

Postsecondary Data Partnership Tableau Dashboard Analysis Quick Guide

Enrollment Dashboard

American Institutes for Research

March 2020

Overview

The [Postsecondary Data Partnership \(PDP\) Tableau dashboard tool](#) reports key performance indicator (KPI) and other key data. The dashboards are intended to aid in the discovery of notable trends and insights in the data and to facilitate communicating these findings to institutional stakeholders, identifying areas for improvement, setting goals, and designing and implementing initiatives. Each dashboard allows you to look at an institution's progress toward student success through the lens of a different KPI or other important metric. The dashboards also allow you to filter and disaggregate the data across a variety of relevant student-level characteristics.

This quick guide focuses on the enrollment dashboard which provides 12-month enrollment counts and key characteristics for students enrolling for the first time at an institution by cohort year.

For general information on using the [PDP Tableau dashboard tool](#), see the [Postsecondary Data Partnership Tableau Dashboard Analysis Quick Guide: Dashboard Tool Overview](#) document. This document contains the general purpose of the dashboards, a menu of the available suite of dashboards, definitions for KPIs and other important PDP concepts, information on the student-level filters and dimensions available to refine and disaggregate the dashboards, subgroup gap analysis, and important considerations to keep in mind when using the dashboards.

For questions regarding technical support for the [PDP Tableau dashboard tool](#) (e.g., login issues), contact PDP customer support at PDPService@studentclearinghouse.org. You can reach the Postsecondary Partnership Research Center at 703-742-4427.

Enrollment Dashboard

Description and Purpose

The enrollment dashboard offers a view of 12-month enrollment counts and key characteristics for students enrolling for the first time at the institution by cohort year. Along with the executive summary dashboard, this may be most useful for those seeking a higher level understanding of the institutional context. This dashboard is an excellent starting point to first understand your institutional context (i.e., demographic composition, level of academic preparation) and then inform areas for further analysis. That is, it can help identify relevant subpopulations for equity gap analyses. The filtering and disaggregating options allow you to identify the relative size of different subgroups, which can inform recommendations on how and where to target resources. For example, there may be a concern on campus for a certain group of students. If the data reveal that this group makes up a relatively small share of the student population, however, it will be informative to highlight this when making recommendations for resource allocation. Disaggregating the data can aid in identifying areas for further exploration. For example, discovering which student populations represent the most substantial groups on campus might direct your investigation in the other dashboards.

Key Questions

This section provides a list of key questions to ask as you begin to use the dashboard. These are intended as a jumping-off point to facilitate your use of the dashboard tool.

- How has the enrollment of undergraduate students changed from one cohort year to the next?
- What student groups represent the largest share of students? How has this changed from one cohort year to the next?
- What student groups have grown relative to other student groups over time?
- If my institution has experienced changes in the student population over time, are my institution's policies and procedures aligned with these changes?

