

Leveraging Data Visualization for Institutional Effectiveness

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Kean University

NJAIR Virtual Conference

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KEAN

Academics

Admissions

Unifying Data Teams

Strategic Analytics & Data Illumination (SADI)

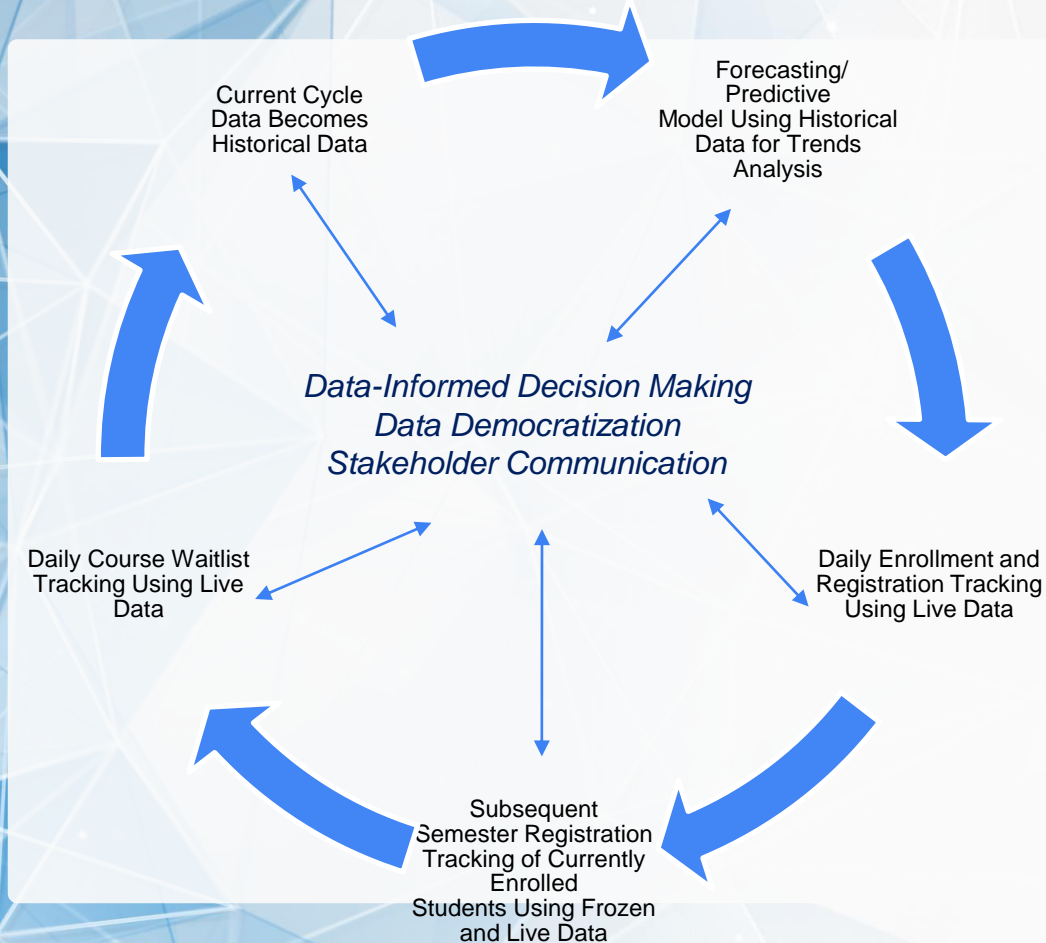
Data Insights and Institutional Priorities

What is the first thing that comes to mind when you hear the word "data"? If you are like most of us, you likely think of numbers and charts, and you are right; however, numbers and charts are only part of the story. At Kean University, we use data to provide us with insights and we know that data is only insightful if it provokes movement. With that in mind, we designed this portal to be an interactive tool for our community allowing us to evolve from inquiry to action.

