

Going from Data to Insights: Lessons from Higher Education

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Georgia Data Innovation Hub
Carl Vinson Institute of Government
UNIVERSITY OF GEORGIA



UNIVERSITY SYSTEM OF GEORGIA

University System of Georgia: Analytics to Add and Show Value

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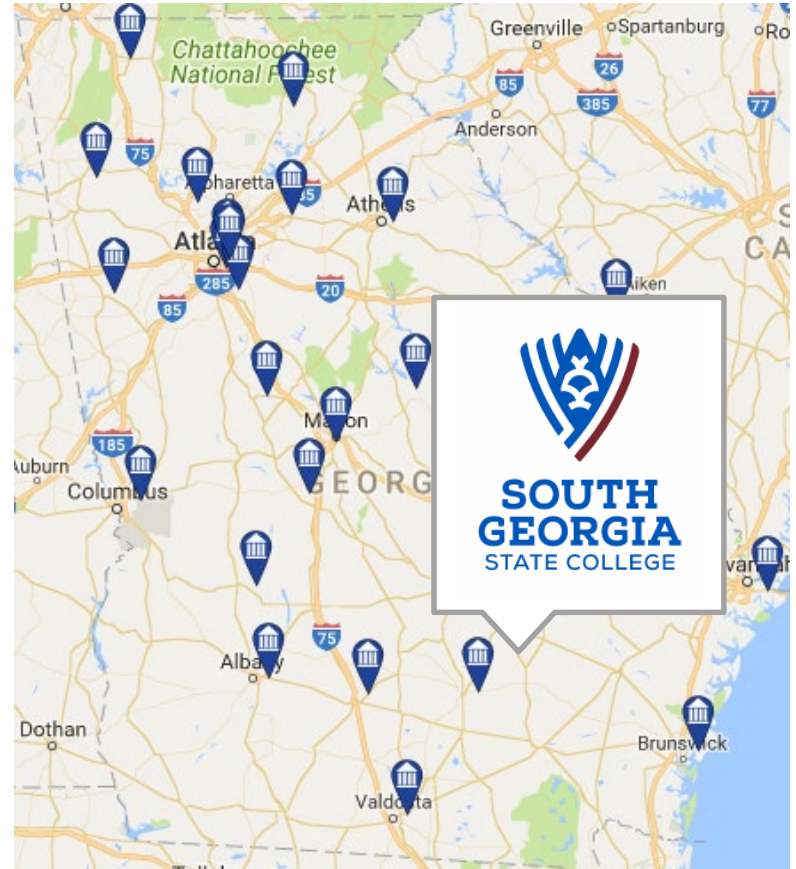
What is USG?

- System of 26 public 4-year colleges and universities
- Governed by Board of Regents
- 334,459 students



What is USG?

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- Governed by Board of Regents
- 334,459 students



Research and Policy Analysis



Campus
data
systems



Academic

Facilities

Financials

HR

USO

ITS data storage
environments

- Reports
- Data submissions
- Analysis and research
- Analytic tools



USG Analytics Trajectory

- Data Visualization Portal to elevate system office and campus analytic capacity
- Public facing tools to show value of USG
- Comprehensive Dashboard Project to drive improvement



USG Data Visualization Portal

- Efficiency, consistency, equity in analytics to drive fulfilling mission
- Add value through integrating data sources to show:
 - Trends
 - Comparisons
 - Transitions
 - The whole



USG Data Visualization Portal



Adult Learner App



CCG Degrees Awarded



CCG Enrollment



CCG Graduation



CCG Retention



Fall Enrollment by Academic Program ...



Fiscal Year Degrees Conferred by ...



Georgia High Schools



IPEDS Degrees Awarded Dashboard ...



