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SUMMER NEWSLETTER
2020

OFFICE OF INSTITUTIONAL ANALYTICS

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THIS ISSUE

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EXECUTIVE SUMMARY

This newsletter is one of many components that we at OIA hope will help to build a strong data culture and a community of "data people" at UNM. Just as Chef Gusteau from the Pixar film Ratatouille promoted the slogan that "anyone can cook," I believe that anybody can be a data person. Even if your job title doesn't contain words like 'data,' 'analyst,' or 'researcher', having access to reliable information to help you do your job a little better is crucial.

DATA IS FOR EVERYONE.

You don't have to be a statistician or a programming wizard to use data, especially since not all data are quantitative! If you seek understanding, or if you are excited to discern answers from a wealth of information, you are, in fact, one of us! We are all here to share, learn, and grow as data professionals (or professionals who use data). Please feel free to reach out to me directly if you have questions about data at UNM or want to share something interesting from your corner of the data world.

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WELCOME

The Office of Institutional Analytics (OIA) would like to welcome our data community to our new periodic newsletter. Last year, our team collaborated with the Office of Assessment & Academic Program Review to provide a short data workshop on campus. The turn out was very impressive and led us to believe that we were ready to contribute to building a data culture within at the University of New Mexico and beyond. This newsletter is one of the first endeavors our office hopes will contribute to this vision. Beginning this summer, we will release a newsletter covering the previous semester, providing news about exciting developments in the world of data, and how these will impact the UNM data community.

Each newsletter will include

- Featured dashboards created by OIA, and how to use them.
- Summaries of UNM enrollment, graduation and retention rates, and other figures.
- News about major reports and surveys such as IPEDS and HED.
- Trends and innovations in the world of institutional research.

Without you as our audience, we couldn't do what we do. We value your opinions. Please feel free to reach out with suggestions of other content you would prefer to see in our newsletters.

Thank you for being a valued member of our data community and embarking on this journey with us.

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THE ART & SCIENCE OF DATA: BUILDING DATA CULTURE AT UNM



During calendar year 2019, staff from the Office of Assessment/APR and OIA attended a number of conferences pertaining to data science, institutional research, data visualization, and assessment in higher education. A common thread throughout these events was the importance of data democratization and building an organizational data culture. Inspired by the work of so many others from across the globe, the two offices decided to hold an event to promote data literacy and professional development in the data realm here at UNM. The event, titled The Art and Science of Data: From Numbers to Narratives took place on January 15 from 9 AM to 3:30 PM.



A PROMISING START

121 total participants attended the event. Presentations included topics such as leveraging assessment data, the use of MyReports, Adobe Creative Cloud, data curation, and sequencing techniques. A few of the units conducting the sessions included Information Technologies, Enrollment Management, and University Libraries.

The overwhelming consensus among participants who completed the survey was that The Art & Science of Data was a worthwhile event that should be held annually. Working with data can often be solitary and frustrating, which results in burnout and high turnover rates. Future iterations of this event will aim to make data-informed decisions to strengthen and grow our institution, building a data culture that promotes the need of community.

HOW TO GET YOUR DATA

The OIA website contains a wide range of UNM data accessible to the public. In upcoming newsletters, we will highlight these resources concerning aggregated student, faculty, or staff data:

[Official Enrollment Reports, Common Data Set, Fact Book, Data Dictionary](#)

If you have explored these resources and still need information, please initiate an OIA Data Request ticket [here](#). To streamline your data request process, please provide detailed information in the "Description" field.

FEATURED DASHBOARDS

In each issue, we will highlight a few of our institutional dashboards.

[Official enrollment by major](#) - This dashboard provides detailed information on official enrollment counts by major, college, course load, level and demographic characteristics. All data are frozen as of the census date for each semester.

[Summary results for evaluation survey from The Art & Science of Data event](#) - This dashboard provides the evaluation results from The Art & Science of Data event. Sessions are listed along with potential topics for future sessions.

DIVERSE DATA REPORTING

A decade ago, the University of Vermont became the first school in the country to give students the ability to enter pronouns into campus data systems. Today, UVM is not alone — over fifty universities now allow students to change the gender listed on their campus record without evidence of medical interventions.

Data that allows for a broad categorization of gender can help facilitate discussions about policy, resource allocation, and issues that affect traditionally underrepresented populations.

What does it look like to conduct gender diverse data reporting? Find out more: [NPR IPEDS Panel University of Denver](#)