

# *Student Tracker*

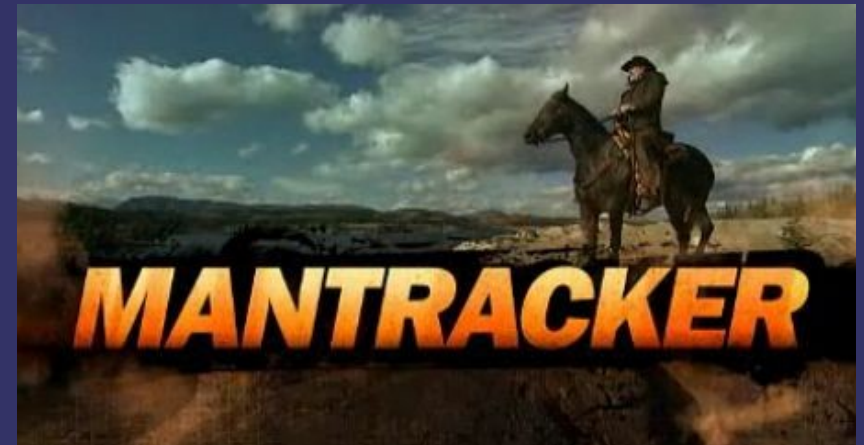
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Tracking Students at Georgian Court  
NJAIR - April 15, 2011



# 'Student Tracker' Concept

- ⇒ Concept was suggested by the TV show “Mantracker.”
- ⇒ MT uses various techniques to track down people running around in the woods.



# Overview

- ➔ Present certain aspects of the student tracking systems I have developed at GC over the last 15 years.
- ➔ Highlight a few tips that may be useful.



# *Resources for Student Tracking*

- ⇒ Data server
- ⇒ Web server
- ⇒ MS Access & Excel
- ⇒ Data Warehousing
- ⇒ Personal Background



# *Data Warehousing*

- ➔ Operational databases are designed primarily for data input; data warehouses are designed primarily for reporting.
- ➔ A data warehouse is designed around a business statement consisting of a measurable primary function and related dimensions.
- ➔ A data warehouse provides a link between planning and assessment.



# *Personal Background*

- ⇒ Taught in higher ed 11 years.
- ⇒ Worked in academic admin, admissions, financial aid, and student services.
- ⇒ Studied higher-ed admin at Univ of Penn.
- ⇒ “Pay to Play”

*IR professionals often come with a unique blend of experience in education, administration, research, and technology.*



# *Student Tracking: Admissions*

- ⇒ “Factless” Facts in the funnel
- ⇒ *Distributed* DW & user apps
- ⇒ Standardized reporting
- ⇒ Operational Data Store (ODS)



# Student Tracking: Admissions

- ➔ “Factless” Facts in the funnel
  - Student funnel facts as of a measurement date

	app	adm	dep	enr
StuA	1	1	1	1
StuB	1	1	1	-
StuC	1	-	-	-
StuD	1	1	1	1
StuE	1	-	-	-
<b>Total</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>2</b>

- Add a measurement dimension!

	app	adm	dep	enr
Ocean	3	2	2	1
Atlantic	2	1	1	1
<b>Total</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>2</b>



# *Student Tracking: Admissions*

- ⇒ *Distributed* DW & user apps
  - DW by topic
  - No users in the DW, please!
- ⇒ Standardized reporting
- ⇒ Operational Data Store (ODS)



# Student Tracking: Registration

- ➔ Weekly registration updates compared to the same time last year.

Select Registration Snapshot Date

Term	Snap_Date	Batch
2011 SUMMER2	3/30/2011	1
2011 SUMMER2	4/6/2011	2
2011 SUMMER2	4/13/2011	3
2011 SUMMER2	4/20/2011	4
2011 SUMMER2	4/27/2011	5
2011 SUMMER2	5/4/2011	6
2011 SUMMER2	5/11/2011	7
2011 SUMMER2	5/18/2011	8
2011 SUMMER2	5/25/2011	9
2011 SUMMER2	6/1/2011	10

