Understanding the UNC System
Transfer Student Data Dashboard

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Director of Data and Analytics - UNC System Office
Overview

• UNC System and Data & Analytics office
• Old reports vs new interactive dashboard
• Dashboard building process
• Data sources
• Live dashboard demonstration
• Value added
• Limitations and future directions
University of North Carolina System

16 public universities
1 residential high school
235,000 students
Data & Analytics – Our Functions

• Collect data from all 17 UNC institutions and external sources
• Use data for reporting
• Varied stakeholders:
  o UNC System Office leadership
  o 17 institutions
  o State government & federal government
  o General public
Data & Analytics – Our Needs

- Access and share data easily
- Work with different audiences with varying levels of data expertise
- Respond quickly and efficiently to a high volume of important requests
- Provide *meaningful* data
Questions About Transfer Students

• Where do UNC transfer students transfer from?

• What UNC institutions are students attending after NC community colleges?

• How well do students perform after transferring to a UNC institution?

• How does their success compare to the success of non-transfer students?

• Is success affected by whether students earn a degree before transferring? By the class level at which students transfer?
Suite of Public Self-Service Reports

• Originally Developed in 2004
• Opportunity for Improvement
  o User-friendly
  o Interactive and dynamic
  o Meaningful data visualizations
  o Expand report content
  o Transparency, accountability, and data access
• SAS Visual Analytics
# Old Reports

## Advanced Analytics

Select a category below to create customized reports:

### Academic Program Inventory
Provides the Academic Program Inventory by 12 Digit CIP (Classification of Instructional Programs) Code for Resident Credit Programs by Institution or UNC Summary in both PDF and Excel format.

### Certificate Program Inventory
A searchable database providing PDF and Excel reports on the Certificate Program Inventory of each UNC institution.

### Enrollment and Degrees Conferred
A searchable database providing PDF and Excel reports on Enrollment and Degrees Conferred at each UNC institution. Note: Multiple CIP codes, multiple degree abbreviations, and/or multiple institutions may be selected.

### Fall Enrollment
A complex searchable database providing Fall Enrollment reports using options such as reporting year, institution, type of headcount, population, academic load, new students, freshmen, race/ethnicity, gender, residency, age groups, distance education, and pipeline students. Selected reports are provided in PDF and Excel format.

### Freshmen Measures
**Explanatory Narrative**

Provides information on Freshmen Applications, Performance Measures, or Retention (for definitions, please see Explanatory Narrative). Annual Reports are separated by high school or school system. Selected reports are provided in PDF and Excel format.

### Retention/Graduation/Persistence
Provides Retention/Graduation/Persistence reports by population (all students, by race, or by gender), and by system, institution, or institution category. Selected reports are provided in PDF and Excel format.

### Transfer Student Performance
Presents reports on students transferring to a UNC institution in the following Categories:

- Transferring in the fall semester immediately following attendance at a North Carolina Community College. Select by Reporting Year and by Community College;
- Transferring within 2 years of attending a North Carolina Community College by Reporting Year and by Community College; or;
- Transferring from a UNC Institution by Institution; Transferring from a NC Private Institution by Private Institution.

### Facilities Dashboard
Graphics at a glance to show how well space is used by day and hour for classrooms and class laboratories at UNC institutions, NC community colleges, and NC private colleges and universities.
Old Transfer Student Report

Transfer Student Performance

Transferring from a NC Community College:
Transferring in the fall semester immediately following attendance at a North Carolina Community College.
Choose Desired Report:
TSP (original)
Choose Reporting Year:
2013
Choose Community College:
All Community Colleges

SUBMIT RESET

Transferring from a UNC Institution:
Choose desired report and date:
TSP (original), Fall 2012 Transfers
Choose UNC Institution:
All UNC Schools

SUBMIT RESET

Transferring from a NC Private Institution:
Choose desired report and date:
TSP (original), Fall 2012 Transfers
Choose Private Institution:
All Private Senior Colleges

SUBMIT RESET

NOTE: To prevent the possibility of identifying individuals in cells with a number less than 3, the performance data for these cells in the following reports has been replaced with an asterisk.
Old Transfer Student Report

Transferring from a NC Community College:
Transferring in the fall semester immediately following attendance at a North Carolina Community College.