SER with Consolidated Names



USG First Time Freshmen



USG Market Share 2.0

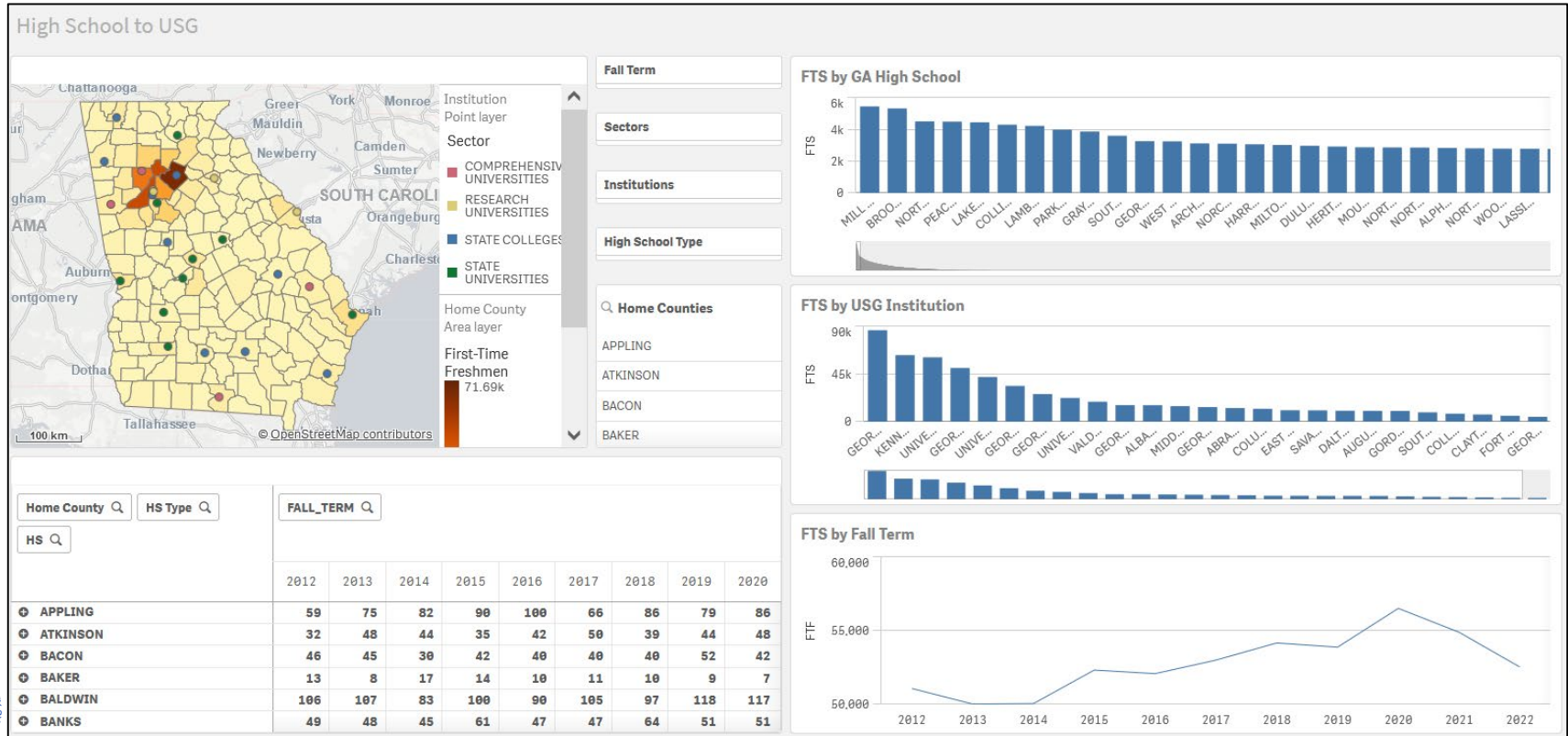


USG Student Pathways

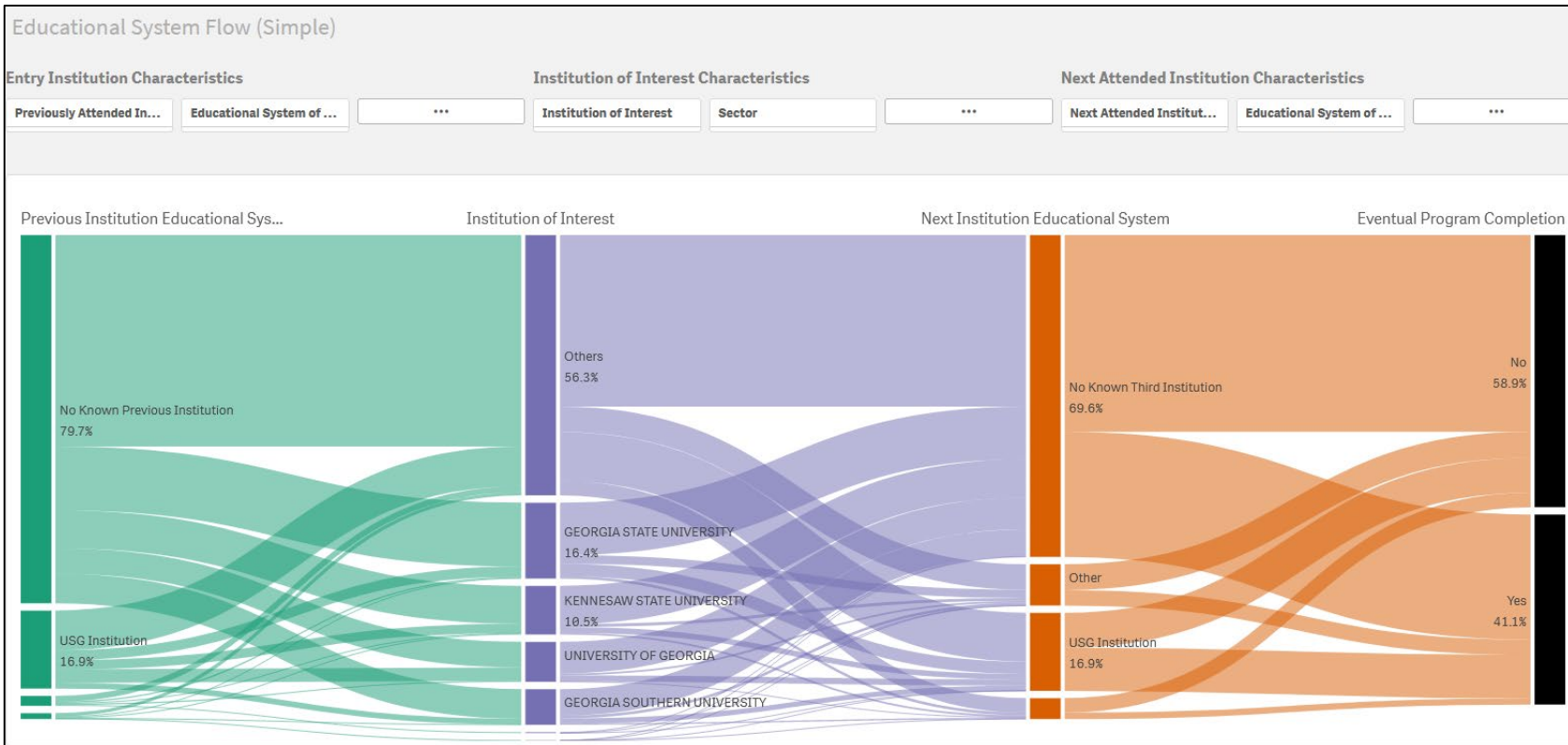


USG Graduate Outcomes(With Gap ...

