



Big Data in Small Bytes:

Survey Transparency through Infographics

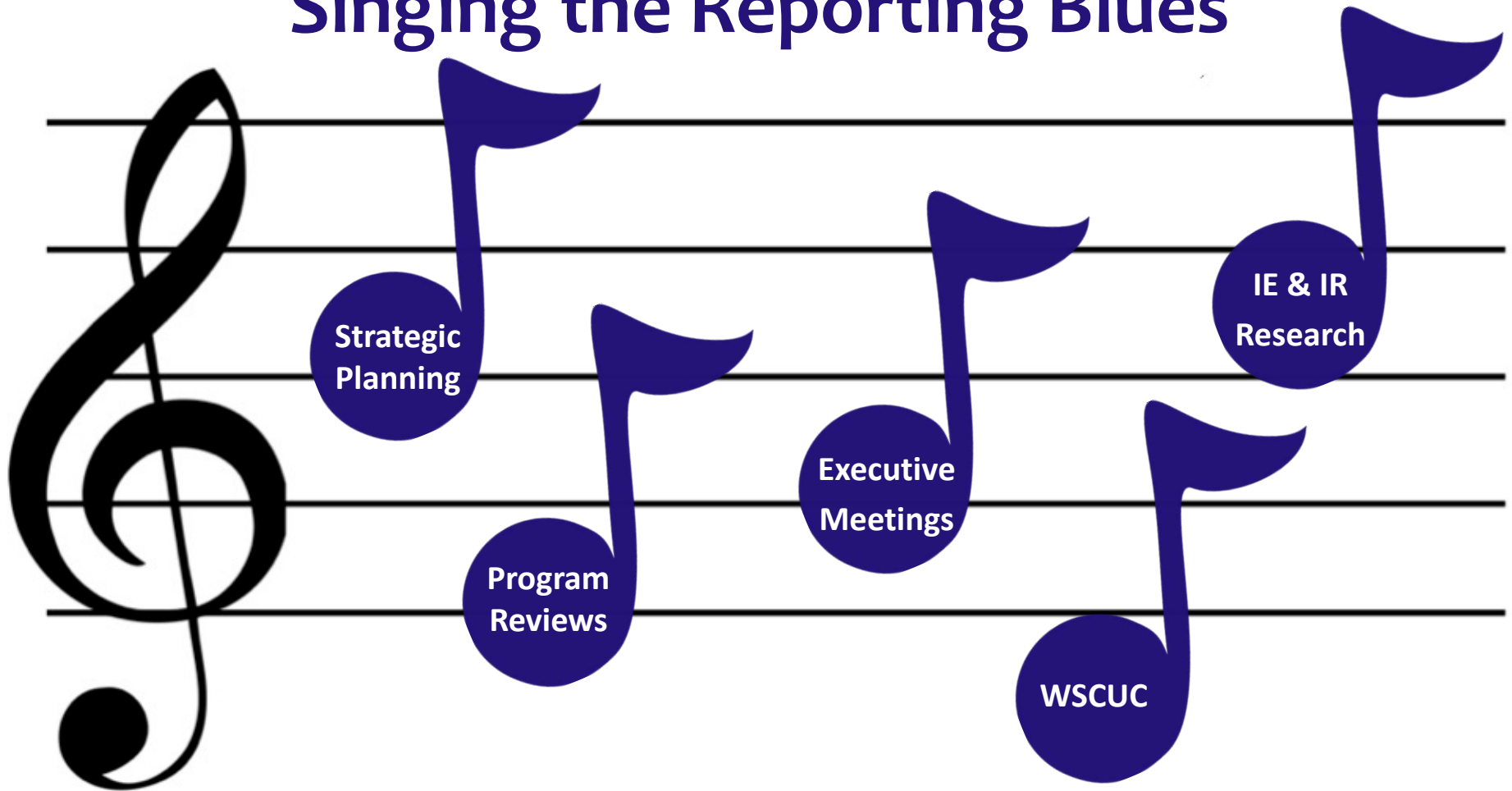
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PEPPERDINE
UNIVERSITY

OIE

Singing the Reporting Blues



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CHALLENGES

- Heavy workloads
 - Time constraints
- Lengthy reports
- Unread reports
- Changing landscape for data reporting
- Lack of direction in data-requests



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IMPORTANCE

- The Office of Institutional Effectiveness supports the University's mission, values, and core commitments by providing institutional research and leadership in the areas of accreditation and assessment.
 - Evidenced-based decision-making
 - Student success
- **Transparency**



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OIE's SOLUTION

- Developed a "Data Snapshot" website

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About Us Academics Admission & Aid Spiritual Life

Office of Institutional Effectiveness

About Us

Institutional Research

Accreditation

Assessment

Educational Research

National Surveys

Indirect EIs

Data Snapshots

Research Briefs

Data Stewardship

Contact Us

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Data Snapshots

Below are data snapshots and infographics highlighting results from OIE's educational research surveys.

Data Snapshots

[Leadership \(November 2016\)](#)

Infographics

Incoming Freshmen (2016-2017)

First College Year (2015-2016)

EIs (Spring 2016)

Seaver Alumni (2015, 2016)

Pepperdine Mission

Faculty Survey (Fall 2013)

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ANALYTICS/TRAFFIC

- Webpage went live Oct 2016
 - 163 page views (44% new visitors)
- Soft launch/Data Snapshot released late November 2016
 - 3,089 page views (49% new visitors)
 - Numbers reflect mid-November through December 2016 traffic (i.e., after Data Snapshot was posted)
- Spring 2017
 - Web link at the end of student surveys
 - 6,792 page views (47% new visitors) between January 1st and April 1st

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WHAT HAPPENED NEXT?

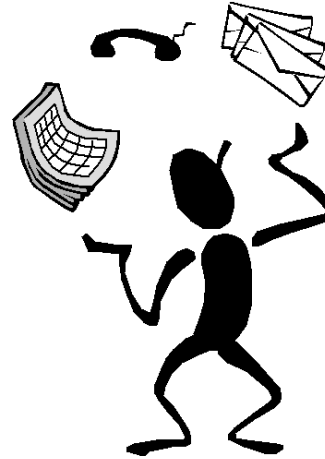
- More buy-in from stakeholders
 - More departments desiring to make data-informed decisions
 - More committees using data
- More awareness of OIE
- More collaborations across campus for IE and IR projects
- More dialogue on the student experience (i.e., what students are actually perceiving/reporting)
 - Data-driven culture

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LESSONS LEARNED/CHALLENGES

- Takes staff time/resources
- Increase in survey requests
- Educating stakeholders on the “dos/don’ts” of survey methodology and what surveys can provide
- Infographics do not tell the full story



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THANK YOU FOR YOUR TIME! 😊

- Questions?
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