Formula for Student Success
"Actionable Intelligence"

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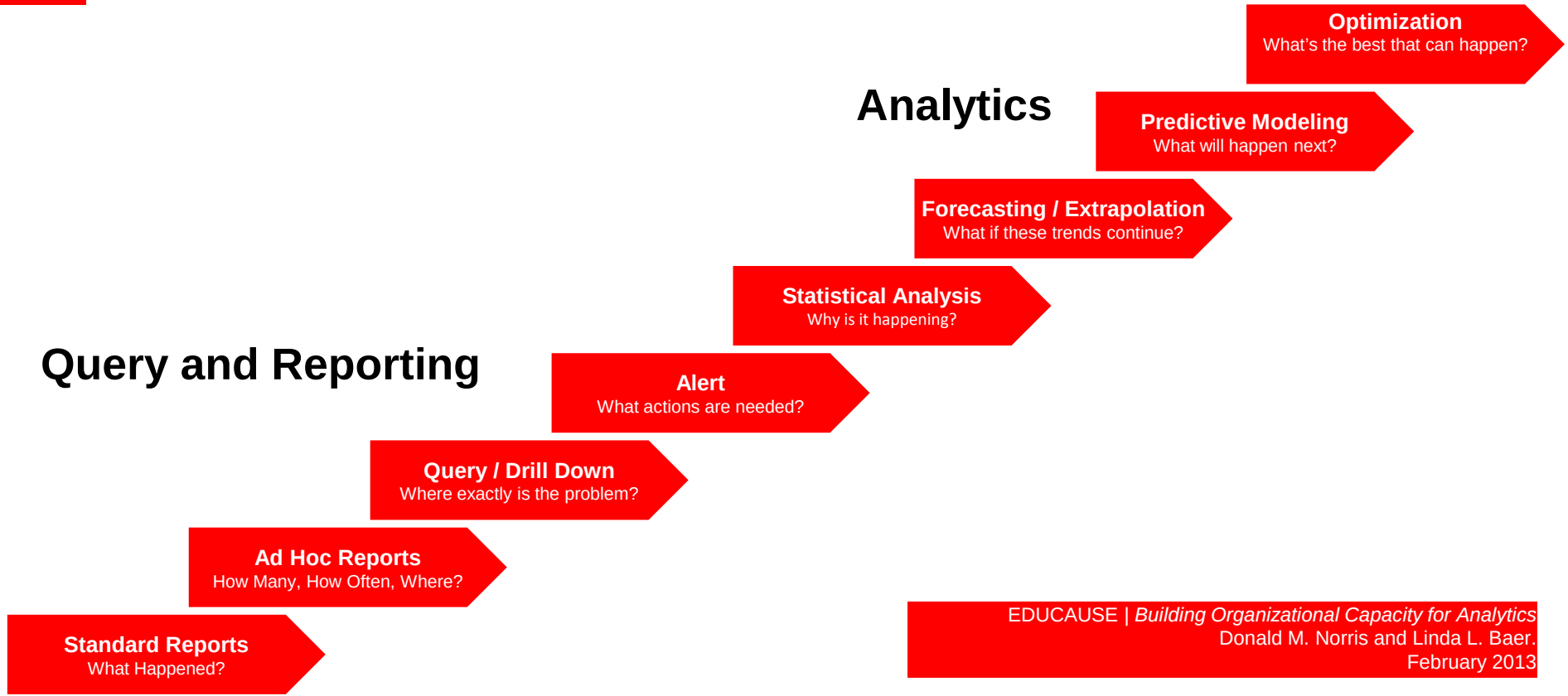
2014

Technology and Innovation

1. Technology and Innovation
2. Business Intelligence in Higher Education
3. Complete College Georgia
4. Turning Hindsight into Foresight
5. Proactive Engagement
6. Freshman Learning Communities
7. Actionable Alerts
8. Demo

Davenport/Harris Framework Adopted for Higher Education



EDUCAUSE | *Building Organizational Capacity for Analytics*
Donald M. Norris and Linda L. Baer.
February 2013

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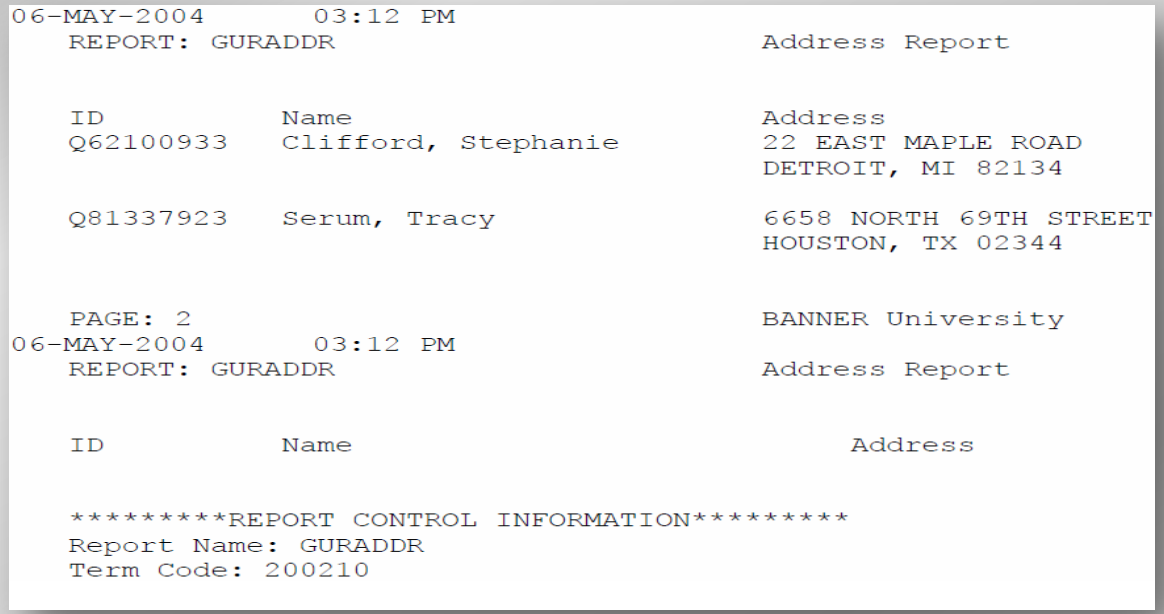
Oracle OBIEE Implementation