Freshmen High School to USG Big Picture

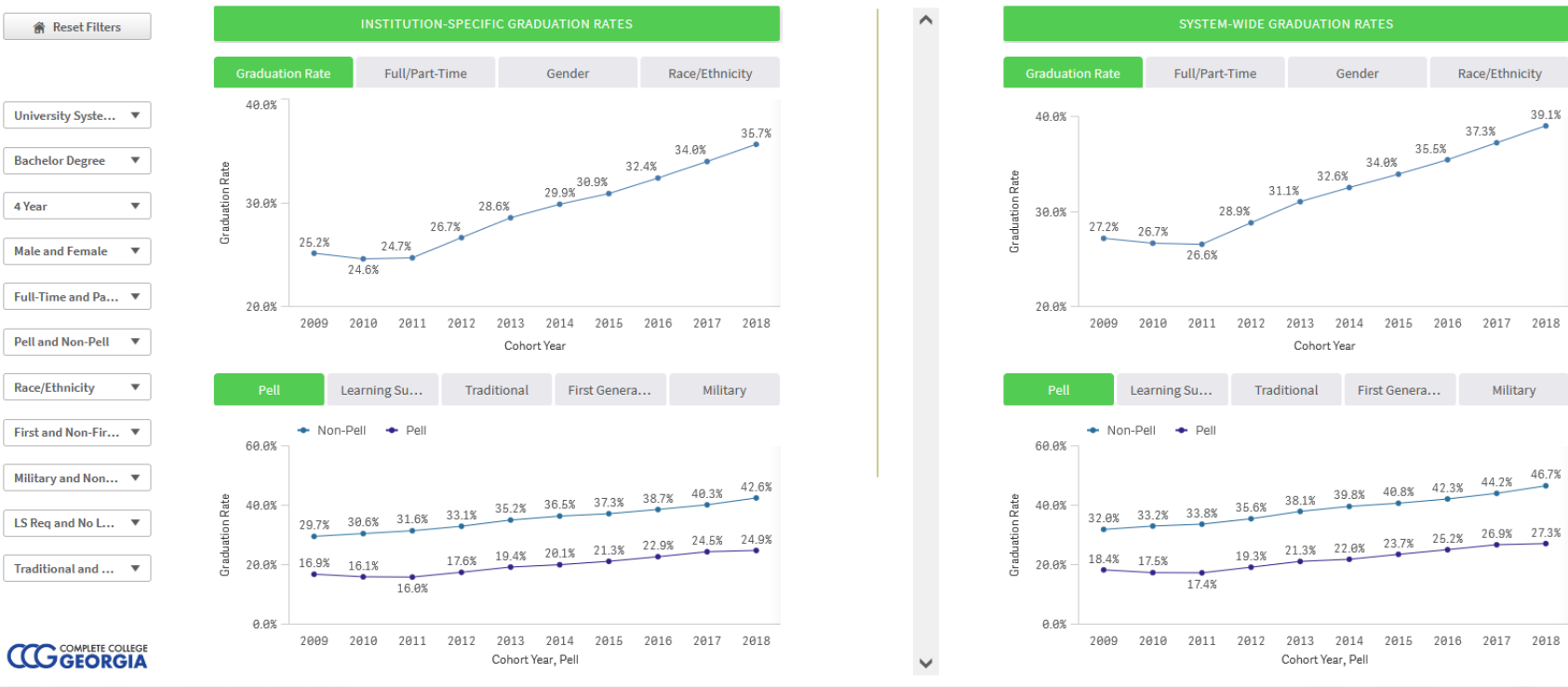


Transfer Origins, Destinations, and Success

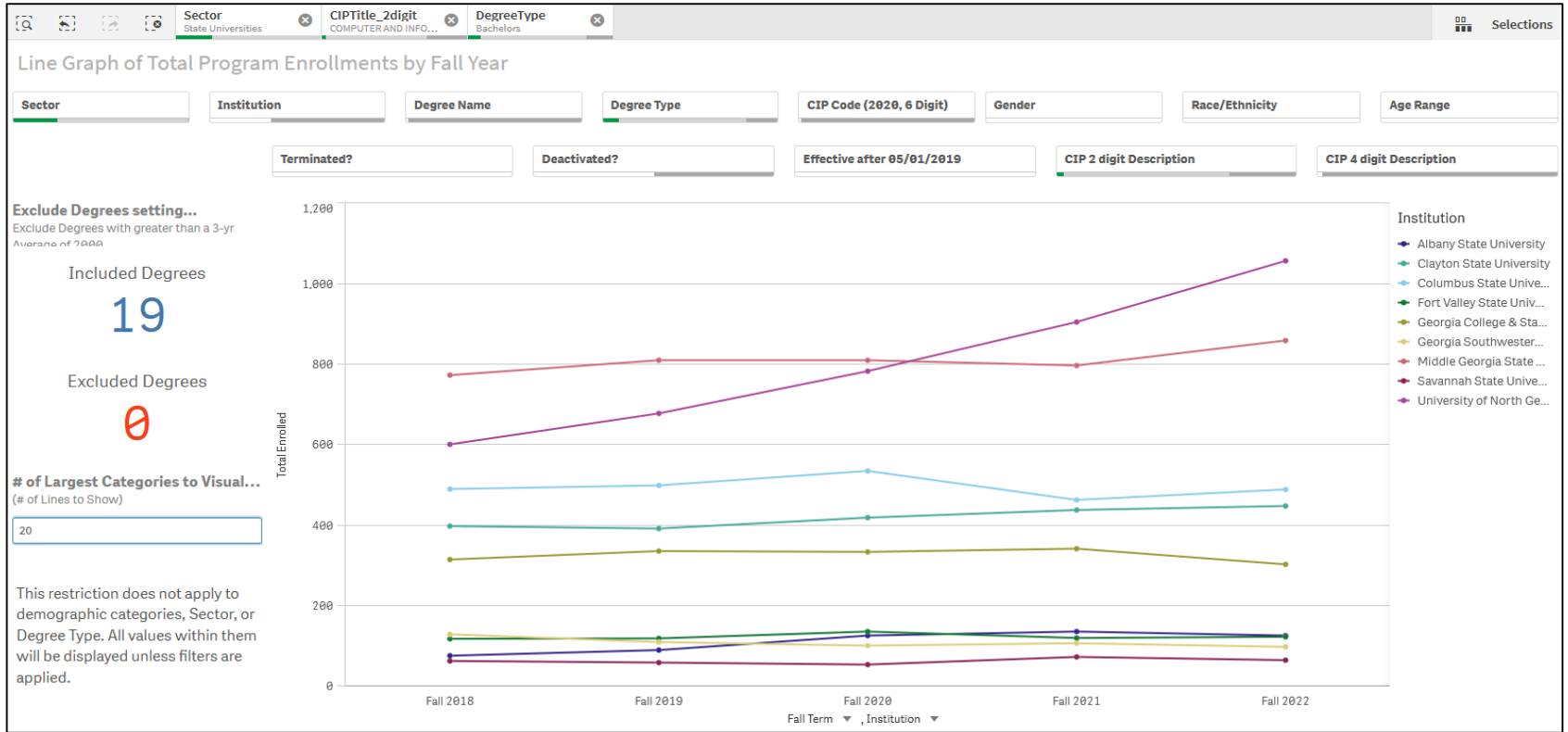


Wholistic View of Student Success

2. Graduation Ten-year Trend: University System Bachelor Degree 4 Year Graduation Rates



Academic Program Analysis



Accessible Labor Market Demand Data

2-Digit SOC 15
Typical Education Bachelor's degree
Work Experience 2 of 3
Occupation 8 of 871
Selections

Occupation Projections

Statewide
2-Digit SOC
6-Digit SOC
Occupation Type
Occupation
Typical Education
Work Experience
Typical on-the-Job Training

Projections within Statewide by SOC Occupation

Employment counts under 40 are suppressed. Employment projections are rounded to the nearest tenth; percentages of growth are based on unrounded figures. LWDA 3 is City of Atlanta; LWDA 6 is the rest of Fulton County.

| Region | 2-Digit SOC | 6-Digit SOC | Occupations | Typical Education | Work Experience | On-the-Job Training | 2020 Base Employment | 2030 Projected Employment | Total Change in Employment | Percentage Change |
|-----------|-------------|-------------|---|-------------------|-------------------|---------------------|----------------------|---------------------------|----------------------------|-------------------|
