Getting Noticed: Creating a Comprehensive, Data-Driven Dashboard to Support Student Affairs Decision-Making
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Learning Outcomes

• Recognize the connection between clear reporting and the attainment of departmental goals.

• Articulate the steps necessary to creating and implementing an effective and accessible dashboard system.

• Identify opportunities within participants’ own departments to utilize and report on data to monitor performance.
What is a Dashboard?

• Standardized, easy to use reporting structure
• Comprehensive overview of departmental performance
• Trends and progress on goals
• Programmatic and strategic projects and accomplishments
Why Use Dashboards?

- Synthesize current and historical data in a consistent format
- Show a focused scope of a department’s efforts in a concise manner
- Drive decision-making
How Dashboards Support Assessment in DSA

- **Understand** the needs of our stakeholders, especially students and parents
- **Validate** our – #onlyatgw – strengths
- **Align** with national best practices, professional standards, and academic program evaluation methods
- **Guide** continuous improvement and strategic decision-making
- **Amplify** the case for philanthropic and university financial support
- **Advocate** for enhanced services and programs
“Develop, promote, coordinate, and advise on assessment resources and activities in order to build a culture of assessment and continuous improvement in DSA.”
### MISSION/VISION
The Planning and Outreach team coordinates, serves as a resource for, and increases staff engagement with Division of Student Affairs strategic projects and priorities around assessment, communications, and development and alumni relations. The team also coordinates the Presidential Administrative Fellowship (PAF) to enhance and extend the GW student experience for a group of high-achieving and high-ability recent alumni.

### DEPARTMENT GOALS
- **Assessment:** Continue to develop a culture of assessment within DSA by implementing the matrix project across the division to intentionally document, connect, and map assessment and strategic planning efforts.
- **Communications:** Promote the work of DSA and its staff by developing a list of DSA subject-matter experts and distributing the list to external media sources in coordination with External Relations.
- **Development and Alumni Relations:** Create and promote, in partnership with Development and Alumni Relations, case statements for philanthropic support of DSA services, programs, and initiatives to inform the “Support Students” pillar of the GW comprehensive campaign; and
- **Presidential Administrative Fellowship:** Ensure the legacy of the PAF program by enhancing the PAF recruitment process and celebrating the 25th anniversary of the start of the program.

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- PAF Alumni Day of Service
- Student Affairs Advisory Council Launch
- Assessment “Lunch and Learns” Staff Training

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### KEY PERFORMANCE INDICATORS

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**TREND GLOSSARY**
- Significant Progress
- Maintaining Progress
- Progress Needed

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As the PAF program celebrates its 25th year, the Planning and Outreach team seeks to increase the unique percentage of the 117 PAF program alumni who participate in PAF events and provide service to the university.
Mission/Vision & Goals

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# Key Performance Indicators

## GW Today Stories Featuring DSA Programs, Services, and Initiatives

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<td>The Planning and Outreach team is charged with increasing DSA visibility throughout the GW community, including in GW Today. Last year the team focused on increasing the number of stories, and the goal going forward is to maintain that progress. There are typically more stories during the spring semester than during the fall semester so the team feels it is on track to achieve this goal.</td>
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## Requests for President/Provost Attendance at DSA Events

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<td>The goal is to advocate for the continued engagement of the President and Provost in DSA events, defined as maintaining the enhanced engagement achieved last year. The team feels it is on track with this goal given the number of events during the spring semester in which the President and/or Provost typically participate.</td>
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## Presidential Administrative Fellow (PAF) Alumni Engagement

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**PROGRAM REVIEW UPDATES**

This year, the Center for Student Engagement Student Organizations team (CSE) and Health Promotion and Prevention Services (HPPS) are participating in DSA’s newly developed, comprehensive program review process. The process, which is coordinated by Planning and Outreach, involves self-study, internal review, external review, and strategic planning phases.

Recently, HPSS completed its external review site visit, in which three health promotion and alcohol education experts came to campus to meet with students, staff, and stakeholders to review the department’s operations and make recommendations, which the department will review when setting its strategic vision for the next five years.

Meanwhile, CSE is in the midst of its internal review, where GW staff, faculty, and students are meeting with the department and other stakeholders in advance of the external review, which will involve national experts in student leadership and activities.

See attached for one page summaries of each review’s research questions, reviewers, and milestones.

**PAF ALUMNI DAY OF SERVICE**

On Saturday, March 28, PAF Alumni returned to the Foggy Bottom Campus to participate in the inaugural PAF Alumni Day of Service as part of the PAF 25th anniversary celebration. Current PAFs, including the two members of the newly selected 2015-2017 cohort, served alongside PAF alumni, PAFriends, and members of the PAF Advising Team to complete two service projects. The nearly 20 participants constructed paracord survival bracelets to be sent to active duty service members through Operation Gratitude and created cards for children with severe illnesses at local hospitals.

See the attached story from the PAF alumni newsletter.