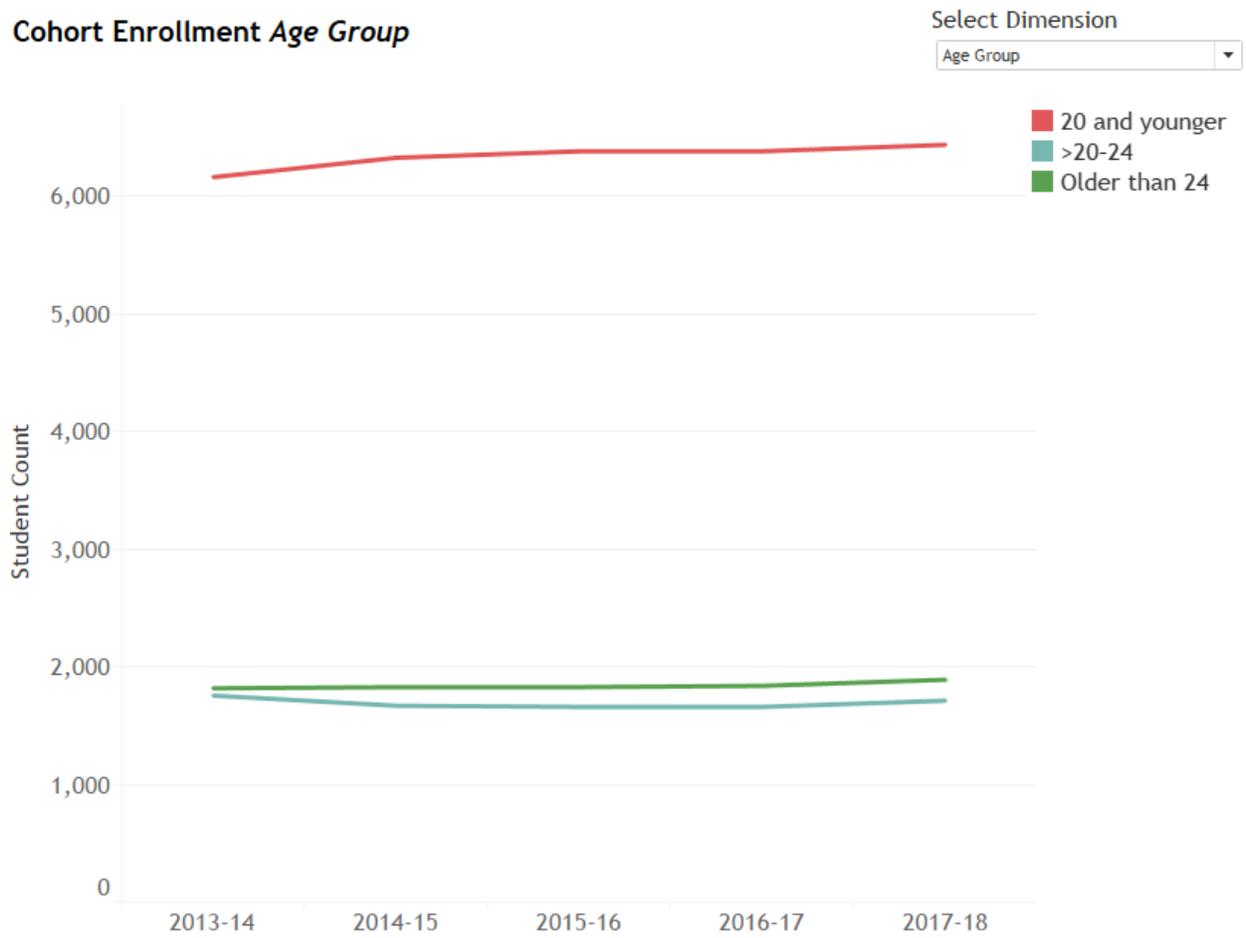
A Practical Application

This section provides a look at how a fictitious institution of higher education successfully used the dashboard data to inform a student success initiative. *The example uses fabricated data for illustrative purposes only.*

A report on first-to-second-year retention at Barnett College revealed that older students were less likely to retain relative to younger students. Stakeholders at the institution were therefore interested in learning more about the similarities and differences of their younger and older students, including how enrollment type varied by age group. They used the enrollment dashboard to investigate. An initial disaggregation of the data by “Age Group” using *Select Dimension* showed them that most students were 20 and younger (see red line in Exhibit 1).

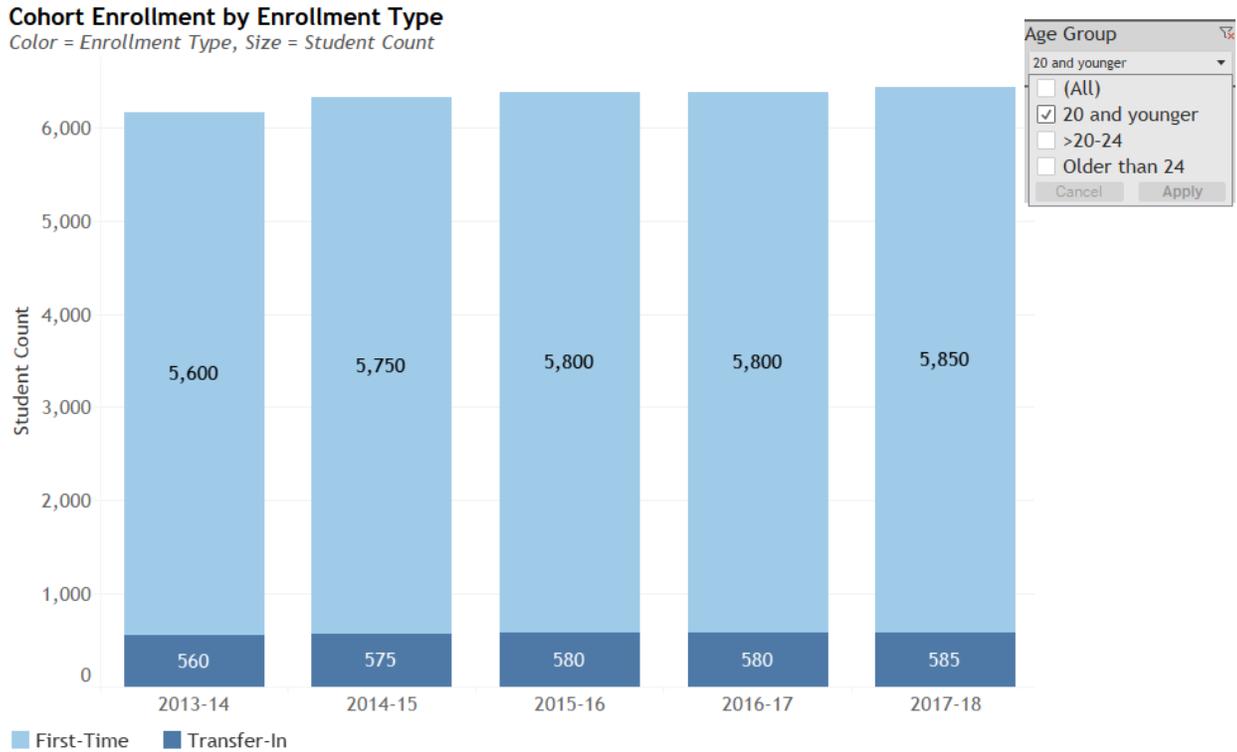
Exhibit 1. Enrollment Dashboard View 1: Barnett College, Enrollment by Age Group

