

The Office of Assessment and Institutional Research Presents:

Data Dins

Conversations about Furman University Data



Agenda

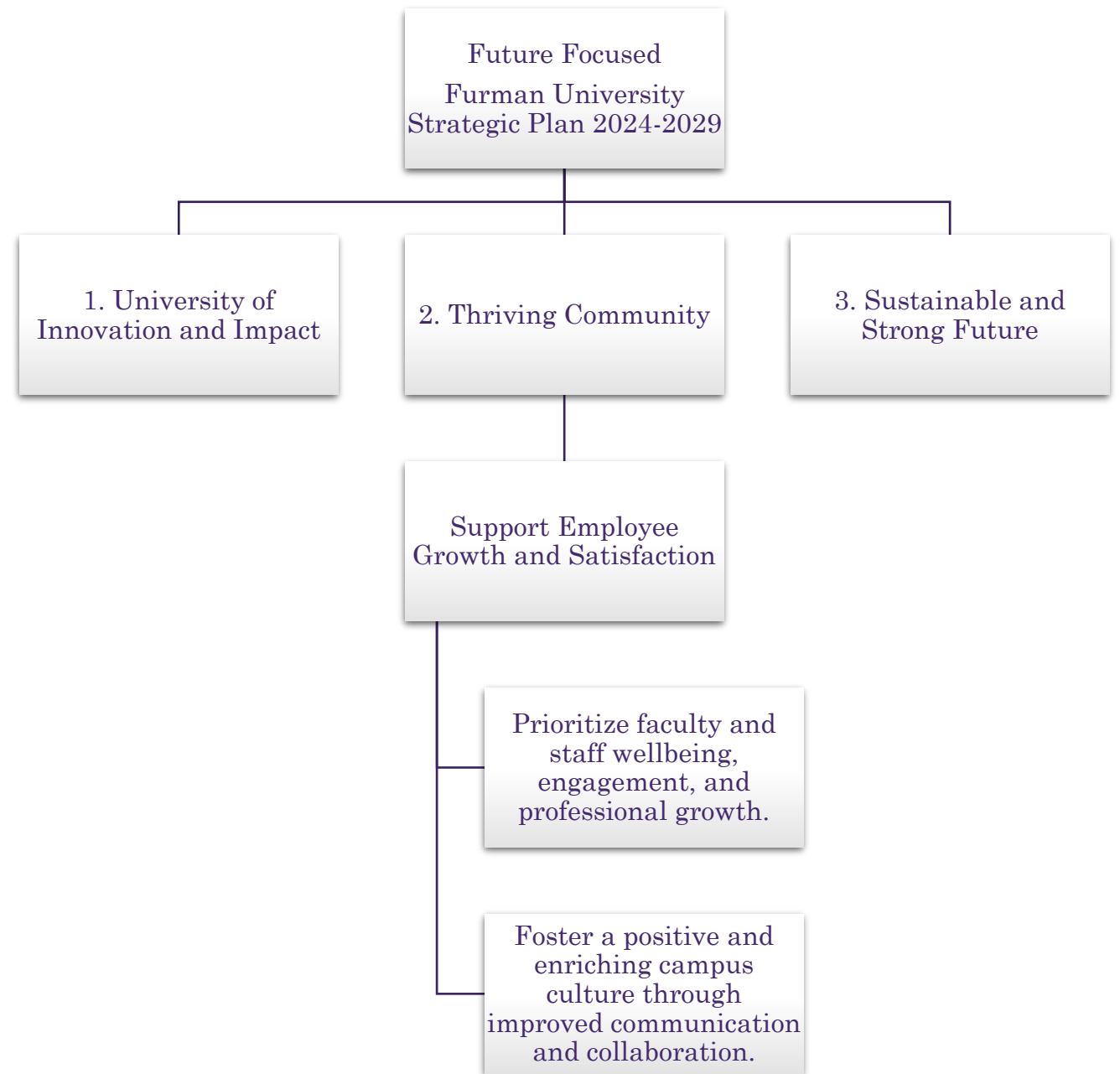
- Introduction to Data Dins
- Data Dos and Don'ts
- Enrollment Dashboard
- Table Conversations
- Large Group Conversations
- Wrap-up



<https://media4.giphy.com/media/v1.Y2lkPTc5MG13NjExbGc3ejUwYWRsOGxibzcyMXU1N3dkdXdwc3ZsbWltYW9kM2R1bGswaiZlcD12MV9pbnRlcm5hbF9naWZfYnlfYWQmY3Q9Zw/26ufnwz3wDUli7GU0/giphy.gif>

Data Dins

- Data Transparency
- Student Success
- Conversations
- Partners



What is your role?

