

Data Preparation and Usage for Common Data Set and External Surveys

Robert Morse, Chief Data Strategist, U.S. News & World Report

University of Hawai‘i at Mānoa
Mānoa Institutional Research Office
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100 PLUS items - Approximately

- CDS is not a database
- CDS is a template of items and definitions
- Publishers will accept CDS information various ways:
 - CDS from your college's website
 - A printed copy of the CDS
 - CDS data on publisher's own survey

27th year of the initiative

- CDS publishers are open to suggestions and request for CDS changes and new CDS items.
- CDS items are not copyrighted; other publishers and organizations are encouraged to use them – and many do.

Users – at least at one time – of the CDS

- University and College Accountability Network (U-CAN)
- Voluntary System of Accountability (VSA)
- Princeton Review
- Wintergreen Orchard House
- HEDS
- Association of American Universities Data Exchange
- State higher education offices and other organizations that monitor higher education
- Hundreds of colleges –many of who are AIR members

CDS: Yearly Update Cycle

- **September-May**
- Monitor CDS listserv
- Document questions and issues raised by listserv subscribers
- Draft changes and additions in early spring
- Ask for college input in April/May

CDS: Yearly Update Cycle

May-June

- Attend annual AIR Forum –(virtual/in person 2022 Phoenix, AZ)
- Attend sessions where upcoming IPEDS or other Federally mandated survey changes are discussed at annual AIR Forum
- Hold CDS session at annual AIR Forum including brief presentation and extended Q&A period
- Monitor changes to data reporting methodologies, standards, definitions, taxonomies, and schedules (e.g., Carnegie Classification, IPEDS, NRC, NSF, etc.)

CDS Advisory Board

- The development of the CDS has been a collaborative process
- The CDS publishers have worked closely with higher education organizations representing the interests and expertise of their constituencies.
- The CDS Advisory Board plays key role in those collaborative efforts.

CDS: Yearly Update Cycle

June –Mid to Late (exact date to be determined)

- Hold CDS Advisory Board meeting to gather feedback from representatives of:
 - American Association of Community Colleges (AACCC)
 - American Council on Education (ACE)
 - Association for Institutional Research (AIR)
 - The College Board/U.S. News/Peterson's
 - National Association for College Admission Counseling (NACAC)
 - National Association of College and University Business Officers (NACUBO)
 - National Association of Independent Colleges and Universities (NAICU)
 - National Association of Student Financial Aid Administrators (NASFAA)
 - National Center for Education Statistics (NCES)
 - The Institute for College Access & Success (TICAS)
 - Voluntary System of Accountability partnership of American Association of State Colleges and Universities (AASCU) and the Association of Public And Land-Grant Universities (APLU)

How the CDS Publishers Accept the CDS

CDS information accepted in several ways:

1. A paper copy signed and dated by the respondent and mailed directly to the data collector
2. A file (doc, rtf, pdf, xls, html) with an electronic signature emailed directly to the data collector
3. A downloadable file (doc, rtf, pdf, xls, html) posted on the institution's website; college alerts publisher to the Web address via an email featuring an electronic signature
4. An online survey record updated and officially submitted by the respondent into publisher's online data entry system

How the CDS Publishers Accept Non-CDS Items

1. Responses to non-CDS items (i.e., data collectors' proprietary questions) need to be submitted via data collectors' online survey collection process.
2. Each publisher has some non-CDS questions on its surveys and those questions are very important to the products that each publisher produces.

Data Collection

As in previous years, U.S. News will survey institutions for these rankings using this schedule:



Best Colleges: March – June/early July

Best Online Programs: August – Oct/Nov

Best Graduate Schools: Oct/November-Jan/Feb

U.S. News does not collect directly from schools for
Best Global Universities and K-12.

Best Colleges uses ~95% of data collected from statistical surveys and flags questions that are ranking indicators. Removes questions no longer in use. Last spring removed SAT writing, NACE career outcomes.

