Cultivating a Climate of Data-Informed Decision Making
Today’s Presenters & Audience

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You
Please add your name and institution to the chat
Agenda

- University of Southern Mississippi Background
- HelioCampus as an Analytics Partner
- Overview of Projects
- Q&A
University of Southern Mississippi (USM) Background

Founded in 1910, USM is a public, comprehensive research university (R1) located near the Gulf of Mexico, about 100 miles east of New Orleans.

Our fall 2019 enrollment included 11,594 undergraduate students and 2,539 graduate students, both online and face-to-face.

We pride ourselves on balancing an exceptional, internationally known research profile with an emphasis on student-centered pedagogy and support, striving to be the model for public higher education.

We are one of eight public institutions of higher learning in a small state and, like many universities, face increasing budgetary challenges and a competitive environment for student recruitment.
What can we do within our **existing resources** to highlight our strengths, cultivate creativity, and distinguish ourselves as an institution?

How can we better understand our challenges, identify strategic solutions, and, with foresight, innovate for a new University of Southern Mississippi?
Colleges Reorganization

Academic Colleges at USM 2019

College of Arts and Sciences

College of Nursing and Health Professions

College of Business and Economic Development

College of Education and Human Sciences
HelioCampus Architecture + Ongoing services

Source Systems

- CRM
- SIS
- 3rd Party Data Sources

Single Tenant Environment

- Data Lake
- Warehouses / Star Schema
- Replication & Statistical Modeling
- EC2
- Reporting Models
- ELT

End Users

- President’s Cabinet
- IR / IT
- Functional Groups (i.e.: Enrollment Management / Student Affairs, Finance, Advancement, Deans)

AWS Redshift

Ongoing services

HelioCampus Architecture + Ongoing services
HelioCampus Data Models: Enable Analysis Across the Lifecycle

STUDENT LIFECYCLE
- App
- Admit
- Enroll
- Persist
- Retain
- Graduate

DATA MODELS
- Admissions
- Financial Aid
- Course Registrations
- Persistence
- Retention
- Completions

DASHBOARD & FOUNDATIONAL PLATFORM

- Data visualizations representing various metrics and trends across the student lifecycle.
What are your critical questions? Please respond to poll

- How can we improve our enrollment numbers, or focus on access, or diversity?
- How can we redesign our financial aid strategy to improve enrollment and retention?
- Which programs are driving demand and have high completion? How are our online programs enrolling and performing?
- What factors determine the likelihood of an alumni to give a first-time donation?
- How are our bad debt and aging outstanding balances impacting institutional performance?
Admissions Trends

- Can filter to the lowest level
- Applicant demography with entrance metrics
- Applicant comparison
- Previous institutions
Enrollment Trends

- Headcount trend data
- Student demographics
- Can view data from course or student side
Program Growth by Student Major

- One of the most popular dashboards
- Program growth of majors
- Change filters and look by course
- Good conversation starter!
Financial Aid Growth by Student Major

Fun Facts with Financial Aid
- Hover for headcount
- 5 year trends
- Filters to lowest level
- Student major
Course Success Metrics

- Retention Comparison
- Gender
- Ethnicity
- Pell
- ACT
- First Generation
- Student Major
Course Success Metrics

- Success rate of each course for 3-year trend
- Analysis of institutional data requests—this was one of the top requests DFW, and SAT scores
- You can do this too!
You can see a clear relationship between GPA and Retention: in general, the higher the Fall GPA, the more likely a student is to be enrolled at USM the next fall.
Institutional Aid Disbursement

- Provost was interested in scholarship optimization.
- How much aid did they get in a particular year and was that related to retention?
- AH-Ha!!!!
- Use data to drive policy change.

Fun Facts with Institutional Aid
What’s Next

Program Costing

Resource Reallocation

External Data Sources
Q&A
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