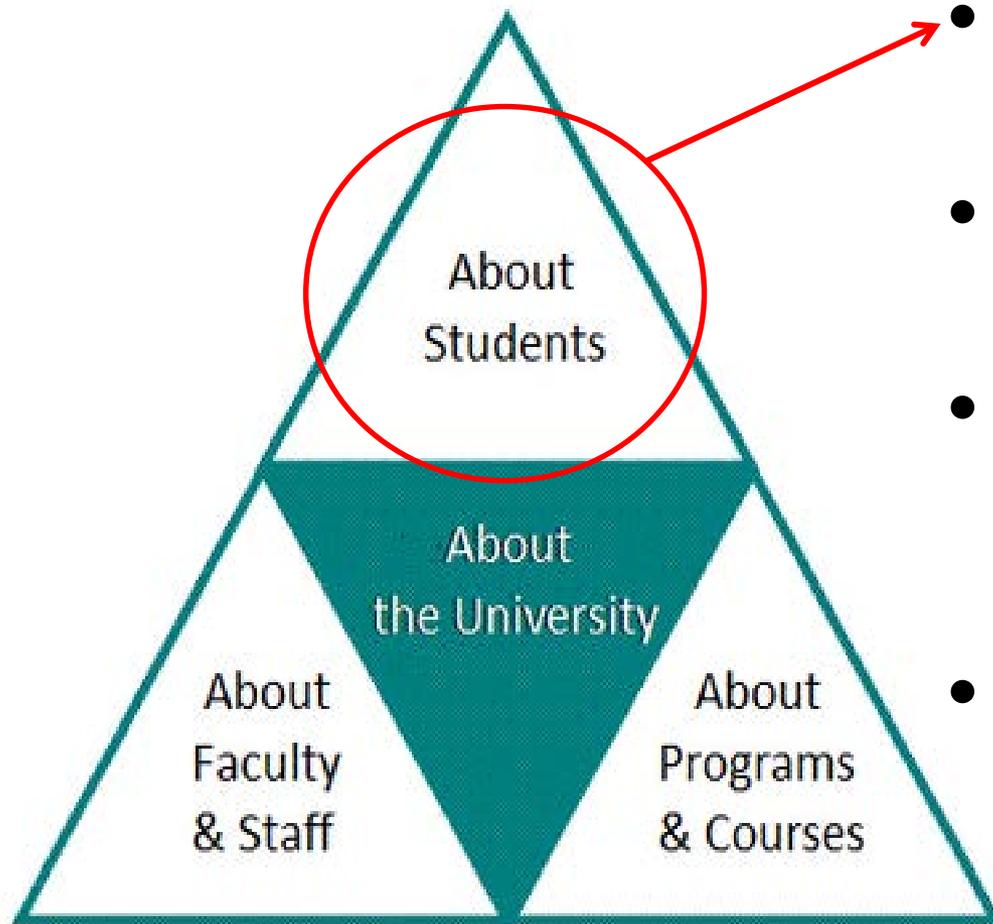
The Higher Education Opportunity Act of 2008 (HEOA) includes many disclosure and reporting regulations for postsecondary institutions. DePaul's information can be found here and at DePaul's Consumer Information page.

### IRMA Conference Presentations

The IRMA staff regularly contribute to the professional discourse in order to elevate and advocate for best practices in research, analysis, and data management. Our recent conference presentations and published material can be accessed here.

For general inquiries, please contact Coleen Dickman at (312)362-6645 or by email at [IRMA@depaul.edu](mailto:IRMA@depaul.edu). IRMA is located at 55 East Jackson Boulevard, Suite 1750, Chicago, IL 60604.

# Homepage Pyramid



- About Students:  
Student Market Matrix
- About Faculty & Staff:  
Faculty & Staff Matrix
- About Programs &  
Courses: Programs &  
Courses Matrix
- About the University:  
Public Resources

# About Students:

## Student Market Matrix

Choose a Resource Group:

	Target Market & Inquiries	Applicants & Admits	New Students	All Students	Degree Recipients /Alumni
Industry and Market	What programs are high school students or GMAT testers interested in?	Are freshmen applying to more schools?	Are freshmen more or less competitive than 5 years ago?	Do students require more mental health services than 5 years ago?	What is the time-to-degree for master's students nationally?
Benchmarks, Competition	What share of health sciences freshmen apply to DePaul, Loyola?	Where do admitted non-enrolling students enroll?	How engaged are DePaul freshmen compared to Catholic peers?	Is DePaul still the largest Catholic institution in the nation?	What percent of graduate students are Double Demons?
Profile & Patterns	What program attributes are inquiries interested in?	What is the profile of freshmen applying test optional?	What are our top transfer feeder schools?	What is the profile of students taking online courses?	Who are our new alumni?
Student Perceptions	Why do freshmen go to college?	What is most important to DePaul admitted transfers?	Why do DePaul freshmen say they go to college?	How do students evaluate their academic advising?	How do graduates evaluate their DePaul education?
Progress, Performance, Outcomes	What proportion of national freshmen graduate in 6 years?	What CPS feeder high schools have the highest yield?	What % of freshmen complete the 1st year with 2.5 GPA and 48 hours?	What percent of students on probation in 1st year graduate?	What percent of bachelor's earners go to grad school?

# Student Market Matrix: Choose a Resource Group

Choose a Resource Group:

- Transfer
- All Resources
- Undergraduate
- Freshman
- Transfer
- Graduate
- Business
- CDM
- Communication
- CSH
- Education
- KGSB
- LA&S
- LAW
- SNL

	Target Market & Inquiries	Transfer Students	New Students	All Students	Degree Recipients /Alumni
<b>Industry and Market</b>	What programs are high school students interested in? GMAT test scores?	What are the reasons for men to more than women?	Are freshmen more or less competitive than 5 years ago?	Do students require more mental health services than 5 years ago?	What is the time-to-degree for master's students nationally?
<b>Benchmarks, Competition</b>	What should health sciences freshmen apply to DePaul, Loyola?	What do admitted non-enrolling students enroll?	How engaged are DePaul freshmen compared to Catholic peers?	Is DePaul still the largest Catholic institution in the nation?	What percent of graduate students are Double Demons?
<b>Profile &amp; Patterns</b>	What program attributes are inquiries interested in?	What is the profile of freshmen applying test optional?	What are our top transfer feeder schools?	What is the profile of students taking online courses?	Who are our new alumni?
<b>Student Perceptions</b>	Why do freshmen go to college?	What is most important to DePaul admitted transfers?	Why do DePaul freshmen say they go to college?	How do students evaluate their academic advising?	How do graduates evaluate their DePaul education?
<b>Progress, Performance, Outcomes</b>	What proportion of national freshmen graduate in 6 years?	What CPS feeder high schools have the highest yield?	What % of freshmen complete the 1st year with 2.5 GPA and 48 hours?	What percent of students on probation in 1st year graduate?	What percent of bachelor's earners go to grad school?

