



Using Dashboards to Support Admission and Enrollment Planning

Clare Wong, Data Scientist, Office of Institutional Research

Janet Oh, Senior Director, Office of Institutional Research

California State University, Northridge

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Where are we?



- Located in the San Fernando Valley in Los Angeles County.
- One of the largest CSU campus (in terms of enrollment). As of Fall 2017, we had 39,993 students enrolled (35,732 undergrad, 4261 grad).
- One of the most diverse student populations.

Student Population

- 37,800 (94%) CA residents
- 267 (<1%) out-of-state
- 1926 (5%) international students

Students laugh and enjoy their first day back at CSUN. Photo credit by Victor Kamont. Source: CSUN Today.

Student Diversity

A photograph of diverse graduates in caps and gowns at a commencement ceremony. The graduates are shown in profile, looking towards the right. The background is blurred, showing a large crowd of people. The lighting is bright, suggesting an outdoor setting.

- 50% Latino/a
- 4.6% African American
- 11% Asian American
- 22% White

CSUN has received national honors for its ongoing efforts to create a diverse and inclusive campus. Photo by Lee Choo.
Source: CSUN Today.

CSUN declares impaction for students

By **Dede Ogbueze** - Aug 26, 2016

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CSUN Students walk along the Sierra Quad on their way from and to their classes. Photo Credit: Juan Parado, The Sundial

CSUN has declared a campus-wide impaction for first-time transfer students which will begin at the start of the fall 2016 semester. Although freshman impaction has been active since 2009, the new addition of transfer impaction is a response to increasing enrollment.

Patricia Lord, Director of Admissions, said the enrollment at CSUN has grown significantly during the past five years, which is why this action must be taken.

Fall 2016:
CSUN implemented campus-wide impaction due to the significant growth in enrollment in the past few years.

Impacted majors:

- Cinema And Television Arts (CTVA)
- Kinesiology
- Psychology

Source: The Sundial

CSUN increases the number of impacted majors

By **Dede Ogbueze** - Jan 18, 2017

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Students raise their hand after professor Jeanine Ming asks who would like to add her communications course. Photo Credit: Tessie Navarro


CSUN has added several new majors to its list of impacted departments in order to control the amount of incoming students and better manage the resources available to current

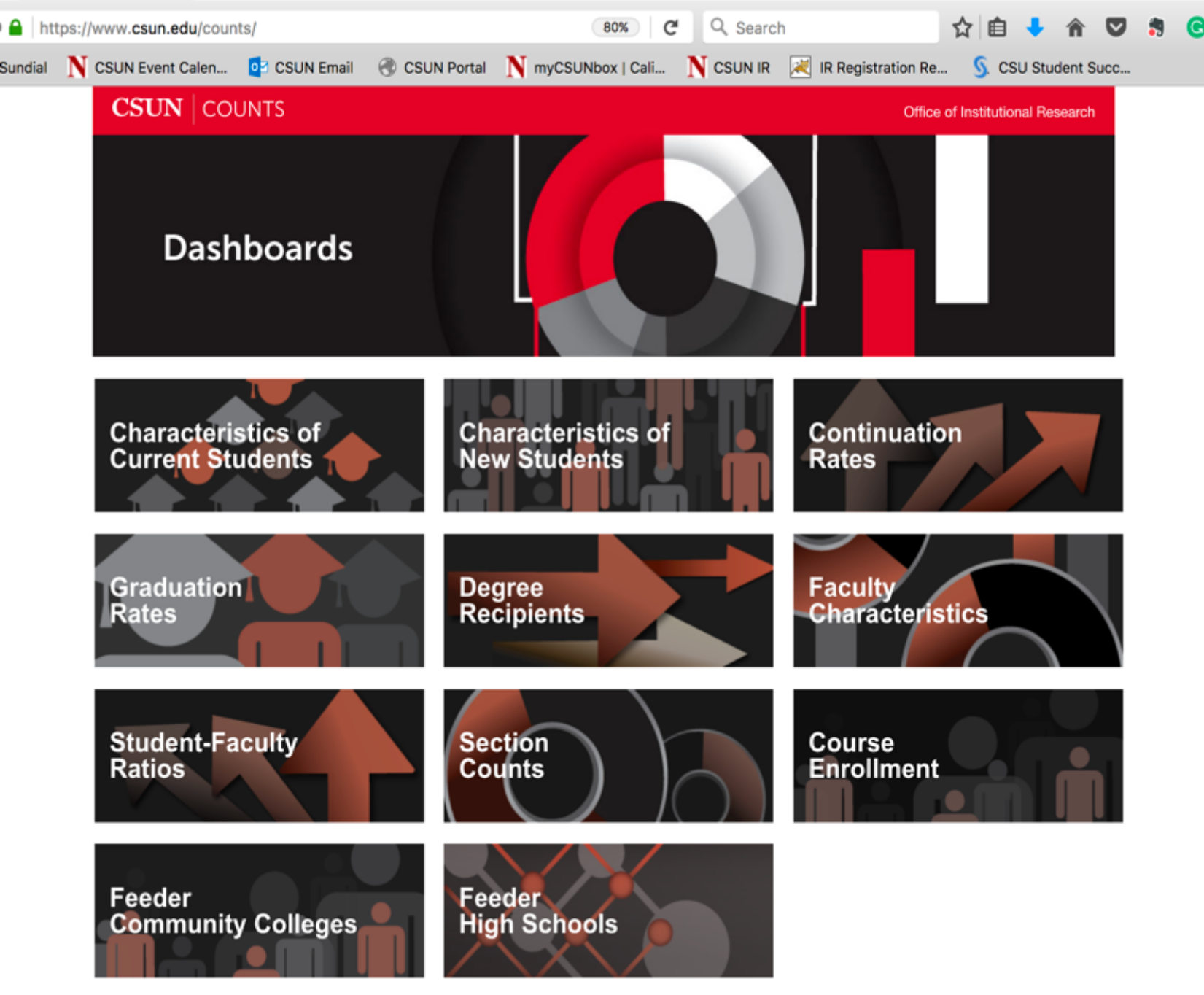
In Fall 2017, three additional programs (Biology, Comm. Studies and Health Sciences) were added to the list of impacted majors.

Source: The Sundial

An aerial photograph of the California State University Northridge campus. In the foreground, a large white flag with the university's red and white seal is flying from a tall pole. The seal features a sun, a mountain, and a bird, with the text "CALIFORNIA STATE UNIVERSITY NORTHBRIDGE" and "1951" around the perimeter. The background shows a large, modern building with a covered walkway, a green lawn with palm trees, and a cityscape with mountains in the distance under a clear blue sky.

