Data Preparation and Usage for Common Data Set and External Surveys

MIRO Virtual Symposium Series
Guests Speakers

**Robert Morse**
Chief Data Strategist at U.S. News & World Report,
CDS Advisory Board Member

**Ashley Robinson-Spann**
Senior Director at The College Board,
CDS Advisory Board Member
Two Tasks

- Coordinate Information Collection Across Campus
- Calculate and Enter Data
Task 1: Collect Information from Other Offices

Main Challenges

- Different deadlines
- Similar questions
- Massive email communication
A Consolidated Data Set and a Streamlined Collection Schedule
<table>
<thead>
<tr>
<th>Admissions</th>
<th>Career Services</th>
<th>Athletics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Life &amp; Development</td>
<td>Alumni</td>
<td>Registrar</td>
</tr>
<tr>
<td>IT</td>
<td>Commuter Service</td>
<td>Library</td>
</tr>
<tr>
<td>Fiscal</td>
<td>Residence Life</td>
<td>Human Resources</td>
</tr>
<tr>
<td>Financial Aid</td>
<td>Disability Service</td>
<td>Research Services</td>
</tr>
</tbody>
</table>
Need for Improvements

- Too much one-on-one communication
- Data download and upload
- Risks of human errors
Two Bottleneck Issues

Manually downloading & saving data

Communicating with each office on a one-on-one basis
Goal: Reduce the cumbersomeness of manually downloading and saving data

Solution: Transform the consolidated dataset to a format that offices can easily enter and upload their answers to.

Two types of Information Provider Offices:

1) Offices that have minimum data entry
2) Offices that submit different data each year
Offices with **Minimum Data Entry** Use a Consolidated Online Questionnaire

- Career Services
- Student Life & Development
- Disability Service
- Library
- IT
- Commuter Service
- Residence Life
- Alumni
Input Survey Provider’s Information

Commuter Services

1. Please provide the survey respondent’s information below.

First Name
Last Name
Title
Email Address
Phone Number

Next
Offices Review and Revise Answers

Commuter Services

Welcome to MIRO data collection survey. Please review the following questions and their answers based on the latest academic year. The answers are provided from your office last year. If you believe there is a change in the answers, please write down the change in the comment box below each question.

2. The latest data you provide is Academic Year (please specify the range, e.g., 2019-2020)

3. Does your institution currently partner with a car sharing company (e.g., Zipcar, Enterprise CarShare) that makes car rentals accessible around campus to undergraduates younger than 25?
   Current Answer: Yes
Great Efficiency Improvement Using Online Survey

Less than 10 Minutes to Complete
Offices Provide Different Data Each Year: Use Google Shared Folders to Submit Data

- Admissions
- Athletics
- Registrar
- Fiscal service
- Financial Aid
- Research Services
- Human Resources
Google Folder
Collection
Example

Folders

- Archive
- Last year's data

Files

- New data needed
- Instructions

Faculty Salaries

Please report the salaries of full-time instructional faculty members for the 2020-2021 academic year.

Note that U.S. News’ guide has been revised this year to significantly conform to revisions in Form 2 from the Association of University Professors (AUP) data collection. U.S. News now identifies the positions of faculty with the terms 'instructor,' 'lecturer,' and 'teaching assistant.' Because of the changes, data from your institution for 2019-2020 academic year are not displayed for reference below and will not be incorporated into a rolling two-year average for the forthcoming 2022 Best Colleges rankings calculations.

Inclusion of any simplified combined total of "Primarily Instructional" and "Instructional/Research/Public Service" aggregating all faculty across gender and tenure/non-tenured status. Exclude faculty who are clinical or basic science faculty, located in schools of medicine and/or dental faculty.

Primarily instructional refers to an occupational category used to classify persons whose specific assignments customarily are made for the purpose of providing instructional or teaching.

Regardless of title, academic rank, or tenure status, these employees spend the majority of their time providing instructional or teaching.

Instructed/Research/Public Service refers to an occupational category used to classify persons for whom it is not possible to the specific categories of instruction or teaching, research, and public service because each of these functions is an integral component of the employee's regular assignment.

Regardless of title, academic rank, or tenure status, these employees spend the majority of their time providing instructional, research, and/or public service.

These definitions of instructional faculty are defined by AUP and should be used to its fullest extent applicable.

AY 2020-2021 HR salaries

Read Me_System HR
Offices have Editor’s Role When Collection Window is Open

Change from Editor to Viewer Once Data are Moved to Archive Folder
MIRO’s Internal Information Collection Cycle

**Fall Collection:**
- Admissions
- Athletics
- Financial Aid
- Career Services
- Residence Life
- Commuter Services
- Disability Services
- Military Transfers
- Registrar
- Student Life and Development
- ITS

**Winter Collection:**
- Financial Aid (Annual Expenses)

**Spring Collection:**
- Fiscal (January)
- Research Service (January)
- Library (February)
- HR (March)
- Alumni (March)
- Finance (April)
Fall Collection Communication Timeline

Late July: Update Contact

Late August: Send Invitation, 6-week Collection Window Starts

4th Week: 1st Reminder

5th Week: 2nd Reminder
Efficient Communication

Invitation Email Templates

Aloha XXXX,

The MIRO External Survey Data Collection system is now open for your Office’s data update for **AY 2021-2022**. It’s that time of the year to prepare the data requested by the major college guide publishers. For your convenience, we compiled the necessary surveys together so that they’re easily accessible from one email. The data collection window closes on **October 15**. Please click the following Survey Monkey link to update the data AY2021-2022 (or the latest data available): [Survey Link](#)

*Please carefully read the instructions* at the beginning of the survey as they contain important information on how to find the previous year’s data for your reference. MIRO will use the data available on October 15 to answer the external surveys.

