

OFFICE OF INSTITUTIONAL ANALYTICS

JANUARY 2021



THE PEOPLE BEHIND DATA

HEATHER MECHLER,
PHD

A full year after the first news of a novel coronavirus spreading throughout the world and into the U.S., we have become inadvertent data people. We seek information on case counts, hospitalizations, deaths, test positivity rates, and (more recently) numbers of people who have been vaccinated against COVID-19. Increases, decreases, or meeting certain benchmarks may influence our behavior to take greater precautions or to perhaps worry less. Some may decry these numbers as meaningless or even fabricated, and use those claims to justify behavior contrary to public health guidance.

IN THIS ISSUE

Executive Summary

What's New in UNM Data

Featured Staff: Jing Feng

How to get your data

Featured dashboard
Graduate Studies

TO BE SURE, NUMBERS MATTER.

Officials use these metrics to determine the allocation of resources (PPE, funding), where mask mandates are most needed, and what activities should be restricted to reduce the risk of infection rates. These numbers can help medical facilities anticipate surges and prepare for an influx of patients.

Behind all of this data is the lived experience of millions of people. As I write this, over 25 million Americans have tested positive for COVID-19, and over 425,000 of them have died. Each case represents a fellow human being who may have shown no symptoms but worried about spreading it to vulnerable loved ones. Some cases experienced a great deal of suffering with long-term effects. Each death devastates a family, a circle of friends, a community.

The psychologist Paul Slovic researched reactions to mass casualty events, and found that a greater number of victims actually reduced levels of reported distress. The overwhelming gravity of these events causes us to detach from our empathetic responses and feel a sense that there is nothing we can do to help. Slovic said, "Statistics are human beings with tears dried off, and that's dangerous because we need tears to motivate us."

**IN THE FACE OF THESE UNFATHOMABLE NUMBERS,
LET US NOT LOSE OUR SENSE OF EMPATHY AND
COMPASSION FOR OTHERS. WE ALL HAVE A ROLE TO
PLAY, AND WE OWE IT TO EACH OTHER TO DO WHAT
WE CAN TO PROTECT ONE ANOTHER.**

DIRECTOR - OIA
HSMECHLER@UNM.EDU

UNM DATA: WHAT'S NEW

AIR Knowledge Exchange: Navigating a Pandemic Together

Organized by the Association of Institutional Research (AIR), the first-ever AIR Knowledge Exchange aimed to bring data professionals together to build a network of peers, collaborate on critical issues, and learn from each other.

From October through December, the AIR Knowledge Exchange engaged participants through live events, AIR Hub* discussions, and AIR content, including community survey reports and relevant on-demand recordings.

This experience provided resources and support to meet the new and increasing challenges of our work as we strive toward a common goal: the effective and ethical use of data for better decisions that improve higher education and, ultimately, student success.

22nd Annual NM Data Users Conference, *November 16-20*

This year's NM Data Users conference was held virtually. Each webinar was about 1 hour and 15 minutes long.

The individual recording of the sessions are posted to BBER's YouTube at [This Link](#). For a full list of recordings, please follow the link embedded in the event title.

UNM DATA: WHAT'S NEW

The Art & Science of Data 2nd Annual Conference

With over 200 registrants, the 2021 Art & Science of Data event was a great success. Some of the topics covered included:

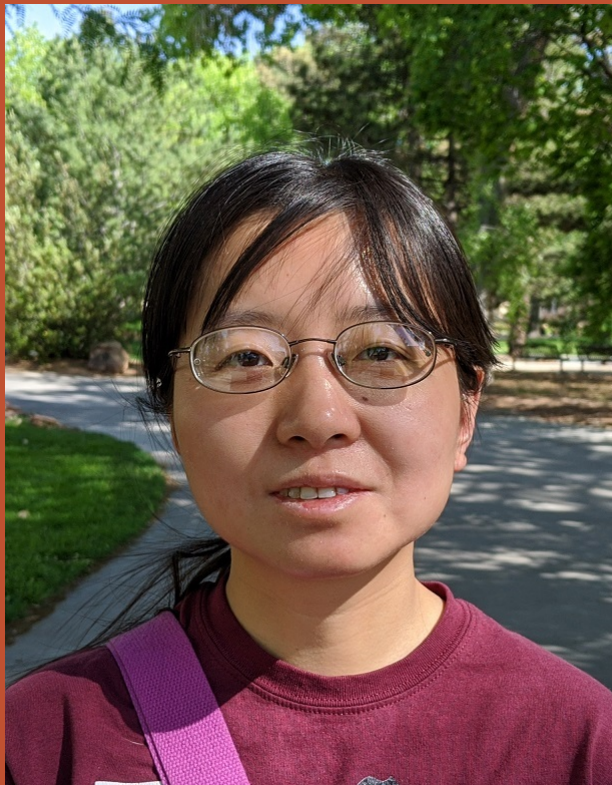
- **Data & Equity**
- **Data Visualizations**
- **Pivot Tables**
- **Meaningful Analysis**

All session materials and recordings are available [here](#). Keep an eye peeled for these spin-off workshops, dates to be determined:

- 1. Think Like an Analyst**
- 2. Getting to Know UNM Data Sources**
- 3. Surveys A-Z (from creation to analysis)**

Thank you to all who attended and/or presented! The event could not have succeeded without you! Next year's event has been set for **Wednesday, January 12, 2022!** Please save the date!

- Charla Orozco, Office of Assessment



FEATURED STAFF: JING FENG, PHD

Jing joined OIA as an Institutional Researcher in August 2019. With her coding skills and attention to details, she has contributed to the automation and improvement of many reports. Jing is originally from China, and earned her PhD in psychology from NMSU. As a data person, she has some nerdy interests such as math puzzles, sudoku, and trivia. She also enjoys mystery novels and operas.

Featured Dashboard: Graduate Studies

by Angela Baltes, PhD - OIA



Our graduate studies dashboard displays graduate enrollment and degree conferment by program by demographics, major, college and academic year. This dashboard is very useful in gaining insight to our graduate student population. Explore today!

[Link to full dashboard here](#)

HOW TO GET YOUR DATA

There are a number of resources that the OIA team provides to help you get the data you need. These include our [website](#), [Tableau Public dashboards](#), and directly communicating your data needs to us via our [data request form](#). Check out the "What's New in the UNM Data Community" for links to updated data resources.

- Edwin Agbenyega, OIA

Enrollment: Count by Ethnicity