How do we set our admission requirements to achieve our enrollment targets?

- 
- An aerial photograph of a university campus. In the foreground, a tall flagpole with a golden globe on top stands prominently. A large white flag with the red and white seal of California State University, Northridge is flying from the pole. The seal features a red shield with a white 'E', a sun, and a mountain, surrounded by the text 'CALIFORNIA STATE UNIVERSITY' and 'NORTHBRIDGE'. The background shows a sprawling campus with various buildings, green lawns, and palm trees, set against a backdrop of rolling mountains under a clear blue sky.
- Our admission process requires additional analysis, back and forth communications with A&R, and individual departments. This significantly lengthened our process for Fall 2016.
 - As a result, our admission decisions were delayed, which we believe significantly affected our yield.



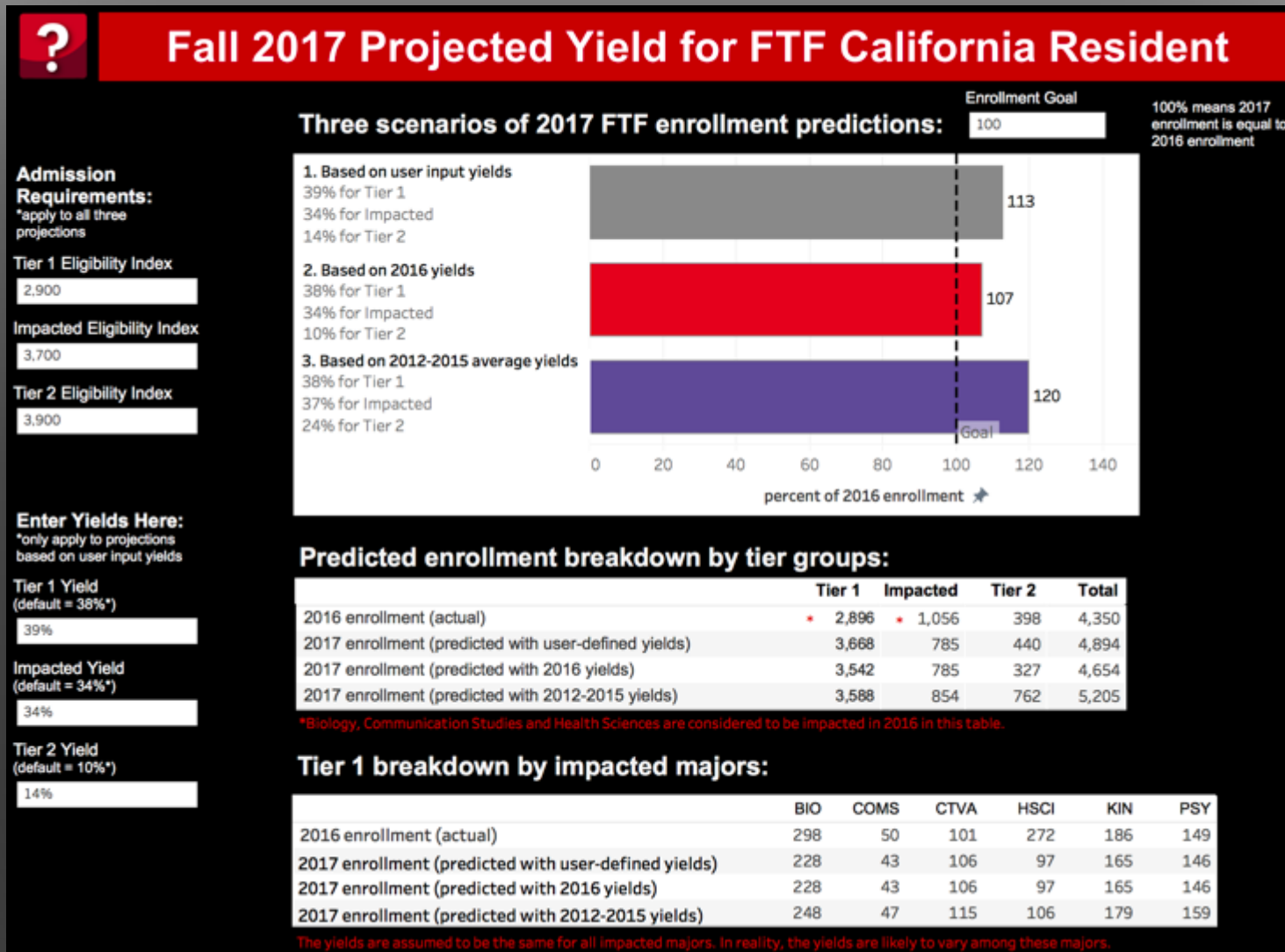
In Spring 2017, IR began publishing dashboards to enhance data-driven decisions on campus, including admissions and enrollment management.

Screenshot of the CSUN Counts webpage showing the publicly available dashboards.

Selected Admission Planning Dashboards

- Admission Requirement Dashboard
- New Student Yield Dashboard
- Application Dashboard

1. Admission Requirement Dashboard



This dashboard projects first-time freshmen enrollment based on admission requirements.

It allows us to answer our question: How can we set our admission criteria that can optimize our enrollment ?

* Data are hypothetical.

1. Admission Requirement Dashboard



Fall 2017 Projected Yield for FTF California Resident

Admission Requirements:

*apply to all three projections

Tier 1 Eligibility Index

2,900

Impacted Eligibility Index

3,700

Tier 2 Eligibility Index

3,900

Enter Yields Here:

*only apply to projections based on user input yields

Tier 1 Yield

(default = 38%*)

39%

Impacted Yield

(default = 34%*)

34%

Tier 2 Yield

(default = 10%*)

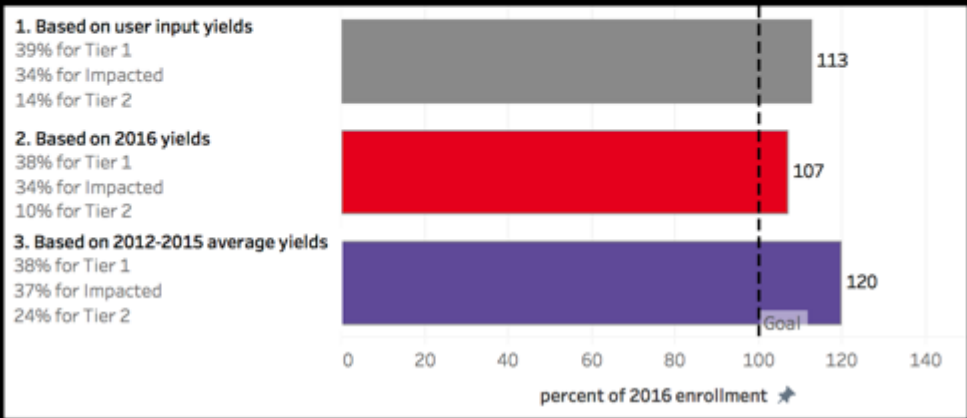
14%

Three scenarios of 2017 FTF enrollment predictions:

Enrollment Goal

100

100% means 2017 enrollment is equal to 2016 enrollment



Predicted enrollment breakdown by tier groups:

	Tier 1	Impacted	Tier 2	Total
2016 enrollment (actual)	2,896	1,056	398	4,350
2017 enrollment (predicted with user-defined yields)	3,668	785	440	4,894
2017 enrollment (predicted with 2016 yields)	3,542	785	327	4,654
2017 enrollment (predicted with 2012-2015 yields)	3,588	854	762	5,205

*Biology, Communication Studies and Health Sciences are considered to be impacted in 2016 in this table.

Tier 1 breakdown by impacted majors:

	BIO	COMS	CTVA	HSCI	KIN	PSY
2016 enrollment (actual)	298	50	101	272	186	149
2017 enrollment (predicted with user-defined yields)	228	43	106	97	165	146
2017 enrollment (predicted with 2016 yields)	228	43	106	97	165	146
2017 enrollment (predicted with 2012-2015 yields)	248	47	115	106	179	159

the yields are assumed to be the same for all impacted majors. In reality, the yields are likely to vary among these majors.

Users can input the admission requirements (eligibility indices) for each tier group, and the expected yields.

Input parameters

1. Admission Requirement Dashboard

?

Fall 2017 Projected Yield for FTF California Resident

Admission Requirements:
*apply to all three projections

Tier 1 Eligibility Index:

Impacted Eligibility Index:

Tier 2 Eligibility Index:

Enter Yields Here:
*only apply to projections based on user input yields

Tier 1 Yield (default = 38%*):

Impacted Yield (default = 34%*):

Tier 2 Yield (default = 10%*):

Three scenarios of 2017 FTF enrollment predictions:

100% means 2017 enrollment is equal to 2016 enrollment

Scenario	Tier 1	Impacted	Tier 2	Total %
1. Based on user input yields	39%	34%	14%	113%
2. Based on 2016 yields	38%	34%	10%	107%
3. Based on 2012-2015 average yields	38%	37%	24%	120%

Predicted enrollment breakdown by tier groups:

	Tier 1	Tier 2	Total
2016 enrollment (actual)	2,898	1,056	4,350
2017 enrollment (predicted with user-defined yields)	3,668	785	4,694
2017 enrollment (predicted with 2016 yields)	3,542	785	4,654
2017 enrollment (predicted with 2012-2015 yields)	3,588	854	5,205

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The yields are assumed to be the same for all impacted majors. In reality, the yields are likely to vary among these majors.

The chart shows the projected enrollment compared to 2016. Projections based on three scenarios:

- User input yields
- 2016 yields
- Historical average yield

1. Admission Requirement Dashboard

?

Fall 2017 Projected Yield for FTF California Resident

Admission Requirements:
*apply to all three projections

Tier 1 Eligibility Index

Impacted Eligibility Index

Tier 2 Eligibility Index

Enter Yields Here:
*only apply to projections based on user input yields

Tier 1 Yield (default = 38%*)

Impacted Yield (default = 34%*)

Tier 2 Yield (default = 10%*)

Enrollment Goal

100% means 2017 enrollment is equal to 2016 enrollment

Three scenarios of 2017 FTF enrollment predictions:

	Tier 1	Impacted	Tier 2	Total
2016 enrollment (actual)	2,896	1,056	398	4,350
2017 enrollment (predicted with user-defined yields)	3,668	785	440	4,894
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Tier 1 breakdown by impacted majors:

	PSY	HSCI	KIN	PSY
2016 enrollment (actual)	298	50	101	272
2017 enrollment (predicted with user-defined yields)	228	43	106	97
2017 enrollment (predicted with 2016 yields)	228	43	106	97
2017 enrollment (predicted with 2012-2015 yields)	248	47	115	106

The yields are assumed to be the same for all impacted majors. In reality, the yields are likely to vary among these majors.

This table shows the headcount breakdown by tier groups.

Projected Enrollment

1. Admission Requirement Dashboard

?

Fall 2017 Projected Yield for FTF California Resident

Admission Requirements:
*apply to all three projections

Tier 1 Eligibility Index:

Impacted Eligibility Index:

Tier 2 Eligibility Index:

Enter Yields Here:
*only apply to projections based on user input yields

Tier 1 Yield (default = 38%*):

Impacted Yield (default = 34%*):

Tier 2 Yield (default = 10%*):

Three scenarios of 2017 FTF enrollment predictions:

1. Based on user input yields
39% for Tier 1
34% for Impacted
14% for Tier 2

2. Based on 2016 yields
38% for Tier 1
34% for Impacted
10% for Tier 2

3. Based on 2012-2015 average yields
38% for Tier 1
37% for Impacted
24% for Tier 2

Enrollment Goal:

100% means 2017 enrollment is equal to 2016 enrollment

percent of 2016 enrollment

Predicted enrollment breakdown by tier groups:

	Tier 1	Impacted	Tier 2	Total
2016 enrollment (actual)	2,896	1,056	398	4,350
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Tier 1 breakdown by impacted majors:

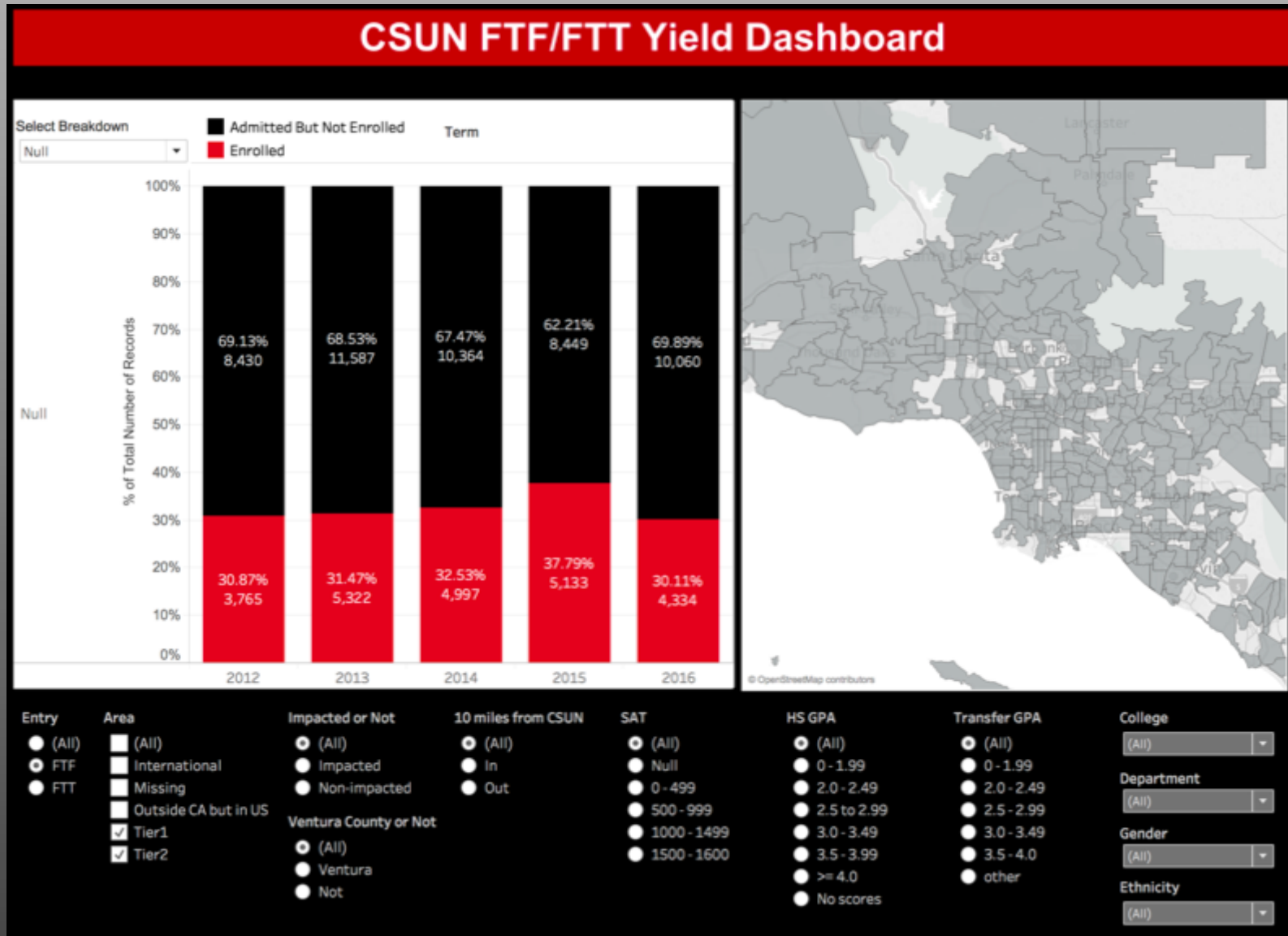
	BIO	COMS	CTVA	HSCI	KIN	PSY
2016 enrollment (actual)	298	50	101	272	186	148
2017 enrollment (predicted with user-defined yields)	228	43	106	97	165	148
2017 enrollment (predicted with 2016 yields)	228	43	106	97	165	148
2017 enrollment (predicted with 2012-2015 yields)	248	47	115	106	179	158

The yields are assumed to be the same for all impacted majors. In reality, the yields are likely to vary among these majors.

This table shows the projected headcount in each impacted programs.

