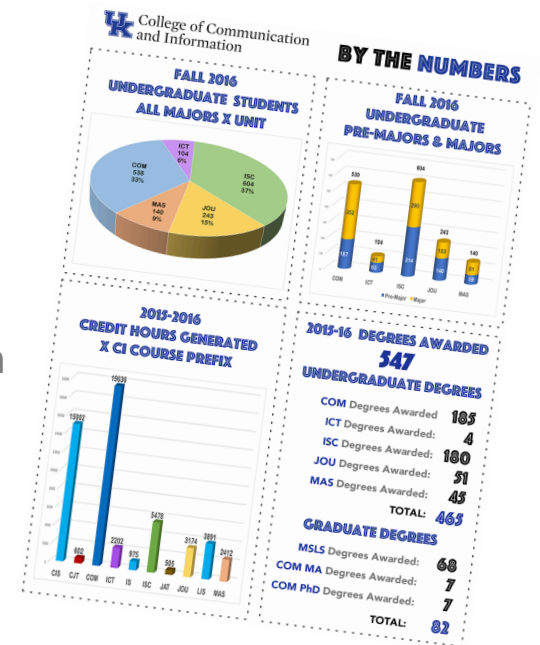


"By The Numbers"



Dr. Derek R. Lane
 Senior Associate Dean
 College of Communication and Information

Analytics Open Lab
 June 16, 2017, 10:30 - 11:00 a.m.
 108 Jacobs Science Building





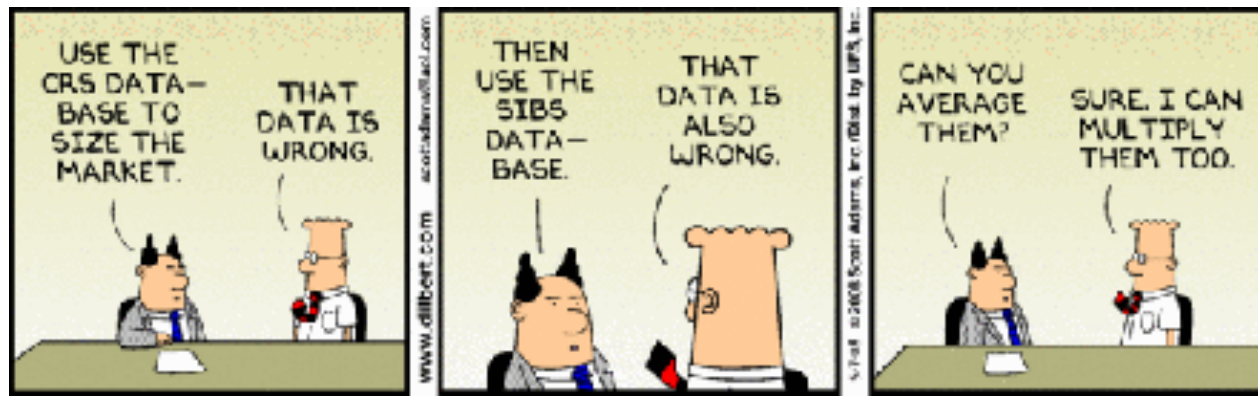
**Garbage In,
Garbage Out**



**YOUR ANALYSIS IS ONLY
AS GOOD AS YOUR DATA**

$$f(\text{garbage}) = \text{garbage}$$

What are administrators doing with the data and insights from Tableau solutions?



Comparative Analysis

- **Questions?**

- What? Why?
- Data Source? Schema? Table?
- Unit of Analysis?
- Business Rules?
- What to Include?
- Historical (post-hoc) or Predictive (trends)?
- Fall Only, Academic Year, Fiscal Year?
- Census, EOT?
- Units **Within** the College or **Between** College Analysis?
- Harmless or Political?





<http://www.uky.edu/~drlane/administration.html>

Tableau

CI Co-Lab

ODA



Visit the [CI Drupal page](#) with links to dashboards providing details about CI student success, majors, course enrollment, and employees.



[Tableau Handout](#) with links to useful resources and a glossary that seeks to clarify the alphabet soup associated with University metrics.



CI By the Numbers: Comparing Colleges at UK (Between College Comparison).



CI By the Numbers: Comparing Programs in Our College (Within College Comparison).





<https://ci.uky.edu/ci/ci-tableau-data>



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UK College of Communication and Information

- ABOUT
- STUDENTS
- ALUMNI & FRIENDS
- FACULTY & STAFF RESOURCES
- GIVING
- NEWS & MEDIA
- VISIT

Public data is available through the Interactive Fact Book and includes Student Data, Faculty & Employee Data, and University Budget Data.

Student Data includes University Enrollment & Demographics Data which has been updated to include 2016-2017 metrics.

Below are links to the most commonly used dashboards in the College of Communication and Information (**Tableau Server Access REQUIRED**).

Please keep in mind that there are over 100 dashboards in our College folder that are available once you login to Tableau Server.

For example, there is a comparative dashboard that compares our college to other colleges at UK and compares our programs within the college to each other (to view it, you must login to Tableau Server).



College of Communication and Information PRE-MAJORS, MAJORS, MINORS (PROGRAM DATA)



College of Communication and Information RETENTION and GRADUATION RATES (GRS COHORT ONLY) (STUDENT SUCCESS DATA)



STUDENTS ENROLLED, NUMBER OF SECTIONS Offered, and AVERAGE CLASS SIZE (COURSE DATA)



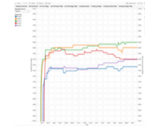
COLLEGE - TO - COLLEGE MAJOR CHANGES (MAJOR CHANGE DATA)



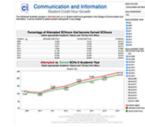
College of Communication and Information CREDIT HOURS Attempted and Earned PASSING GRADES (PROGRAM SUCCESS DATA)



College of Communication and Information DEGREES AWARDED (UNIT X DEGREE TYPE)



College of Communication and Information GRS COHORT ENROLLMENT HISTORY (STUDENT SUCCESS & PROGRESSION)



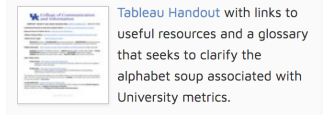
College of Communication and Information CREDIT HOUR GROWTH for FALL ~ Attempted and Earned (COLLEGE GROWTH)



College of Communication and Information EMPLOYEE DATA (FACULTY TYPE X UNIT)



http://www.uky.edu/~drlane/tableau_handout.pdf



College of Communication and Information

CONTACT: Derek R. Lane, Senior Associate Dean [Derek.Lane@uky.edu ~ (859) 257-9538]

Institutional Research & Advanced Analytics (IRAA): <http://www.uky.edu/iraa/resources-support>

Request Access to Tableau Server: <http://go.uky.edu/GetTableau>

Tableau Training Videos: http://www.tableau.com/learn/training?qt-training_tabs=1#qt-training_tabs

Tableau Server Login: <https://analytics.uky.edu/>

PROJECTS (folders) ~ **DASHBOARDS** (combined workbooks) ~ **WORKBOOKS** (individual reports)
Student Reports, College of Communication and Information, Analytics Community of Practice

HANA Code Book: https://analytics.uky.edu/views/CodeBook_0/HANACodeBook#1 (login required)

SCHEMA (STUDENT, STUDENT_DETAIL) ~ **TABLES** (ENROLLMENT_STATS_PER_TERM) ~ **FIELDS**
DIMENSIONS (categorical independent variables) ~ **MEASURES** (dependent variables)
CENSUS (day after the last day to add a class) ~ **END-OF-TERM** (real time minus 24 hours)

IRAA PUBLIC DATA

Student Data: <http://www.uky.edu/iraa/student-data>
(Applicants, First Year, Enrollment, Diversity, Graduation, Retention, Credit Hours, Degrees Awarded, Tuition and Fees)

Faculty Data: <http://www.uky.edu/iraa/faculty-data>
(Appointments and Demographics, Average Salaries, Worklife Results, Course Staffing, Salary Survey, Teacher Course Evaluations)

The Student and Faculty Data Dashboards on the IRAA website do not show data for the current academic year. This data is approved by the University of Kentucky in **October**. The dashboards maintained by IRAA are typically updated in **November**.

CI COLLEGE DATA <http://ci.uky.edu/ci-ci-tableau-data>
College Enrollment, Credit Hours, Retention and Graduation Rates, Degrees Awarded (**Student Reports**)
Major Changes (Project: **Analytics Community of Practice**)
Student Credit Hour Growth (**College of Communication and Information**)

August 2, 2016 2:00 – 3:00 p.m.

GLOSSARY

BIG DATA Variety (FORMS structured and unstructured), Velocity (SPEED: batch and streaming), Volume (SCALE: Terabytes to Zettabytes), Veracity (data UNCERTAINTY)
<http://www.ibmbigdatahub.com/infographic/four-vs-big-data>

CPE Council on Postsecondary Education
CPE Home: <http://cpe.ky.gov/> CPE Data Portal: <http://cpe.ky.gov/info/>

FERPA Family Educational Rights and Privacy Act. Protects the privacy of student education records <http://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html>

GRS NCES IPEDS Graduation Retention Survey; determines business rules for defining a specific GRS COHORT for first-time degree/certificate-seeking students (see NCES)

IPEDS NCES Integrated Postsecondary Education Data System
<http://nces.ed.gov/ipeds/> Data Center: <https://nces.ed.gov/ipeds/datacenter/>

NCES National Center for Educational Statistics <https://nces.ed.gov/>
Determines business rules for defining reporting calculations (enrollment, retention, student to faculty ratio, GRS Cohort, Undergraduate Entering Class, etc.)
<https://surveys.nces.ed.gov/ipeds/VisFaqView.aspx?mode=reg&id=3&show=all#130>

SAP Systems, Application, and Products in data processing (English translation)
<http://go.sap.com/index.html>

SAP HANA Systems, Applications and Products in Data Processing
High-Performance ANalytic Appliance
Real-Time Relational Database Management System
<https://hana.sap.com/abouthana.html>
https://en.wikipedia.org/wiki/SAP_HANA

TABLEAU Business Intelligence Visualization Software <http://www.tableau.com/>

TABLEAU DESKTOP Desktop **authoring** software used to **build** data workbooks & dashboards
Academic Programs provides Free Access to Tableau Desktop
<http://www.tableau.com/academic>
Students can download Tableau Desktop for free:
<http://www.tableau.com/academic/students>

Download Tableau Software: <http://www.tableau.com/support/esdalt>
Cloud-based software to **view** and **interact** with workbooks and Dashboards. University of Kentucky is currently using Tableau Server 9.3
<http://www.tableau.com/products/server>

August 2, 2016 2:00 – 3:00 p.m.