[View SADI Data Hub](#) (KeanNet ID required)



Data Visualization Cycle



Dashboards/Reports Featured:

- Fall Enrollment Projections
- Fall Admissions Daily Tracking & Comparisons
- Fall Registration Daily Tracking & Comparisons
- Enrollment Report
- Course Fill Rates

Enrollment Projection: Model & Application

Keeping current enrollment trends in mind, please provide your response to the following questions.

Q4 Please report your institution's recruitment projections

		Fall 2023 Actual	FY2024 Projected (1)-Fall 2024	FY2025 Projected (2)-Fall 2025
1	First Time First Year Full- Time (1)	1931	1864	1864
2	First Time First Year Part- Time (2)	37	36	36
3	Full-Time Transfer (3)	1030	1030	1030
4	Part-Time Transfer (4)	261	261	261
5	Full-Time Undergraduate Total (5)	9396	9601	9773
6	Graduate and Professional Total (masters level) (6)	1420	1422	1407
7	Graduate and Professional Total (doctoral level) (7)	206	223	218

The Art and Science of Enrollment Forecasting

Chris Orem, PhD

Executive Director, The Office of Planning, Analytics, and Institutional Research

James Madison University

2023 AIR Forum, Cleveland, OH

Enrollment Projection: Data Behind

Actual								
Term	Academic Level	Full-Time	Part-Time	Total	FTEs	Pct FT	Pct PT	Ratio HC/FTEs
Fall 2023	Freshmen	2923	149	3,072	2,998	0.9515	0.0485	0.976
Fall 2023	Sophomores	2032	352	2,384	2,185	0.8523	0.1477	0.916
Fall 2023	Juniors	2491	444	2,935	2,694	0.8487	0.1513	0.918
Fall 2023	Seniors	1831	614	2,445	2,021	0.7489	0.2511	0.826
Fall 2023	NDS UG	119	279	398	205	0.2990	0.7010	0.514
Fall 2023	Masters	942	478	1,420	1,075	0.6634	0.3366	0.757
Fall 2023	Graduate Adv	116	90	206	164	0.5631	0.4369	0.798
Fall 2023	NDS GR	23	469	492	167	0.0467	0.9533	0.340
Fall 2023	Total	10,477	2,875	13,352	11,509	0.7847	0.2153	0.862
Projected	Academic Level	Full-Time	Part-Time	Total	FTEs	Pct FT	Pct PT	Ratio HC/FTEs
Fall 2024	Freshmen	2,919	192	3,111	3,034	0.938	0.062	0.975
Fall 2024	Sophomores	2,162	572	2,734	2,381	0.791	0.209	0.871
Fall 2024	Juniors	2,396	616	3,012	2,663	0.796	0.204	0.884
Fall 2024	Seniors	1,813	709	2,522	2,072	0.719	0.281	0.822
Fall 2024	NDS UG	168	212	380	242	0.442	0.558	0.638
Fall 2024	Masters	830	577	1,407	1,041	0.590	0.410	0.740
Fall 2024	Graduate Adv	96	112	208	151	0.461	0.539	0.725
Fall 2024	NDS GR	36	561	597	187	0.060	0.940	0.314
Fall 2024	Total	10,420	3,551	13,971	11,771	0.7477	0.2523	0.844
Adjust					12,043			0.862

NewStudents

ProgressionHC

EnrollandProjectionTotalsFTE

DATA

Query



Projection Verification: Daily Admissions Tracking and Comparisons



KEAN

Office of Institutional Research

Admitted New Student Enrollment, & Financial Aid* -- Fall 2024 Kean USA

Latest LOAD_DATE

7/17/2024



Application Type: All | Home_Campus: All | NJ County: All | Degree Type: All | College: All | Dept: All | Bridge_Success: All | Supera_Program: All | Pell: All | TAG: All | GSG: All | EOF: All