| Statewide | 15 | 15-1211 | Computer Systems Analysts | Bachelor's degree | None | None | 17,210 | 18,920 | 1,710 | 10.0% |
| Statewide | 15 | 15-1212 | Information Security Analysts | Bachelor's degree | Less than 5 years | None | 4,490 | 6,010 | 1,520 | 34.0% |
| Statewide | 15 | 15-1244 | Network and Computer Systems Administrators | Bachelor's degree | None | None | 8,100 | 8,630 | 530 | 6.5% |
| Statewide | 15 | 15-1245 | Database Administrators and Architects | Bachelor's degree | None | None | 6,100 | 6,820 | 720 | 11.8% |
| Statewide | 15 | 15-1251 | Computer Programmers | Bachelor's degree | None | None | 4,020 | 3,680 | -340 | -8.4% |
| Statewide | 15 | 15-1256 | Software Developers and Software Quality Assurance Analysts and Testers | Bachelor's degree | None | None | 52,710 | 66,310 | 13,600 | 25.8% |
| Statewide | 15 | 15-1257 | Web Developers and Digital Interface Designers | Bachelor's degree | None | None | 3,990 | 4,710 | 720 | 18.0% |
| Statewide | 15 | 15-1299 | Computer Occupations, All Other | Bachelor's degree | None | None | 20,560 | 23,040 | 2,480 | 12.0% |

