Technology and Innovation

1. Technology and Innovation
2. Business Intelligence in Higher Education
3. A Changing World
4. Turning Hindsight into Foresight
5. Proactive Engagement
6. Freshman Learning Communities
7. Actionable Alerts
8. Demo
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?
Oracle (OBIEE) Business Intelligence
Oracle (OBIEE) Business Intelligence
Oracle (OBIEE) Business Intelligence
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

<table>
<thead>
<tr>
<th>Term Desc</th>
<th>Crn</th>
<th>Subject</th>
<th>Crse Numb</th>
<th>Course Section</th>
<th>Course Title</th>
<th>Students Enrolled</th>
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<th>Instructors Email</th>
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<td>3100</td>
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<td>Intro to Fraud Examination</td>
<td>32</td>
<td>6</td>
<td><a href="mailto:bahaugab@valdosta.edu">bahaugab@valdosta.edu</a></td>
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</table>
# Class Roster with Photos and Direct Link to DegreeWorks

## Course: ACCT 2101 A - Principles of Accounting I

<table>
<thead>
<tr>
<th>Student Photo</th>
<th>Last Name</th>
<th>First Name</th>
<th>Middle Name</th>
<th>Attendance/Course Progress</th>
<th>Email</th>
<th>At Risk General</th>
<th>At Risk Math</th>
<th>At Risk Reading</th>
<th>DegreeWorks</th>
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<tr>
<td>Doe</td>
<td>J</td>
<td>Tanner</td>
<td></td>
<td>Attendance/Course Progress Flags</td>
<td><a href="mailto:bahaugab@valdosta.edu">bahaugab@valdosta.edu</a></td>
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<td>Yes</td>
<td>No</td>
<td>DegreeWorks</td>
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<tr>
<td>Doe</td>
<td>J</td>
<td>Jahkeem</td>
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<tr>
<td>Doe</td>
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<td>Qamar</td>
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<td>No</td>
<td>No</td>
<td>DegreeWorks</td>
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</table>
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

<table>
<thead>
<tr>
<th>STUDENT_PHOTO</th>
<th>STUDENT_NAME</th>
<th>EMAIL_VSU</th>
<th>FULL_CUMULATIVE_GPA</th>
<th>ADVISOR_NAME</th>
<th>ADVISOR_EMAIL</th>
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<tbody>
<tr>
<td>John Doe</td>
<td><a href="mailto:bahaugab@valdosta.edu">bahaugab@valdosta.edu</a></td>
<td>-</td>
<td></td>
<td>Robert Smith</td>
<td><a href="mailto:bahaugab@valdosta.edu">bahaugab@valdosta.edu</a></td>
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Return To List

Student Schedule

<table>
<thead>
<tr>
<th>CRN</th>
<th>Course</th>
<th>Instructor Email</th>
<th>Attendance Status</th>
<th>Attendance Comments</th>
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<tbody>
<tr>
<td>80354</td>
<td>ENGL 1101 T - Composition I</td>
<td><a href="mailto:jdoe@valdosta.edu">jdoe@valdosta.edu</a></td>
<td>Level 2 Multiple Absences, At-Risk</td>
<td>Mariee has accrued three absences. We are in the process of setting up a meeting to discuss the matter.</td>
</tr>
<tr>
<td>80842</td>
<td>KSPE 1020 C - Weight Training</td>
<td><a href="mailto:jdoe@valdosta.edu">jdoe@valdosta.edu</a></td>
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<tr>
<td>80643</td>
<td>VSU 1101 K - Keys to College Success</td>
<td><a href="mailto:jdoe@valdosta.edu">jdoe@valdosta.edu</a></td>
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<td>81056</td>
<td>PHIL 2010 B - Fundamentals of Philosophy</td>
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<tr>
<td>81213</td>
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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 (G1)

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)
  - Math: SAT Math (ACT Math)

<table>
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<tr>
<th>HS Quality, HS GPA, SAT Total</th>
<th>English Based Courses</th>
<th>At-risk Indicator (60.0% or Below)</th>
<th>Math Based Courses</th>
<th>At-risk Indicator (60.0% or Below)</th>
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<td>20</td>
<td>402</td>
<td>95.0%</td>
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<td>1, 3, 2</td>
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<td>90</td>
<td>445</td>
<td>79.8%</td>
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<td>1, 4, 1</td>
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<td>95</td>
<td>311</td>
<td>69.5%</td>
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<tr>
<td>2, 1, 3</td>
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<td>38</td>
<td>479</td>
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<td>125</td>
<td>620</td>
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<td>109</td>
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<td>397</td>
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<td>31</td>
<td>453</td>
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<td>4, 1, 4</td>
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<td>32</td>
<td>298</td>
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<td>354</td>
<td>56.5%</td>
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<tr>
<td>9, 2, 3</td>
<td>169</td>
<td>34</td>
<td>203</td>
<td>83.3%</td>
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Fall 2013 Implementation

• Student Portal
  – Degree progress checklist
  – Targeted supplemental instruction materials displayed as ads
  – 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
What is Information Discovery?

Quickly explore all relevant data

- Relationships undefined or unknown
- No pre-defined model required
- Rapid, iterative change
- Search across data sources
- Navigation across all attributes (fields/columns)
- Enhanced Analytics
- Structured
- Semi-structured
- Unstructured
- Un-cleansed data is ok
- Beyond the data warehouse
Oracle Endeca Information Discovery

Understand the Complete Picture with Context from Any Source

**Data Warehouse / Business Intelligence**
- Banner/ODS
- PeopleSoft
- One Card
- Blackboard

**Government Agencies**
- Bureau of Labor/Statistics
- INSLODS/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.”

**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…….”

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<th>Student Record</th>
<th>Class ID</th>
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<td>Class2</td>
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<td>$900</td>
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Verbatim Text
- Surveys and Evaluations
  - “...student heard a rattling sound toward left front side of room. Had issues with understanding professor…”

**How do we view a successful student?**
Business Intelligence and Information Discovery

More Powerful Together

Oracle Business Intelligence
Proven Answers to Known Questions

New questions require exploration, new information

Oracle Endeca
Information Discovery
Fast Answers to New Questions

Insights yield new metrics to monitor, data to integrate

Unstructured Data
Diverse, textual, uncertain quality

Structured Data
Modeled and conforming

Analysis Problems
Measure, Analyze, Report

Discovery Problems
Investigate, Explore, Understand

Optimized for Exalytics
In-Memory Machine
<table>
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<tr>
<th>Student ID</th>
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