- Planning: 3 months, Nov 2011 – Jan 2012
- Faculty Portal Development: 6 months, Jan 2012 – Jun 2012
- Data Warehouse
  - Data Collection, nightly extracts from Banner: Sept 2011 - Current
  - Infrastructure Setup, VM: 2 months, Feb 2012 – Mar 2012
  - OBIEE Installation/Setup: 5 months, Mar 2012 – July 2012
- Release to Campus: August 2012
- Oracle Endeca Information Discovery
  - Data Collection: Feb 2013 (2 weeks)
  - Web Interface: March 2013 (2 weeks)

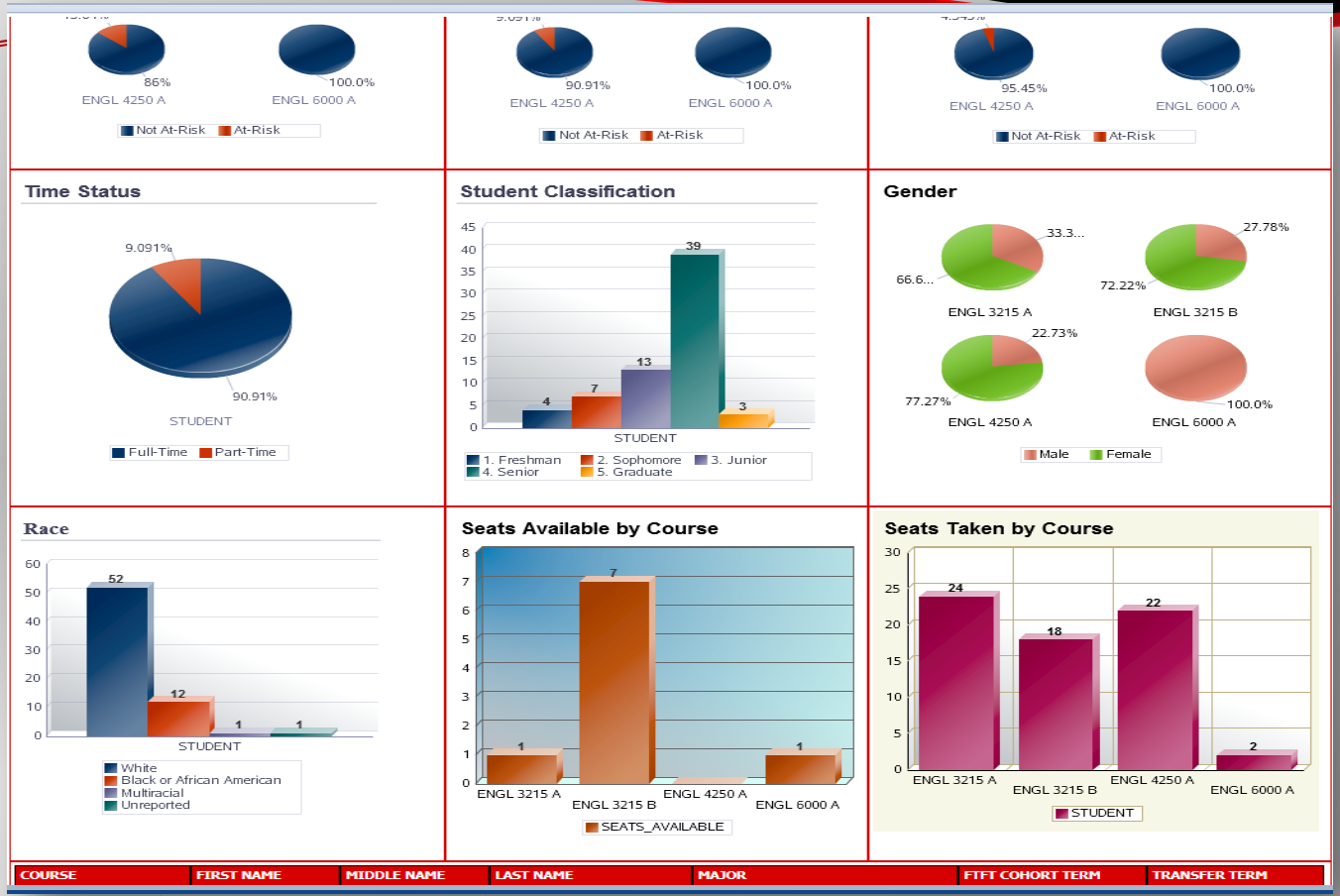
Software: Oracle 11g DB/Weblogic, ODI, OBIEE, Application Express, Endeca Information Discovery

Data and Information

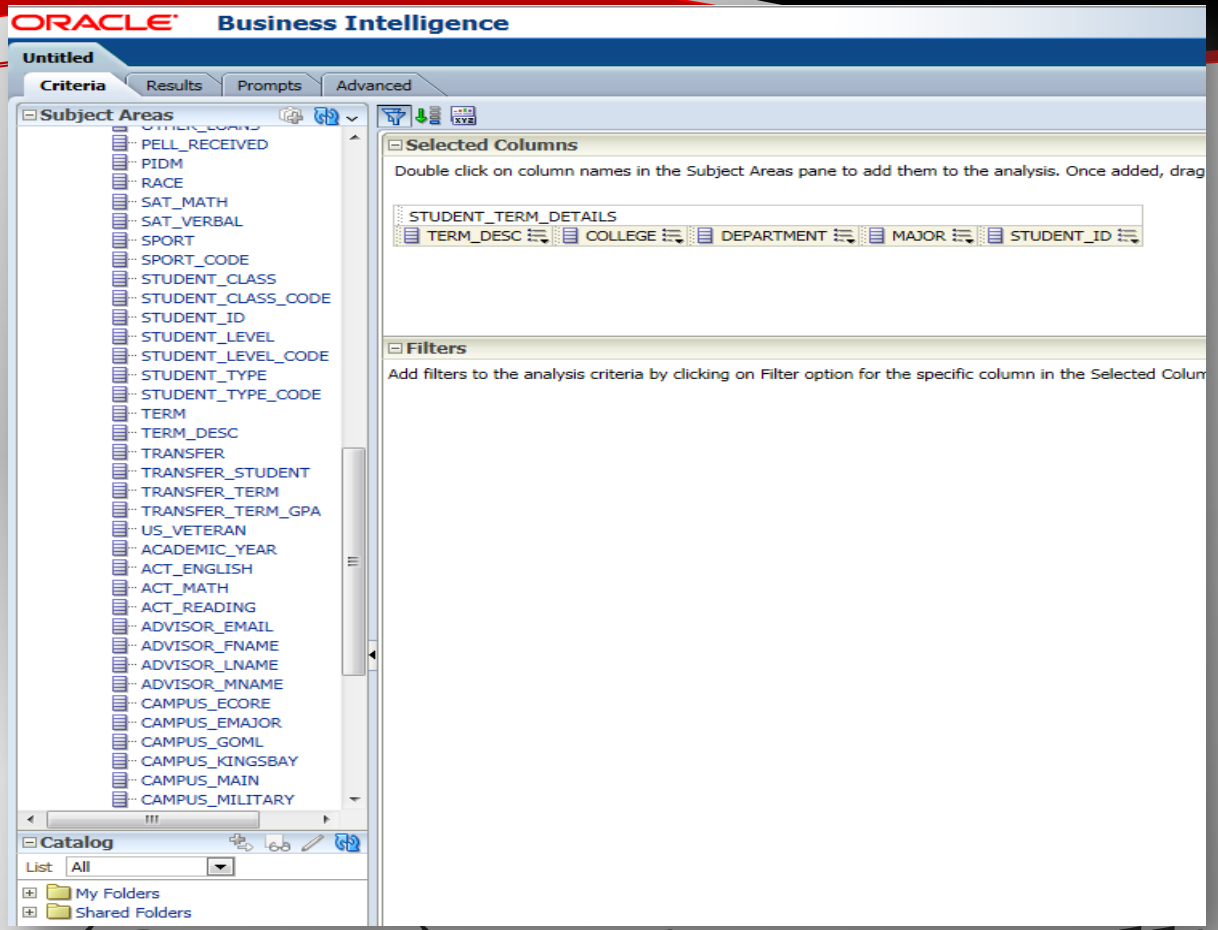
1. How long does it take on average to get a new report created? (hours, days, weeks, months)
2. How are you using data to make decisions and provide support where needed?
3. Must you find information or does information find you?



