Questions?

Submit questions through “Q&A”
Why We Care About Rankings?

1. Recruiting Students and talents
2. Students and Alumni Job Placement
3. International Collaboration
4. University Community Engagement
5. University Image
Importance of Engaging Global Audience through International Rankings
Two Approaches

Invest more time in Methodologies and Data

Invest more time in Communication
MIRO’s Efforts

1. Prepare **Data** for Rankings

1. Make Ranking Information Available through MIRO website and Create Ranking web app.

1. Collaborate with the Communication Office on **Ranking Stories**
   - Focus on International Rankings
   - Provide a Broader Context Rankings (Multiple Rankings & Subject Rankings
   - Talk about Subject Rankings

1. Provide **Training** to Campus Community

1. Build Bridge between Higher ed and **Rankers**
Provide Data to Rankings

**Automate** the reporting process (example: Times Higher Ed Ranking)

**Notice differences** in definitions (international ranking vs. U.S. domestic ranking)
A Few Ways to **Improve** Rankings

- Ensure data are provided to rankings each year
- Check data errors that could potentially affect rankings
- Create a template for how to list the university’s name
- Maintain and expand a list of contacts for reputation surveys
Communicate Ranking Results

• Create a ranking page to centralize ranking data.
• Create a ranking web app to help Manoa faculty and staff easily locate ranking information.
• Provide campus-wide training.
• Work closely with the communication’s office.
• Create templates or stories for various scenarios.
• Focus on International Rankings and provide a broader context of many ranking and write about the subject rankings.
MIRO led panel presentations with major international rankings at the annual conference of the Association of Institutional Research (AIR) in 2015, 2016, 2018 and 2019. Each presentation was selected to be among only 30 sessions that were recorded, and both are available through AIR's digital pass program. Please select the following links to access the presentation documents.

**2015 AIR presentation** “International Ranking and Institutional Research”
- Presenters' Bios, PowerPoint Presentation, International Ranking Q&A, AIR Recorded Video

**2016 AIR presentation** “International Rankings Go Deeper and Wider: More Subjects and More Universities to be Ranked”
- Presenters' Bios, PowerPoint Presentation, International Subject Ranking Q&A

**2018 AIR presentation** “Rankers Updates: What Institutional Researchers Should Know”
- Presenters' Bios, PowerPoint Presentation, International Ranking Updates Q&A, AIR Recorded Video

**2019 AIR presentation** “Rankers Updates: What Institutional Researchers Should Know”
- Presenters' Bios, International Ranking Updates Q&A
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MIRO Ranking Web App Demonstration
Collaboration with Communication Office’s on Ranking Stories
Communications collaboration with MIRO

1. Why are ranking stories important?
1. Workflow
1. Format of stories
1. What role does MIRO play in our storytelling?
1. Effects of ranking stories
Why are ranking stories important?

1. Share the good news!

1. Easy to understand numbers and credible data

1. Ranking stories receive a lot of attention on UH News
UH Mānoa in top 1% of worldwide universities: 4,900 views on UH News

UH Mānoa ranked among world’s best by U.S. News and World Report: 3,611 on UH News
Workflow of collaboration

1. Notice of upcoming rankings

1. Subject rankings are eye catching

1. Draft up a story -> send to MIRO for edits -> publish

1. News releases
Format of stories

1. Most important information at the top
1. Include quotes
1. Methodology
1. Link previous ranking stories
Role of MIRO in our efforts

1. Gatekeeper of the rankings for our campus

1. Provides a comprehensive look at all of the rankings
Effects of ranking stories

1. Student, alumni pride
1. Decisions to choose UH
1. Be proactive and publish stories first!
MIRO serves as University of Hawai'i at Mānoa's primary contact for most national and international rankings and publishers. MIRO offers the Common Data Set and a list of external surveys we participate in. In addition, MIRO researchers are engaged in various research and analysis briefs that focus on key issues at the university. For questions about published reports, analysis briefs, or surveys, please contact our office.

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### MIRO’s Ranking Analysis Briefs

<table>
<thead>
<tr>
<th>Publication Dates</th>
<th>Analysis Briefs</th>
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<tr>
<td>October 2020</td>
<td>Undergraduate Track</td>
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<td>October 2020</td>
<td>UH Mānoa Graduation</td>
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<td>October 2020</td>
<td>Native Hawaiian Students Enrollment Growth</td>
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<td>November, 2020</td>
<td>Decode UHM Rankings</td>
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# How to Establish Your Ranking Expertise

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<tr>
<td><strong>Webpage</strong></td>
<td>Create your ranking webpage (reference: <a href="https://manoa.hawaii.edu/miro/rankings/">https://manoa.hawaii.edu/miro/rankings/</a>)</td>
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<td><strong>Learn</strong></td>
<td>Learn some basics of rankings (reference: the “Ranking Q&amp;A” on the bottom of MIRO's ranking page).</td>
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<tr>
<td><strong>Training</strong></td>
<td>Give training to deans and chairs, admissions officers, and communication staff.</td>
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<tr>
<td><strong>Communication</strong></td>
<td>Work closely with your communication’s office and put your ranking webpage link at the end of each news stories.</td>
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<tr>
<td><strong>Conferences</strong></td>
<td>Present at the IR or ranking conferences.</td>
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Gain a Better Understanding about Rankings

Review & Compare Data Preparation Methods

Rank the Rankings

Develop Effective Ranking Communication Strategies

Train Your Colleagues

Prepare Your Story Before Rankings are Released

BE PREPARED
Q & A Session

MIRO Ranking Symposium

Mānoa Institutional Research Office (MIRO)  https://manoa.hawaii.edu/miro/
University of Hawai‘i at Mānoa
Q1: There are too many rankings, which ones should we track? And how can you assess the validity and rigor of each ranking agency?

well-known; ranked us well; ranking methodology; marketing.
Q2: How do you interpret and comprehend information from different ranking sites?

data sources; methods; characteristics.
Q3: How does MIRO improve the university management and operation at the University of Hawai‘i at Mānoa? What’s your key strategy?

easy to access; ranking stories; consultation.
Q4: What our university values does not align with what international rankings value. How do we communicate with students about what rankings mean and in what way they reflect or do not reflect the experience we are offering students?

analysis brief; news stories; diverse rankings; easy to access; ranking stories; consultation
Q5: International students heavily rely on rankings when choosing schools. How can we better explain to them what rankings are and are not?

centralized place; subject rankings; consultation.
Q6: We have an internal ranking tracking tool, but the challenges are (1) infusing it into the culture so it gets used and (2) using it to "tell stories" and pull out meaning that informs practice.

easy access; set up the tone; communications office; training & presentations.
Q7: How did you map different rankings with your university’s colleges and departments, since rankings categorize subject fields differently and so do universities?

CIP codes
Mahalo!