Data Collection

Starting this fall, the rankings team has discontinued assigning individual data collectors to survey contacts. Instead, respondents are instructed to email usnews-data-collection@usnews.com. This inbox will be responded to in a timely manner by the next available survey research associate.

There are 2 kinds of people in this world:



Mail



Mail

How U.S. News uses CDS data

1. Best Colleges annual 300-page newsstand guide
2. One the www.usnews.com site: both in the free and the Compass “pay version” of the Best Colleges section. College data is the basis for the whole www.usnews.com Education site.
3. Small amounts of data licensing
4. Academic Insights – a historic U.S. News data/dashboard product sold only to institutions
5. U.S. News Student Connect gives you powerful direct access to your audience, brand and messaging on USNews.com. This unlimited, unmetered enrollment and admissions solution connects you directly to a high quality, completely unique audience that relies on U.S. News and World Report to help them find the perfect school.

Impact and Exposure of CDS Data on www.usnews.com

Questions have been raised about the exposure schools get from responding to the publishers' surveys. Exposure on web is significant and free on usnews.com and is at record levels.

May 1st 2020 - April 30th, 2021

1. Education section in total (all education rankings/articles/directories, etc.) had generated 67 Million unique visitors and 408 Million page views
2. Best Colleges section by itself had generated 31 million UVs and 187 million page views

U.S. News Best Colleges Ranking Indicators from CDS

1. High School Class Standing (C10) = 2.00% weight in ranking
2. SAT/ACT Scores – (C8 +C9) = 5.0% weight in ranking
3. Percent submit SAT/ACT scores (C9)
4. Percent full-time faculty with Terminal degree in their field (I1) = 3.0% weight in ranking
5. Percent faculty that is full-time (I1) = 1.00% weight in ranking
6. Student-faculty ratio (I2) = 1.00% weight in ranking
7. Class Size: Index of all class size parameters (I3) =8.0% weight in the rankings
8. Average 6-year graduation rate (B4 thru B11) = 17.6% weight in ranking
9. Average first year retention rate (B22) = 4.4% weight in ranking
10. Financial resources per student = denominator FTE enroll (B1) = 10.0% weight ranking
1. Graduation rate performance= some of the factors in the analysis are CDS –Test Scores (C9) and High School Class Standing (C10). = 8.0% weight in ranking
2. Social Mobility (Pell grant grad rates (B4 thru B11) =2.5% weight
3. Social Mobility (Pell grant grad rates performance (B4 thru B11) =2.5% weight
4. Average Federal Debt Grads (H5-B) = 3%
5. Percentage of Graduates borrowed (H5-B) =2%

Total Weight of Best Colleges ranking factors from the CDS = 70.0%

U.S. News Best Colleges Ranking Indicators in CDS

Best Colleges ranking factors not from data in the CDS:

1. Academic Reputation
2. Average Faculty salaries
3. Alumni giving rate
4. IPEDS Finance expenditure data

Plus other Best Colleges lists or ratings from CDS :

1. Campus Ethnic Diversity rating: B2
2. Student Indebtedness listing: H4 and H5
3. Best Values rankings: G1+ G5 + H2
4. A+ Schools for B+ Students: B22 + C8 +C9+C10

The CDS website has been updated and New Google Group formed

Common Data Set Initiative

The Common Data Set (CDS) initiative is a collaborative effort among data providers in the higher education community and publishers as represented by the College Board, Peterson's, and U.S. News & World Report. The combined goal of this collaboration is to improve the quality and accuracy of information provided to all involved in a student's transition into higher education, as well as to reduce the reporting burden on data providers.

 [DOWNLOAD 2020-2021 CDS](#)

 [JOIN OUR GOOGLE GROUP](#)

What is Ahead?

You tell us: What are your suggestions?

Listserv and Website

www.commondataset.org

You can join the listserv from our website.