Choose Desired Report:
TSP (original)

Choose Reporting Year:
2013

Choose Community College:
All Community Colleges

Transferring from a UNC Institution:

Choose desired report and date:
TSP (original), Fall 2012 Transfers

Choose UNC Institution:
All UNC Schools

Transferring from a NC Private Institution:

Choose desired report and date:
TSP (original), Fall 2012 Transfers

Choose Private Institution:
All Private Senior Colleges

NOTE: To protect the possibility of identifying individuals in cells with a number less than 5, the performance data for these cells in the following reports has been replaced with an asterisk.
## Old Transfer Student Report

### PERFORMANCE MEASURES FOR 2012 - 2013 TRANSFERS FROM ALL COMMUNITY COLLEGES TO UNC INSTITUTIONS

<table>
<thead>
<tr>
<th>UNC INSTITUTIONS</th>
<th>No. of Transfers</th>
<th>Mean GPA</th>
<th>Mean Hours Earned</th>
<th>Mean English</th>
<th>Mean Math/Science</th>
<th>Mean Social Science</th>
<th>Transfers Good Standing</th>
<th>Transfers Good Probation</th>
<th>Transfers Suspended</th>
<th>Transfers Withdrew</th>
<th>Graduated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appalachian</td>
<td>517</td>
<td>2.72</td>
<td>13.0</td>
<td>0.4</td>
<td>104</td>
<td>2.91</td>
<td>242</td>
<td>2.35</td>
<td>166</td>
<td>2.49</td>
<td>2.74</td>
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<tr>
<td>East Carolina</td>
<td>669</td>
<td>2.93</td>
<td>13.0</td>
<td>0.8</td>
<td>94</td>
<td>2.86</td>
<td>376</td>
<td>2.53</td>
<td>332</td>
<td>2.62</td>
<td>2.94</td>
</tr>
<tr>
<td>Elizabeth City</td>
<td>80</td>
<td>2.72</td>
<td>12.5</td>
<td>1.5</td>
<td>2</td>
<td>3.25</td>
<td>27</td>
<td>2.55</td>
<td>34</td>
<td>2.64</td>
<td>2.69</td>
</tr>
<tr>
<td>Fayetteville</td>
<td>219</td>
<td>2.97</td>
<td>11.0</td>
<td>1.1</td>
<td>61</td>
<td>2.66</td>
<td>128</td>
<td>2.82</td>
<td>96</td>
<td>2.99</td>
<td>2.99</td>
</tr>
<tr>
<td>N.C. A and T</td>
<td>155</td>
<td>2.83</td>
<td>11.6</td>
<td>1.4</td>
<td>39</td>
<td>2.89</td>
<td>74</td>
<td>2.42</td>
<td>28</td>
<td>2.90</td>
<td>2.75</td>
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<tr>
<td>N.C. Central</td>
<td>178</td>
<td>3.14</td>
<td>11.8</td>
<td>1.0</td>
<td>33</td>
<td>3.21</td>
<td>112</td>
<td>2.86</td>
<td>84</td>
<td>3.13</td>
<td>3.04</td>
</tr>
<tr>
<td>N.C. State</td>
<td>605</td>
<td>2.82</td>
<td>12.5</td>
<td>0.1</td>
<td>73</td>
<td>3.84</td>
<td>402</td>
<td>2.59</td>
<td>346</td>
<td>2.91</td>
<td>2.86</td>
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<tr>
<td>UNC-Pembroke</td>
<td>151</td>
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<td>11.6</td>
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<td>52</td>
<td>2.22</td>
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<td>2.50</td>
<td>82</td>
<td>2.47</td>
<td>2.67</td>
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<tr>
<td>UNC-Asheville</td>
<td>184</td>
<td>2.89</td>
<td>12.5</td>
<td>0.7</td>
<td>21</td>
<td>2.82</td>
<td>102</td>
<td>2.61</td>
<td>61</td>
<td>2.90</td>
<td>2.88</td>
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<tr>
<td>UNC-Chapel Hill</td>
<td>262</td>
<td>2.97</td>
<td>12.1</td>
<td>0.4</td>
<td>36</td>
<td>3.03</td>
<td>103</td>
<td>2.23</td>
<td>152</td>
<td>2.99</td>
<td>2.99</td>
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<tr>
<td>UNC-Charlotte</td>
<td>1,287</td>
<td>2.67</td>
<td>11.3</td>
<td>1.4</td>
<td>142</td>
<td>3.03</td>
<td>824</td>
<td>2.36</td>
<td>501</td>
<td>2.64</td>
<td>2.70</td>
</tr>
<tr>
<td>UNC-Greensboro</td>
<td>825</td>
<td>2.75</td>
<td>11.4</td>
<td>1.3</td>
<td>156</td>
<td>2.74</td>
<td>294</td>
<td>2.13</td>
<td>351</td>
<td>2.59</td>
<td>2.86</td>
</tr>
</tbody>
</table>
New Transfer Student Dashboard