BY THE NUMBERS

FALL 2016 STUDENT MAJORS

Baccalaureate Students: **1,607**
 Master's Students: **249**
 Doctoral Students: **43**
Total Number of Students: 1,899

3rd Largest UK College in credit hour generation



6th Largest UK College in number of undergraduate majors

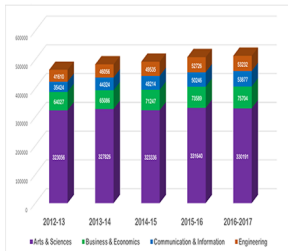
3.6% higher rate of minority students than UK

11% of all UK degrees awarded

9 buildings housing CI faculty and staff

2015-2016 CREDIT HOURS

2015-2016 Hours Attempted: **53,877**
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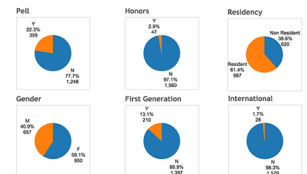
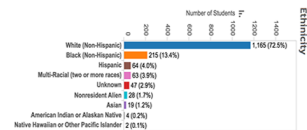


2015-16 DEGREES AWARDED

Total Degrees Awarded: 568
Undergraduate Degrees Awarded: 465
Graduate Degrees Awarded: 82
Certificates Awarded: 21

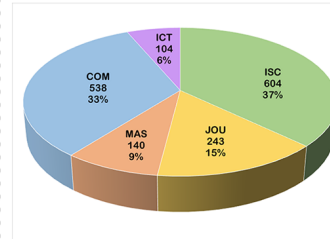
UNDERGRADUATE DEMOGRAPHICS

Female Students: 59.1%
Minority Students: 27.5%
Non-Resident Students: 38.6%

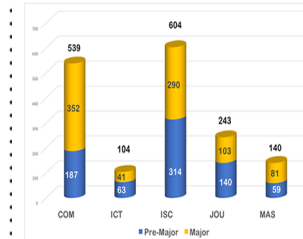


BY THE NUMBERS

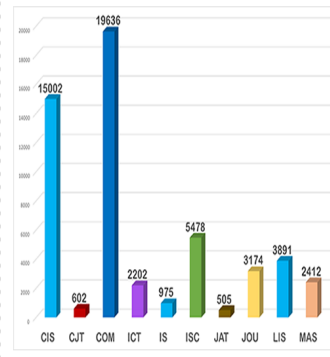
FALL 2016 UNDERGRADUATE STUDENTS ALL MAJORS X UNIT



FALL 2016 UNDERGRADUATE PRE-MAJORS & MAJORS



2015-2016 CREDIT HOURS GENERATED X CI COURSE PREFIX



2015-16 DEGREES AWARDED 547 UNDERGRADUATE DEGREES

COM Degrees Awarded: 185
ICT Degrees Awarded: 4
ISC Degrees Awarded: 180
JOU Degrees Awarded: 51
MAS Degrees Awarded: 45
TOTAL: 465

GRADUATE DEGREES
MSLS Degrees Awarded: 68
COM MA Degrees Awarded: 7
COM PhD Degrees Awarded: 7
TOTAL: 82



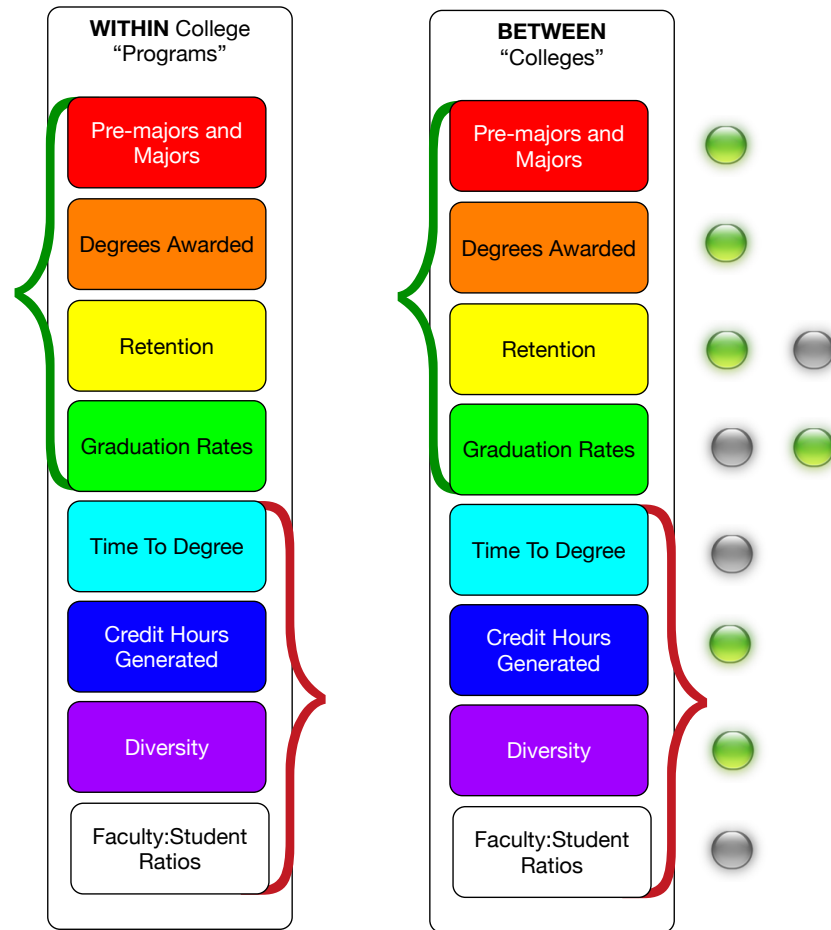
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Comparative Analysis Model



BY THE NUMBERS

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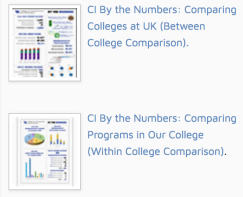
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- Pre-majors and Majors
- Degrees Awarded
- Retention
- Graduation Rates
- Time To Degree
- Credit Hours Generated
- Diversity
- Faculty:Student Ratios

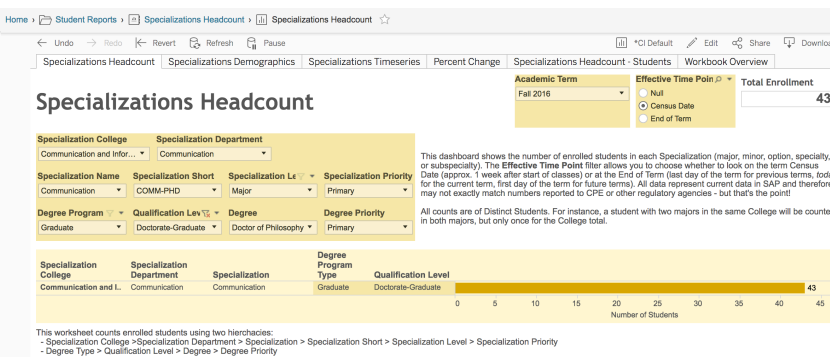
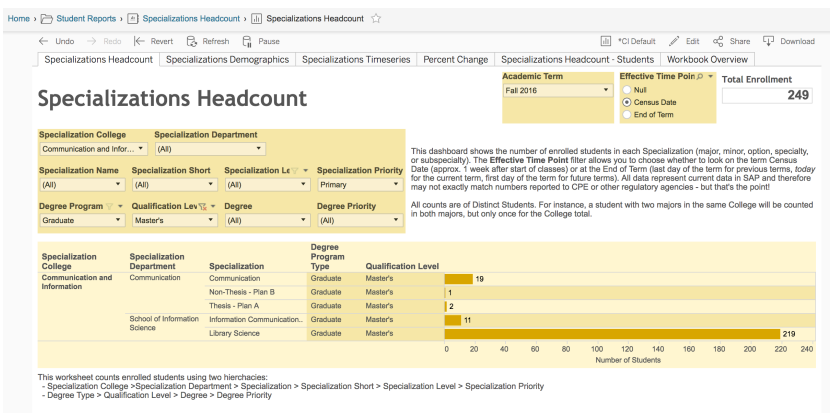
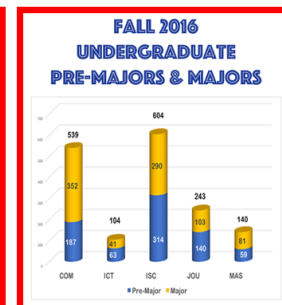
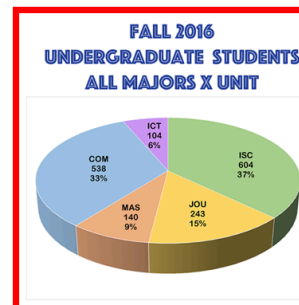
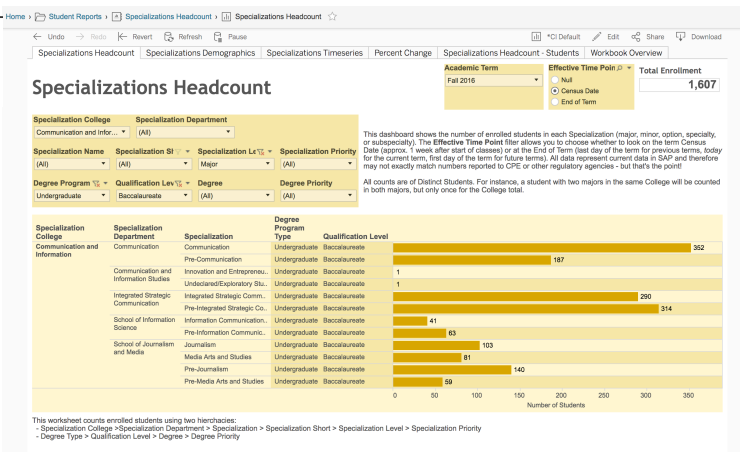


