



CASE STUDY:

Access to institution-wide, reliable data and robust reporting tools enables more impactful decision making

Standardized definitions of terms, a single authoritative data source, and robust reporting tools to aggregate and interpret data are helping Hilbert College measure and understand its institutional performance campus-wide. The college is leveraging the PowerCampus™ Enterprise Reporting and PowerCampus Analytics solutions to transform its institutional data housed within its PowerCampus administrative system by Ellucian into the information that campus leaders need to make more informed decisions. The solutions are built on Argos, the Enterprise Reporting Solution from Evisions, and were tailored to the specific needs of higher education PowerCampus customers.

The private Catholic institution had been successfully leveraging the functionality within PowerCampus for several years to fill its administrative needs. However, staff had only limited reporting capabilities through Microsoft Access.

As a result, different departments developed their own reporting systems and tools. In addition, departments had varying definitions of standard elements, like “registered student.” The inconsistencies and lack of access to institution-wide data hindered decision making.

After seeing the power of the Argos Reporting Solution at a conference, Hilbert College initiated a collaboration that led Evisions and Ellucian to tailor the existing

HILBERT COLLEGE

Enrollment

1,089 students

Challenges

Reporting tools had limited functionality; Limitations caused users to create own tools and data sources; Inconsistencies and lack of access to institution-wide data hindered decision making; Silos and redundant data resulted in inaccurate reporting

Solutions

PowerCampus™ by Ellucian administrative suite; PowerCampus Enterprise Reporting; PowerCampus Analytics

Results

Users access one authoritative source of data; End users can create extensive summary and detailed reports; Decision makers can view information and identify issues and opportunities for more impactful decision making

Evisions' solutions for integration with the PowerCampus administrative suite. Today, end users at Hilbert College are pulling data from the PowerCampus administrative system and are creating extensive summary and detailed reports using out-of-the-box reports, dashboards, and pivot tables. The solutions are branded as PowerCampus Enterprise Reporting and PowerCampus Analytics and they have been implemented at numerous other PowerCampus institutions.

"We needed a flexible reporting solution that would give every campus department access to real-time data and that would easily connect to all of our systems," recalled Michael Murrin, vice president of information services at Hilbert College. "When we saw the Evisions solutions, we were blown away by their capability. The ability to have all our data and these sophisticated reporting tools under one umbrella is very powerful."

Fostering standard definitions and improved data integrity

The fact that the data used for reporting is drawn from a single source—PowerCampus—contributes greatly to the integrity of the data. And the uniform usage of reporting tools has forced departments to agree on definitions of commonly measured elements that further enhance data integrity.

"The integration of the tools with PowerCampus has really raised everyone's level of awareness about the importance of data integrity, and that has been extremely valuable," emphasized Murrin.

For example, previously the admissions office categorized a student that left and later returned as a 'new student' rather than a re-admitted one. Other departments categorized the student as a "re-admit." This led to a discrepancy in the overall new student enrollment figure. Similarly, figures for graduation rates from individual schools did not sync with the overall college total.

"Cohort reporting has always been problematic because of issues with the data and definitions," explained Murrin. "The analytics tools allowed us to properly identify data in the system and clean it up. Now, we can drill down to the individual student, and a cross tab report shows each instance of the student and end results. By drilling down, we could immediately see discrepancies. When you start exposing information and putting a light on it, you see things you didn't see before."

Since that time, cohort data has been properly identified and verified by stakeholders so that it can be analyzed more deeply. "We no longer have discrepancies in the data," said Murrin. "Now we can identify trends and problems that we just didn't have a good handle on in the past."

Users also have access to more data from third-party applications. With Argos, student, instructor, and course information is automatically pulled from PowerCampus at hourly intervals to populate or update Blackboard. In reverse, grade information from Blackboard is automatically populated into PowerCampus. "We are finding that we can automate many functions, even integration. It's like a Swiss Army knife in that you can do so many things with the product; it is very diverse in functionality."

"The reporting tools keep growing in popularity. We have created more than 60 reports that are being used by all departments throughout the college and increasingly by our faculty members."

MICHAEL MURRIN, Vice President of Information Services, Hilbert College



Shedding light on linkages

In addition to providing analytics for key known indicators, the solutions are helping the college identify new linkages. For example, the college is exploring a newly identified connection between academic performance and residential factors such as integrating high-performing and low-performing students, upper and lower classmen, and other combinations. Another new insight from the data is that articulated transfer students have a higher graduation rate—almost double—than students attending college for the first time. As a result, Hilbert is focusing more efforts on recruiting transfer students.

