Our Berkeley
Telling the Berkeley Story with Data
Cal Assessment Network (CAN)
September 7, 2018

Presenters
Russ Acker
Noam Manor
Sara Quigley
Our Berkeley Bingo!
A Quick Look at Our Berkeley

Of Every 100 Students

The Of Every 100 Students dashboard provides a quick visual overview of UC Berkeley’s undergraduate population.
Beginnings of Our Berkeley

• One of Vice Chancellor-Finance Rosemarie Rae’s strategic initiatives for 2017-18 was “Leveraging Data for Strategic Decision Making”
• Presentation on staff headcount for Academic Senate
• Goals for an interactive data digest
  – Authoritative, public-facing site for UC Berkeley data
  – Provide data that informs the strategic priorities of the campus and tells the Berkeley story
  – Straightforward access to our data, with context
  – Transparency and consistency in data and narratives
  – Comparisons to peer institutions where appropriate
Inspiration

Information Center

Explore the UC story through data

Graduate Admissions
Graduate student academic applications, admits, and new enrolls by degree program type, citizenship, gender, ethnicity, and discipline.

Undergraduate Graduation Rates
Freshman and transfer retention and graduation rates, time-to-degree, graduation GPA, and units by campus, entry cohort, and demographic.

Enrollment Destinations of UC Admits
The types of colleges and most common specific colleges that UC’s admitted students enroll in.

Completion and Response Rates of UC Surveys
This dashboard shows the response and completion rates of UC’s systemwide surveys. The response and completion rates can be viewed by campus and by student demographic characteristics, as a table or as a graph.

Undergraduate admissions summary
Applicants, admits, and enrollees by residency, ethnicity, and school type.

Admissions by source school
Applicants, admits and enrollments by California high schools and California community colleges for freshmen and transfer entrants by source school, mean GPA, ethnicity and school.

UC undergraduate student research
UC provides a rich environment for student research. Undergraduate students are engaged in various research activities and their post-graduation aspirations align with pursuing research.

Undergraduate Experience, Diversity

Berkeley Office of the Vice Chancellor of Finance

AVC Financial Planning & Analysis Office of Planning & Analysis
Inspiration

The Data Digest provides interactive and visual information on various data items. These highly interactive dashboards allow users to drill down and filter to allow detailed exploration. Thank you to all of the individuals and offices from all of the campuses who provided information for the Digest. We hope you spend some time browsing and enjoying the site. We invite your comments and welcome suggestions on how we can continue to improve the tool.
Initial Design and Timeline

- Name
- Initial timeline
  - First scope discussions in July 2017
  - Proof of concept, then approved quickly for development
  - First release of portal + 7 dashboards in October
Development Team Structure

- **Sponsor**: Rosemarie Rae (VC Finance)
- **Project Lead**: Amber Machamer (OPA)
- **Project Manager**: Sara Tecle (VC Finance Office)
- **Communications Lead**: Heidi Van Yang
- **Analysts/Developers**:
  - Russ Acker (OPA)
  - Sara Quigley (OPA)
  - Noam Manor (OPA)
Advisory Group Support

- Jean Delaney (College of Letter & Sciences)
- Sandi Ketchpel (Goldman School of Public Policy)
- Dat Le (College of Engineering)
- Heidi Wagner (School of Social Welfare)
- Anna Weidman (College of Letter & Sciences)
Subject Matter Expertise

• Human Resources
• Financial Aid & Scholarships Office
• Sponsored Projects Office
• Career Center
• Public Affairs
• ASUC Student Union
• Campus Leadership
• Office of Planning & Analysis
Tools and Technologies

- Free!
- OPA Tableau Public account
- Desktop licenses
- d3.js
- Python (for data preparation)
- GitHub Pages
Data Sources

– Cal Answers
– Integrated Postsecondary Education Data System (IPEDS)
– Common Data Set
– UC Undergraduate Experience Survey (UCUES)
– Career Destinations Survey
– College InSight
– Centennial Record of the University of California, 1868-1968
– US Department of Education Office of Postsecondary Education (OPE)
– Sponsored Projects Office (SPO)
– National Science Foundation Higher Education Research and Development Survey
An Iterative Process

Explore the Data  Prototype the Story  Refine the Narrative/Design
A Collaborative Process

Affordability & Undergrad Cost of Attendance

The Affordability & Undergrad Cost of Attendance dashboard displays trend data on the Berkeley undergraduate student budget, including housing, food and personal costs.