# Student Market Matrix: Choose a Resource Group: Transfer

## Profile & Patterns | New Students

### Profile & Patterns | New Students

Community College Transfer Student Summaries, AY 2013-14

Fall 2014 Preliminary Freshman Overview

IR Abstract #14: Enrollment of African American Males Grows by 34 Percent

IR Abstract #13: DePaul African-American Enrollment Grows at the Graduate Level

MS #94: Career-Focused Curriculum is Very Important to Freshman Admits Intending

Budget-to-Actual Enrollment Trends, FY 1998-2014

Fall 2013 Freshman High School Summaries

2012/2013 Transfer Student Summaries

Brown Bag Summary: Freshman and Transfer Student Profile Autumn 2013

Brown Bag: New Freshman and Transfer Student Profile Autumn 2013

MS #92: DePaul's Growing Student Veteran Enrollment

Students from Big Shoulders High Schools at DePaul University - Fall 2012

2013 Enrollment Summary

2013 Freshman Admission Summary

## Profile & Patterns | New Students: Transfer Only

### Profile & Patterns | New Students

Community College Transfer Student Summaries, AY 2013-14

2012/2013 Transfer Student Summaries

Brown Bag Summary: Freshman and Transfer Student Profile Autumn 2013

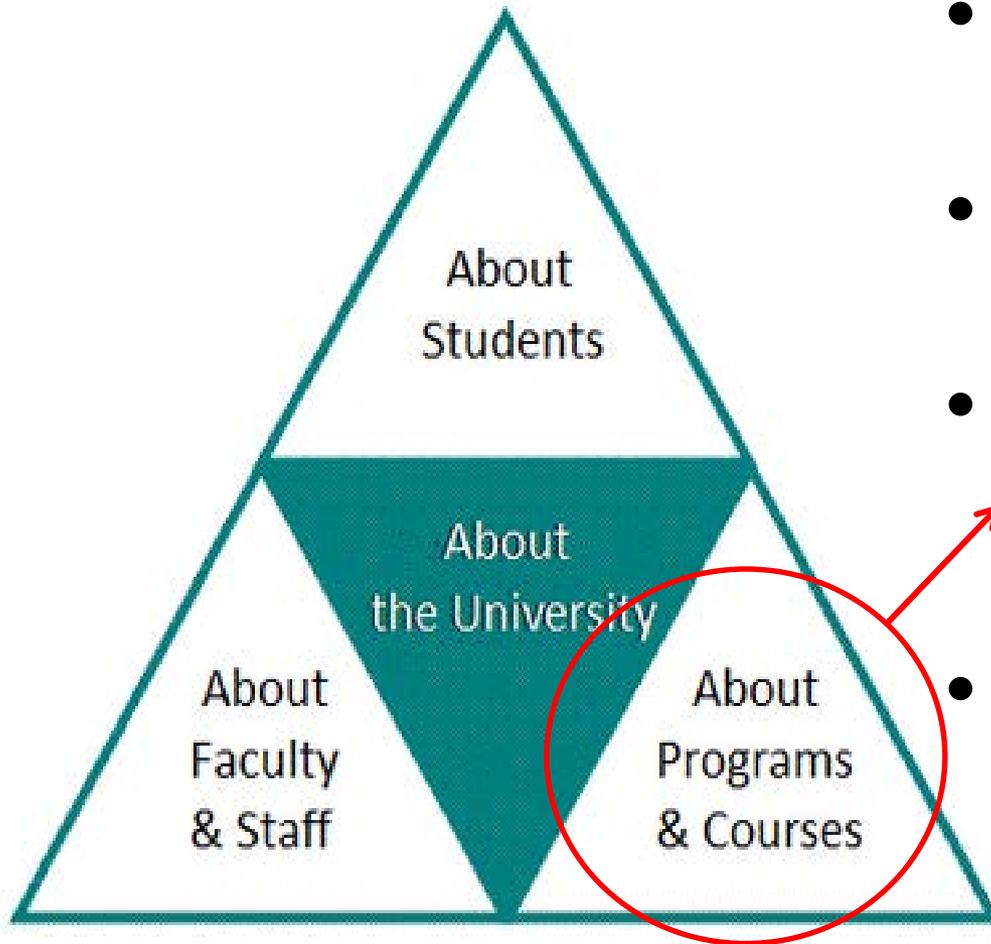
Brown Bag: New Freshman and Transfer Student Profile Autumn 2013

MS #92: DePaul's Growing Student Veteran Enrollment



**After selecting *Transfer* as the Resource Group, the user narrowed down the number of reports to include only those tagged with the *transfer* keyword**

# Homepage Pyramid



- About Students:  
Student Market Matrix
- About Faculty & Staff:  
Faculty & Staff Matrix
- About Programs &  
Courses: Programs &  
Courses Matrix
- About the University:  
Public Resources