Time\_ID: 447  
Snap\_Date: 4/13/2011  
Year: 2011  
Term: SUMMER2

Term\_: 2011 SUMMER2  
Batch: 3  
Classes\_Start: 7/5/2011  
Days\_Till\_Classes: 83  
Comparison Term: 2010 SUMMER2

Create Snapshot Table    Term Quick Check

View Snapshot Data

Edit Snapshot Data

Append Snapshot Data    Check Appended Data

Create Report Tables

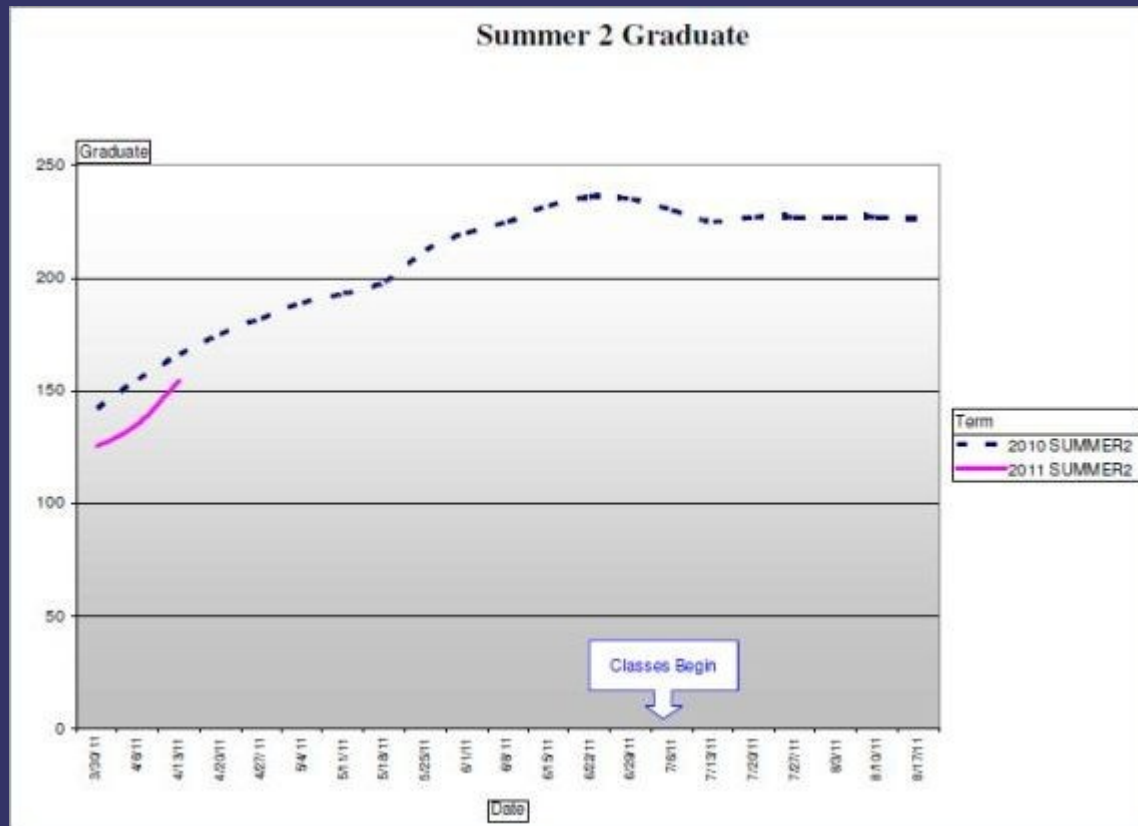
Build Snapshot Calendar

View Session Table



# Student Tracking: Registration

- ➔ Weekly registration updates compared to the same time last year.



# *Student Tracking: Retention*

- ⇒ “Factless” Facts in retention tables
- ⇒ Queries and reports
- ⇒ 'Final Status' and the Shortstop Report



# *Student Tracking: Retention*

➔ “Factless” Facts in retention tables

	Cohort	1sem Ret	1yr Ret	2yr Ret	3yr Ret	4yr Grad	5yr Grad	6yr Grad
StuA	1	1	1	1	1	-	1	1
StuB	1	1	1	1	1	1	1	1
StuC	1	1	-	-	-	-	-	-
StuD	1	-	1	-	-	-	-	-
StuE	1	1	1	1	1	1	1	1
StuF	1	-	-	-	-	-	-	-
StuG	1	1	1	1	1	-	-	1
Total	7	5	5	4	4	2	3	4