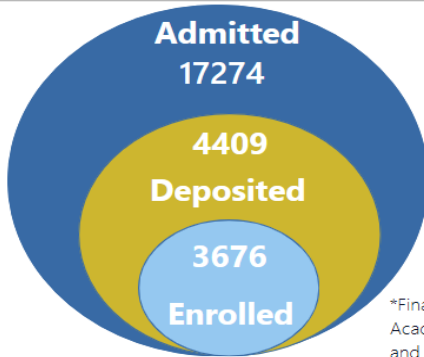
Student Type

Admitted		Deposited (Active)*		Enrolled	
First-time	12625	First-time	2344	First-time	1660
Transfer	2109	Transfer	1031	Transfer	984
Graduate	1364	Graduate	739	ReAdmit...	547
ReAdmit...	1050	ReAdmit...	259	Graduate	458
Graduat...	122	Graduat...	32	Graduat...	26
IR_DE	4	IR_DE	4	IR_DE	1

FirstGen: All | KTG: All | World_Class: All | Trustees_Honors: All | Residential_Honors: All

Demographics

Admitted	Deposited-(Active)	Enrolled
Average of HS_GPA 3.34	Average of HS_GPA 3.24	Average of HS_GPA 3.25
Race & Ethnicity		
Hispanic/Lat... 6341	Hispanic/Lat... 1637	Hispanic/Lat... 1315
White 4138	White 970	White 921
Black/Africa... 3527	Black/Africa... 924	Black/Africa... 727
Asian 1141	(Blank) 297	(Blank) 297
Non-Resident 1094	Non-Resident 260	Non-Resident 155
Two or Mor... 377	Asian 158	Asian 128
Unkown 326	Two or Mor... 89	Two or Mor... 73
(Blank) 297	Unkown 63	Unkown 49
American In... 22	American In... 7	American In... 8
Sex		
F 10813	F 2627	F 2194
M 6164	M 1485	M 1185
(Blank) 297	(Blank) 297	(Blank) 297



Yield Rate
21.28%

*Financial Aid Offer Amount is for Academic Year 2025 including 24/FA and 25/SP;

Projection Verification: Daily Registration Tracking & Comparisons



KEAN

Office of Institutional Research

Fall Registration Trends (Kean U.S.A)