# About Programs & Courses:

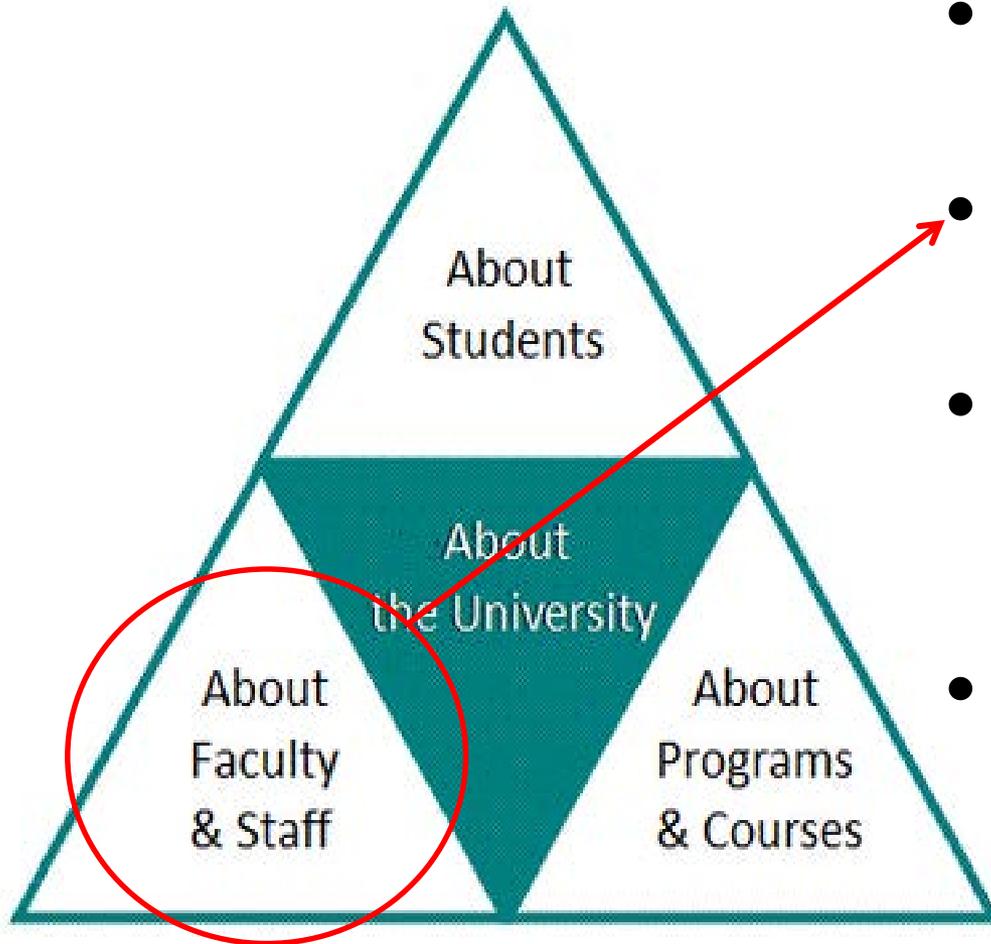
## Programs & Courses Market Matrix

### Programs & Courses

Research and data exist to answer questions like these below. Click the cell of interest to see resources.

	New Programs & Courses	All Programs & Courses
Industry Trends	What is the trend in new program development in liberal arts?	What are the outcomes for students in these programs?
Profiles & Patterns	What is the trend in new program enrollment?	What are the hardest courses for undergraduates?
Student Perceptions	What types of programs or program features are students interested in that DePaul currently does not offer?	How do students evaluate their program of study?
Benchmarks & Competition	What is the competitive landscape for new programs under consideration?	How do existing DePaul programs compare to those at comparator institutions?

# Homepage Pyramid



- About Students:  
Student Market Matrix
- About Faculty & Staff:  
Faculty & Staff Matrix
- About Programs &  
Courses: Programs &  
Courses Matrix
- About the University:  
Public Resources



# About Faculty & Staff:

## Faculty & Staff Market Matrix

### Faculty & Staff

#### Profiles & Patterns

Fact File - See Section 7: Faculty & Staff Statistics

Common Data Set - Section I: Instructional Faculty & Class Size

Full-time Faculty Counts

2010-11 HERI Faculty Survey Monograph

#### Perceptions

2013 Faculty and Staff Climate Survey Interactive Report

Faculty Climate Survey 2005-2013

Staff Climate Survey 2005-2013

#### Benchmarks

IRMA Data and Methods - Faculty Salary Benchmarking

2013 Mythbuster Brown Bag - See Myth 2

AAUP salary benchmark table

Competitive Analysis Resource (CAR)

# IRMA's Regular Reports

New & Daily Reports

Regular Reports

Fact File Plus

Resource Rooms

Research

About Us

## New & Daily Reports

- Database-driven
- Refreshed daily
- IRMA's latest releases page

## Regular Reports

- Houses reports that are produced at least once a year (weekly, quarterly, annually)
- Includes thumbnails with brief description of the report
- Interactive Report Library

# Interactive Report Library

The Interactive Report Library breaks the reports into several different sections based on report content. Each report lists report title, contact, description, thumbnail, and other related links.

[2012 Freshman Enrollment by State - Contact Jon Boeckenstedt](#)

[IPEDS data showing freshman enrollment by institution and state. This report is updated annually.](#)

[See also: Fact File Table 3-9 Parent Residence of New Undergraduate Students and Fact File Section 3: Admission Profile of New Students for information on new student demographics.](#)





# Fact File Plus

- Fact File
- Common Data Set
- Market Shares & IR Abstracts
- Enrollment Summary Books
- Brown Bag Presentations
- Guidebooks and Publications
- Higher Education Opportunity Act
- Conference Presentations

## DePaul Fact File 2009/10-2013/14

Dating back to the early 1980's, the Fact File provides standardized data on students, faculty and staff and the university to help frame and inform the institutional strategic dialogue and build a culture of evidence in support of planning and management.