Where Do Students Transfer From (Fall 2018)

- NC Community College System: 11,218 (62.6%)
- UNC-to-UNC: 2,118 (11.8%)
- Out-of-State: 3,542 (19.8%)
- NC Private: 1,041 (5.8%)

Top 20 Community College Transfer Institutions (Fall 2018)

- Central Piedmont Community College
- Guilford Technical Community College
- Wake Technical Community College
- Cape Fear Community College
- Forsyth Technical Community College
- Pitt Community College
- Roanoke Community College
- Catawba Valley Community College
- Johnston Community College
- Wayne Community College
- Caldwell Community College
- coastal Carolina Community College
- Gaston College
- Asheville-Buncombe Technical Community College
- Durham Technical Community College

Number of Transfer Students From Each Community College (Fall 2018)

<table>
<thead>
<tr>
<th>Transfer Institution</th>
<th>Transfer Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>NC Community College</td>
<td>11,218</td>
</tr>
<tr>
<td>Wake Technical Community College</td>
<td>1,427</td>
</tr>
<tr>
<td>Central Piedmont Community College</td>
<td>1,406</td>
</tr>
<tr>
<td>Cape Fear Community College</td>
<td>575</td>
</tr>
<tr>
<td>Guilford Technical Community College</td>
<td>549</td>
</tr>
<tr>
<td>Fayetteville Technical Community College</td>
<td>636</td>
</tr>
<tr>
<td>Forsyth Technical Community College</td>
<td>477</td>
</tr>
<tr>
<td>Pitt Community College</td>
<td>395</td>
</tr>
<tr>
<td>Asheville-Buncombe Technical Commun.</td>
<td>336</td>
</tr>
<tr>
<td>Catawba Valley Community College</td>
<td>330</td>
</tr>
<tr>
<td>Durham Technical Community College</td>
<td>309</td>
</tr>
<tr>
<td>Alamance Community College</td>
<td>274</td>
</tr>
<tr>
<td>Gaston College</td>
<td>242</td>
</tr>
<tr>
<td>coastal Carolina Community College</td>
<td>239</td>
</tr>
</tbody>
</table>
Old Transfer Student Report

Transfer Student Performance

Transferring from a NC Community College:
Transferring in the fall semester immediately following attendance at a North Carolina Community College.

Choose Desired Report:
- Graduation, Retention, & Persistence Rate Report
- TSP (original)
- TSP(Performance of Transfers w/ Associate Degrees)
- TSP(Performance of Transfers w/ 24 NCCCS Hours)
- TSP(Performance of Transfers w/ 30 NCCCS Hours)

SUBMIT | RESET

Transferring from a UNC Institution:
Choose desired report and date:
- TSP (original), Fall 2012 Transfers

Choose UNC Institution:
- All UNC Schools

SUBMIT | RESET

Transferring from a NC Private Institution:
Choose desired report and date:
- TSP (original), Fall 2012 Transfers

Choose Private Institution:
- All Private Senior Colleges

SUBMIT | RESET

NOTE: To prevent the possibility of identifying individuals in cells with a number less than 3, the performance data for these cells in the following reports has been replaced with an asterisk.
New Transfer Student Dashboard

Graduation Rates

Time to Graduation

Transfered as
- Freshmen
- Sophomore
- Junior
- Senior
- Unclassified/Other

Show Comparison To First-time Undergraduates (Non-transfers)?
- No
- Yes

* Comparison to non-transfers of same level - e.g., transfers as juniors are compared to non-transfers as juniors.

Transferred From
- NC Community College System
- UNC-to-UNC
- NC Private
- Out-of-State

Level Reached at Community College Before Transferring
- AA/AAS Degree
- Other Assoc Degree
- No Degree 30+ hours
- No Degree Under 30 hours

Transfer Institution

Fall Term | Time to Graduation | Transfer Students | Transfer Student Graduation Rate | Non-transfer Students | Non-transfer Student Graduation Rate
--- | --- | --- | --- | --- | ---
2009  | 2-Year Grad Rate | 2,979 | 28% |  |  |
       | 3-Year Grad Rate | 2,979 | 58% |  |  |
       | 4-Year Grad Rate | 2,979 | 60% |  |  |
2010  | 2-Year Grad Rate | 3,240 | 28% |  |  |
       | 3-Year Grad Rate | 3,240 | 59% |  |  |
       | 4-Year Grad Rate | 3,240 | 60% |  |  |
2011  | 2-Year Grad Rate | 3,275 | 29% |  |  |
       | 3-Year Grad Rate | 3,275 | 59% |  |  |
       | 4-Year Grad Rate | 3,275 | 68% |  |  |
2012  | 2-Year Grad Rate | 3,774 | 29% |  |  |
       | 3-Year Grad Rate | 3,774 | 59% |  |  |
       | 4-Year Grad Rate | 3,774 | 70% |  |  |
2013  | 2-Year Grad Rate | 3,942 | 29% |  |  |
       | 3-Year Grad Rate | 3,942 | 59% |  |  |
       | 4-Year Grad Rate | 3,942 | 70% |  |  |
Dashboard Creation Process