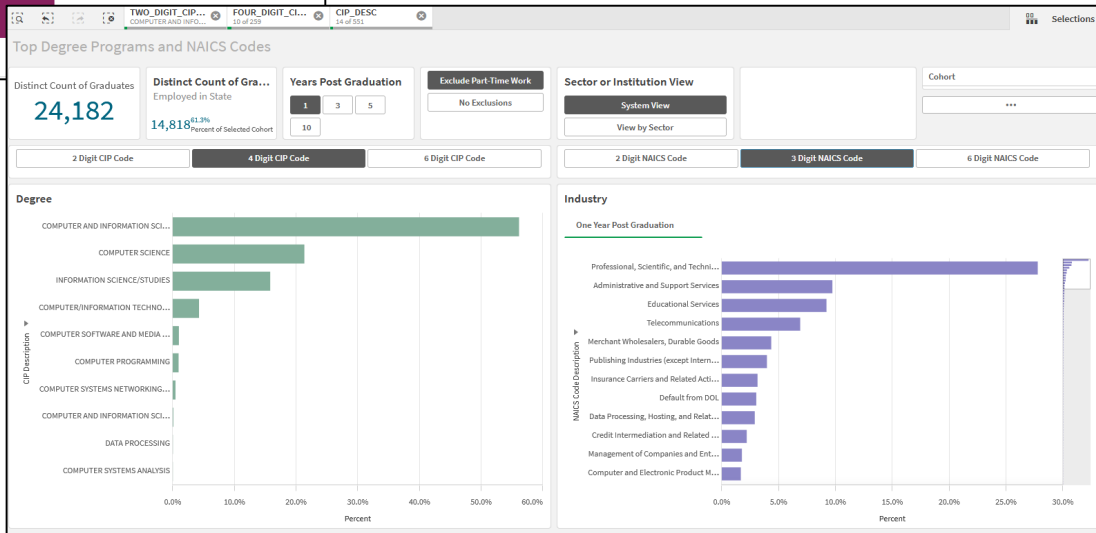
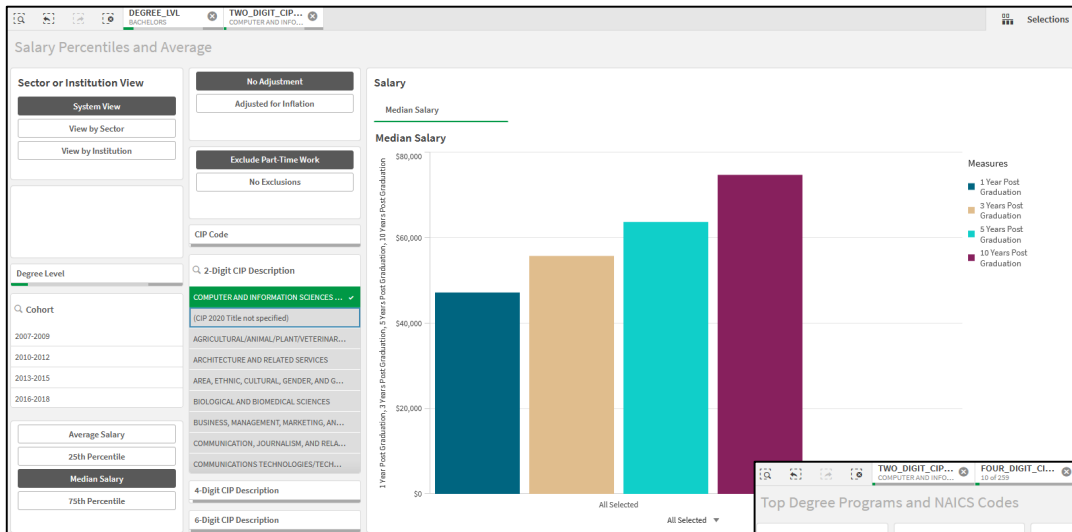
Description of LWD Areas

LWDA 3 is City of Atlanta limits; LWDA 6 is north and south Fulton

| Included Counties |
|--|
| DeKalb |
| Cherokee, Clayton, Douglas, Fayette, Gwinnett, Henry, Rockdale |
| Butts, Carroll, Coweta, Heard, Lamar, Meriwether, Pike, Spalding, Troup, Upson |

Sources: Georgia Department of Labor, Occupation Outlooks, 2020-2030 (Statewide) and 2018-2028 (LWDA); U.S. Bureau of Labor Statistics, Education and training assignments by detailed occupation, 2020