### [Student Headcount Enrollment Data Visualization](#)

#### [Section 1: Enrollment Trends](#)

#### [Section 2: Demographic Characteristics of Students](#)

#### [Section 3: Admission Profile of New Students](#)

#### [Section 4: Resident Student Statistics](#)

#### [Section 5: Degree Recipients](#)

#### [Section 6: Student Financial Aid & University Finances](#)

#### [Section 7: Faculty & Staff Statistics](#)

#### [Section 8: Other University Statistics](#)

#### [Section 9: Retention and Graduation Rates of First-Time, Full-Time Freshmen](#)

#### [Section 11: Credit Hours by Campus and Location](#)



# Resource Rooms

Resource Rooms allow a user-group direct access to various research already posted on the website – a one stop shop for specific users

## Resource Rooms

**Freshman Admission Resource Room** - This page consolidates information for the Office of Undergraduate Admission and colleagues involved in the recruitment and admission of new freshmen. Contact [Connie Castellucci](#) with questions.

**Transfer Admission Resource Room** - This page consolidates information for the Office of Undergraduate Admission and colleagues involved in the recruitment and admission of new transfer students, both under 24 years of age and 24 years of age and older. Contact [Connie Castellucci](#) with questions.

**Graduate Admission Resource Room** - This page consolidates information for colleagues involved in the recruitment and admission of new graduate students. Contact [Connie Castellucci](#) with questions.

**EM&M Senior Leadership Resource Room** - This page consolidates information and projects underway for EM&M senior leadership. Contact [Liz Sanders](#) with questions.

**The Student Survey Resource Room** - This page provides guidance for conducting student survey research and also includes the annual student survey research calendar, recent and historical survey reports, survey instruments and relevant presentations. Contact [Joe Filkins](#) with questions.

**Data Management Resource Room** - This page consolidates information related to data management policies and practices, data standards, reporting integrity, and includes a data dictionary. Contact [Nate Stott](#) with questions.

# Resource Rooms

## *Freshman Resource Room Example*

### Freshman Admission Resource Room

This page consolidates information for the Office of Undergraduate Admission and colleagues involved in the recruitment and admission of new freshmen.

The screenshot displays three key components of the Freshman Admission Resource Room:

- Student Market Matrix:** A table with columns for Target Market & Inquiries, Applicants & Admits, New Students, All Students, and Degree Assignments (Degrees). It includes sub-sections for Industry and Market, Benchmark, Competition, Profile & Patterns, Student Perspectives, and Program, Performance, & Outcomes.
- Freshman Admission Summary:** A table with columns for Department, Real, FTD, Gen, %, Real, FTD, Gen. It lists various departments such as Agricultural Applications, Business, Communication, and Health & Health Professions.
- New Undergraduates in 2013:** A bar chart titled "New Undergraduate Students in 2013 IRMA Brown Bag – October, 2013" showing Freshman Enrollment by College in 2013. The data is as follows:

College	Enrollment (%)
Business	27%
IAS	21%
CSH	20%
CEM	12%
Commons	10%
Education	5%
Theatre	3%
Music	3%

**New & Daily Reports**  
Admission Summary  
Enr/Rev Model  
Freshman Interactive Pyramid

**Regular Reports**  
Enrollment Update Report  
Registration Activity Report  
New Student Enrollment Projections (Hurricane Charts)  
Budget-to-Actual Report  
Analysis Browser

**Interactive Reports**  
2012 Freshman Enrollment by State  
High School Report Cards  
Non-Enrolled Reports (Clearinghouse)  
Comparison of Freshman ACT Score...  
Five Year Freshman Snapshot

**Fact File Plus**  
Fact File  
Common Data Set  
Enrollment Summary Book  
Market Shares & IR Abstracts  
Brown Bags  
Guidebooks/Publications

**Latest Research**  
Transfer Student Course Counts  
Student Achievement Measure (SAM) Discussion for XRG, September 2014  
Fall 2014 Preliminary Freshman Overview  
Brown Bag: Trends in Freshman & Transfer Students' Retention and Graduation Rates  
MS #94: Career-Focused Curriculum is Very Important to Freshman Admits Intending to Enroll

