

IR Boot Camp: How to Win Allies and Influence Leadership

2017 Annual Conference

California Association for Institutional Research

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Presenters

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Agenda

- Problem
- Solution
- Implementation
- Small Group #1 Brainstorming Topics
- Small Group #2 Potential Audiences/Communications Strategies
- Best Practices

Problem

- Recognized we needed:
 - more visibility
 - vehicle for key staff to get to know OPA
 - get foundational information to decision-makers

Solution

- Co-developed a series of presentations on important topics
 - What they want to know
 - What we need them to know
- Cross trained any number of analysts can do the presentations

Implementation

- Initially we reached out to new appointments
- Sent e-mail with list of topics and recommendation
- Set aside at least 1 hour
- 2-4 analysts present
- Find a balance between “canned” versus “custom”

Boot Camp “Menu”

- OPA Overview
- Enrollment Management
- OPA Survey Support and Management
- Who are our Students
- Standard Reporting
- Cal Answers (Data Warehouse)
- Instructional Funding
- AAUDE
- Rankings *

Boot Camp Audiences

- New Dean
- New Chief of Staff to Vice Chancellor
- Chief of Staff Chancellor
- Faculty Advisor to Chancellor
- Human Resources
- Academic Senate analysts



Enrollment Management

In the Office of Planning & Analysis

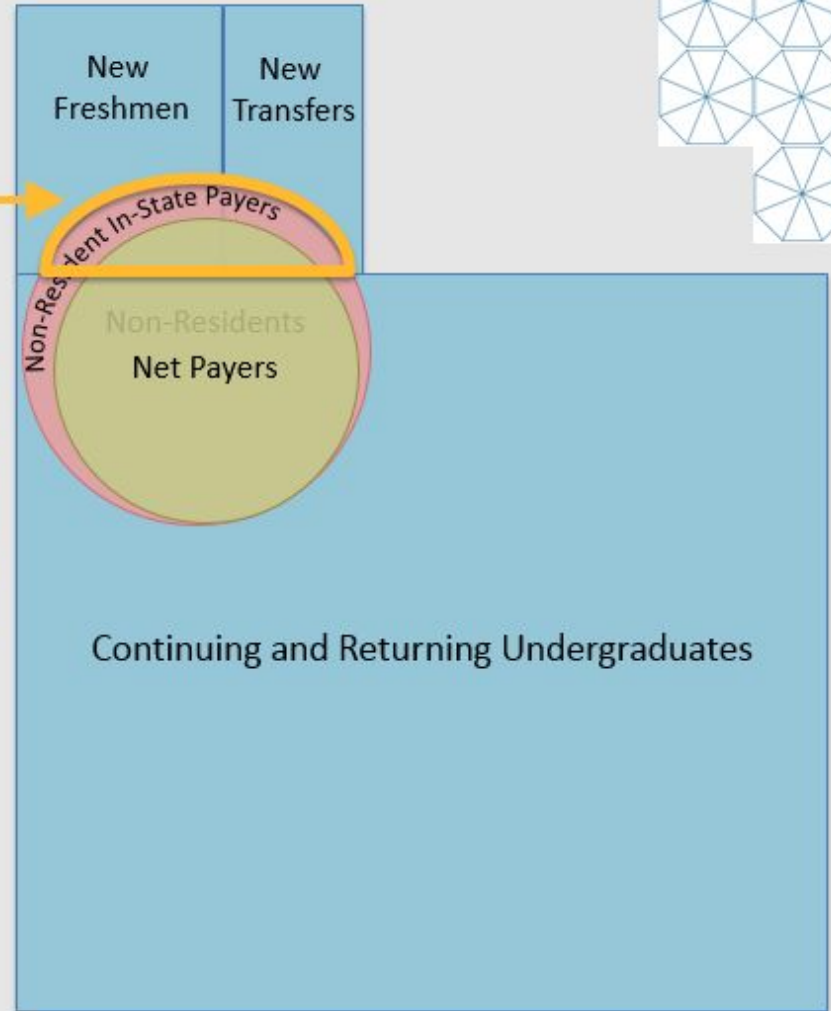


26,514 Undergraduates

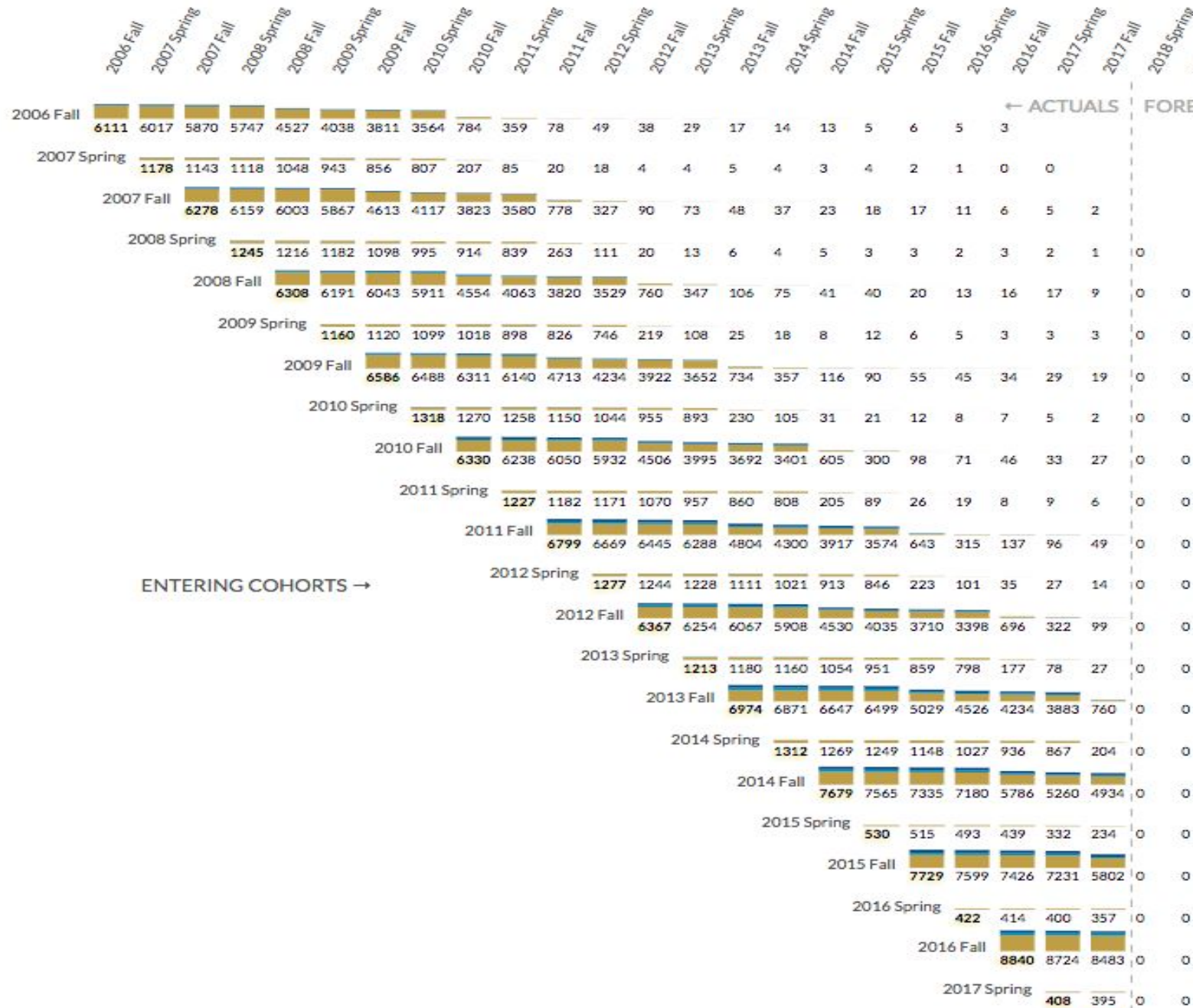
2014-2015

Lever to adjust undergraduate residency mix

	New Freshmen	New Transfers	Continuing & Returning	TOTAL
California Residents	3,976	1,866	13,846	19,688
Non-Residents In-State Payers	133	72	362	567
Non-Resident Net Payers	1,581	548	4,130	6,259
TOTAL	5,690	2,846	18,338	26,514
	21%	10%	69%	100%



