IR Boot Camp: How to Win Allies and Influence Leadership

2017 Annual Conference
California Association for Institutional Research
November 9, 2017

Presenters
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Agenda

• Problem
• Solution
• Implementation
• Small Group #1 Brainstorming Topics
• Small Group #2 Potential Audiences/Communications Strategies
• Best Practices
Problem

• Recognized we needed:
  – more visibility
  – vehicle for key staff to get to know OPA
  – get foundational information to decision-makers
Solution

• Co-developed a series of presentations on important topics
  – What they want to know
  – What we need them to know

• Cross trained any number of analysts can do the presentations
Implementation

• Initially we reached out to new appointments
• Sent e-mail with list of topics and recommendation
• Set aside at least 1 hour
• 2-4 analysts present
• Find a balance between “canned” versus “custom”
Boot Camp “Menu”

• OPA Overview
• Enrollment Management
• OPA Survey Support and Management
• Who are our Students
• Standard Reporting
• Cal Answers (Data Warehouse)
• Instructional Funding
• AAUDE
• Rankings *
Boot Camp Audiences

- New Dean
- New Chief of Staff to Vice Chancellor
- Chief of Staff Chancellor
- Faculty Advisor to Chancellor
- Human Resources
- Academic Senate analysts
Enrollment Management
In the Office of Planning & Analysis
26,514 Undergraduates
2014-2015

Lever to adjust undergraduate residency mix

<table>
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<th>New Freshmen</th>
<th>New Transfers</th>
<th>Continuing &amp; Returning</th>
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<td>2,846</td>
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21% 10% 69% 100%
UC Berkeley Undergraduate Student Profile & Experiences

Prepared by Office of Planning & Analysis and Office of Equity & Inclusion
April 2017
Registered California Undergraduates by County

Based on home location code for Fall 2016 CA Resident undergraduates
Gaps in Graduation Rates Have Narrowed, Particularly for URM Transfer Students

Freshmen 6-Year Graduation Rates, 1985 to 2010 Fall Entry Cohorts

- All Freshmen: 92%
- Underrepresented Minority Freshmen: 86%

Transfer 4-Year Graduation Rates, 1985 to 2012 Fall Entry Cohorts

- All Transfers: 39%
- Underrepresented Minority Transfers:
Small-group brainstorming
Plan YOUR boot camp

Potential topics

- Space utilization
- Student / Staff / faculty satisfaction - surveys
- NESSE data and comparisons
- Self-service resources
- Career tech education
- Enrollment trends
- Partnerships in the community-data regarding how they are doing
- Employment outcomes-Exit survey
- Compare favorably
- Two to one ratio
- Graduation rates, persistence, GI25
- How to access information-where is everything located-reporting
- Yield analysis-especially among URM population-studies financial incentives
- National, Student Clearinghouse
- Understanding the drivers of graduation
- Financial Aid and debt levels
- Reporting as it relates to accreditation standards
Plan YOUR boot camp

Potential audiences

- Advisors / counselors
- Student Body Governance
- Faculty leaders
- Strategic Planning Committee
- VP Student Services / Academic Affairs
- Faculty and staff - key individuals
- Academic leadership
- Communications offices / marketing / public relations
- Admissions Office
- Senate Committee on Admissions
- Chairs
- Program review
- Cross-functional leads
- Government relations
- VC Finance
Plan YOUR boot camp

Communication strategies

- Food
- Ask them to be specific about the data they want
- Incentive - entered in a reward for…..
- Town Halls
- Committee Meetings
Best Practices

• Be aware of campus protocols for contacting hierarchy
• Cross-training
• Make them flexible enough to cater to level of interest and engagement
• Balance between customization and “canned”
• Team bios
• Beginning of on-going relationship..this of opportunities for future work
• Be prepared to do follow-up work
• After initial investment and hopefully low maintenance
Thank You