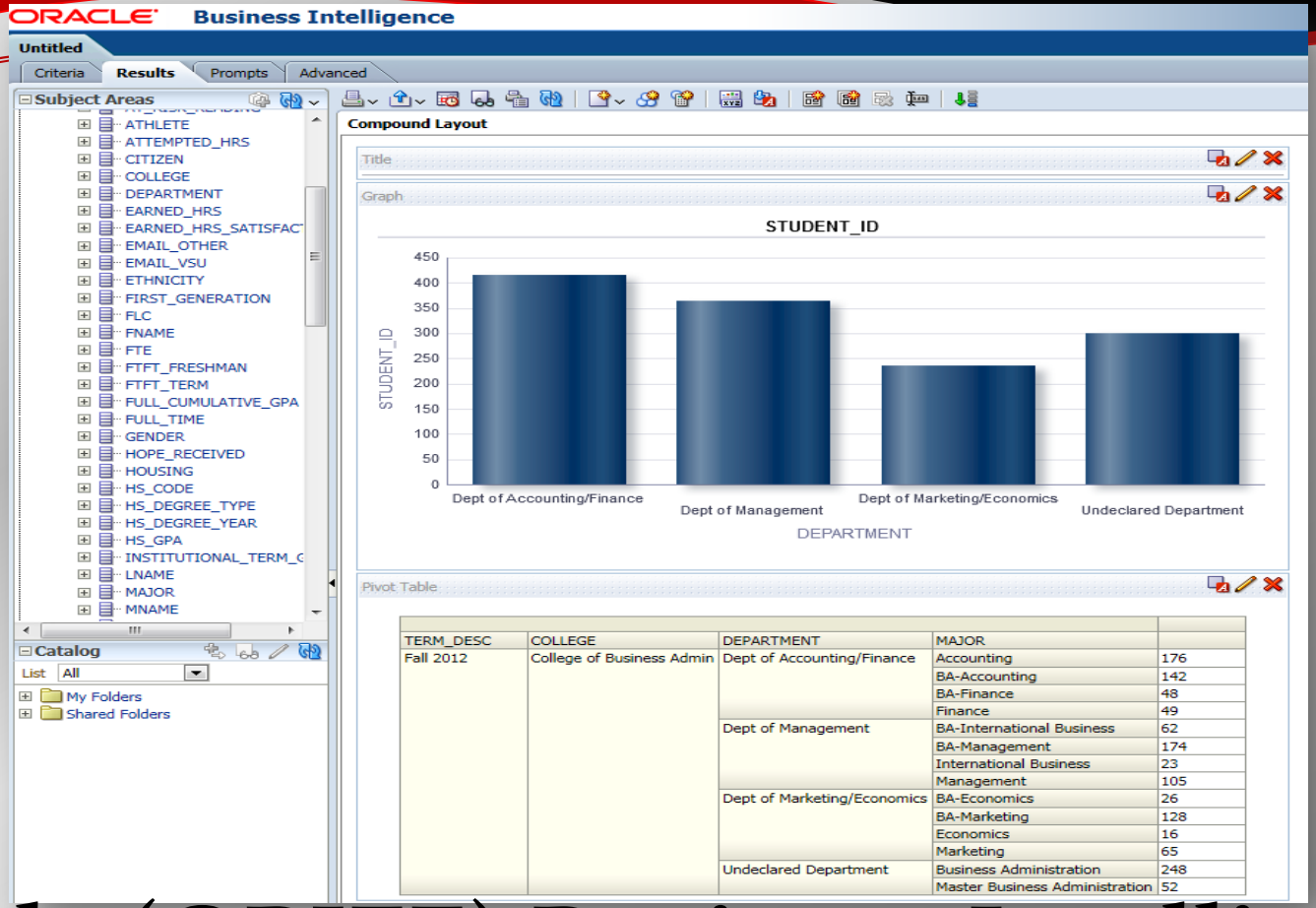
```
06-MAY-2004       03:12 PM
   REPORT: GURADDR                                Address Report


   ID             Name                           Address
   Q62100933      Clifford, Stephanie            22 EAST MAPLE ROAD
                                                 DETROIT, MI 82134

   Q81337923      Serum, Tracy                   6658 NORTH 69TH STREET
                                                 HOUSTON, TX 02344


   PAGE: 2                                       BANNER University
06-MAY-2004       03:12 PM
   REPORT: GURADDR                                Address Report


   ID             Name                                Address


   *********REPORT CONTROL INFORMATION********
   Report Name: GURADDR
   Term Code: 200210
```



Oracle (OBIEE) Business Intelligence



Oracle (OBIEE) Business Intelligence



Oracle (OBIEE) Business Intelligence

SWIS Home | Student Record | Agencies | Contacts | Summary List of Students | List of Current Students | Detailed List of Current and Prior Students | Missing Students | Title IV-E Funding Report | Completed Practicum Placements Report | Advising

Student Information Updated.