Pre-majors and Majors

WITHIN College "Programs"

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Generated 6-15-2017

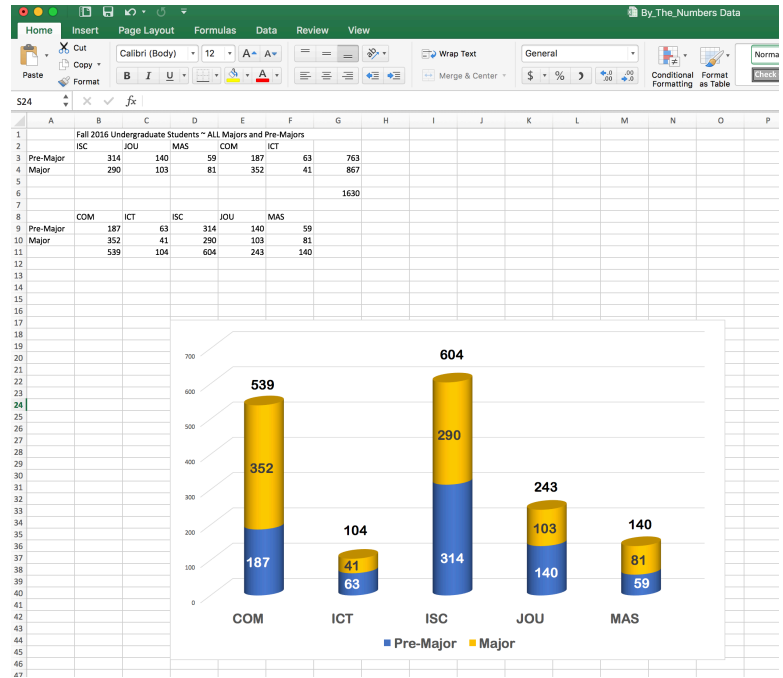
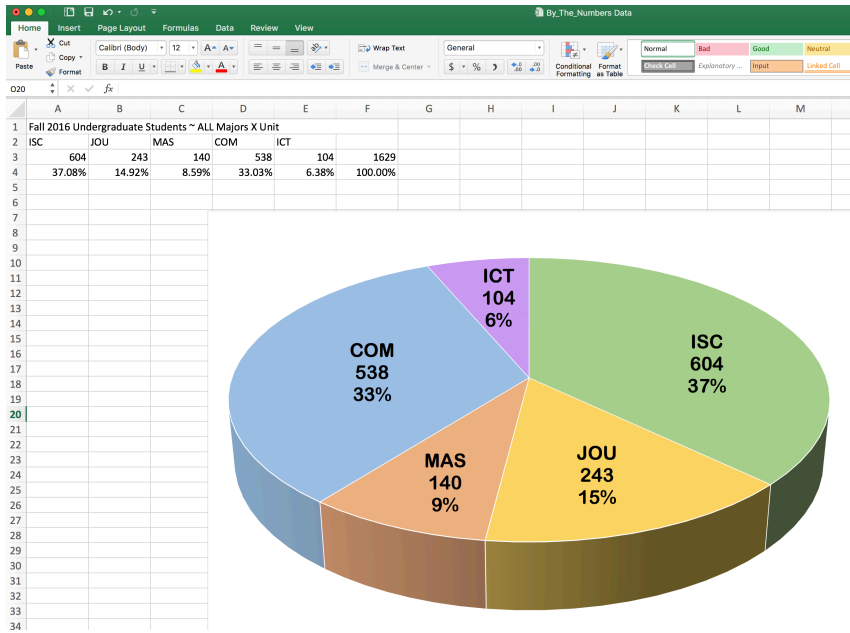
Using STUDENT schema and SPECIALIZATIONS_HEADCOUNT table
 (STUDENT.SPECIALIZATIONS_HEADCOUNT)

Please direct all questions or comments to Dr. Derek Lane@859-257-9538 or Derek.Lane@uky.edu



Pre-majors and Majors

WITHIN College "Programs"



Generated 6-15-2017
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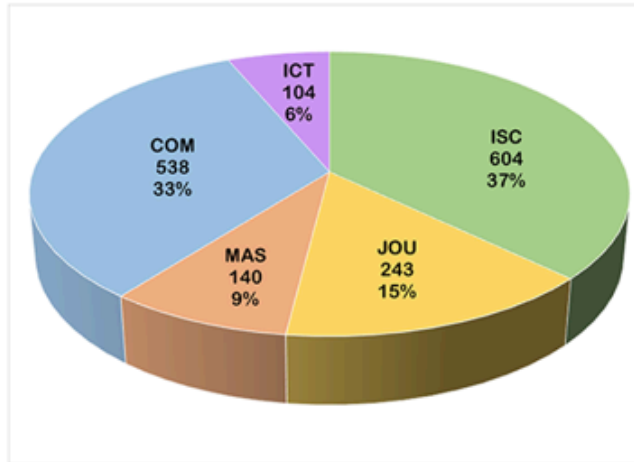
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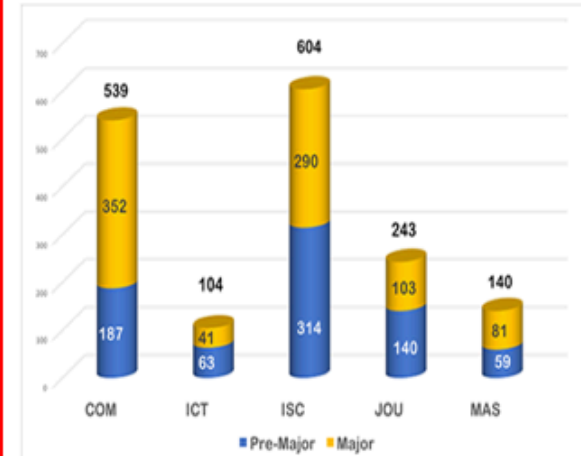
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**FALL 2016
UNDERGRADUATE STUDENTS
ALL MAJORS X UNIT**



**FALL 2016
UNDERGRADUATE
PRE-MAJORS & MAJORS**



Generated 6-15-2017

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Pre-majors and
Majors

BETWEEN
"Colleges"

6th Largest UK College
in number of undergraduate majors

Academic Term: Fall 2016

Effective Time Point: Census Date

Total Enrollment: 20,816

Specializations Headcount

Specialization College: (All) Specialization Department: (All)

Specialization Name: (All) Specialization Short: (All) Specialization Level: Major Specialization Priority: (All)

Degree Program: Undergraduate Qualification Level: Baccalaureate Degree: (All) Degree Priority: (All)

This dashboard shows the number of enrolled students in each Specialization (major, minor, option, specialty, or subspecialty). The **Effective Time Point** filter allows you to choose whether to look on the term Census Date (approx. 1 week after start of classes) or at the End of Term (last day of the term for previous terms, today for the current term, first day of the term for future terms). All data represent current data in SAP and therefore may not exactly match numbers reported to CPE or other regulatory agencies - but that's the point!

All counts are of Distinct Students. For instance, a student with two majors in the same College will be counted in both majors, but only once for the College total.

FALL 2016 STUDENT MAJORS

Baccalaureate Students: 1,607
Master's Students: 249
Doctoral Students: 43
Total Number of Students: 1,899

Specialization College	Degree Program Type	Qualification Level	Number of Students
Arts and Sciences	Undergraduate	Baccalaureate	5,284
Engineering	Undergraduate	Baccalaureate	3,349
Business & Economics	Undergraduate	Baccalaureate	3,282
Ag, Food and Environ..	Undergraduate	Baccalaureate	2,545
Education	Undergraduate	Baccalaureate	1,883
Communication and I..	Undergraduate	Baccalaureate	1,607
Nursing	Undergraduate	Baccalaureate	1,204
Health Sciences	Undergraduate	Baccalaureate	716
Fine Arts	Undergraduate	Baccalaureate	676
Design	Undergraduate	Baccalaureate	324
Public Health	Undergraduate	Baccalaureate	247
Social Work	Undergraduate	Baccalaureate	224
Undergraduate Educa..	Undergraduate	Baccalaureate	2

This worksheet counts enrolled students using two hierchacies:
- Specialization College > Specialization Department > Specialization > Specialization Short > Specialization Level > Specialization Priority
- Degree Type > Qualification Level > Degree > Degree Priority

Generated 6-15-2017

Using STUDENT schema and SPECIALIZATIONS_HEADCOUNT table
(STUDENT.SPECIALIZATIONS_HEADCOUNT)