1. BRAINSTORM
2. DESIGN
3. BUILD DATASETS
4. CREATE REPORT
5. REVIEW & TEST
6. GET FEEDBACK
7. PUBLISH
Data Sources – UNC Student Data Mart (SDM)

• Data captured directly from universities’ ERP systems
• Data related to students, instructors, academic programs, courses and sections, grades, completions, admissions, financial aid
• 13 times/year - Fall census for most reporting
• 1000+ data elements, plus derived variables
Data Sources – Files From NCCCS

• NC Community College System Office shares files with UNC System Office
• Data related to enrollments and completions at all 58 community colleges
• File transfers 3 times per year
• Challenge of matching student records
Transfer Student Dashboard – Live Demo

https://www.northcarolina.edu/infocenter#interactiveData

INTERACTIVE DATA DASHBOARDS

**ENROLLMENT**
Explore enrollment trends across the UNC system. Learn more about who our students are and where they come from.

**TRANSFER STUDENTS**
Examine trends in transfer student enrollment, first-year performance, and graduation rates.

**FACILITIES USAGE**
View classroom and instructional laboratory usage at multiple levels (rooms and seats, by day and by hour), including comparisons to norms and historical trends.

**FRESHMEN ADMISSIONS AND PERFORMANCE**
Students, parents, schools and school district officials can see admissions and performance information about high school graduates pursuing degrees at all the universities. Graduation rate information, peer comparisons, and more.
Transfer Student Dashboard

- NC Community College System: 11,218 (62.0%)
- UNC-to-UNC: 2,118 (11.8%)
- Out-of-State: 3,542 (19.8%)
- NC Private: 1,041 (5.8%)
Transfer Student Dashboard

### Graduation Rates

<table>
<thead>
<tr>
<th>Year</th>
<th>2-Year Grad Rate</th>
<th>Non-transfer Student Graduation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>2.979</td>
<td>28%</td>
</tr>
<tr>
<td>2010</td>
<td>3.240</td>
<td>25%</td>
</tr>
<tr>
<td>2011</td>
<td>3.278</td>
<td>26%</td>
</tr>
<tr>
<td>2012</td>
<td>3.774</td>
<td>29%</td>
</tr>
<tr>
<td>2013</td>
<td>3.942</td>
<td>35%</td>
</tr>
</tbody>
</table>

### Time to Graduation

- Transfer Students
- Non-transfer Students

### Transferred As
- Freshmen
- Sophomore
- Junior
- Senior
- Unclassified/Other

### Show Comparison To First-time Undergraduates (Non-transfers)?
- No
- Yes

*Comparison to non-transfers at same level - e.g., transfers as juniors are compared to non-transfers as juniors.*

### Transferred From
- N.C. Community College System
- UNC-to-UNC
- N.C. Private
- Out-of-State

### Level Reached at Community College Before Transferring
- AAS/ASS Degree
- Other Associate Degree
- No Degree: 30+ hours
- No Degree: Under 30 hours
Transfer Student Dashboard

Graduation Rates

Time to Graduation
2-Year Grad Rate 3-Year Grad Rate 4-Year Grad Rate

NC Community College System
UNC-to-UNC
UNC Private
Out-of-State

Level Reached at Community College Before Transferring
AAAS Degree
Other Associate Degree
No Degree: 30+ hours
No Degree: Under 30 hours

Transfer institution
Value of Transfer Student Dashboard

• Identify trends and extract meaning
• Change report parameters
• Empower stakeholders to retrieve information themselves
• Save valuable programmer and analyst time
• More user friendly, more attractive interface
• Help achieve goals of transparency and accountability
Limitations & Future Directions

- Only track transfer students who enter in Fall terms
- Data quality issues
- Can’t display all possible data

- Track students who start in Spring terms
- Student demographics
- Track retention

- Suggestions???
Contact Info:
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https://www.northcarolina.edu/infocenter#InteractiveData