Query Student

Enter a Student ID Number and Press Enter to Query. Erase the block and type a new Student ID Number and Press Enter to select a different student.

Enter Student ID (press Enter to Query) bahaugab@valdosta.edu Clear

Selected Student Haugabrook, Brian Antonio

Advisors

Advisor Name	Argyle, Nolan	Advisor Type	Academic Advisor

Special Flags

Set Flag

	Flag	Flag Set On	Flag Set By	Flag Lifts On
	Test Flag	17-SEP-2012	Haugabrook, Brian Antonio	-

1 - 1

Department Forms

Request Additional Forms | Update Form Received Stamps | Perform Form Admin Actions

Form Name	Received On	Received By	View	Received	Reset Status	Delete Request	PDF
Student Contact Information	25-JUL-2011	Haugabrook, Brian Antonio	Download	✓			Upload/Replace
Statement of Understanding	25-JUL-2011	Haugabrook, Brian Antonio		✓			Upload/Replace
Official Program of Study	25-JUL-2011	Haugabrook, Brian Antonio		✓			Upload/Replace
Graduation Application	25-JUL-2011	Haugabrook, Brian Antonio		✓			Upload/Replace
Learning Plan 7612	* FORM NOT TURNED IN *	-			-		Upload/Replace
Foundation Practicum Application	* FORM NOT TURNED IN *	-			-		Upload/Replace
Concentration Practicum Application	* FORM NOT TURNED IN *	-			-		Upload/Replace
Foundation Liability Insurance	* FORM NOT TURNED IN *	-			-		Upload/Replace
Concentration Liability Insurance	* FORM NOT TURNED IN *	-			-		Upload/Replace

Student Information

Edit Student Information

Track	Full Time Program
Program Level	
Academic Status	Good Standing
Graduation Term	Not a SW Graduate
VSU Email Address	bahaugab@valdosta.edu
Other Email Addresses	
Needs Follow Up	No

Photo

1 - 1

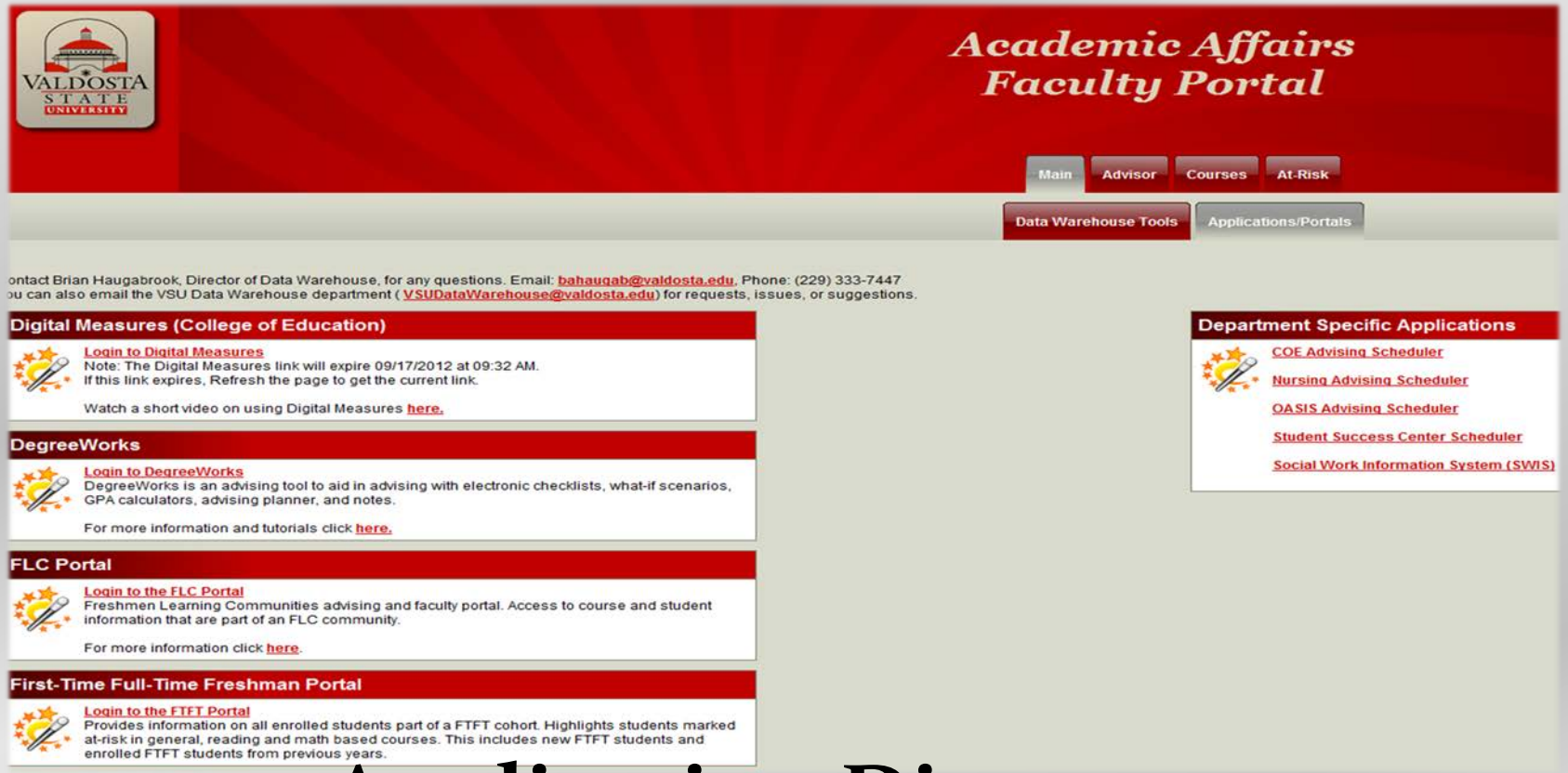
Special Documentation

Add Special Documentation

No Special Requirements Found.

IV-E Funding

Add IV-E Funding Information



Application Directory

What is Enrollment Management

- Recruitment
- Admissions
- Orientation
- Financial Aid and Payment (Bursary)
- Then what???
  - Then **Enrollment Management** is equipping the campus (Faculty, Staff, and even Students) with the tools they need to support the students, and not let the students fall through the crack with making an attempt to help them.