Projected Enrollment

2. New Student Yield Dashboard

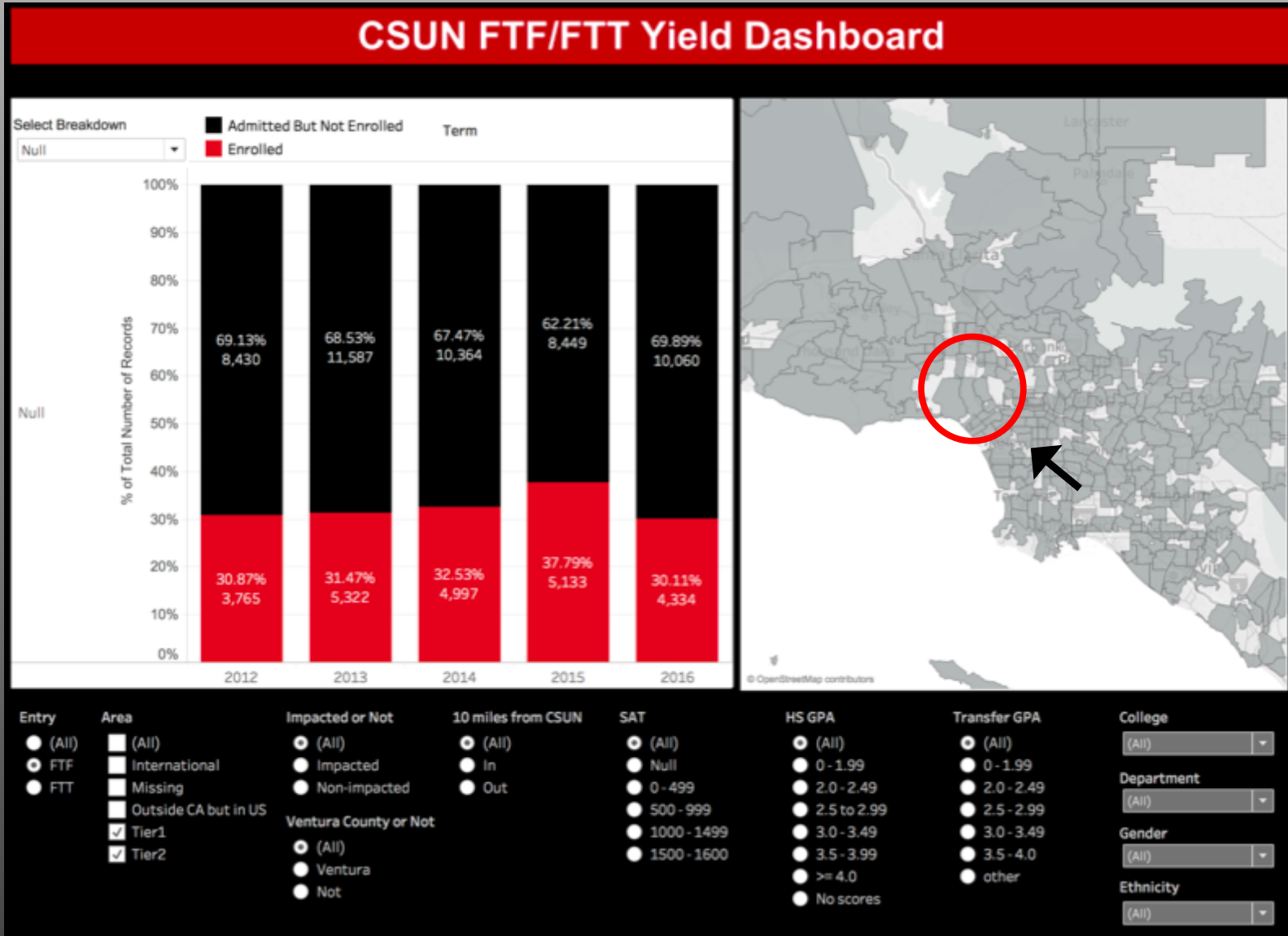


This dashboard allows us to understand the yield of incoming students, based on their programs, SAT GPA, etc.

It answers questions such as:

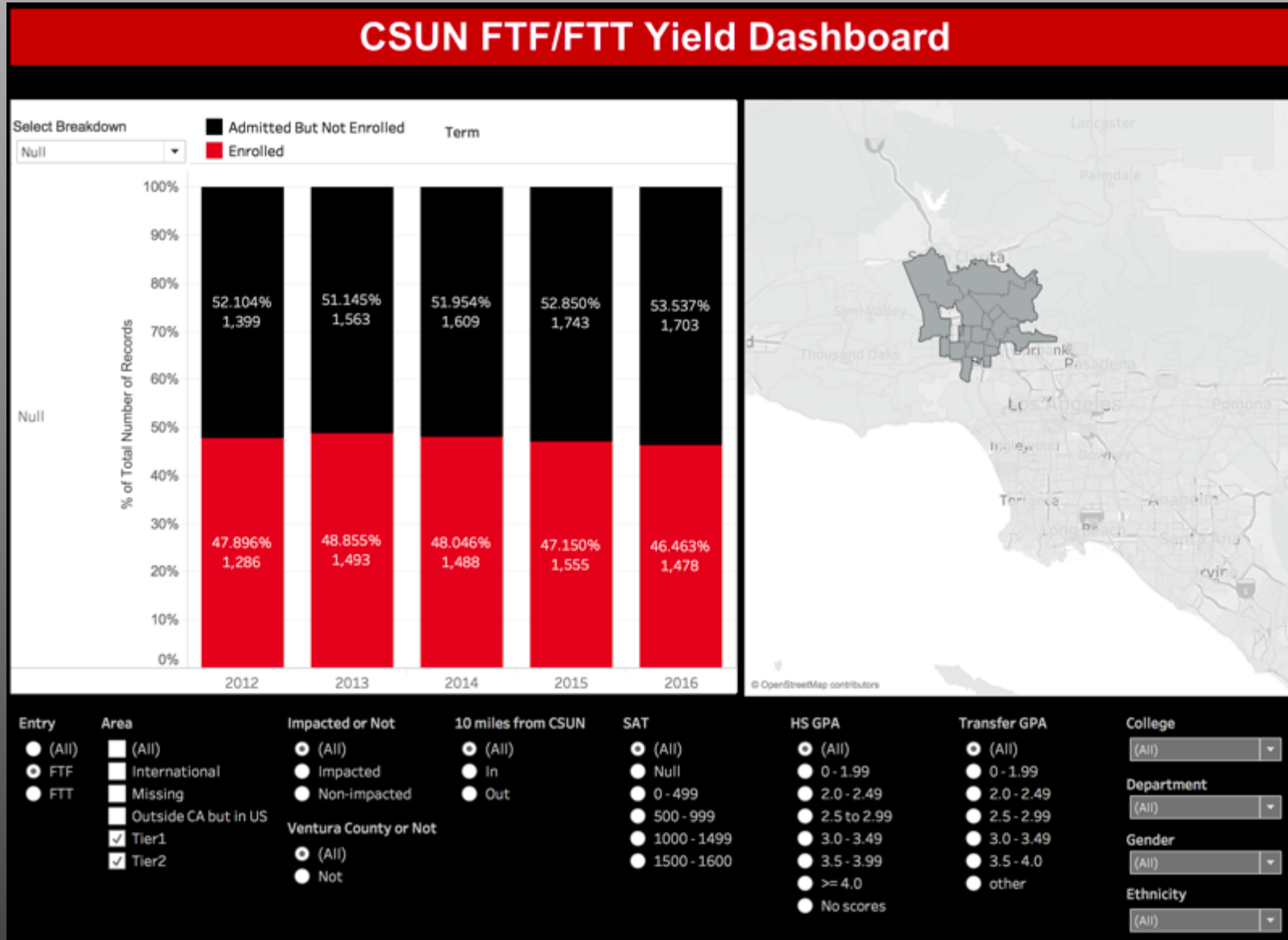
1. How does impactation in affect our yield?
2. What's the trend of yield by student group, geographical location, ethnic group, etc.?

2. New Student Yield Dashboard



Users can select schools where students came from to see the yield of students from those schools.