# Student Tracking: Retention

## ⇒ Queries

Year	Cohort	1-Sem Retn	1-Yr Retn	2-Yr Retn	3-Yr Retn	4-Yr Grad	5-Yr Grad	6-Yr Grad
2001	11	11	10	8	7	4	6	7
2002	16	16	15	14	13	8	11	12
2003	11	11	8	4	5	2	4	4
2004	23	21	21	17	17	7	16	16
2005	23	22	18	16	16	9	15	0
2006	45	44	36	28	25	11	0	0
2007	29	28	23	19	19	0	0	0
2008	22	22	19	14	0	0	0	0
2009	30	28	22	0	0	0	0	0
2010	29	0	0	0	0	0	0	0



# Student Tracking: Retention

## ➔ Reports

Year	Cohort	1-Sem Retention	1-Yr Retention	2-Yr Retention	3-Yr Retention	4-Yr Graduation	5-Yr Graduation	6-Yr Graduation
2001	11	11 100%	10 91%	8 73%	7 64%	4 36%	6 55%	7 64%
2002	16	16 100%	15 94%	14 88%	13 81%	8 50%	11 69%	12 75%
2003	11	11 100%	8 73%	4 36%	5 45%	2 18%	4 36%	4 36%
2004	23	21 91%	21 91%	17 74%	17 74%	7 30%	16 70%	16 70%
2005	23	22 96%	18 78%	16 70%	16 70%	9 39%	15 65%	
2006	45	44 98%	36 80%	28 62%	25 56%	11 24%		
2007	29	28 97%	23 79%	19 66%	19 66%			
2008	22	22 100%	19 86%	14 64%				
2009	30	28 93%	22 73%					
2010	29							
4-Yr Average		97%	80%	65%	66%	28%	60%	61%



# *Student Tracking: Retention*

## ➔ 'Final Status' and the Shortstop Report

<b>Reg Status</b>	<b>Grad</b>	<b>Grad&amp;Cont</b>	<b>Stopped</b>	<b>Cont</b>	<b>Total</b>
Freshman	-	-	5	11	16
Transfer	-	-	7	68	75
Returning	-	-	2	4	6
Continuing	63	1	18	240	322
<b>Total</b>	<b>63</b>	<b>1</b>	<b>32</b>	<b>323</b>	<b>419</b>



# *Student Tracking: Finance*

- ⇒ Include budget line codes in registration reports.
- ⇒ Produce “B-Line” reports for Controller.
- ⇒ B-Line report feeds Controller's tuition revenue template.



# *Student Tracking: Assessment*

- ➔ IR is now part of larger office of Assessment & IR.
- ➔ Support the assessment officer with a custom ODS-type app.
- ➔ Enable drill-down in academic systems tailored to assessment office needs.



# Student Tracking: Assessment

- ➔ Support the assessment officer with a custom ODS-type app.

Term	Time	1Mon	2Tue	3Wed	4Thu	5Fri	Seats
2010 FALL	8 AM	12	15	13	15	2	57
2010 FALL	9 AM	12	15	13	15	18	73
2010 FALL	10 AM	25	40	26	40	19	150
2010 FALL	11 AM	31	37	32	35	11	146
2010 FALL	12 PM	31	36	32	34	11	144
2010 FALL	1 PM	23	20	22	19	4	88
2010 FALL	2 PM	11		17		2	30
2010 FALL	3 PM	10		11		1	22
2010 FALL	4 PM	4	2	4	5	1	16
2010 FALL	5 PM	4	3	4	5		16
2010 FALL	6 PM	4	2	4	4		14
2010 FALL	7 PM	18	5	11	8		42
2010 FALL	8 PM	17	5	11	8		41
2010 FALL	9 PM	17	4	11	5		37



# *Student Tracking: Takeaway*

- ➔ Expertise in education, administration, research, and technology puts IR professionals in a unique position to make a difference for our institutions.
- ➔ Student tracking systems inform admissions, financial aid, student services, curriculum planning, and assessment. They provide us an opportunity to shine.
- ➔ So, go track some students.