Thank you in advance for your help with Mānoa’s student recruitment efforts. If you have any questions about data updates, please contact XXXX at [email address](mailto:). Thank you for your time and collaboration.

Best Regards,
Mānoa Institutional Research Office (MIRO)
## Resources on the Symposium Page

### RESOURCES

#### Email Templates

| Email Invitation to Offices Using Online Survey | Email Template |
| Email Invitation to Offices Using Google Shared Folder | Email Template |
| Email Reminder | Email Template |

#### Consolidated Questions for Offices Using Online Surveys

| Alumni | Career Services |
| Commuter Services | Disability Services |
| Information Technology | Library |
| Military Transfers | Registrar |
| Residence Life | Student Life |

#### Consolidated Questions for Offices Using Google Shared Folders

| Admissions | Questions | Instructions |
| Athletics | Questions | Instructions |
| Finance | Finance Questions | Finance Instructions |
| Institutional Income Questions | Institutional Income Instructions |
| Financial Aid | Tuition and Cost Questions | Tuition and Cost Instructions |
| Financial Aid Questions | Financial Aid Instructions |
| Human Resources | Questions | Instructions |
| Research Services | Questions | Instructions |
Task 2: Calculate and Prepare Data

Main Challenges

- Many Surveys Requests Data at Different Times
- Lots of Calculations Needed
- Different Reporting Formats
Create New Variables in Virtual Database (MySQL)

Create New Variables in SPSS (Syntax)

Generate Data in Required Format in Excel (Pivot Table)
Example: Create a New Variable in a Ranking Survey

New Variables in SPSS (times_subject)

<table>
<thead>
<tr>
<th>times_subject</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Humanities</td>
</tr>
<tr>
<td>Business &amp; Economics</td>
</tr>
<tr>
<td>Clinical, Pre-clinical and Health</td>
</tr>
<tr>
<td>Computer Science</td>
</tr>
<tr>
<td>Education</td>
</tr>
<tr>
<td>Engineering &amp; Technology</td>
</tr>
<tr>
<td>Law</td>
</tr>
<tr>
<td>Life Sciences</td>
</tr>
<tr>
<td>Physical Sciences</td>
</tr>
<tr>
<td>Psychology</td>
</tr>
<tr>
<td>Social Sciences</td>
</tr>
</tbody>
</table>

Excel Pivot table
(Use the new variable to generate reporting data)

<table>
<thead>
<tr>
<th>Row Labels</th>
<th>Sum of FTE_CDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>International</td>
<td>202.00</td>
</tr>
<tr>
<td>Arts &amp; Humanities</td>
<td>322.00</td>
</tr>
<tr>
<td>Business &amp; Economics</td>
<td>310.33</td>
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<tr>
<td>Clinical, Pre-clinical &amp; Health</td>
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</tr>
<tr>
<td>Computer Science</td>
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</tr>
<tr>
<td>Education</td>
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</tr>
<tr>
<td>Engineering &amp; Technology</td>
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<tr>
<td>Law</td>
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<tr>
<td>Psychology</td>
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<tr>
<td>Social Sciences</td>
<td>127.67</td>
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<tr>
<td>#NULL!</td>
<td></td>
</tr>
<tr>
<td>Grand Total</td>
<td>1598.00</td>
</tr>
</tbody>
</table>
Great Efficiency, Less Pain
External Surveys Offering CDS Data Entry

- U.S. News & World Report
- The Peterson’s
- The College Board
- Fiske
Careful Planning & Thoughtful Communication
Q1: How does the IR decide which external surveys to participate in? Who do you consult with and what are the deciding factors?
Q2: It is time-consuming to collect data and I am the only data collector on campus. What are some tips to help reduce the time spent on data collection?
Q3: We haven’t received the Wintergreen Orchard House Survey yet, did you get yours?
Q4. What tools have you used to improve the process of data collection and calculation to report on the CDS and external surveys? What do you wish you had known earlier?
Q5: How do you collect data from many offices and ensure its accuracy?
Q6: Have you used external surveys’ data entry service for CDS? How has your experience been?
Q7: How do you deal with offices that fail to respond to IR’s data collection requests for the CDS and external surveys?
Q8: How do you organize and store completed external surveys and make them easily accessible to campus stakeholders?
Q9: We have limited personnel, but unlimited requests on data analysis and presentations. Do you have suggestions on the situation?

Q10. How do you create efficient processes to maximize the IR office’s output, while juggling with multiple projects and deadlines?
Q11: It is a very manual process to compile the data for the CDS and the external surveys. What would you recommend where to start with?
Mahalo!