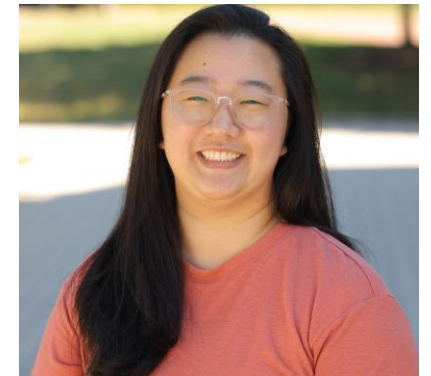
- **Not a committee or task force** – simply a gathering of like-minded individuals invested in seeing our students succeed
- **Listen, participate, and take actionable information** back to your office/division/program for consideration
- **Bonus:**
 - Look at and discuss data across divisions
 - Draw different data sets together around a particular concern
 - Generate ideas for a new study
 - Share some of your data



<https://media0.giphy.com/media/v1.Y2lkPTc5MGI3NjExYnduMXBoNTU5dDVtM25yamh4dWs3aDRodXp4dHBvd2YyMjBheXJlNiZlcD12MV9pbnRlcm5hbF9naWZlYnlfYWQmY3Q9Zw/26gs78HRO8sOuhTkQ/giphy.gif>

Our roles

- David Eubanks: Assistant Vice President of Office of Institutional Assessment and Research
- Suzanne Klonis: Director of Assessment and SACSCOC Institutional Liaison
- Katlyn Bagley-Sepsey: Director of Institutional Research, Reporting, and Data Stewardship



Enrollment Dashboard



Why do we collect this data?

Monitor Trends Over Time

Track year-to-year changes in student enrollment to understand growth, decline, or shifts in student populations.

Inform Strategic Planning

Provide data to guide institutional decisions about academic program offerings, staffing, facilities, and budgeting.

Support Resource Allocation

Help campus leaders distribute resources—such as faculty, classrooms, housing, and financial aid—based on actual student needs.

Ensure Compliance and Reporting

Fulfill federal, state, and accreditation reporting requirements (e.g., IPEDS, SACSCOC, Title IV).

Understand Student Demographics

Analyze who our students are (e.g., race/ethnicity, gender, residency, first-gen status) to support equity, access, and student success.

Identify Enrollment Patterns

Examine enrollment by program, major, class level, or modality to detect shifts in student interests or needs.

Enhance Recruitment and Retention Efforts

Identify which populations are enrolling, persisting, or leaving to improve targeted outreach and support strategies.

Communicate Institutional Health

- Provide key metrics to leadership, trustees, and the campus community that reflect the vitality of the institution.



Data Dos (and Don'ts)

Dashboards
tell us
about the
past, not
the future



<https://media1.giphy.com/media/v1.Y2lkPTc5MGI3NjExNDR0dmJldXVzdGZ5djFjeXJjbTM4ZW12ejJmaXk2ODdleWhye29wbiZlcD12MV9pbnRlcm5hbF9naWZfYnlfYWQmY3Q9Zw/Z1LYiyIPhnG90/giphy.gif>

Data Dos (and Don'ts)

Over time dashboards can give us confidence in our understanding of key metrics AND help us spot cases where the data is wrong

The data will sometimes be wrong. Report it. Truth is a verb (validation)



<https://media4.giphy.com/media/v1.Y2lkPTc5MGI3NjExNHJkNnB1bzlhZTY0Y2dremR2Z3BnMm9iYXd3MHJ0dXBsdnRlcmNlaSZlcD12MV9pbmRlcm5hbF9naWZlYnfaWQmY3Q9Zw/9dgnO4jts7kmsFcSPq/giphy.gif>

Data Dos (and Don'ts)

We shouldn't
build
programming
directly from
dashboards.



Instead, we need
analysis, which
the IR office can
provide.



A successful
analysis leads to
a proposed model
that links
metrics,
suggesting how
they interact.



We can use that
model to attempt
improvements.



Let's navigate to the dashboard

- URL: <https://www.furman.edu/offices-services/institutional-research/enrollment/>



The screenshot displays the Furman University Institutional Assessment Menu. The top navigation bar includes the Furman University logo, the text "Visit Furman", "How to Apply", "Request Information", "Clearly Furman", a search bar, and a menu icon. Below the navigation bar, the "Institutional Assessment Menu" is highlighted in a purple box with a right-pointing chevron. The main content area is titled "Dashboards and Reports" and features five purple buttons with white text and right-pointing chevrons: "ADMISSIONS", "ENROLLMENT", "STUDENT SUCCESS", "CLIFTON STRENGTHS", and "U.S. NEWS AND WORLD REPORT BEST COLLEGES".

Guiding Questions

1. What surprised you about the data?
2. How does this data connect to the work in your office or department?
3. What additional questions do these visuals raise for you?
4. What types of decisions could this data help you or your team make?
5. Where might we need more context to truly understand what's driving these trends?

Power BI Tips and Tricks

- **Use Full Screen or Focus Mode**
Click the focus icon (↗) in the top-right corner of a visual to zoom in and see it better.
- **Hover for Details**
Move your mouse over charts and visuals—tooltips will often pop up with extra info.
- **Click to Highlight**
Click a row or pie slice—Power BI will automatically highlight related data in other visuals.
- **Don't Worry About Breaking It**
You can't damage the dashboard by clicking around—explore freely!
- **Ask Questions**
If something looks confusing or unclear, it's totally okay to ask. These tools are meant to *support* you, not test you.



Wrap-up

- Thank you for attending!
- Don't forget a sticker
- Please complete the evaluation – scan the QR code



The Office of Assessment and
Institutional Research
Presents:



Garden Chapel Room
Friday, 12:30-1:45pm

Conversations about Furman Data

May 30th: Retention and Graduation Report

June 27th: Senior Survey Results

July 25th: U.S. News and World Report



Bring your laptop