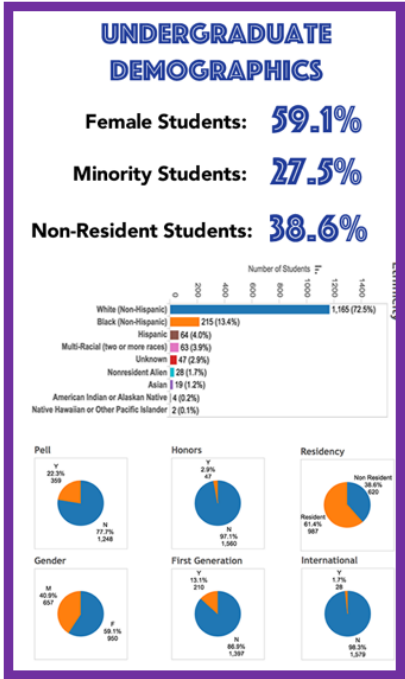
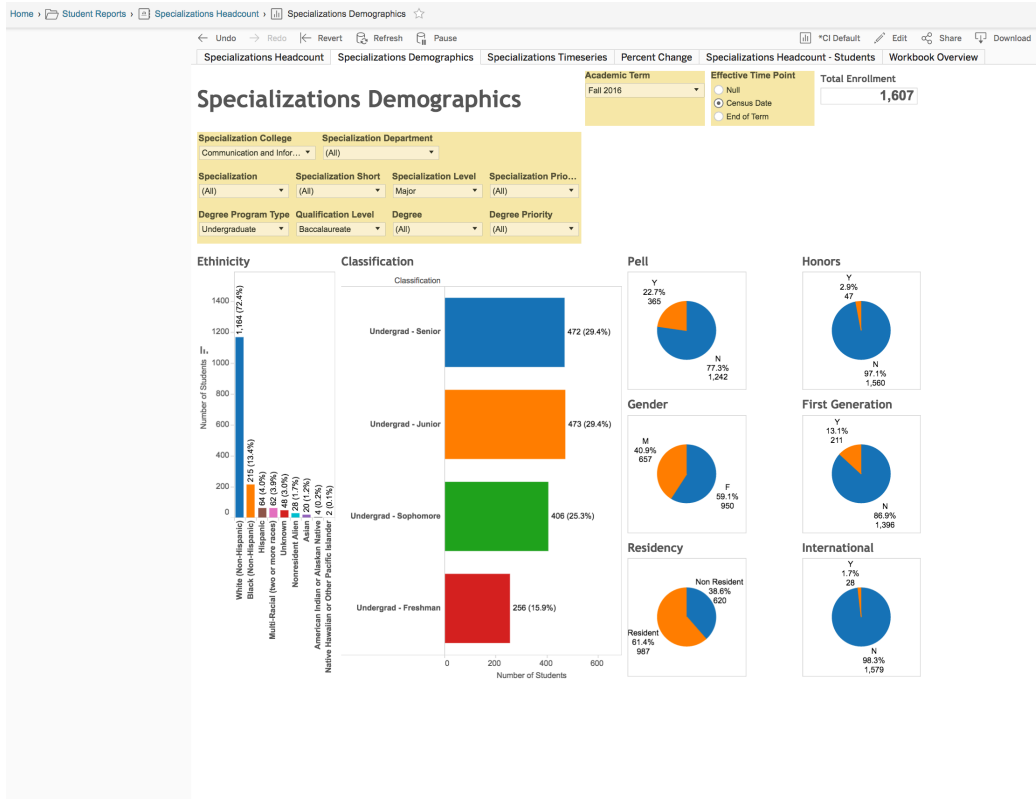
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Diversity

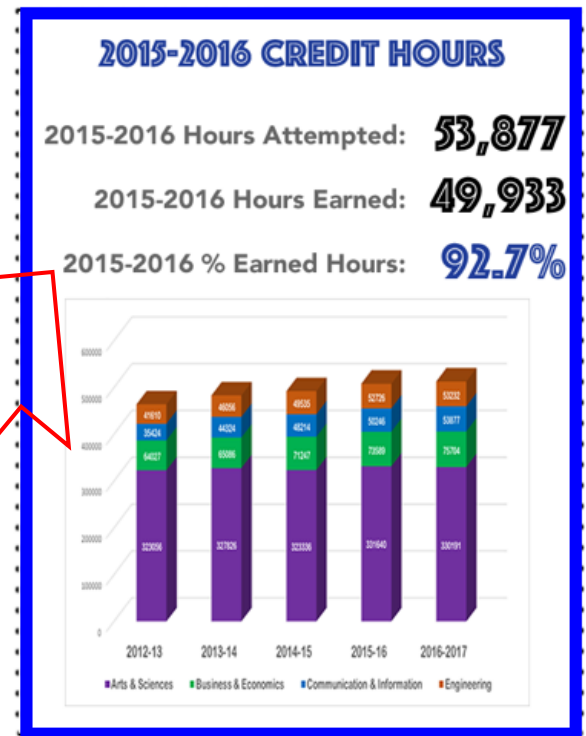
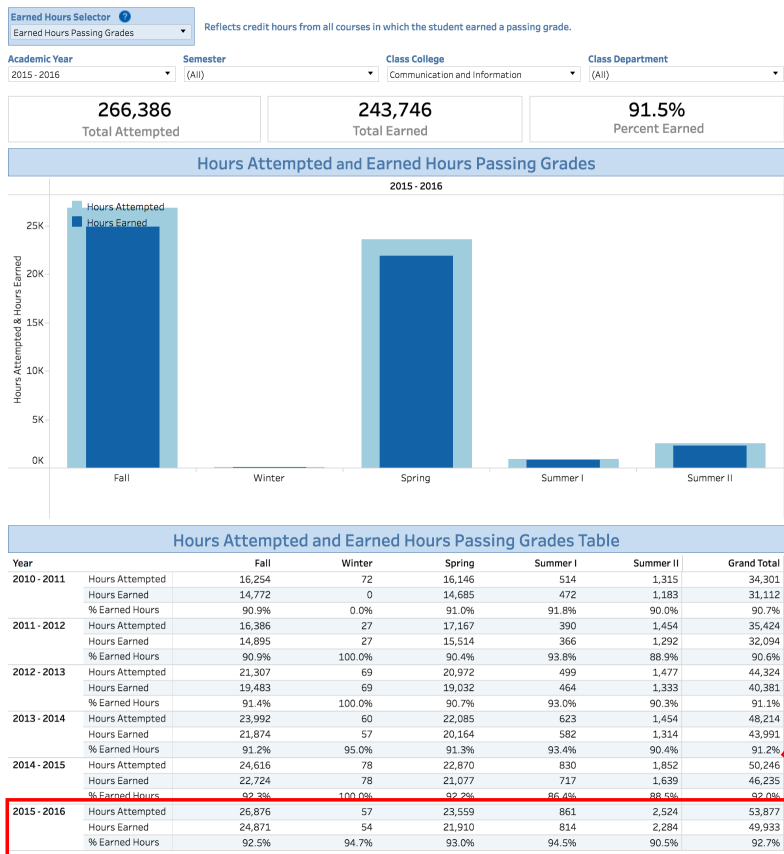
WITHIN College
"Programs"

3.6% higher rate
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https://analytics.uky.edu/#/views/CreditHours_1/CreditHours?iid=1

Credit Hours
Generated

CLASS_ROSTER_CPE (STUDENT.CLASS_ROSTER_CPE) (STUDENT)





2017 Attempted Credit Hours
394 views ★ 2

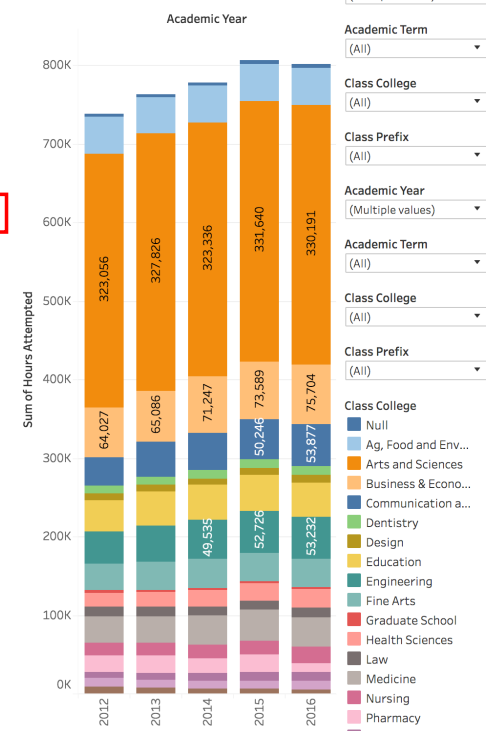
CI ACH Dashboard | CI Attempted Credit Hours | CI ACHs | *CJT ACHs | *COM ACHs | *ISC ACHs | *JAM ACHs | JAT ACHs | JOU ACHs | MAS ACHs | *SIS ACHs | UK AC

UK ALL ACHS

The UK BD (blessed data) are available here:
https://analytics.uky.edu/#/views/CreditHours_1/CreditHours?iid=1

Class College	Academic Year				
	2012	2013	2014	2015	2016
Arts and Sciences	323,056	327,826	323,336	331,640	330,191
Business & Economics	64,027	65,086	71,247	73,589	75,704
Communication and Information	35,424	44,324	48,214	50,246	53,877
Engineering	41,610	46,056	49,535	52,726	53,232
Ag, Food and Environment	47,149	46,191	47,260	47,731	47,266
Education	40,064	43,826	45,026	46,601	43,500
Medicine	33,069	33,993	36,527	39,376	37,527
Fine Arts	4,488	4,468	4,708	4,898	4,688
Health Sciences	17,846	18,819	20,359	21,438	23,906
Nursing	2,426	2,478	2,628	2,668	2,988
Public Health	7,028	8,101	9,537	11,052	11,649
Pharmacy	21,523	21,790	19,230	22,009	11,518
Dentistry	10,661	10,361	10,141	11,065	11,512
Law	12,692	12,090	12,077	11,701	11,449
Social Work	11,162	11,072	10,395	10,029	10,322
Design	8,174	8,339	8,152	8,869	9,816
Undergraduate Education	9,257	6,932	6,049	6,181	5,580
Null	3,775	3,264	3,388	4,149	4,675