Pell Grant Recipients

The Pell Grant Recipients dashboard displays count and trend data about UC Berkeley’s undergraduate Pell Grant recipients and provides a comparison to peer institutions.
A Collaborative Process

Career Destinations Survey

The Career Destinations Survey dashboard shows post-graduation plans and career-related activities for the three most recent cohorts of graduating seniors.

Sponsored Project Awards

The Sponsored Project Awards dashboard presents 5 years of data on UC Berkeley's research awards, shown by activity type, sponsor, and recipient unit. You can also view R&D data for our peer institutions.
Releases

• 3 Releases every ~4 months

• ~7 dashboards per release
Usage

Our Berkeley Portal pageview tracking

- Pageviews

200

Monday, August 27, 2018
- Pageviews: 143
Usage

Atypical usage behavior

- Pageviews
  - April 18, 2018: 28,892 pageviews
Our Most Viewed Dashboard

GPA by Major

The GPA by Major dashboard displays aggregated grade point averages (GPA) for degree recipients in UC Berkeley undergraduate major programs.
# Dashboard Page Views

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. /OPA/our-berkeley/gpa-by-major.html</td>
<td>32,365</td>
<td>52.37%</td>
</tr>
<tr>
<td>2. /OPA/our-berkeley/student-headcount-by-major.html</td>
<td>8,023</td>
<td>12.89%</td>
</tr>
<tr>
<td>3. /OPA/our-berkeley/100-students.html</td>
<td>5,697</td>
<td>9.56%</td>
</tr>
<tr>
<td>4. /OPA/our-berkeley/stem.html</td>
<td>4,109</td>
<td>6.94%</td>
</tr>
<tr>
<td>5. /OPA/our-berkeley/staff-headcount.html</td>
<td>2,072</td>
<td>3.43%</td>
</tr>
<tr>
<td>6. /OPA/our-berkeley/student-enrollments.html</td>
<td>1,396</td>
<td>2.06%</td>
</tr>
<tr>
<td>7. /OPA/our-berkeley/ug-admissions.html</td>
<td>1,380</td>
<td>2.11%</td>
</tr>
<tr>
<td>8. /OPA/our-berkeley/degree-recip.html</td>
<td>1,001</td>
<td>1.56%</td>
</tr>
<tr>
<td>9. /OPA/our-berkeley/enroll-history.html</td>
<td>989</td>
<td>1.54%</td>
</tr>
<tr>
<td>10. /OPA/our-berkeley/major-migration.html</td>
<td>969</td>
<td>1.43%</td>
</tr>
</tbody>
</table>

*Total Pageviews: 62,002, Total Unique Pageviews: 55,729*
Demos

Staff Headcount

The Staff Headcount dashboard shows information about UC Berkeley's non-academic staff, on a headcount basis, for each fall term since 2011.

HR/Finance Org Explorer

The HR/Finance Organizational Structure Explorer allows you to see how UC Berkeley's academic and administrative units are organized for human resources and financial purposes.
Demos

Degree Recipients by Major

The Degree Recipients by Major dashboard displays information on the number of degree recipients in each academic major program, by degree level, division, entry status, residency, ethnicity, gender, and STEM status of the major.

Student Experience

The Student Experience dashboard displays highlights from the UC Undergraduate Experience Survey (UCUES) results with a focus on Building Community, Diversity & Inclusion, Housing and Food Security, and the Overall Academic Experience.
Thank You!

Questions?
Additional Resources

- Our Berkeley Data Digest
  https://opa.berkeley.edu/our-berkeley

- UC Information Center
  https://www.universityofcalifornia.edu/infocenter

- Cal Answers Reporting System
  https://calanswers.berkeley.edu/home

- IPEDS Federal Reporting System
  https://nces.ed.gov/ipeds/

- UC Tableau User Group
  http://data.ucop.edu/support-training/tableau-user-group.html