Cohort Enrollment Age Group



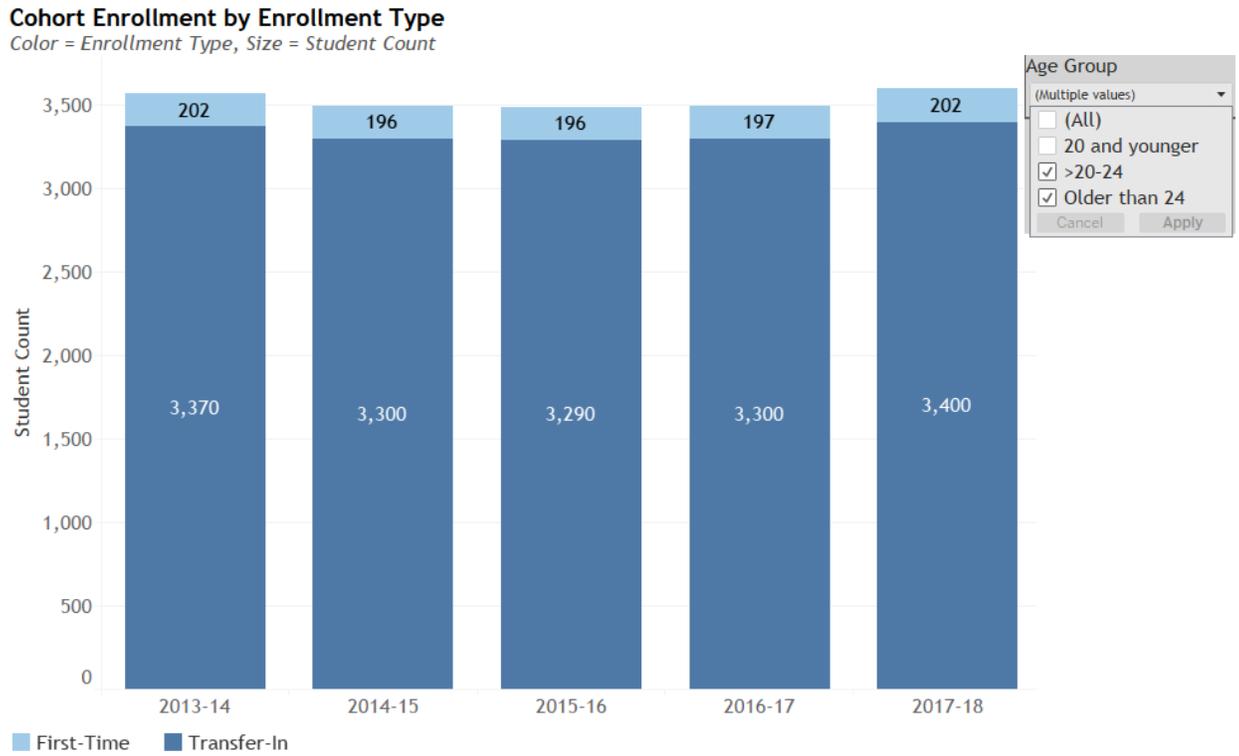
When stakeholders filtered the data to include only those “20 and younger” (using *Age Group*), they noticed most were first-time students (see light-blue bar in Exhibit 2).

Exhibit 2. Enrollment Dashboard View 2: Barnett College, Enrollment by Enrollment Type—Age Group 20 and Younger



A review of other outcomes by age group (e.g., first-to-second-year retention) revealed to stakeholders that older students might need targeted support services. They, therefore, wanted to get a better sense of this group’s other attributes. They used *Age Group* to filter the enrollment dashboard population to students over 20. This finding led to the discovery that more than 90% (i.e., 3,400 out of 3,602 in the 2017–18 cohort) of older students had transferred in (see dark-blue bar in Exhibit 3).

Exhibit 3. Enrollment Dashboard View 3: Barnett College, Enrollment by Enrollment Type—Age Groups >20–24 and Older than 24



In this case, the enrollment dashboard helped the institution understand a key characteristic of the population of older students at the institution. Many of the institution’s policies and supports focused specifically on first-time students, and it was informative to see that these supports might not address the needs of older students who were much more likely to have transferred to Barnett.