UK COLLEGES ACHS



3rd Largest UK College
in credit hour generation

2015-2016 CREDIT HOURS

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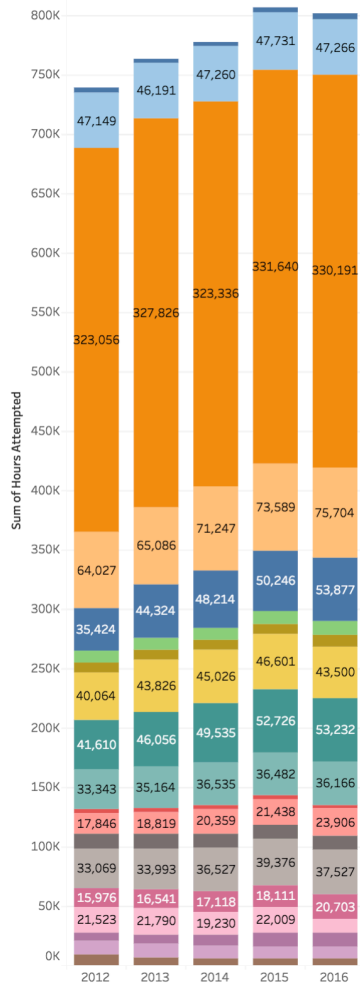
2015-2016 % Earned Hours: **92.7%**

BETWEEN
"Colleges"

Credit Hours
Generated

CLASS_ROSTER_CPE (STUDENT.CLASS_ROSTER_CPE) (STUDENT)



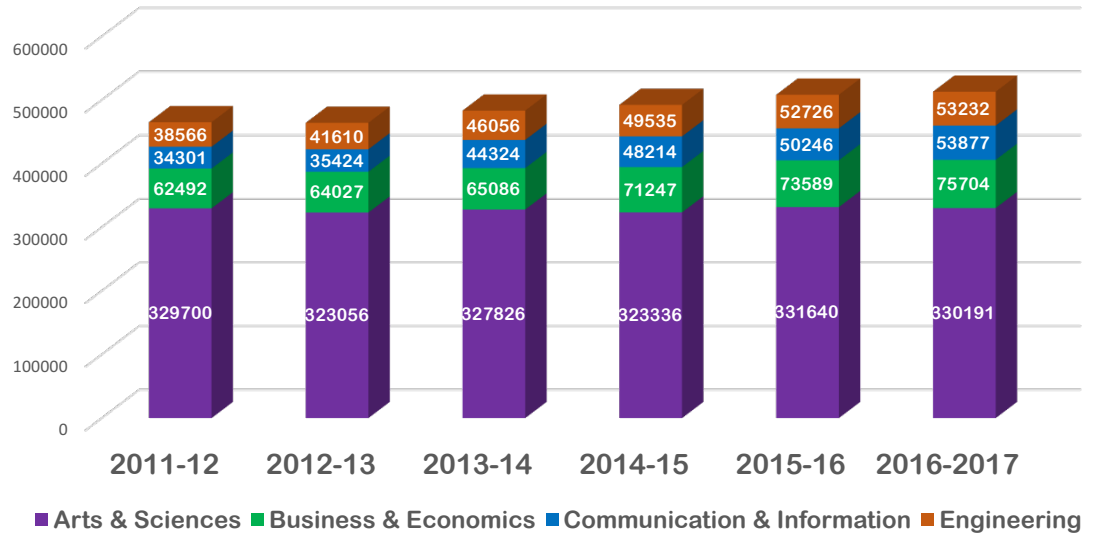


- Class College**
- Null
 - Ag, Food and Environ...
 - Arts and Sciences
 - Business & Economics
 - Communication and I...
 - Dentistry
 - Design
 - Education
 - Engineering
 - Fine Arts
 - Graduate School
 - Health Sciences
 - Law
 - Medicine
 - Nursing
 - Pharmacy
 - Public Health
 - Social Work
 - Undergraduate Educ...

BETWEEN
"Colleges"

**Credit Hours
Generated**

3rd Largest UK College
in credit hour generation

CLASS_ROSTER_CPE (STUDENT.CLASS_ROSTER_CPE) (STUDENT)



BETWEEN
"Colleges"

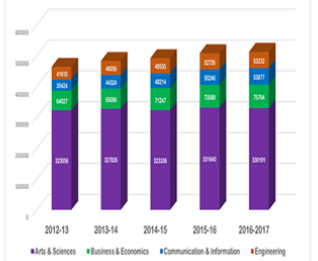
Credit Hours
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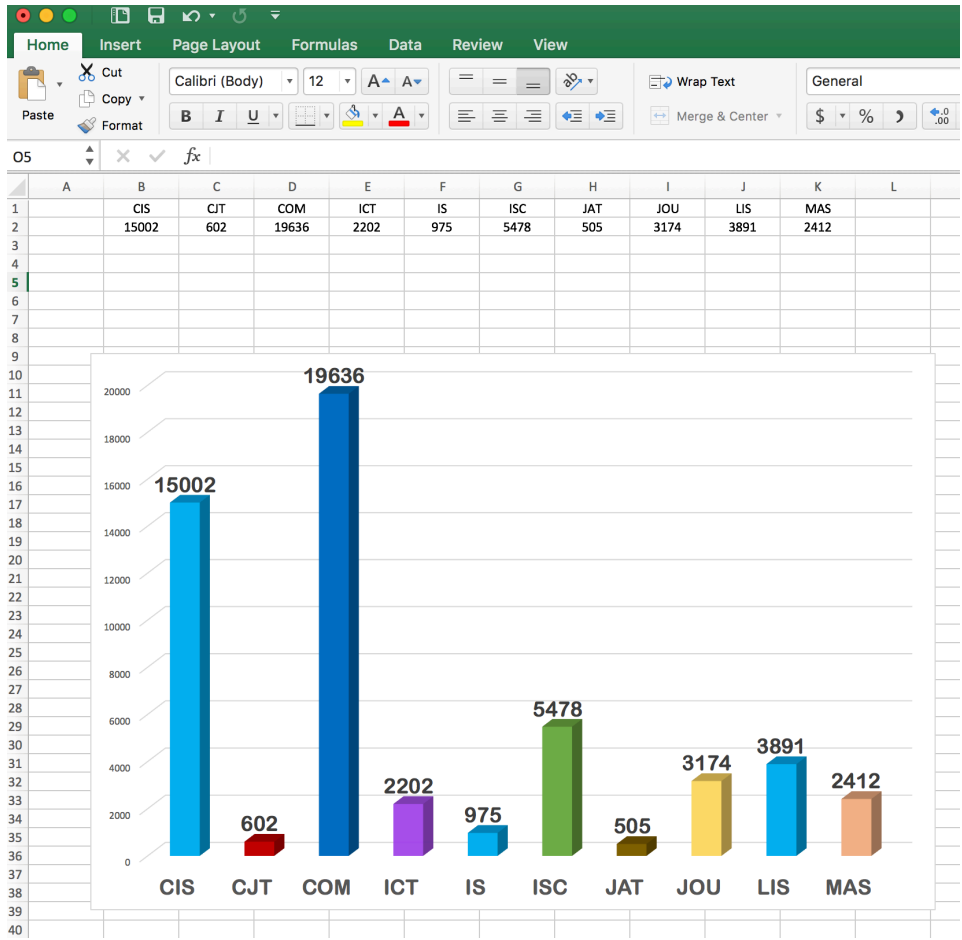
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 2015-2016 Hours Earned: **49,933**
 2015-2016 % Earned Hours: **92.7%**



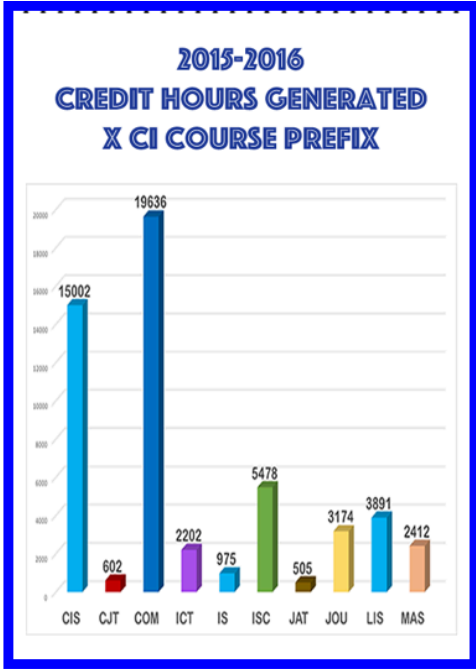
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1		2011-12	2012-13	2013-14	2014-15	2015-16	2016-2017										
2	Arts & Sciences	329700	323056	327826	323336	331640	330191										
3	Business & Economics	62492	64027	65086	71247	73589	75704										
4	Communication & Information	34301	35424	44324	48214	50246	53877										
5	Engineering	38566	41610	46056	49535	52726	53232										
6	Ag, Food, & Environment	46827	47149	46191	47260	47731	47266										
7	Education	38935	40064	43826	45026	46601	43500										
8	Communication & Information	34301	35424	44324	48214	50246	53877										
9	All Other Colleges Combined	178332	187374	189352	192808	203416	197496										
10																	
11																	
12																	
13																	
14																	
15																	
16																	
17																	
18																	
19																	
20																	
21	Total Attempted Credit Hours	729153	738704	762661	777426	805949	801266										
22																	
23																	
24																	