Course Summary By User Role

Course

Select Term: Fall 2012

Rows: 200 Go

1 - 200 of 2465

Term Desc	Crn	Subject	Crse Numb	Course Section	Course Title	Students Enrolled	Seats Available	Instructors Email
Fall 2012	00000	ACCT	2101	A	Principles of Accounting I	84	0	bahaugab@valdosta.edu
Fall 2012	00000	ACCT	2101	B	Principles of Accounting I	34	0	bahaugab@valdosta.edu
Fall 2012	00000	ACCT	2101	C	Principles of Accounting I	35	3	bahaugab@valdosta.edu
Fall 2012	00000	ACCT	2101	D	Principles of Accounting I	49	1	bahaugab@valdosta.edu
Fall 2012	00000	ACCT	2101	E	Principles of Accounting I	44	4	bahaugab@valdosta.edu
Fall 2012	00000	ACCT	2101	F	Principles of Accounting I	34	0	bahaugab@valdosta.edu
Fall 2012	00000	ACCT	2101	G	Principles of Accounting I	35	3	bahaugab@valdosta.edu
Fall 2012	00000	ACCT	2102	A	Principles of Accounting II	14	12	bahaugab@valdosta.edu
Fall 2012	00000	ACCT	2102	B	Principles of Accounting II	30	8	bahaugab@valdosta.edu
Fall 2012	00000	ACCT	2102	C	Principles of Accounting II	46	-1	bahaugab@valdosta.edu
Fall 2012	00000	ACCT	2102	D	Principles of Accounting II	43	2	bahaugab@valdosta.edu
Fall 2012	00000	ACCT	2102	E	Principles of Accounting II	36	-2	bahaugab@valdosta.edu
Fall 2012	00000	ACCT	3100	A	Intro to Fraud Examination	32	6	bahaugab@valdosta.edu

Class Roster with Photos and Direct Link to DegreeWorks

Back to Course List

Course ACCT 2101 A - Principles of Accounting I

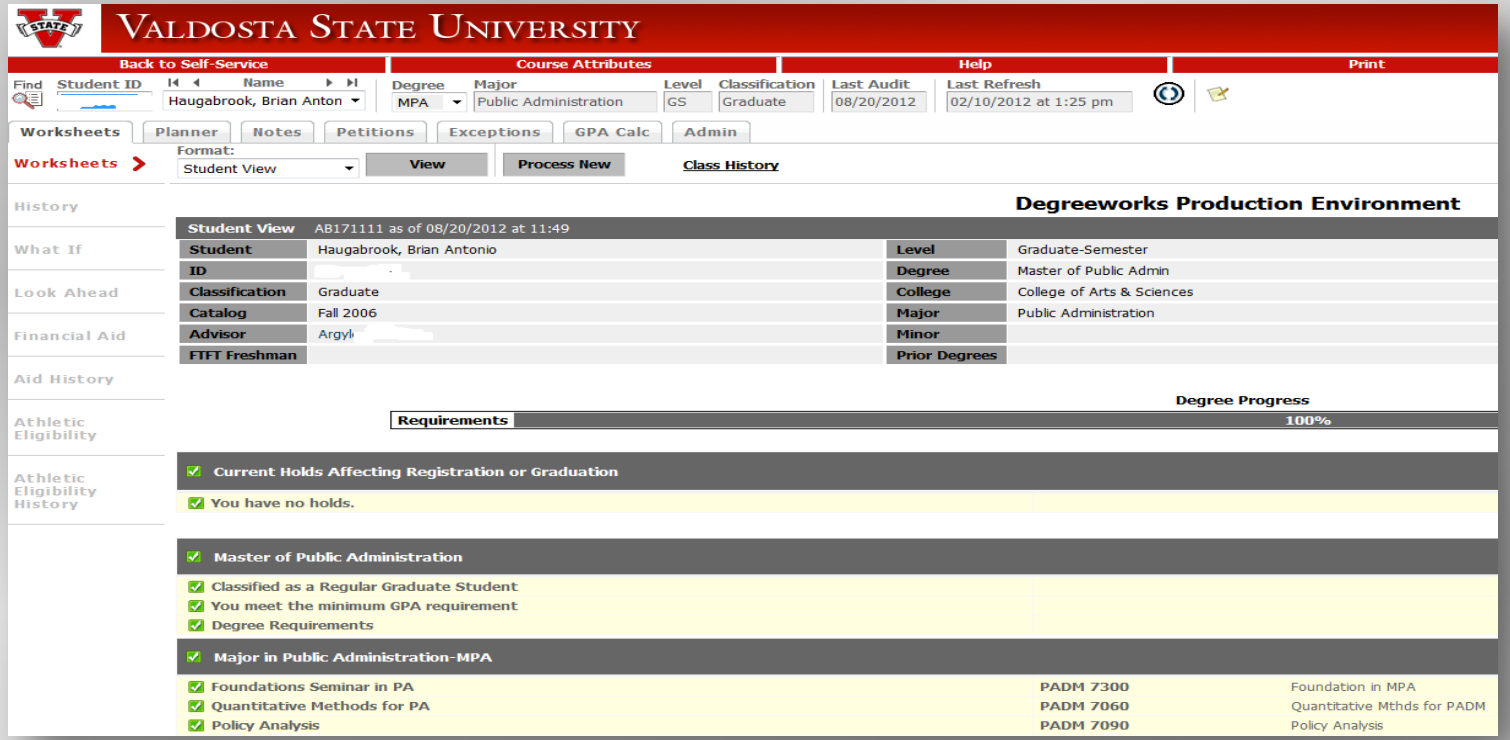
Rows 100 Go

At Risk General = 'Yes'
At Risk Reading = 'Yes'
At Risk Math = 'Yes'