TERMS



ENTERING COHORTS →

← ACTUALS

FORECAST



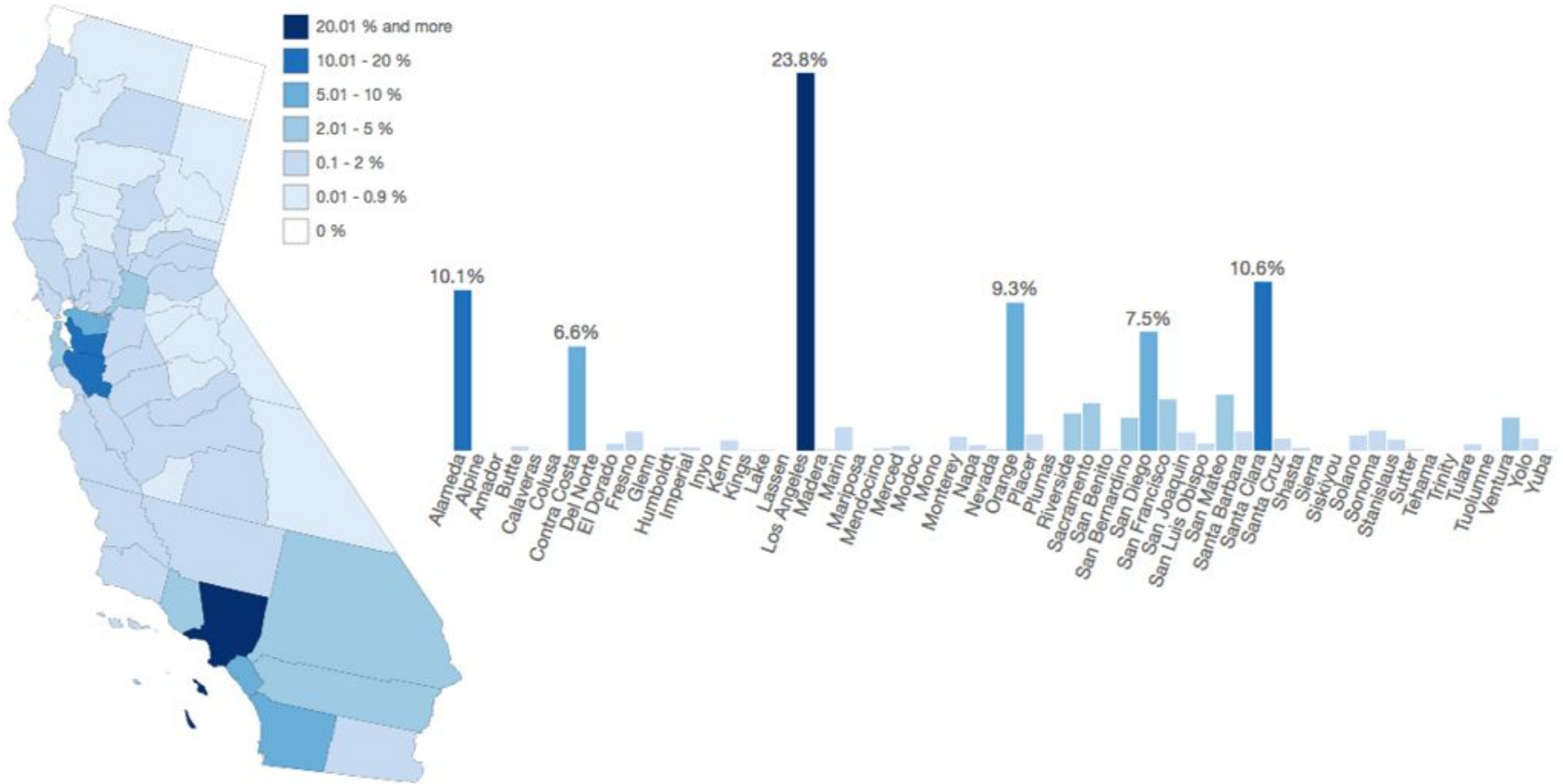
UC Berkeley Undergraduate Student Profile & Experiences

Prepared by Office of Planning & Analysis
and Office of Equity & Inclusion
April 2017



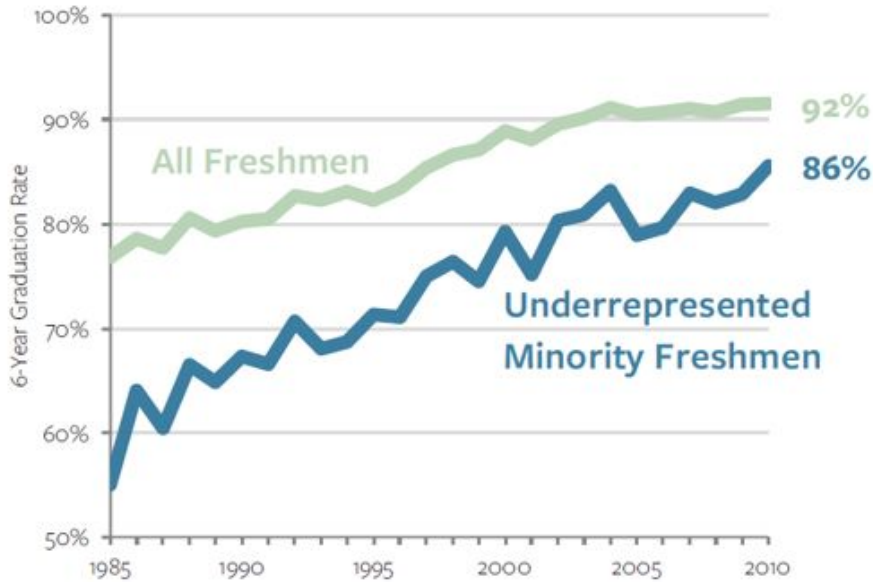
Registered California Undergraduates by County