Credit Hours
Generated

WITHIN College
"Programs"



Degrees Awarded

WITHIN College
"Programs"

2015-16 DEGREES AWARDED

Total Degrees Awarded: **568**

Undergraduate Degrees Awarded: **465**

Graduate Degrees Awarded: **82**

Certificates Awarded: **21**

Home > College of Communication and Information > CI Degrees Awarded (CPE Definitions) > Degrees Awarded Dashboard

CI Degrees Awarded | Certificates - Student Names | Certificate Numbers | College Comparison | Degrees Awarded Dashboard

College of Communication and Information

Degrees Awarded Dashboard

CI Degrees Awarded

CI Unit	Degree	CPE Academic Term			
		2012-2013	2013-2014	2014-2015	2015-2016
1. CI Graduate Program Degrees	Doctor of Philosophy	5	10	11	7
	Master of Arts	8	11	11	7
2. Communication Degrees	Bachelor of Arts	100	134	132	154
	Bachelor of Science	36	46	38	33
3. Integrated Strategic Communication Degrees	Bachelor of Arts	92	89	120	137
	Bachelor of Science	29	24	30	43
4. Journalism Degrees	Bachelor of Arts	47	40	40	47
	Bachelor of Science	8	2	2	4
5. Media Arts and Studies Degrees	Bachelor of Arts	25	27	23	36
	Bachelor of Science	9	7	10	10
6. School of Information Science Graduate Degrees	Master of Arts		3		
	Master of Science in Libra..	79	96	78	68
7. Information Communication Technology Degrees	Bachelor of Science				4
8. Graduate Certificates	Graduate Certificate	3	5	2	5
9. Undergraduate Certificates	Undergraduate Certificate			1	19
Grand Total		441	494	498	574

Certificate Numbers

CI Unit	Degree Primary Major	CPE Academic Term			
		2012-2013	2013-2014	2014-2015	2015-2016
8. Graduate Certificates	Health Communication	2	4	2	
	Instructional Communication				3
	Risk Sciences	1	1		2
9. Undergraduate Certificates	Health Communication			1	12
	Innovation and Entrepreneurial Thinking				7
Grand Total		3	5	3	24

CI Degrees Awarded (CPE Definitions)

118 views ★ 1

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 Using STUDENT_DETAIL schema and DEGREES AWARDED table
 (STUDENT_DETAIL.DEGREES_AWARDED)
 Please direct all questions or comments to Dr. Derek Lane@859-257-9538 or Derek.Lane@uky.edu
 DEGREES_AWARDED (STUDENT_DETAIL.DEGREES_AWARDED)



Degrees Awarded

WITHIN College
"Programs"

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CI Degrees Awarded | Certificates - Student Names | Certificate Numbers | College Comparison | Degrees Awarded Dashboard

College of Communication and Information

Degrees Awarded Dashboard

CI Degrees Awarded

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	Bachelor of Science	29	24	30	43
4. Journalism Degrees	Bachelor of Arts	47	40	40	47

CI Degrees Awarded (CPE Definitions)

118 views ★ 1

CI Unit

```

IF [Degree Primary Major Cipcode]= "09.0701" THEN "5. Media Arts and Studies Degrees"
ELSEIF [Degree Primary Major Cipcode]= "09.0900" THEN "3. Integrated Strategic Communication Degrees"
ELSEIF [Degree Primary Major Cipcode]= "09.0101" AND [Degree Program]="Doctor of Philosophy" THEN "1. CI Graduate Program Degrees"
ELSEIF [Degree Primary Major Cipcode]= "09.0101" AND [Degree Program]="Master of Arts" THEN "1. CI Graduate Program Degrees"
ELSEIF [Degree Primary Major Cipcode]= "09.0101" THEN "2. Communication Degrees"
ELSEIF [Degree Primary Major Cipcode]= "09.0401" THEN "4. Journalism Degrees"
ELSEIF [Degree Primary Major Cipcode]= "11.0401" THEN "7. Information Communication Technology Degrees"
ELSEIF [Degree Primary Major Cipcode]= "25.0101" THEN "6. School of Information Science Graduate Degrees"
ELSEIF [Degree Program]="Graduate Certificate" THEN "8. Graduate Certificates"
ELSEIF [Degree Program]="Undergraduate Certificate" THEN "9. Undergraduate Certificates"
ELSE NULL
END

```

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DEGREES_AWARDED (STUDENT_DETAIL.DEGREES_AWARDED)



Degrees Awarded

WITHIN College
"Programs"

2015-16 DEGREES AWARDED

Total Degrees Awarded: **568**
Undergraduate Degrees Awarded: **465**
Graduate Degrees Awarded: **82**
Certificates Awarded: **21**

2015-16 DEGREES AWARDED

547

UNDERGRADUATE DEGREES

COM Degrees Awarded: **185**
ICT Degrees Awarded: **4**
ISC Degrees Awarded: **180**
JOU Degrees Awarded: **51**
MAS Degrees Awarded: **45**
TOTAL: **465**

GRADUATE DEGREES

MSLS Degrees Awarded: **68**
COM MA Degrees Awarded: **7**
COM PhD Degrees Awarded: **7**
TOTAL: **82**

CI Degree	2015-2016	2016-2017
1. Bachelor of Science Degree	185	185
2. Bachelor of Science Degree	4	4
3. Bachelor of Science Degree	180	180
4. Bachelor of Science Degree	51	51
5. Bachelor of Science Degree	45	45
6. Bachelor of Science Degree	68	68
7. Bachelor of Science Degree	7	7
8. Bachelor of Science Degree	7	7
9. Bachelor of Science Degree	0	0
10. Bachelor of Science Degree	0	0
11. Bachelor of Science Degree	0	0
12. Bachelor of Science Degree	0	0
13. Bachelor of Science Degree	0	0
14. Bachelor of Science Degree	0	0
15. Bachelor of Science Degree	0	0
16. Bachelor of Science Degree	0	0
17. Bachelor of Science Degree	0	0
18. Bachelor of Science Degree	0	0
19. Bachelor of Science Degree	0	0
20. Bachelor of Science Degree	0	0
21. Bachelor of Science Degree	0	0
22. Bachelor of Science Degree	0	0
23. Bachelor of Science Degree	0	0
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25. Bachelor of Science Degree	0	0
26. Bachelor of Science Degree	0	0
27. Bachelor of Science Degree	0	0
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29. Bachelor of Science Degree	0	0
30. Bachelor of Science Degree	0	0
31. Bachelor of Science Degree	0	0
32. Bachelor of Science Degree	0	0
33. Bachelor of Science Degree	0	0
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40. Bachelor of Science Degree	0	0
41. Bachelor of Science Degree	0	0
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90. Bachelor of Science Degree	0	0
91. Bachelor of Science Degree	0	0
92. Bachelor of Science Degree	0	0
93. Bachelor of Science Degree	0	0
94. Bachelor of Science Degree	0	0
95. Bachelor of Science Degree	0	0
96. Bachelor of Science Degree	0	0
97. Bachelor of Science Degree	0	0
98. Bachelor of Science Degree	0	0
99. Bachelor of Science Degree	0	0
100. Bachelor of Science Degree	0	0

CI Degrees Awarded (CPE
Definitions)

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DEGREES_AWARDED (STUDENT_DETAIL.DEGREES_AWARDED)



Degrees Awarded

BETWEEN
"Colleges"

11% of all UK degrees awarded

2015-16 DEGREES AWARDED

Total Degrees Awarded: 568

Undergraduate Degrees Awarded: 465

Graduate Degrees Awarded: 82

Certificates Awarded: 21

Home > College of Communication and Information > CI Degrees Awarded (CPE Definitions) > College Comparison ☆

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CI Degrees Awarded Certificates - Student Names Certificate Numbers College Comparison Degrees Awarded Dashboard

College Comparison

Degree Primary Major College	CPE Academic Term			
	2012-2013	2013-2014	2014-2015	2015-2..F
Arts and Sciences	1,394	1,332	1,246	1,331
Business & Economics	832	762	938	965
Education	701	686	756	743
Ag, Food and Environment	701	749	711	735
Engineering	529	597	663	719
Communication and Information	441	494	498	574
Health Sciences	261	257	239	295
Nursing	248	240	263	287
Medicine	185	184	184	197
Fine Arts	172	159	174	191
Social Work	220	161	198	167
Public Health	124	114	99	152
Law	128	128	128	146
Pharmacy	138	149	141	143
Design	84	102	86	120
Graduate School	105	109	83	111
Dentistry	58	63	58	60
Undergraduate Education	6	5	14	14
Grand Total	6,327	6,291	6,479	6,950

CI Degrees Awarded (CPE Definitions)