# Resource Rooms

## *Freshman Resource Room Example*

Choose a Resource Group:

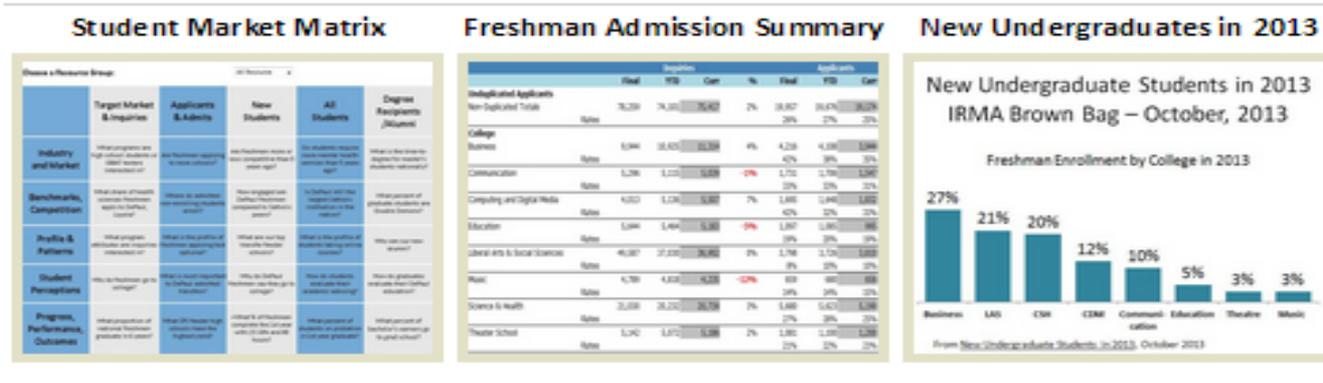
	Target Market & Inquiries	Applicants & Admits	New Students	All Students	Degree Recipients /Alumni
Industry and Market	What programs are high school students or GMAT testers interested in?	Are freshmen applying to more schools?	Are freshmen more or less competitive than 5 years ago?	Do students require more mental health services than 5 years ago?	What is the time-to-degree for master's students nationally?
Benchmarks, Competition	What share of health sciences freshmen apply to DePaul, Loyola?	Where do admitted non-enrolling students enroll?	How engaged are DePaul freshmen compared to Catholic peers?	Is DePaul still the largest Catholic institution in the nation?	What percent of graduate students are Double Demons?
Profile & Patterns	What program attributes are inquiries interested in?	What is the profile of freshmen applying test optional?	What are our top transfer feeder schools?	What is the profile of students taking online courses?	Who are our new alumni?
Student Perceptions	Why do freshmen go to college?	What is most important to DePaul admitted transfers?	Why do DePaul freshmen say they go to college?	How do students evaluate their academic advising?	How do graduates evaluate their DePaul education?
Progress, Performance, Outcomes	What proportion of national freshmen graduate in 6 years?	What CPS feeder high schools have the highest yield?	What % of freshmen complete the 1st year with 2.5 GPA and 48 hours?	What percent of students on probation in 1st year graduate?	What percent of bachelor's earners go to grad school?

# Resource Rooms

## *Freshman Resource Room Example*

### Freshman Admission Resource Room

This page consolidates information for the Office of Undergraduate Admission and colleagues involved in the recruitment and admission of new freshmen.



**New & Daily Reports**  
 Admission Summary  
 Enr/Rev Model  
 Freshman Interactive Pyramid

**Regular Reports**  
 Enrollment Update Report  
 Registration Activity Report  
 New Student Enrollment Projections (Hurricane Charts)  
 Budget-to-Actual Report  
 Analysis Browser

**Interactive Reports**  
 2012 Freshman Enrollment by State  
 High School Report Cards  
 Non-Enrolled Reports (Clearinghouse)  
 Comparison of Freshman ACT Score...  
 Five Year Freshman Snapshot

**Fact File Plus**  
 Fact File  
 Common Data Set  
 Enrollment Summary Book  
 Market Shares & IR Abstracts  
 Brown Bags  
 Guidebooks/Publications

**Latest Research**  
 Transfer Student Course Counts  
 Student Achievement Measure (SAM) Discussion for XRG, September 2014  
 Fall 2014 Preliminary Freshman Overview  
 Brown Bag: Trends in Freshman & Transfer Students' Retention and Graduation Rates  
 MS #94: Career-Focused Curriculum is Very Important to Freshman Admits Intending to Enroll