1 - 84 of 84

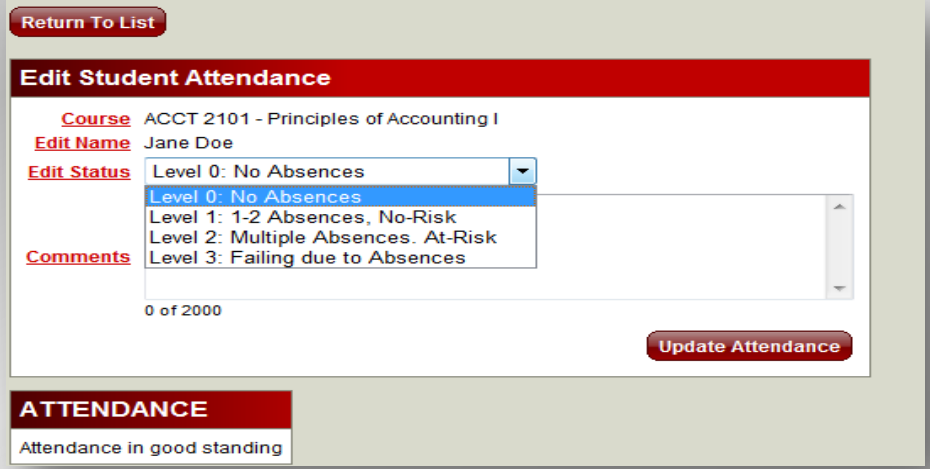
Student Photo	Last Name	First Name	Middle Name	Attendance/Course Progress	Email	At Risk General	At Risk Math	At Risk Reading	Degreeworks
	Doe	J	Tanner	Attendance/Course Progress Flags	bahaugab@valdosta.edu	Yes	Yes	No	DegreeWorks
	Doe	J	Jahkeem	Attendance/Course Progress Flags	bahaugab@valdosta.edu	No	No	No	DegreeWorks
	Doe	J	Qamar	Attendance/Course Progress Flags	bahaugab@valdosta.edu	No	No	No	DegreeWorks

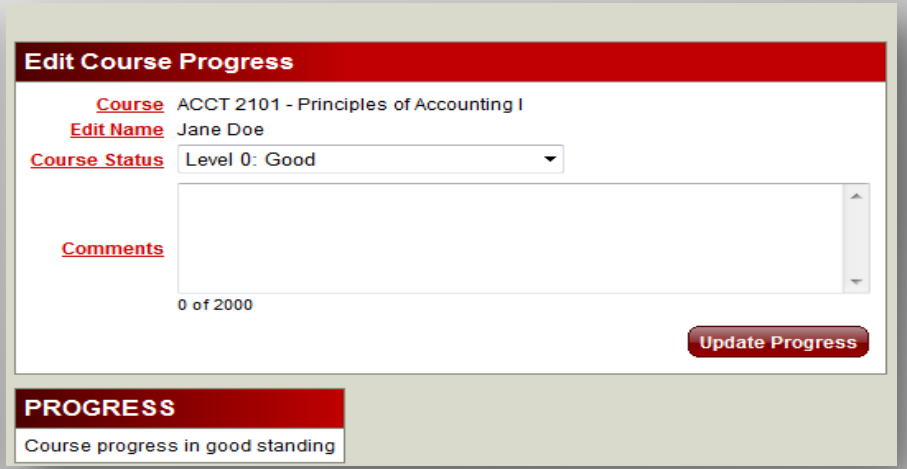
Custom Application Integrations



Automatic Alerts, Triggers, and Events

- Sends notification to the student's advisor and academic success center
- If the student lives on campus, a wellness check is automatically triggered through the housing office
- If the student is in an FLC, all other instructors are notified





Student Progress in all Courses

Student

STUDENT_PHOTO	STUDENT_NAME	EMAIL_VSU	FULL_CUMULATIVE_GPA	ADVISOR_NAME	ADVISOR_EMAIL
	John Doe	bahauqab@valdosta.edu	-	Robert Smith	bahauqab@valdosta.edu

1 - 1

Return To List

Student Schedule

CRN	Course	Instructor Email	Attendance Status	Attendance Comments
80354	ENGL 1101 T - Composition I	jdoe@valdosta.edu	Level 2: Multiple Absences. At-Risk	Marlee has accrued three absences. We are in the process of setting up a meeting to discuss the matter.
80042	KSPE 1020 C - Weight Training	jdoe@valdosta.edu		
80643	VSU 1101 K - Keys to College Success	jdoe@valdosta.edu		
81056	PHIL 2010 B - Fundamentals of Philosophy	jdoe@valdosta.edu		
81213	HIST 2112 K - United States History Sn 1865	jdoe@valdosta.edu		

Course Withdrawal Alerts

- What happens if a student drops a course that is in his/her cohort?
- What actions should take place?

From: flc_coordinator@valdosta.edu [mailto:flc_coordinator@valdosta.edu]
Sent: Monday, September 17, 2012 8:13 AM
To: Brian A. Haugabrook
Subject: FLC NOTIFICATION Course Withdrawal (Gi)

Dear Brian Haugabrook,

J Doe (@valdosta.edu) has withdrawn from PERS 2160 C FLC course and currently lives on campus. You are encouraged to follow up with the student.

Login to the FLC Portal for more information. https://apex.valdosta.edu/apex/f?p=FLC

Enrollment Management and Retention, Progression and Graduation

- Importance of Good Data
- Timely Data
- New Freshmen Learning Curve
- Faculty (need I say more)
- Orientation
- Advising
- Other Risk Factors (Financial Aid, Social Issues, etc…)

At-Risk Factors

- A three part process that examined:
  - Quality of High School
  - High School Grade Point Average (HS GPA)
  - SAT Scores (ACT converted)

At-Risk Factors

- Examined potential DFW rates of students by at-risk factors.
  - HS Quality
  - HS GPA
  - English: SAT English (Average ACT English and ACT Reading)

HS Quality, HS GPA, SAT Total	English Based Courses				At-risk Indicator (60.0% or Below)	Math Based Courses				At-risk Indicator (60.0% or Below)
	Pass	DFW	Total	% Passed		Pass	DFW	Total	% Passed	
1, 1, 1	382	20	402	95.0%		193	12	205	94.1%	
1, 3, 2	355	90	445	79.8%		132	48	180	73.3%	
1, 4, 1	216	95	311	69.5%		60	79	139	43.2%	At-risk, Math
2, 1, 3	441	38	479	92.1%		104	23	127	81.9%	
2, 3, 2	495	125	620	79.8%		124	90	214	57.9%	At-risk, Math
3, 2, 4	398	109	507	78.5%		102	94	196	52.0%	At-risk, Math
3, 3, 1	132	69	201	65.7%		50	37	87	57.5%	At-risk, Math
3, 4, 3	230	167	397	57.9%	At-risk, English	52	96	148	35.1%	At-risk, Math
4, 1, 1	422	31	453	93.2%		242	33	275	88.0%	
4, 1, 4	266	32	298	89.3%		80	32	112	71.4%	
4, 4, 4	200	154	354	56.5%	At-risk, English	51	103	154	33.1%	At-risk, Math
9, 2, 3	169	34	203	83.3%		45	20	65	69.2%	