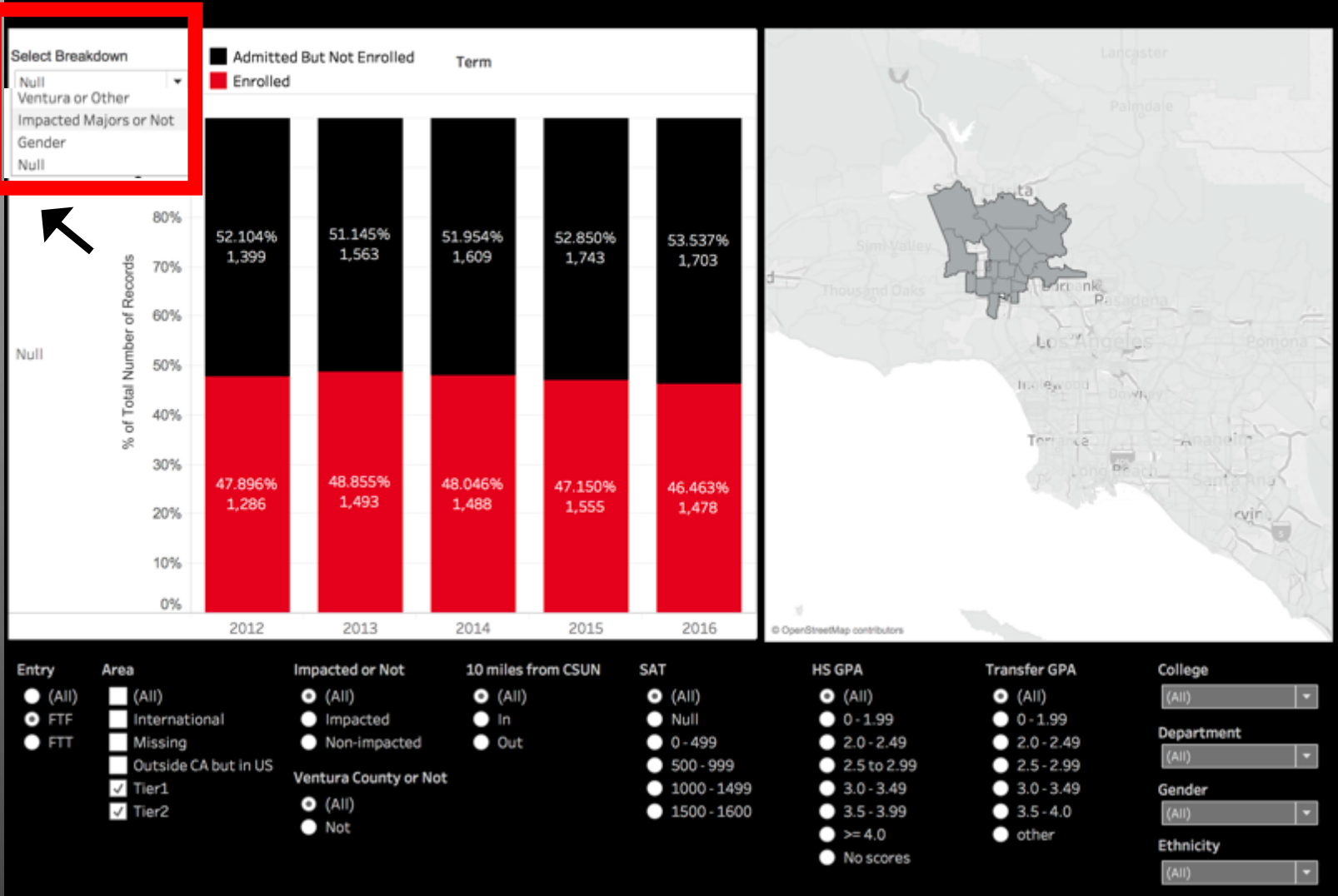
2. New Student Yield Dashboard



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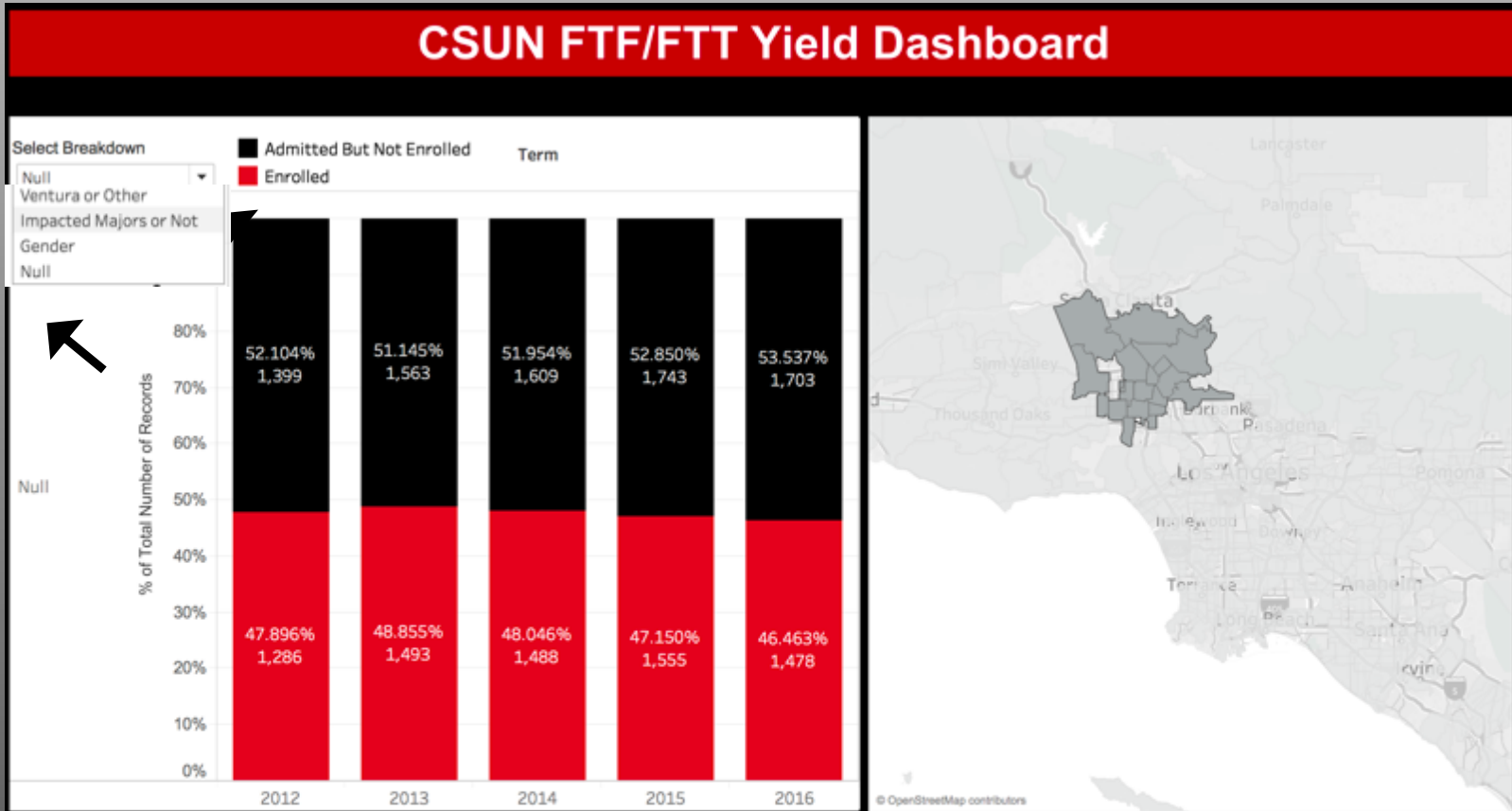
2. New Student Yield Dashboard

CSUN FTF/FTT Yield Dashboard



Users can breakdown by gender, impacted majors vs. non-impacted majors, etc.