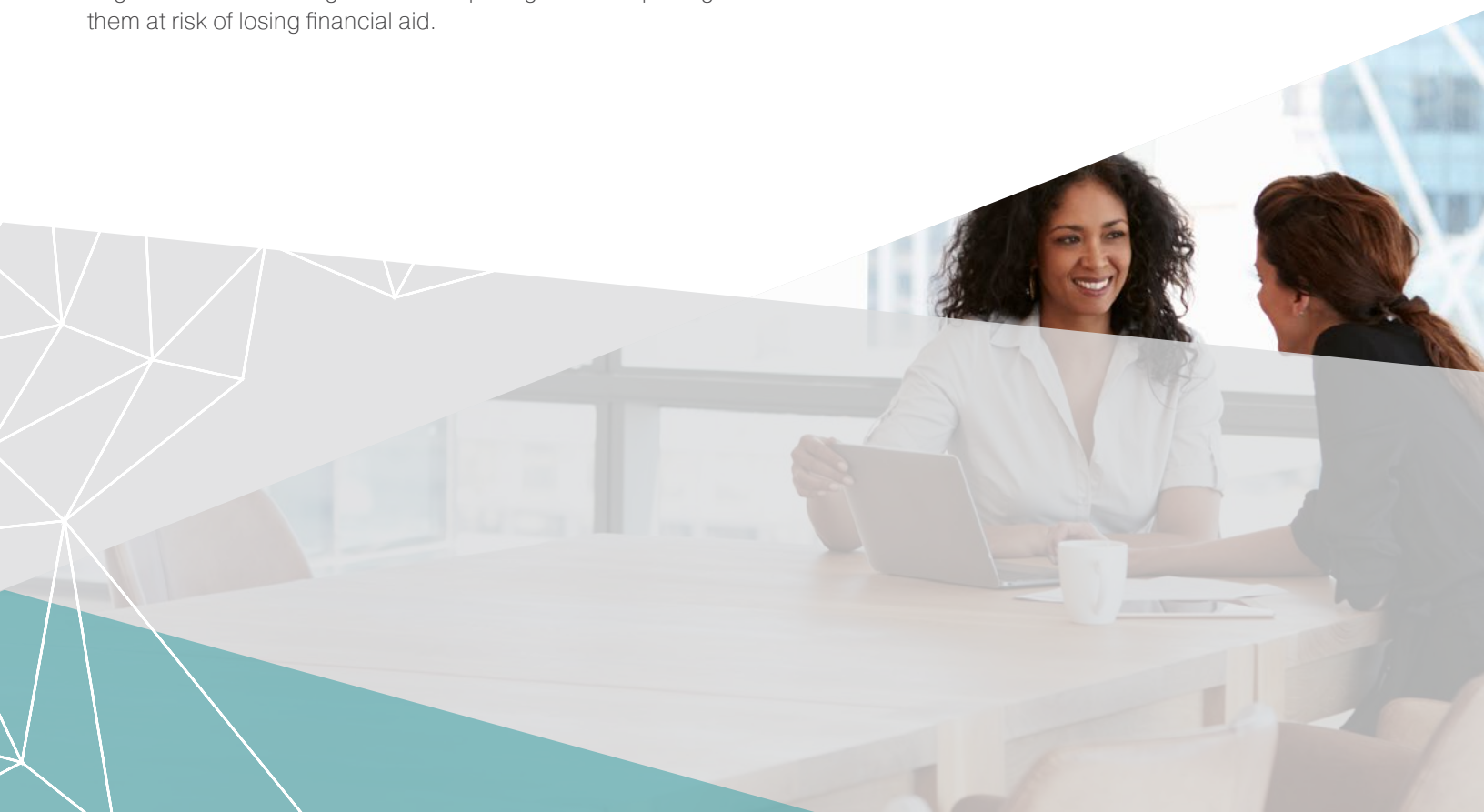
"We didn't see these linkages previously," said Murrin. "The reports and tools let us analyze information in ways we couldn't possibly imagine before. You answer one question and that triggers deeper analysis of something entirely different, and that leads us to develop new applications with a significant payoff."

The ability to drill down and slice and dice the data also helps the college identify more at-risk students. For example, the college has identified a linkage between poor class attendance and health department lists of students lacking immunizations. Another newly-identified trigger for concern is when a student is not taking meals in the cafeteria.

Now, the college is leveraging PowerCampus to make students aware of academic concerns as well. For example, the IT department is in the process of building a dashboard to give students warnings when their poor grades are putting them at risk of losing financial aid.

Following are some examples of how Hilbert College is using PowerCampus Enterprise Reporting and PowerCampus Analytics for data-driven decision-making support:

- Real-time dashboards monitor new and returning students, displaying overall registration by degree and major, while drill-down capability allows the user to view information on actual students enrolled for detail analysis or communication
- Advisement view tracks student body, including at-risk students, with a variety of selection possibilities including term, curriculum, student type, and year level
- Hilbert budget managers can view summary activity and drill down to transaction detail by account, as well as search and view current or historical vendor related activity, with trending options
- Enrollment and trend monitoring available by department and major while providing dashboards for monitoring by age, ethnicity, financial aid, academic performance, and more
- Analysis of registration dates and impact on academic outcomes
- Immunizations report necessary for state compliance shows students still needing certain shots to remain in school as well as the dorm students that require additional immunizations



- Report on student athletes necessary for NCAA compliance showing their GPA and full-time status as well as providing an analysis by sport
- Report on students living on campus in dorms and apartments providing student performance for a particular location that can also be used for the pairing of roommates

Ease of use makes them “go-to” tools

“The reporting tools keep growing in popularity,” said Murrin. “We have created more than 60 reports that are being used by all departments throughout the college and increasingly by our faculty members. They are viewed very much as the ‘go-to’ tools.”

The solutions’ ease of use is one of the reasons the tools have been adopted so readily. Functional users can learn the solution fairly quickly while power users can leverage more extensive capabilities to create elaborate reports. “One of the leading criteria I have for software product selection is what I call ‘rapid development.’ If it takes too long for users to learn the tool, then we haven’t served their needs and have lost the opportunity. Rapid development is the cornerstone of these solutions,” said Murrin.

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