Summer 2013	Dept of Phy/Ast/Geosciences					
TERM	DEPARTMENT	SUBJ	CRSE_NUMB	INCOME	COST	REVENUE
Summer 2013	Dept of Phy/Ast/Geosciences	ASTR	1000	$13,746.00	$11,206.69	$2,539.31
Summer 2013	Dept of Phy/Ast/Geosciences	ASTR	1010K	$14,536.00	$15,681.10	-$1,145.10
Summer 2013	Dept of Phy/Ast/Geosciences	GEOG	1102	$15,642.00	$17,273.07	-$1,631.07
Summer 2013	Dept of Phy/Ast/Geosciences	GEOG	1110	$34,602.00	$25,415.24	$9,186.76
Summer 2013	Dept of Phy/Ast/Geosciences	GEOG	1112K	$25,912.00	$10,553.20	$15,358.80
Summer 2013	Dept of Phy/Ast/Geosciences	GEOL	3120	$3,318.00	$2,842.42	$475.58
Summer 2013	Dept of Phy/Ast/Geosciences	ISCI	2002	$11,376.00	$8,303.72	$3,072.28
Summer 2013	Dept of Phy/Ast/Geosciences	PHSC	1100	$4,740.00	$11,150.12	-$6,410.12
Summer 2013	Dept of Phy/Ast/Geosciences	PHYS	1111K	$15,800.00	$9,099.53	$6,700.47
Summer 2013	Dept of Phy/Ast/Geosciences	PHYS	1112K	$15,168.00	$10,321.68	$4,846.32
Summer 2013	Dept of Phy/Ast/Geosciences	PHYS	2211K	$13,272.00	$14,853.86	-$1,581.86
Summer 2013	Dept of Phy/Ast/Geosciences	PHYS	2212K	$5,056.00	$7,656.00	-$2,600.00
				$173,168.00	$144,356.64	$28,811.36

Strategic Course Financial Planning

History+

DEPARTMENT	SUBJ	CRSE_NUMB	INCOME	COST	REVENUE
History+	HIST	1012	$7,110.00	$7,077.10	$32.90
History+	HIST	2111	$17,064.00	$25,259.42	-$8,195.42
History+	HIST	2112	$15,642.00	$25,976.58	-$10,334.58
History+	HIST	3090/5090	$11,553.00	$8,060.05	$3,492.95
History+	HIST	4211/6211	$11,376.00	$10,735.89	$640.11
History+	HIST/AFAM	3060/3600	$7,110.00	$9,825.78	-$2,715.78
History+	HIST/AFAM/WGST	3080/5080/3600/4600	$9,006.00	$6,912.75	$2,093.25
			$78,861.00	$93,847.57	-$14,986.57

Cross-listed Section Analysis

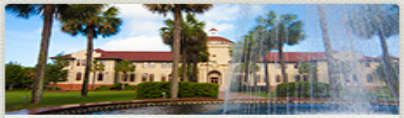
DEPARTMENT	SUBJECT CODE	COURSE NUMBER	SECTION	COURSE SECTIONS	SEATS ALLOWED	SEATS TAKEN	PERCENT UTILIZATION
Dept of Phy/Ast/Geosciences	GEOG	1100	A	1	40	27	67.5%
Dept of Phy/Ast/Geosciences	GEOG	1100	A	1	48	37	77.08%
Dept of Phy/Ast/Geosciences	GEOG	1100	A	1	48	14	29.17%

DEPARTMENT	SUBJECT CODE	COURSE NUMBER	SECTION	COURSE SECTIONS	SEATS ALLOWED	SEATS TAKEN	PERCENT UTILIZATION
Dept of Phy/Ast/Geosciences	GEOG	1110	A	1	40	46	115%
Dept of Phy/Ast/Geosciences	GEOG	1110	B	1	48	47	97.92%
Dept of Phy/Ast/Geosciences	GEOG	1110	C	1	48	43	89.58%
Dept of Phy/Ast/Geosciences	GEOG	1110	A	1	40	39	97.5%

Seat Utilization

Fall 2014 Implementation

- CRM
  - Complete Customer Relationship Management implementation
  - Social Relationship Management (SRM) implementation
  - Student employment opportunities based on financial analytics
- Oracle Endeca Information Discovery
  - Combine quantitative and qualitative data
  - Incorporate social media and survey data
  - Enhance research and grant opportunities



Math Tutoring
229.333.1500

- Math Study Tips
- Tutoring Schedule
- Course Catalog
- Choosing a Major

English Tutoring
229.333.1500

This would be text for a paragraph.
This would be text for a paragraph.
This would be text for a paragraph.

Logout

- VSU E-mail
- Banner Registration
- BlazeView
- Information Technology Service Desk
- Password Management

Registrar's Office

English Tutoring
229.333.1500

- English Study Tips
- Tutoring Schedule
- Course Catalog
- Choosing a Major

Fall Registration
July 8 @ 7am

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Oracle Endeca Information Discovery

Understand the Complete Picture with Context from Any Source

Data Warehouse / Business Intelligence

Banner/ODS

PeopleSoft

One Card

kboard

Student Record

Stud ID	Clas ID	Sec	Da	Inst	Cours	Spend	Cost
12324	506	234	12/3	1233	Class1	$300	$200
12325	507	235	12/4	1545	Class2	$450	$900

				ealer	Price
506	25	1233	10/3	Dealer1	$35,000
507	26	1545	09/4	Dealer2	$22,000

Government Agencies

Bureau of Labor/Statistics

INSLDS/FAFSA/IFAPS

Population ages, median income, home values, land area, unemployed, number of small businesses….

Websites

Sports

Other HigherEd

".. Valdosta State wins another state championship…"

" … University of Georgia hires a new vice president."

"How do we view a successful student?"

Verbatim Text

Surveys and Evaluations

"..student heard a rattling sound toward left front dside of room. Had issues with understanding professor…"

Social Media

Student Sentiment/Blogs/Tweets

"Love Valdosta State University. The campus is in a great area. It is large enough to have everything you need, but still small enough……."

Business Intelligence and Information Discovery

More Powerful Together

Oracle Business Intelligence
Proven Answers to Known Questions

Structured Data
Modeled and conforming

New questions require exploration, new information

Analysis Problems
Measure, Analyze, Report

Discovery Problems
Investigate, Explore, Understand

Insights yield new metrics to monitor, data to integrate

Unstructured Data
Diverse, textual, uncertain quality

Oracle Endeca Information Discovery
Fast Answers to New Questions

Optimized for Exalytics In-Memory Machine

Search Box

Search Within

Breadcrumbs

No refinements have been selected.