# Resource Rooms

## *Freshman Resource Room Example*

DePaul Fact File 2009/10-2013/14

Common Data Set 2013-2014

Student Headcount Enrollment Data Visualization

Section 1: Enrollment Trends

Section 2: Demographic Characteristics of Students

Section 3: Admission Profile of New Students

*Table 3-1: Applications, Acceptances, Enrollment Trends - Freshmen and Transfers*

*Table 3-2: Sources of Undergraduate Students*

*Table 3-3: Freshman Demographic Profile*

*Table 3-4: Freshman Demographic Profile (in Percents)*

*Table 3-5: Freshman Academic Profile*

*Table 3-6: Freshman Demographic Profile by College*

*Table 3-7: Freshman Academic Profile by College*

*Table 3-8: Market Share of First Time Freshmen*

*Table 3-9: State of Origin of New Undergraduate Students*

### C. FIRST-TIME, FIRST-YEAR (FRESHMAN) ADMISSION

#### Applications

**C1** First-time, first-year, (freshmen) students: Provide the number of degree-seeking, first-time, first-year students who applied, were admitted, and enrolled (full- or part-time) in Fall 2013. Include early decision, early action, and students who began studies during summer in this cohort. Applicants should include only those students who fulfilled the requirements for consideration for admission (i.e., who completed actionable applications) and who have been notified of one of the following actions: admission, nonadmission, placement on waiting list, or application withdrawn (by applicant or institution). Admitted applicants should include wait-listed students who were subsequently offered admission.

C1	Total first-time, first-year (freshman) men who applied	8,012
C1	Total first-time, first-year (freshman) women who applied	11,945

C1	Total first-time, first-year (freshman) men who were admitted	4,621
C1	Total first-time, first-year (freshman) women who were admitted	7,327

C1	Total full-time, first-time, first-year (freshman) men who enrolled	1,014
C1	Total part-time, first-time, first-year (freshman) men who enrolled	0

C1	Total full-time, first-time, first-year (freshman) women who enrolled	1,408
C1	Total part-time, first-time, first-year (freshman) women who enrolled	3

**C2** Freshman wait-listed students (students who met admission requirements but whose final admission was contingent on space availability)

	Yes	No	
C2	Do you have a policy of placing students on a waiting list?	X	
C2	If yes, please answer the questions below for Fall 2013 admissions:		
C2	Number of qualified applicants offered a placed on waiting list	n/a	
C2	Number accepting a place on the waiting list	n/a	
C2	Number of wait-listed students admitted	n/a	
C2	Is your waiting list ranked?	No	
C2	If yes, do you release that information to students?	n/a	
C2	Do you release that information to school counselors?	n/a	

# Technology Part I

## Old Sites

- HTML on old IR site
- Old SharePoint on Enrollment Management
- Missing studies on faculty

## Intermediate

- Student Matrix
- “Manual” upload

# Website Entry Form

>> Matrix

## Matrix

Date  

Name

Title

Owner  

Archive

Internal

Term  

Keywords

KeyWords					
Applicants & Admits   Industry and Market					
Transfer					
*					

Navigation Pane

FileID

# Website Entry Form -- Owners

>> Matrix

## Matrix

Date:  FileID:

Name:

Title:

Owner:

Archive:

Internal:

Term:

Keywords:

Navigation Pane: Applicants & Admits | In Transfer \*

Sue Stachler	sstachle@depaul.edu
Connie Castellucci	ccastel3@depaul.edu
Meg Marchese	mmarche1@depaul.edu
Liz Sanders	lsander3@depaul.edu
Karolynn Horan	khoran2@depaul.edu
Joe Filkins	jfilkins@depaul.edu
Liz Holder	eholder1@depaul.edu
Dara Crowfoot	dcrowfoo@depaul.edu
Alim Ray	aray@depaul.edu
Gerry McLaughlin	gmclaugh@depaul.edu
Nate Stott	nstott@depaul.edu
Jasmine Ahmad	jahmad2@depaul.edu
Coleen Dickman	cdickma1@depaul.edu
Sondra Birch	sbirch2@depaul.edu
Joseph Magliari	jmagliar@depaul.edu
Ellen Meents-DeCaigny	emeentsd@depaul.edu

# Website Entry Form -- Keywords

>> **Matrix**

## Matrix

Date:  FileID:

Name:

Title:

Owner:

Archive:

Internal:

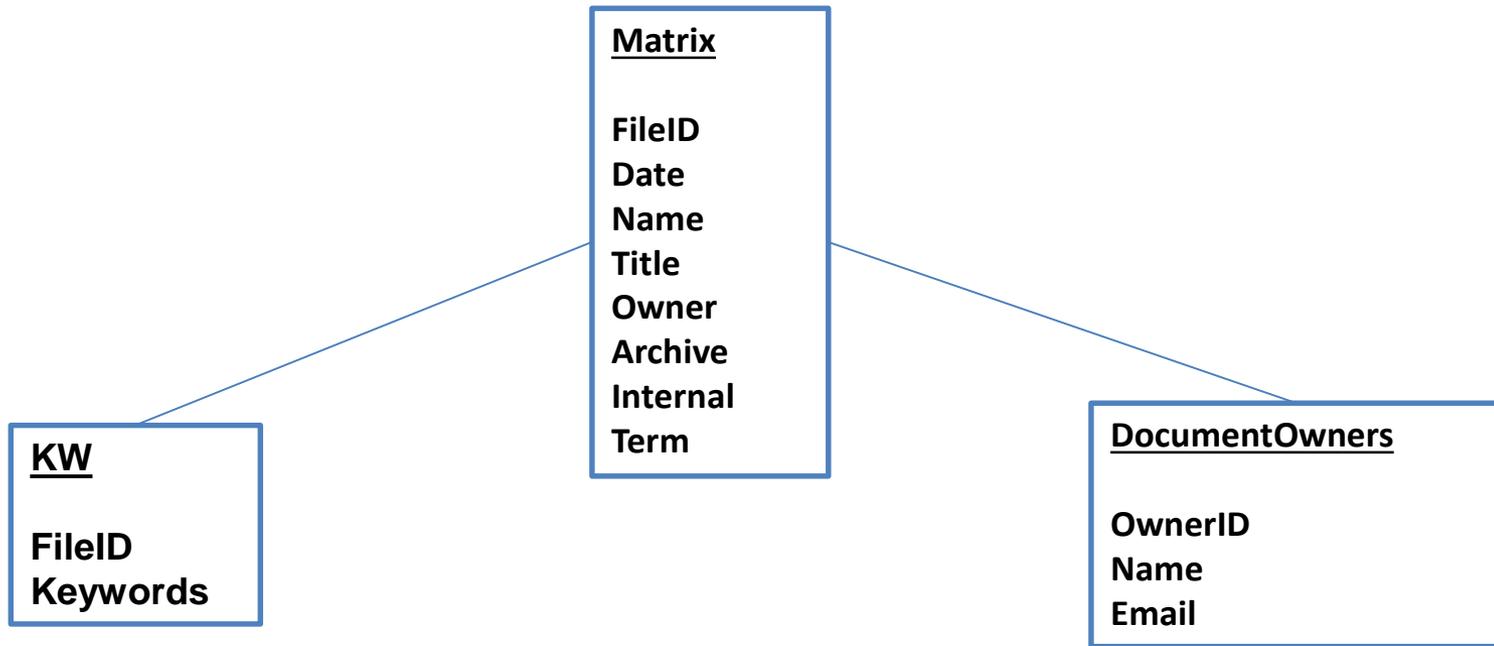
Term:

Keywords

KeyWords	
Applicants & Admits   Industry and Market	
Transfer	
*	
Admission	Admission
Admission Summary	Admission
Campus visit	Admission
Chicago Public Schools (CPS)	Admission
Common Application	Admission
Community College Report Card	Admission
Diamond (include Non-cognitive)	Admission
First Gen	Admission
Freshman Admission Summary	Admission
Graduate	Admission
High School Report Card	Admission
Hurricane Chart	Admission
International & Domestic	Admission
Source code	Admission
Test Optional (ACT, SAT)	Admission
Business	College

Navigation Pane

## Database Main Tables



# Technology Part II

## Current

- Active Server Pages
- Microsoft SQL Server
- Internet Information Services

## Future

- SharePoint
- Document Search
- Web Upload Page?

# What we learned

- Living library
- Consistency in classification difficult
- Easier to maintain

# Contact Us

Coleen Dickman

[cdickma1@depaul.edu](mailto:cdickma1@depaul.edu)

Alim Ray

[aray@depaul.edu](mailto:aray@depaul.edu)