118 views ★ 1



6th Largest UK College
in number of **Degrees Awarded**



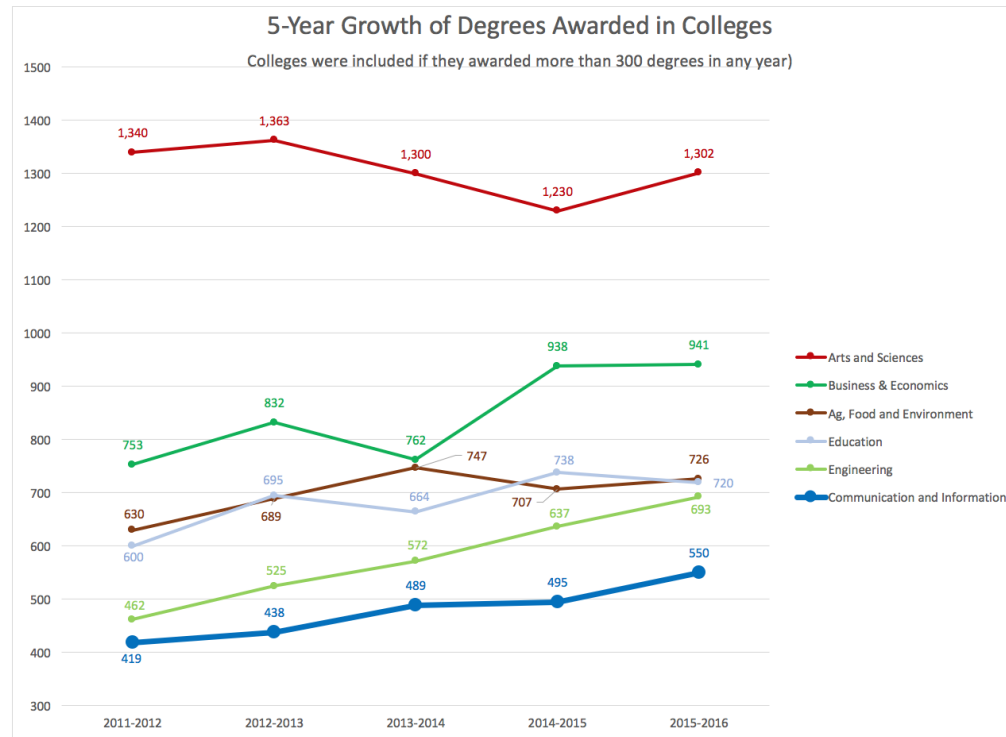
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DEGREES_AWARDED (STUDENT_DETAIL.DEGREES_AWARDED)

Degrees Awarded

BETWEEN
"Colleges"

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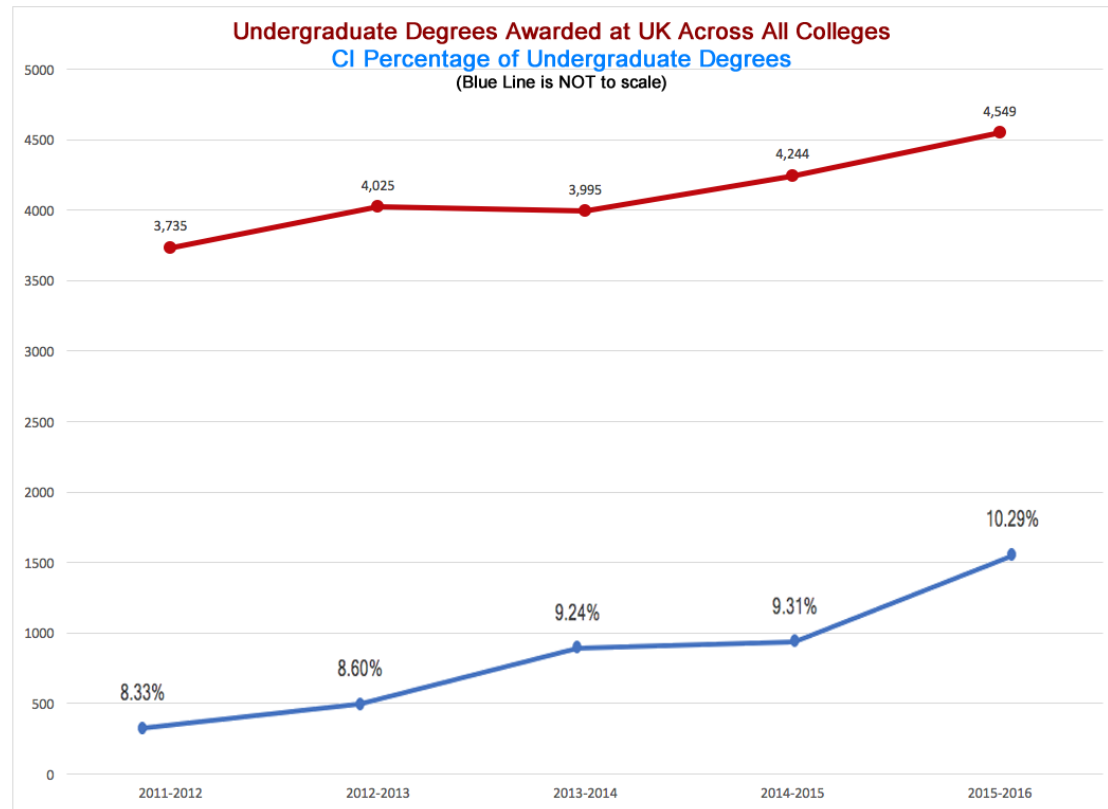


Degrees Awarded

BETWEEN
"Colleges"

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 DEGREES_AWARDED (STUDENT_DETAIL.DEGREES_AWARDED)





6th Largest UK College
in number of undergraduate majors

BETWEEN
"Colleges"

Credit Hours
Generated

Academic Term: **Fall 2016**

Effective Time Point: Census Date

Total Enrollment: **20,816**

Specializations Headcount

Specialization College: (All) | Specialization Department: (All)

Specialization Name: (All) | Specialization Short: (All) | Specialization Level: Major | Specialization Priority: (All)

Degree Program: Undergraduate | Qualification Level: Baccalaureate | Degree: (All) | Degree Priority: (All)

This dashboard shows the number of enrolled students in each Specialization (major, minor, option, specialty, or subspecialty). The **Effective Time Point** filter allows you to choose whether to look on the term Census Date (approx. 1 week after start of classes) or at the End of Term (last day of the term for previous terms, today for the current term, first day of the term for future terms). All data represent current data in SAP and therefore may not exactly match numbers reported to CPE or other regulatory agencies - but that's the point!

All counts are of Distinct Students. For instance, a student with two majors in the same College will be counted in both majors, but only once for the College total.

FALL 2016 STUDENT MAJORS

Baccalaureate Students: **1,607**

Master's Students: **249**

Doctoral Students: **43**

Total Number of Students: 1,899

Specialization College	Degree Program Type	Qualification Level	Number of Students
Arts and Sciences	Undergraduate	Baccalaureate	5,284
Engineering	Undergraduate	Baccalaureate	3,349
Business & Economics	Undergraduate	Baccalaureate	3,282
Ag, Food and Environ..	Undergraduate	Baccalaureate	2,545
Education	Undergraduate	Baccalaureate	1,883
Communication and I..	Undergraduate	Baccalaureate	1,607
Nursing	Undergraduate	Baccalaureate	1,204
Health Sciences	Undergraduate	Baccalaureate	716
Fine Arts	Undergraduate	Baccalaureate	676
Design	Undergraduate	Baccalaureate	324
Public Health	Undergraduate	Baccalaureate	247
Social Work	Undergraduate	Baccalaureate	224
Undergraduate Educa..	Undergraduate	Baccalaureate	2

This worksheet counts enrolled students using two hierarchies:
 - Specialization College > Specialization Department > Specialization > Specialization Short > Specialization Level > Specialization Priority
 - Degree Type > Qualification Level > Degree > Degree Priority



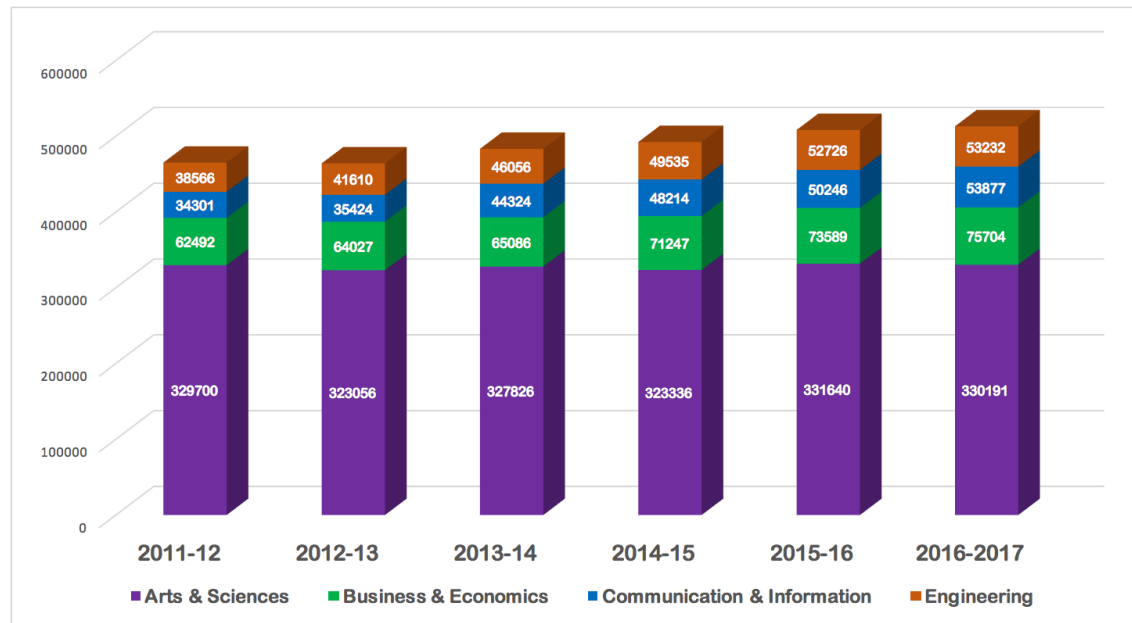
3rd Largest UK College
in credit hour generation











BETWEEN
"Colleges"

**Credit Hours
Generated**

**Attempted Credit Hour Growth over the Past 6 Years for the
Top Four Largest Colleges**



- Pre-majors and Majors 
- Degrees Awarded 
- Retention 
- Graduation Rates 
- Time To Degree 
- Credit Hours Generated 
- Diversity 
- Faculty:Student Ratios 

Student-Instructor Ratios

This workbook depicts ratios between counts of instructors, student majors, and enrollments, that are operationally meaningful for both departments and colleges. Various regulatory bodies (e.g., IPEDS, CPE) and rating systems (e.g. US News) ask UK to compute the familiar "student-teacher ratio" at the institutional level. The aggregates in this workbook mimic these measures, with the notable enhancement that statistics are provided on a departmental and college level. The measures provided are:

- Instructor Count
- Instructor Count Fte
- Students In Major
- Students In Major Fte
- Students in Primary Major Primary Program
- Students in Primary Major Primary Program FTE
- Class Enrollments
- Class Enrollments FTE
- Students Served
- Students Served FTE
- Student Majors / Instructor
- Student Majors / Instructor (FTE)
- Student Primary Majors / Instructor
- Student Primary Majors / Instructor (FTE)
- Student Enrollments / Instructor
- Student Enrollments / Instructor (FTE)
- Students Served / Instructor
- Students Served / Instructor (FTE)

Faculty:Student Ratios

Detail tabs are provided to facilitate the analysis of the individual records that make up each aggregate. (These detail tabs are included because the data model design currently requires reporting the aggregates as single database records, preventing "Underlying Data" drilling in Tableau).