Range Filters

- Success Counts
- Success Hours

Guided Navigation

- Student
- Student Courses
- Student Demographics
- Student Employess
- Student Flags
- Student GPA
- Student MultiAssign
- Success Center
- Financial Aid
- Labor Data
- Purchases
- Card Access
- Indicators
- Course Type

Bookmarks

Filter bookmarks...

My Bookmarks

Name	Description	Date ...	Actions

No bookmarks matched your filter.

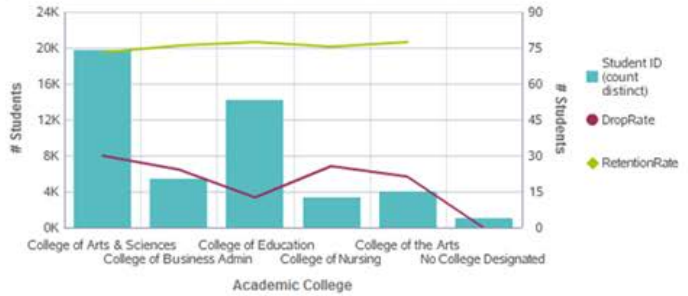
Create New Bookmark

Student Metrics

At Risk Rate	Drop Out Rate	High School GPA	Cumulative GPA	Student Sentiment
17%	24%	3.08	2.96	21.73%

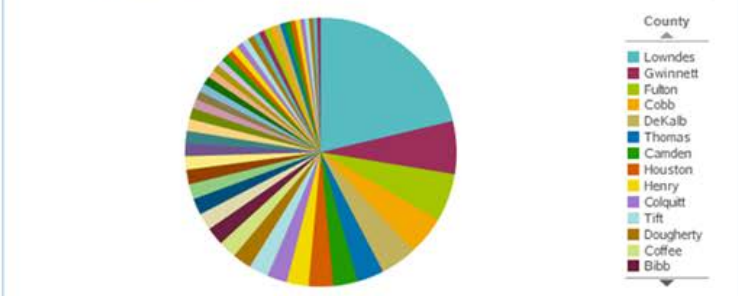
Student | Location

Students Drop Out vs Retention



Sort Academic College (A-Z)

Demographics



Top 50 By # Students

Group Dimension: County

Detail Records

Column Sets: Student — Actions

D...	Student ID	Attempted Hours	Earned Hrs	Face To Face Courses	First Generation	FTE	Fully Online Courses	High School Grad Year	Live
	000380A9A619DAC486F1...	6.000000	0.000000	0.000000	N	0.666667	2.000000		N
	000380A9A619DAC486F1...	6.000000	0.000000	0.000000	Y	0.666667	2.000000		N
	000380A9A619DAC486F1...	9.000000	0.000000	0.000000	N	1.000000	3.000000		N
	0007F307E6A1B6DD2C39...	3.000000	3.000000	1.000000	N	0.250000	0.000000	2008	N
	0007F307E6A1B6DD2C39...	4.000000	4.000000	1.000000	N	0.333333	0.000000	2008	N
	000837BB026C2AC39A00...	14.000000	8.000000	6.000000	N	1.000000	0.000000	2012	N
	000837BB026C2AC39A00...	18.000000	0.000000	6.000000	N	1.000000	0.000000	2012	N
	000AB70F6964700971477...	9.000000	7.000000	4.000000	N	0.750000	0.000000	2000	N
	000AB70F6964700971477...	5.000000	5.000000	2.000000	N	0.416667	0.000000	2000	N
	000AB70F6964700971477...								

Page 1 of 19855 — Records per page — Displaying records 1 - 10 of 198550

Search Box

Search Within

Breadcrumbs

No refinements have been selected.

Range Filters

Success Hours

Sentiment

Between -1.36 - 1.49 Submit

Guided Navigation

- Student
- Student Courses
- Success Center
- Student Demographics
- Evaluation
- Student Flags

Bookmarks

Course Metrics

Sentiment	Students	Number of Courses	Courses by Instructor
34%	40,472	2,446	4

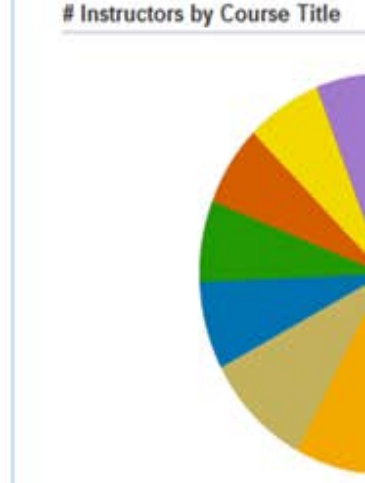
Sentiment

Top 30 By # Instructors

Group Dimension

Course Title

Counts



Metric

Instructors

Group

Top / Bottom 50

$ Amount by Merchant Name

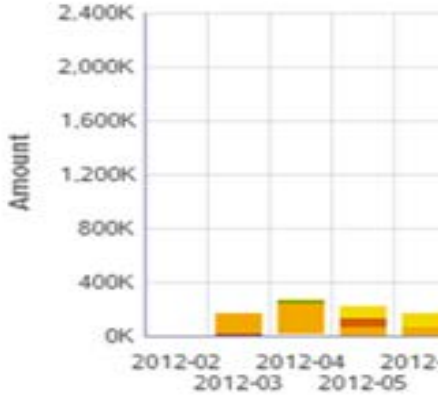
Top 50 By $ Amount

Metric: $ Amount

Group Dimension: Merchant Name

Compare By Month

Amount by Year Month



Sort Year Month (A-Z)

Metric: Amount

Series: Merch

Detail Records

De...	Student ID	Enrolled Term	Amount	Merchant Name	Profitcenter Name	Purchase D
	AD925CFD5B0381F16687...	Fall 2012	$0.50	Laundry	Centennial Laundry	10/21/2012
	E0EA650D442317088CD6...	Fall 2012	$1.79	Dining	UC Food Court	10/22/2012
	4313B02183752214E8571...	Spring 2013	$4.59	Dining	Papa Johns	01/14/2013
	BC214A7915E35B4B97D4...	Fall 2012	$5.95	Dining	Chick Fil A	10/22/2012
	6A07B5637A1185A5D970...	Spring 2013	$0.00	University Stores	Main/Tech/V Store	01/11/2013

Comments and Questions