**STUDENT AFFAIRS ADVISORY COUNCIL LAUNCH**

The Division of Student Affairs (DSA) Advisory Council is a diverse group of 10-30 alumni, parents, and community leaders who: serve as champions of DSA and of the student experience; volunteer their time to enhance the student experience; connect and introduce DSA to new funding sources and strategic partnerships; identify potential employment and internship opportunities for GW students and alumni; attend Council meetings and participate in Council projects; and provide an annual leadership-level (Luther Rice Society) financial contribution in support of DSA.

The Student Affairs Advisory Council, which is the university’s 19th advisory council, launched with an initial tele-conference meeting on Thursday, April 16.

**ASSESSMENT “LUNCH AND LEARNS” STAFF TRAINING**

The DSA Assessment Committee provided DSA staff with the “Intervention: Data Hoarding” session on March 30 and “Using CAS Standards to Structure Your Program and Learning Outcomes” on April 2 with Dr. Laura Dean via Skype. The committee plans on providing more quality assessment programming to DSA staff by presenting on “Data Driven Decision-Making” and “Assessment Programming.”

Beginning in 2016, the DSA Assessment Committee will be bringing a curriculum-based approach to learning about best assessment practices.

See the attached flyer for additional information.
Liaison Model

Assessment Committee members serve as liaisons, working closely with assigned partners as they complete dashboards. The liaison role is defined by the following:

- **Provides structured and ad hoc training** for assigned department assessment partners
- **Advises assigned department assessment partners** on their activities, including coordinating with and requesting feedback from the Committee
- **Monitors department progress** toward meeting stated deadlines and standards for submission, including doing a final review
- **Informs Assessment Committee of department challenges and needs** to guide continuous improvement of divisional assessment activities and support structures.

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Liaison Model

While the Department Head provides oversight and strategic direction for assessment-related activities, the Department Partner may be another staff member on that team:

- **Informs** department head about divisional assessment activities and expectations

- **Manages** departmental involvement with Assessment Committee liaisons for development and completion of dashboards and other divisional assessment activities, including meeting stated deadlines and standards

- **Builds** assessment-related knowledge through “practicing assessment,” participating in structured trainings, and engaging in ad hoc conversations/interactions with Assessment Committee liaisons
Improving Efforts Through Model

The Liaison Model was critical in the development of dashboards:

• **Peer support** for working with new formats
  • i.e. clarifying reporting periods

• Opportunities to **discuss assessment** across division
  • Departments have variety of modes and reporting methods
  • Common data points and potential collaboration

• **Gathering feedback** on how to adapt format
  • Making format aesthetically pleasing and user-friendly
Write departmental annual goals, taken from the assessment matrix, here.

If annual goals have changed, update goals, reflect the changes in bullets.

Enter 3-6 KPIs (CAPS, Bold, Black, Arial, 7 pt).

Click the KPI button for more information.

Key Performance Indicators (KPIs) measure a department’s progress towards its goals. Effective goals are “SMART” – **Specific**, with a clear purpose for the initiative; **Measurable**, that quantifies the value of the KPI; **Achievable**, with defined norms; **Relevant**, with the KPI improvement related to the success of the organization; and **Time-phased**, with outcomes shown for a predefined period. Please aim for 3-6 KPIs.

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**Enter KPIs time to time to describe KPIs here.**

**Click the KPI button for more information.**

**Add up to 2-3 sentences to describe KPIs here.** Explanations can include additional information needed to explain your trend arrows, direction to attachments, additional facts & figures, or clarification of your KPI.

**Department Goals**

- **Identify and foster intercultural competencies of students and CSE staff.**
- **Support the professional and personal development of all students.**
- **Empower student advocacy and develop co-curricular competency model to define engagement and shape future direction.**

**Conflict of Interest**

Conflicts of interest are considered for decisions made and supported by the Center for Student Engagement. Ultimately, the Center for Student Engagement is committed to transforming the student experience and empowering students to become active and engaged global citizens and leaders.
DSA Dashboard Implementation

**Benchmark (Spring-Summer 2013)**
- Institutional best practices
- Foundational literature

**Develop and Test (Fall 2013-Winter 2014)**
- Template design and review
- Pilot with 2 departments

**Division-wide Roll-out (Spring-Fall 2014)**
- Implement across all departments (12)
- Support from selected Assessment Committee members

**Refinement (Fall 2014-present)**
- Template revisions: 2 options, expanded metric information
- Assessment Committee liaison approach
- Connections with goal setting and strategic planning
How Do I “Get Noticed” Too?
Implementing dashboards at your institution

• Do your homework
  • Benchmarking - variations of formats

• Consider your audience
  • Formats may emphasize different types of data
    • Operational, Analytical, Strategic
  • Less KPIS and more context worked for our needs

• Institutional/Divisional Buy-in
  • Committee approach
    • Peer Support/Liaison Model
  • Buy-in from Leadership Team

• Overcome potential challenges
  • Be adaptable - gather feedback and develop format further
What kind of information is most and least important to you?

How could dashboards help with presenting this information?

Who would be your target audience? How would that impact the presentation of data?

Adapting our model, what are some initial steps you can take to get started?
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