2. New Student Yield Dashboard

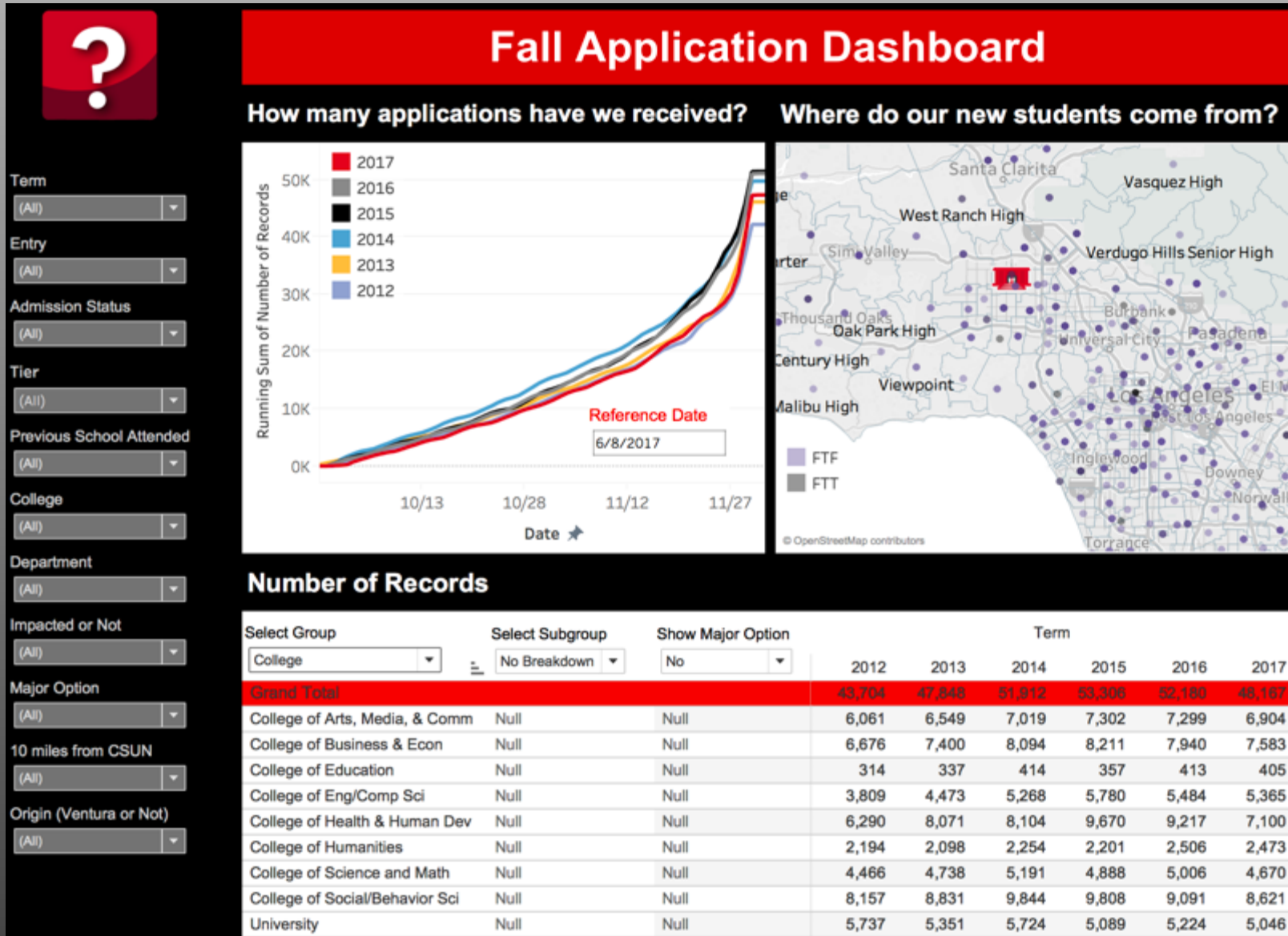


These filters allow us to further explore the yield for a subgroup of students.

- (All)
- FTF
- FTT
- (All)
- International
- Missing
- Outside CA but in US
- ☑ Tier1
- ☑ Tier2
- (All)
- Impacted
- Non-impacted
- Ventura County or Not
- (All)
- Not
- (All)
- In
- Out
- (All)
- Null
- 0 - 499
- 500 - 999
- 1000 - 1499
- 1500 - 1600
- (All)
- 0 - 1.99
- 2.0 - 2.49
- 2.5 to 2.99
- 3.0 - 3.49
- 3.5 - 3.99
- >= 4.0
- No scores
- (All)
- 0 - 1.99
- 2.0 - 2.49
- 2.5 - 2.99
- 3.0 - 3.49
- 3.5 - 4.0
- other
- College: (All)
- Department: (All)
- Gender: (All)
- Ethnicity: (All)