Latest LOAD_DATE

7/18/2024

UG_GR

All

Student Type

All

Degree Type

All

FT_PT

All

College

All

Department

All



Bridge_Success

All

Supera_Program

All

New FTFT_Cohort

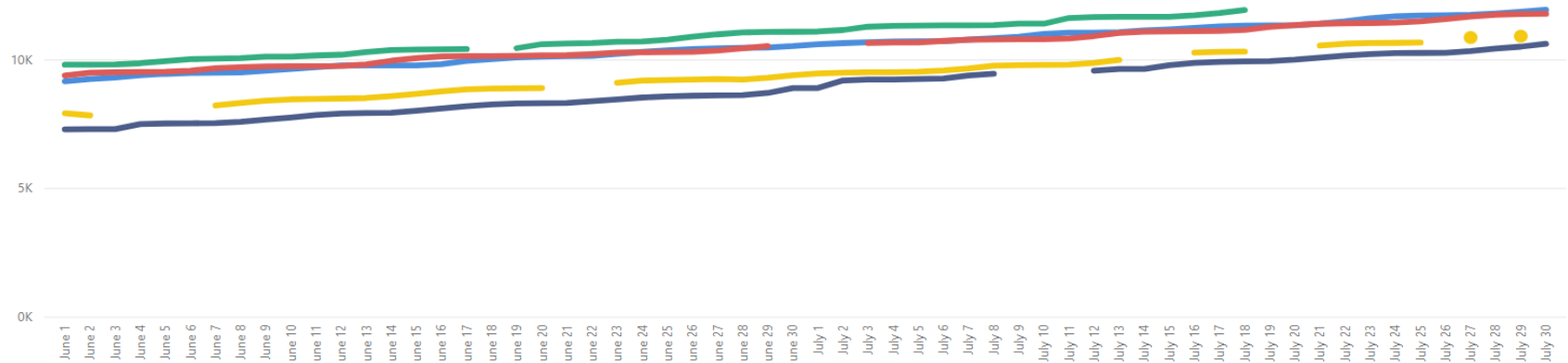
All

New TR_Cohort

All

Registered Student Daily Headcount

TERM ● 20/FA ● 21/FA ● 22/FA ● 23/FA ● 24/FA



Course Registration & Enrollment Report

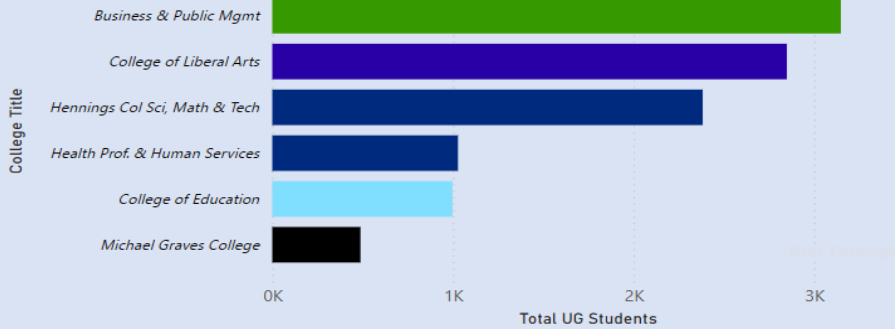


Enrollment Report
Fall 2024 | Undergraduate

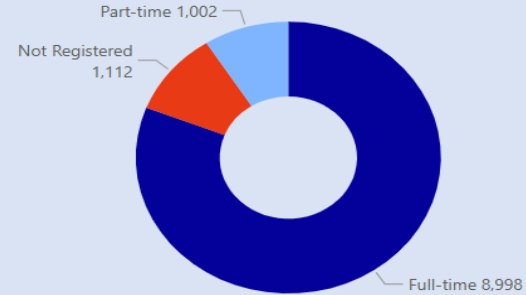
Undergraduate Graduate Reset

Registration Status	College	Program	Hold	UG Admit	Start Term	Advisor Name	Campus	Student Status
All	All	All	All	All	All	All	All	All

Students in All Colleges



Students by Status

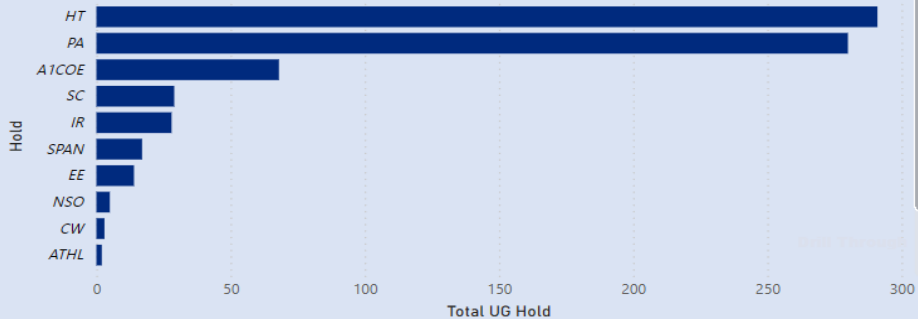


Total Students
11,112

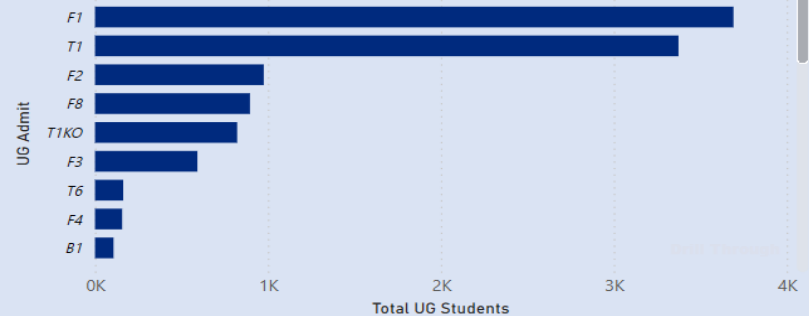
Count Hold
695

Hold %
6.25%

Students by Holds and Restrictions



Students by Admit Type



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Thank You