Leveraging GA•AWARDS Employment Data



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Visualization Portal Lessons Learned

- Portal allows uncensored data for deep dives
- Best usage if integrated (required) in business processes
- Licensing and demand over time



Transition to Public Facing Tools

The screenshot displays the University System of Georgia website with a navigation bar at the top. The main content area features a large heading "Introducing Georgia Degrees Pay" and a sub-heading "A powerful new data tool putting affordability and transparency at your fingertips. ↗". Below this, three overlapping browser window mockups are shown. The central window displays the "Georgia Degrees Pay" tool interface, which includes a map of Georgia with university icons, a "Compare:" section with buttons for "Cost of Attendance", "Your Future Earnings", and "Student Success", and a "Everything You Need to Decide" footer. To the left, a smaller window shows the "Undergraduate Enrollment Profile" tool with various filters. To the right, another window shows a "Compare Between Schools" section with a university icon and text about comparing earnings ranges.

Introducing Georgia Degrees Pay

A powerful new data tool putting affordability and transparency at your fingertips. ↗

Georgia Degrees Pay

All the information you need about degree attainment, student success, costs and affordability at the University System of Georgia's 25 public colleges and universities.

Compare:

- Cost of Attendance
- Your Future Earnings
- Student Success

Everything You Need to Decide

Undergraduate Enrollment Profile

Use this page to compare enrollment statistics between two USG colleges/universities. Choose colleges/universities from the dropdown menu, the right and the table will adapt.

How large is the school?

- Undergraduate Enrollment
- Percent of Freshmen
- Percent of Full-time Living on Campus

What is the student body like?

- Racial and Ethnic Diversity
- Percent of Freshmen
- Average Freshman

How selective is the school?

- Average Freshman

What kind of degrees does the school offer?

- Degree Programs

Compare Between Schools

Compare earnings ranges across USG colleges and universities for selected degree level and academic



User Friendly Comparison Tools



Cost of Attendance



Student Loan Outcomes



Time to Degree Cost Calculator

Use this page to compare costs per year between two USG colleges/universities. Choose the residency status below and then select two colleges/universities from the dropdown menus on the right and the table will adapt.

? Which schools should I compare?

College/University 1

College/University 2

Columbus State University

Clayton State University

Select Residency Status

- In-State
- Out-of-State

How much do students typically take out in loans?

| | College/University 1 | College/University 2 |
|--|----------------------|----------------------|
| ① Percent of Students Who Borrow per Year | 52% | 53% |
| ① Average Amount Borrowed per Year | \$6,127 | \$5,385 |
| ① Percent of Graduates Who Have Any Debt (Bachelor's) | 71% | 68% |
| ① Average Amount Borrowed Among Graduates (Bachelor's) | \$28,676 | \$28,567 |
| ① Percent of Graduates Who Have Any Debt (Associate) | 67% | 57% |
| ① Average Amount Borrowed Among Graduates (Associate) | \$18,160 | \$21,285 |
| ① Cohort Loan Default Rate | 6% | 8% |

NA-Not applicable; NR-Fewer than 10 students are redacted to protect student privacy

Your Future Earnings: Employment Outcomes Goes Public



Earnings After Graduation

View earnings ranges for different academic programs at a select institution 1, 5 or 10 years after graduation.



Compare Between Majors

Compare earnings ranges across several academic programs at selected institution and degree level.



Compare Between Schools

Compare earnings ranges across USG colleges and universities for selected degree level and academic program.



Range of Earnings by Academic Area

Earnings range associated with broad academic areas 1, 5 or 10 years after graduation at selected institution and degree level.



Loan Debt at Graduation

View the distribution of debt at graduation at USG colleges and universities for selected degree level and academic area.

[Use this tool](#)



Compare Earnings & Loan Payments


Compare monthly earnings and likely loan payments for graduates of selected degree level and academic area.



SYSTEM OF GEORGIA




Streamlined, Supported Selections



Your Future Earnings

Your Future Earnings | Georgia Degrees Pay



Compare Between Majors

Georgia

Nation

MORE ▾ +

Use the dropdown menus below to select the majors, program level, college/university, and years after graduation to see the range of salaries associated with graduates of those majors 1.5, or 10 years after graduation. The reset button near the bottom resets the selections to the default values. No results will appear if the selected program level and major are not offered at the institution or if there are fewer than 10 graduates represented. Be aware these results are also based on graduates of academic programs that existed at the time but may have since been discontinued. Consult institution websites for current offerings.