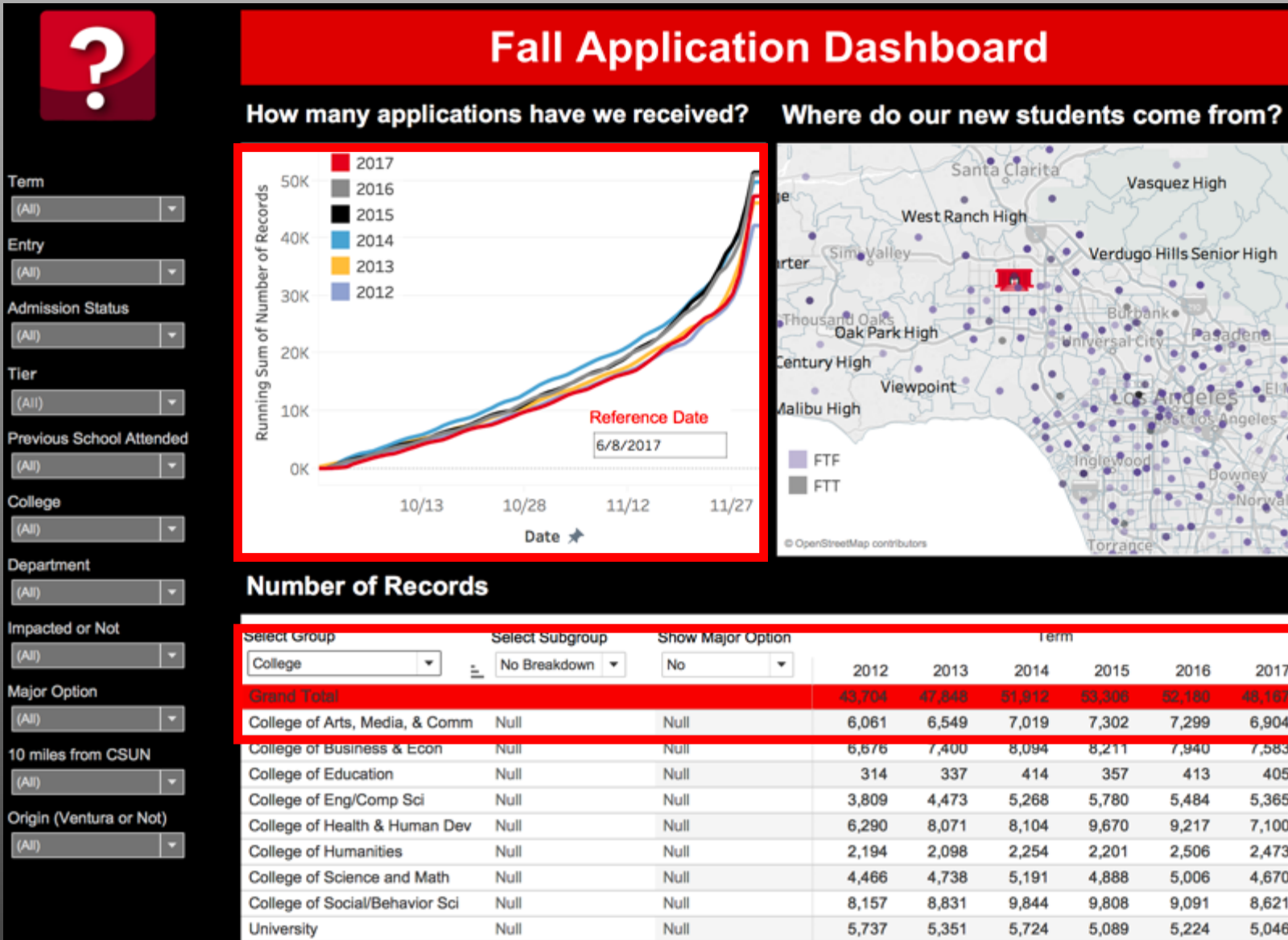
These filters allow us to further explore the yield for a subgroup of students.

3. Application Dashboard



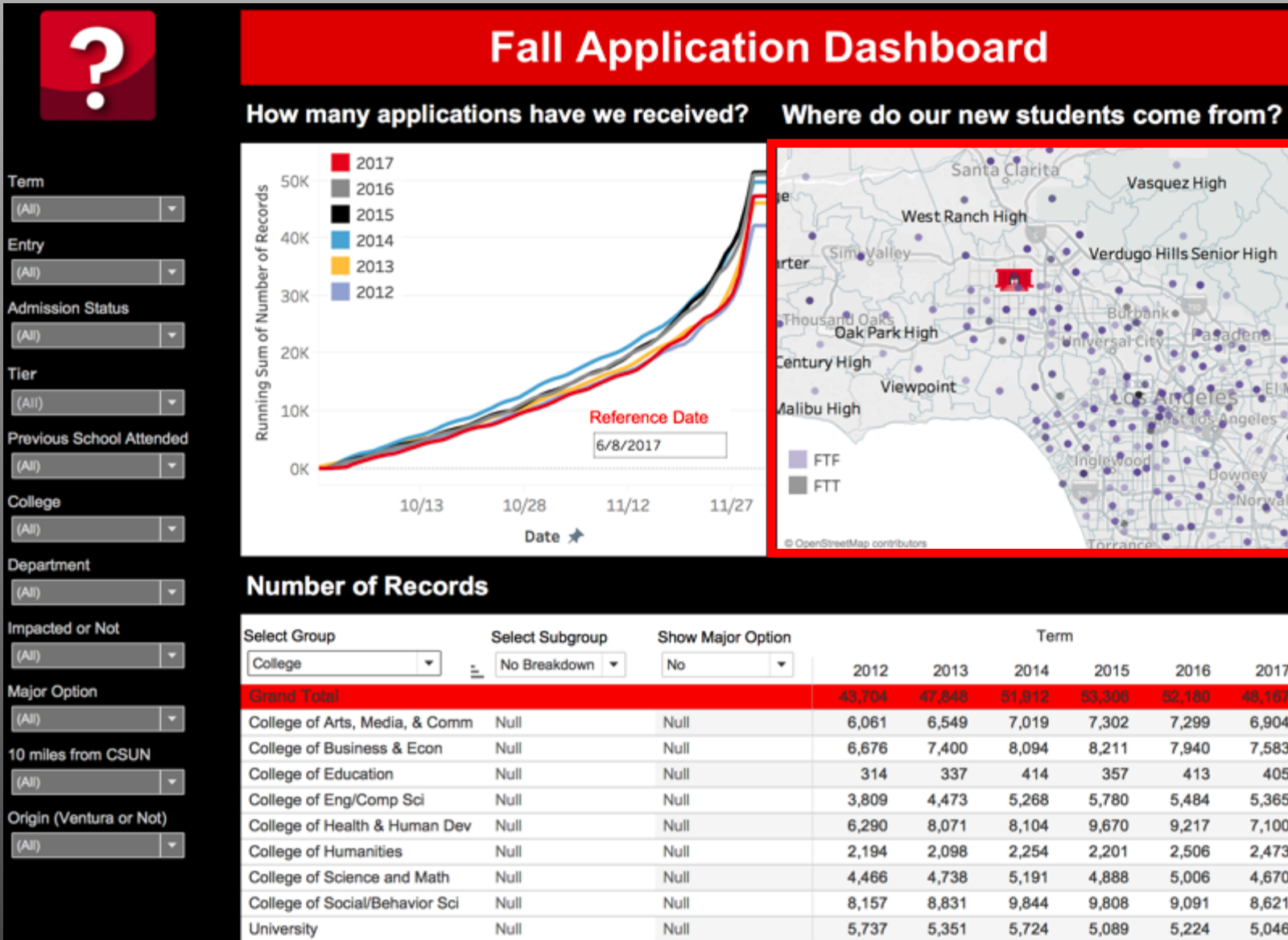
This dashboard allows us to explore our application data.

3. Application Dashboard



- We can track # application and compared them to previous year at the same time using “reference date”.

3. Application Dashboard



This map allows us to see where our applicants came from. It can also use as a filter.

We can use this to answer questions such as:

- Which is our top school in the San Fernando Valley?
- How does the number application compared to previous years?