

---

Minutes

Friday, April 25, 2014

**Agenda Items****1. Announcements****OIRA Updates – Christine Wade**

Christine Wade is working at OIRA on a part-time basis (Tuesday-Thursday) until the IR Director Position is filled. She will also train of the new person. The position will be parallel with the Policy Director – Giljae Lee and the Director of Assessment – Ray Moy.

OIRA anticipates AAUP data will be loaded by Tuesday, April 28 to the AAUP web site. Due to IPEDS deadline changes, CUNY missed the AAUP publication date because OIRA wanted to finalize the IPEDs HR data, first.

Christine requested that at the IR Council put together a calendar of regular college reporting needs on the wiki.

The student experience survey (now all online) was launched. Students were mailed paper postcards with notification about the link. IR staff would like to know the survey administration period, to avoid overlap between college and OIRA surveys, in the future.

Next IR Council meeting is May 23 (second to last Friday of the month) to accommodate the large numbers going to the AIR conference.

Regarding John Choonoo question about Gainful Employment regulations: Two years ago, CUNY OIRA did collect data on required programs. Christine will follow up on the latest requirements. It seems that CUNY no longer needs to provide this data. The regulation is directed at proprietary schools.

CUNY Career Services had a conference. Three IR representatives attended. Many career services staff indicated that they didn't know where to obtain data they needed. Ric recommended that the career services staff contact their IR offices.

IR Retreat Update. The submission deadline passed. The retreat planning team is working on the schedule now. Marie will be emailing those who submitted something. It will be at John Jay for June 20th.

**2. Ethics of Data Mining and Predictive Analytics in Higher Education – Chris Efthimiou (Bronx)**

Chris Efthimiou led a discussion about the article, "Ethics of Data Mining and Predictive Analysis in Higher Education," originally presented at the Rocky Mountain Association for Institutional Research Conference. He created a synopsis of the article that defined the terms: data mining, predictive

analytics, academic analysis, and highlighted the potential weaknesses and ethical concerns.

The discussion raised that:

There are cultural values involved in doing the data mining, or in considering the ethics.

A main issue is how to distill the relevant information for the policy. We have so much data available.

There should be more transparency on what is being used and how data are being used. We should keep this discussion alive, and if any campus has an example to present, such as an early alert system, or using swipe data.

The book “Big Data for Dummies” states:

The most important component in any system is always the people, and the same is true especially in BI and analytic processing. Of your staff, the most critical folks are your Data Artisans. These are your business experts, typically attached to a business unit, who truly understand your business and what data is critical. They understand IT, but technical knowledge is not how they bring value. The ability to know what data the decision maker needs, where to find that data, and how it needs to be analyzed and processed is the critical, game-changing skill set of the Data Artisans.

### **3. Tableau Data Visualization Demonstration – Sam Michalowski (CSI)**

Sam Michalowski made a presentation on how CSI is creating dashboards with Tableau and helping clients answer their own questions and discover new information. In CSI’s IR office, Tableau has replaced Excel.

CSI is using Tableau to analyze cohort, retention, and attrition data. CSI tracks new cohorts every semester and tracks un-enrolled students via National Student Clearinghouse. Some of the cohort analysis is complicated by the fact that CSI has associate and baccalaureate Cohorts. Application “choice” is an important variable for them.

Tableau has many useful features to filter and slice reports visually. A big advantage is that the graphics and even the title of the report dynamically update as the parameters in the dashboard change. That helps a user know what filters were applied and what is being represented, even after printing the report.

There is a Tableau reader version and a desktop version. End users work with the reader version, or it’s possible to just use the desktop version to create reports on the fly for users as they explain what they are looking for.

Sam noted that the work is 80% getting the data set together and 20% putting it into Tableau and setting up the dashboards.