Select a College/University

All USG Institutions ▾

? USG Institutions by Type

Select a Program Level

Bachelor ▾

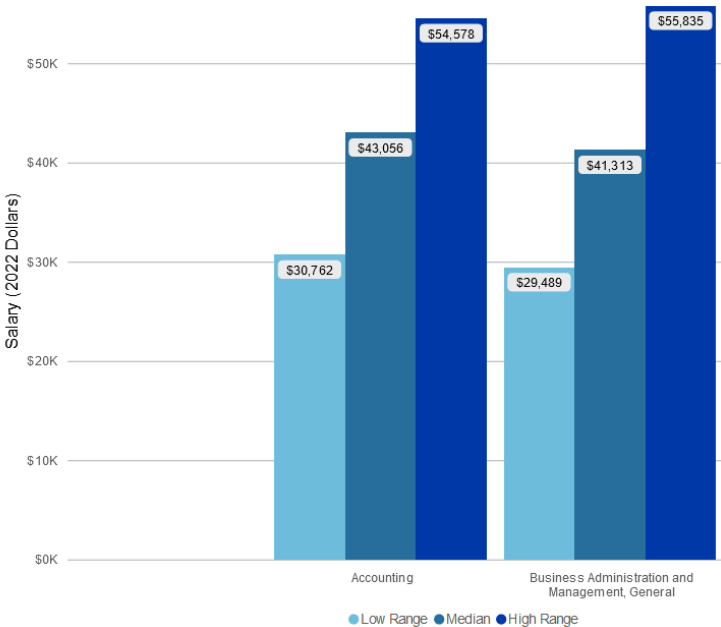
Select Major(s)

Multiple selections ▾

Select Year(s) Post Graduation

1 year after graduation ▾


Salary Range Comparison Between Majors for Graduates Working in Georgia




| Major | Low Range | Median | High Range |
|---|-----------|----------|------------|
| Accounting | \$30,762 | \$43,056 | \$54,578 |
| Business Administration and Management, General | \$29,489 | \$41,313 | \$55,835 |


● Low Range ● Median ● High Range

Streamlined, Supported Selections



Compare Between Majors


 Georgia


 Nation

MORE ▾ +

Select a College/University
 All USG Institutions

? USG Institut

Select a Program Level
 Bachelor

Select Major(s)
 Multiple selections


Select Year(s) Post Graduation
 1 year after graduation

Comparisons between institutions are most meaningful between institutions of the same type. Click here for a list of institutions by type.

| Type | Institution |
|----------------------------|---------------------------------------|
| Research Universities | Augusta University |
| Research Universities | Georgia Institute Of Technology |
| Research Universities | Georgia State University |
| Research Universities | University Of Georgia |
| Comprehensive Universities | Georgia Southern University |
| Comprehensive Universities | Kennesaw State University |
| Comprehensive Universities | University Of West Georgia |
| Comprehensive Universities | Valdosta State University |
| State Universities | Albany State University |
| State Universities | Clayton State University |
| State Universities | Columbus State University |
| State Universities | Fort Valley State University |
| State Universities | Georgia College & State University |
| State Universities | Georgia Southwestern State University |
| State Universities | Middle Georgia State University |
| State Universities | Savannah State University |
| State Universities | University Of North Georgia |
| State Colleges | Abraham Baldwin Agricultural College |
| State Colleges | Atlanta Metropolitan State College |
| State Colleges | College Of Coastal Georgia |
| State Colleges | Dalton State College |
| State Colleges | East Georgia State College |
| State Colleges | Georgia Gwinnett College |