Based on home location code for Fall 2016 CA Resident undergraduates

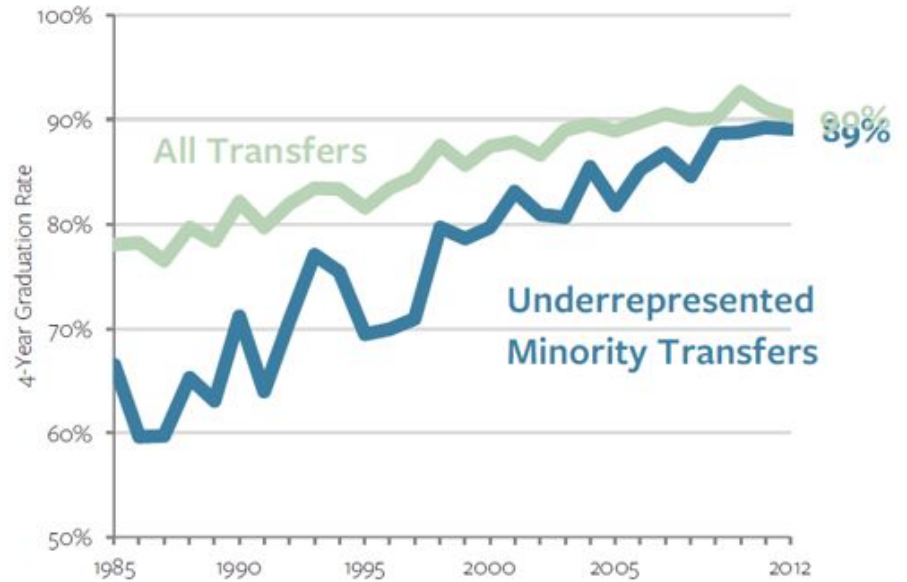


Gaps in Graduation Rates Have Narrowed, Particularly for URM Transfer Students

Freshmen 6-Year Graduation Rates, 1985 to 2010 Fall Entry Cohorts



Transfer 4-Year Graduation Rates, 1985 to 2012 Fall Entry Cohorts



Small-group brainstorming

Plan YOUR boot camp

Potential topics

- Space utilization
- Student / Staff / faculty satisfaction - surveys
- NESSE data and comparisons
- Self-service resources
- Career tech education
- Enrollment trends
- Partnerships in the community-data regarding how they are doing
- Employment outcomes-Exit survey
- Compare favorably
- Two to one ratio
- Graduation rates, persistence, GI25
- How to access information-where is everything located-reporting
- Yield analysis-especially among URM population- studies financial incentives
- National, Student Clearinghouse
- Understanding the drivers of graduation
- Financial Aid and debt levels
- Reporting as it relates to accreditation standards

Plan YOUR boot camp

Potential audiences

- Advisors / counselors
- Student Body Governance
- Faculty leaders
- Strategic Planning Committee
- VP Student Services / Academic Affairs
- Faculty and staff - key individuals
- Academic leadership
- Communications offices / marketing / public relations
- Admissions Office
- Senate Committee on Admissions
- Chairs
- Program review
- Cross-functional leads
- Government relations
- VC Finance

Plan YOUR boot camp

Communication strategies

- Food
- Ask them to be specific about the data they want
- Incentive - entered in a reward for.....
- Town Halls
- Committee Meetings

Best Practices

- Be aware of campus protocols for contacting hierarchy
- Cross-training
- Make them flexible enough to cater to level of interest and engagement
- Balance between customization and “canned”
- Team bias
- Beginning of on-going relationship..this of opportunities for future work
- Be prepared to do follow-up work
- After initial investment and hopefully low maintenance

Thank You