● Low Range ● Median ● High Range

Streamlined, Supported Selections



Your Future Earnings

Your Future Earnings | Georgia Degrees Pay



Compare Between Majors

Georgia

Nation

MORE ▾ +

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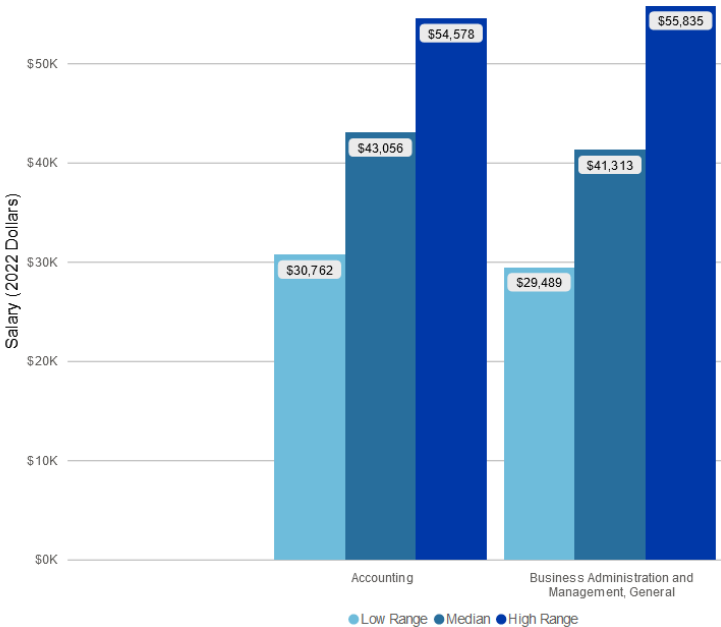
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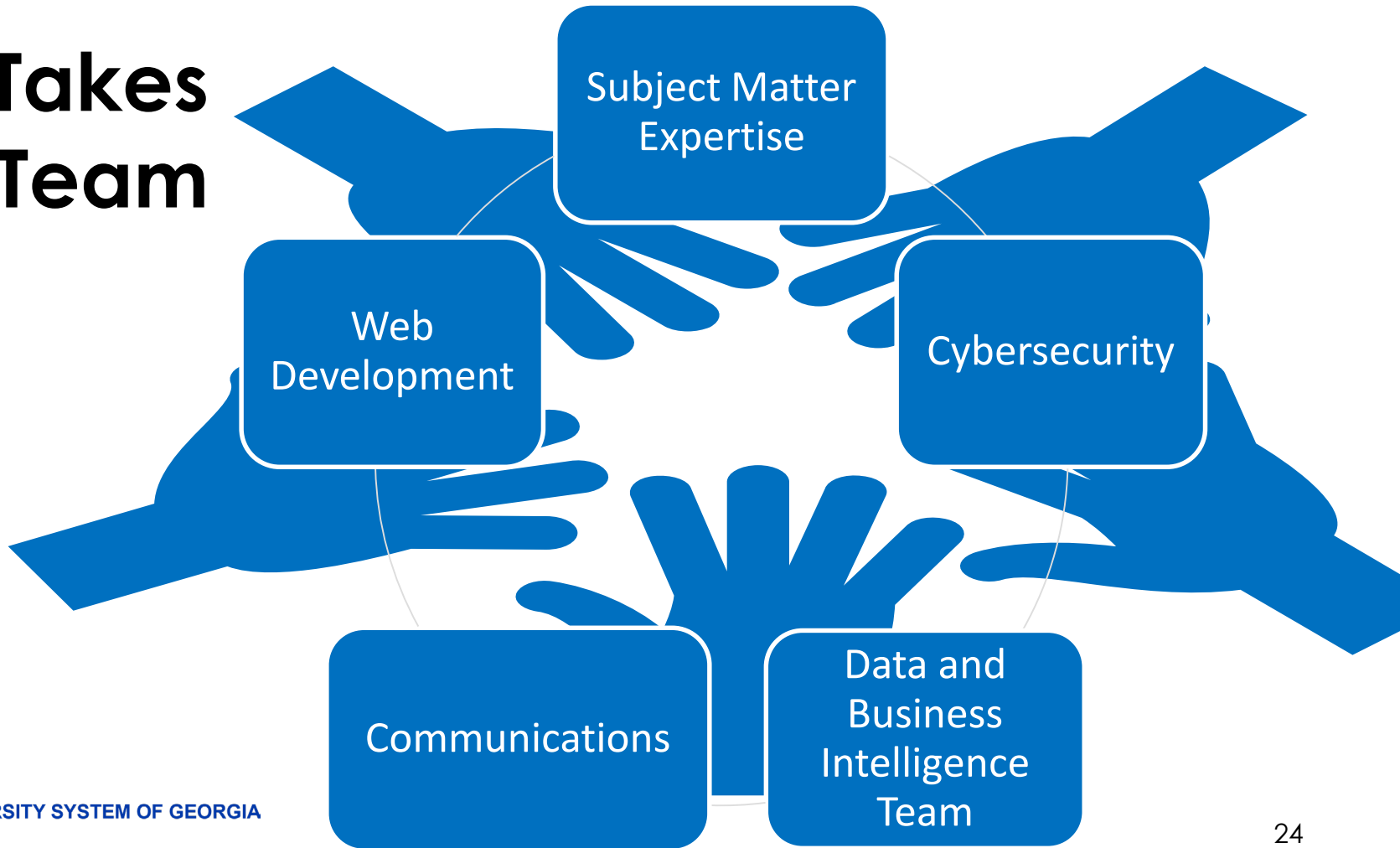
● Low Range ● Median ● High Range

Lessons for Public-Facing Tools

- Understand Audience
- Streamline number of choices
- Protect privacy
- Adhere to branding standards
- Attend to accessibility
- Develop data management processes
- Socialize

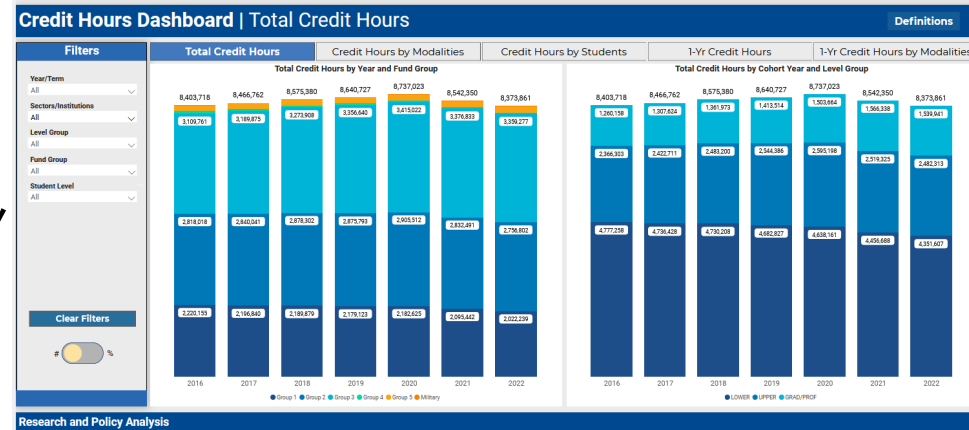


It Takes a Team



Current Focus

- Comprehensive dashboard strategy:
 - For monitoring operations and strategic KPIs, transparency
 - Supporting data gov., management, org. structure
 - Move to cloud
 - More real-time data



Contact

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