Instructors

- Instructors are selected and assigned FTE values on a term basis according to the federal IPEDS selection criteria for Student-Teacher ratio:
1. "Instructional faculty" (faculty (ECO code 20) who are not Administrators nor Clinical, Extension, or Research title series)
 - a. Full-time (HR personnel subareas 0001 and 0005) are FTE 1
 - b. Part-time (all other HR personnel subareas) are FTE 1/3
 2. All instructors who are not "instructional faculty" as defined in (1), but are Primary Instructors for at least one course during the term
 - a. All are assigned FTE 1/3

Instructors are assigned to colleges and departments according to their department of academic appointment.

Majors

Student Majors are assigned to the College and Department that owns the major.

Students may have multiple majors counted when they have double majors or are in two degree programs simultaneously. "Primary Major Primary Program" metrics count each student once per term. A major is usually designated as the primary major according to the earliest date of declaration among active majors. In some cases primary priority is assigned by internal business rules of the concerned college or colleges. These two types of rules cause majors in some departments (e.g. Mathematics, Modern Languages, Finance) to have counts of primary majors that are significantly lower than counts of all majors.

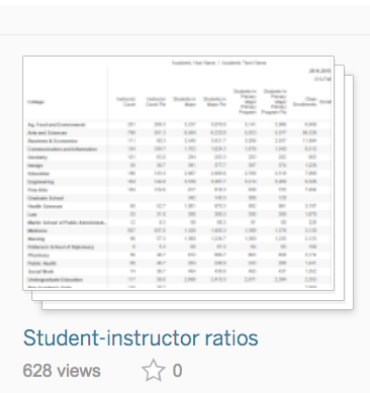
FTE weights are assigned by Full-time (1) or Part-time (1/3) status of the student on a term-wise basis.

Enrollments and Students Served

Enrollments and Students Served are assigned to colleges and departments according to the department of academic appointment of the Primary Instructor.

Students Served is computed as counting a given student's enrollments at most once for each organizational unit per term. Thus if a student takes four classes in a term, three in department A, and one in department B, they will be counted as Served once in A and once in B. A similar computation is performed at the college level.

FTE weights are assigned by Full-time (1) or Part-time (1/3) status of the student on a term-wise basis.



Student-instructor ratios
628 views ☆ 0

- Student Majors / Instruc... ▾
- Student Majors
 - Student Primary Majors
 - Students Served
 - Student Enrollments
 - Instructors
 - Instructors (FTE)
 - Student Majors / Instructor
 - Student Majors / Instructor (FTE)
 - Student Primary Majors / Instructor
 - Student Primary Majors / Instructor (FTE)
 - Students Served / Instructor
 - Students Served / Instructor (FTE)
 - Student Enrollments / Instructor
 - Student Enrollments / Instructor (FTE)



Faculty:Student Ratios

student-instructor ratios Save As Revert Done Help Lane

Analytics Pages

Filters

- Measure Names
- Academic Term Name
- Academic Year Name

Marks

- Automatic
- Color
- Size
- Text
- Detail
- Tooltip
- Measure Values

Measure Values

- SUM(Number of Recor...
- SUM(Instructor Count)
- SUM(Instructor Count)
- SUM(Students in Major)
- SUM(Students in Major)
- SUM(Students in Prim...
- SUM(Students in Prim...
- SUM(Class Enrollments)
- SUM(Class Enrollment...
- SUM(Students Served)
- SUM(Students Served ...)
- SUM(Student Majors / ...)
- SUM(Student Majors / ...)
- SUM(Student Primary ...)
- SUM(Student Primary ...)
- SUM(Student Enrollme...
- SUM(Student Enrollme...
- SUM(Students Served ...)
- SUM(Students Served ...)
- SUM(Selectable Measu...

Columns

- Academic Year Name
- Academic Term Name
- Measure Names

Rows

- College

College	Class Enrollments	Class Enrollments Fte	Students Served	Students Served Fte	Student Majors / Instructor	Student Majors / Instructor (FTE)	Student Primary Majors / Instructor	Student Primary Majors / Instructor (FTE)	Student Enrollments / Instructor	Student Enrollments / Instructor (FTE)	Students Served / Instructor	Students Served / Instructor (FTE)	Selectable Measure
Arts and Sciences	56,326	55,156	19,125	18,420	8.3	11.3	7.4	10.1	70.6	100.0	24.0	33.4	8
Communication and Information	8,515	8,249	5,570	5,389	11.4	15.5	10.9	14.7	55.3	78.8	36.2	51.5	11
Non-Academic Units	7,689	7,465	5,165	4,962					66.3	193.1	44.5	128.3	
Business & Economics	11,994	11,679	4,912	4,720	32.0	37.9	27.5	32.5	108.1	129.3	44.3	52.2	32
Engineering	9,328	9,052	4,023	3,846	21.6	23.5	20.8	22.7	56.9	62.9	24.5	26.7	22
Ag, Food and Environment	8,489	8,252	3,995	3,837	11.5	14.8	11.2	14.3	30.2	39.6	14.2	18.4	12
Fine Arts	7,494	7,220	3,965	3,803	5.0	6.6	4.5	5.9	40.7	58.2	21.5	30.7	5
Education	7,998	7,475	3,999	3,682	14.6	19.6	14.1	18.9	40.8	56.1	20.4	27.6	15
Undergraduate Education	2,353	2,338	2,295	2,281	23.1	61.8	22.8	61.1	20.1	59.9	19.8	58.5	23
Medicine	3,130	3,080	1,441	1,396	2.5	3.2	2.5	3.2	5.5	7.0	2.5	3.2	3
Health Sciences	3,197	3,138	1,121	1,081	16.7	16.4	16.5	16.3	53.3	55.5	18.7	20.5	17
Public Health	1,441	1,370	979	923	4.7	5.3	4.1	4.4	24.0	29.4	16.3	19.8	5
Pharmacy	3,174	3,150	811	793	12.0	14.3	11.8	14.1	56.7	67.5	14.5	17.0	12
Nursing	2,123	1,912	870	749	15.1	21.5	15.1	21.5	23.6	33.3	9.7	13.1	15
Social Work	1,552	1,459	562	522	6.5	11.9	6.5	11.9	21.0	39.8	7.9	14.2	7
Design	1,228	1,206	525	511	10.3	12.3	10.2	12.2	32.3	39.3	13.8	16.7	10
Law	1,670	1,658	393	390	7.4	12.6	7.4	12.6	31.5	53.5	7.4	12.6	7
Dentistry	683	662	221	220	2.9	4.7	2.8	4.5	6.6	10.5	2.2	3.5	3
Martin School of Public Administrat...	328	309	128	116	8.3	9.5	7.6	8.6	27.3	33.1	10.7	12.4	8
Patterson School of Diplomacy	190	189	68	67	8.5	12.6	8.0	11.9	23.8	35.5	8.5	12.6	9
Graduate School													

Academic Year

- 2008-2009
- 2009-2010
- 2010-2011
- 2011-2012
- 2012-2013
- 2013-2014
- 2014-2015
- 2015-2016

Academic Term

- 010-Fall
- 020-Winter
- 030-Spring
- 051-Summer
- 052-Summer

Student-instructor ratios

628 views ☆ 0

Student Majors / Instruc...

- Student Majors
- Student Primary Majors
- Students Served
- Student Enrollments
- Instructors
- Instructors (FTE)
- Student Majors / Instructor
- Student Majors / Instructor (FTE)
- Student Primary Majors / Instructor
- Student Primary Majors / Instructor (FTE)
- Students Served / Instructor
- Students Served / Instructor (FTE)
- Student Enrollments / Instructor
- Student Enrollments / Instructor (FTE)

- Classes Detail
- College
- Department
- Faculty Detail
- Majors Detail



Faculty:Student Ratios

Home > College of Communication and Information > CI Employee Data

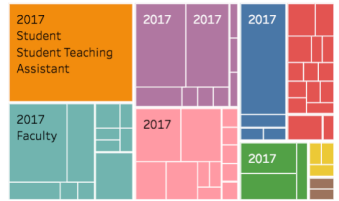
Home > College of Communication and Information > CI Employee Data > CI Employees

Employee Names | College Numbers | Employee Type Numbers | Departmental Grid | CI Employees

Employee Type Numbers

Employee Type	Academic Year / Academic Term	
	2017	
		Fall 2016
Faculty		118
Staff		37
Student		50
Grand Total		205

Departmental Grid



Academic Year: 2017

Academic Term: Fall 2016

College: Communication and Informa...

Department Code: (Multiple values)

Department: (All)

Employee Type: (All)

Job Title: (All)

Employee Names

Departmen..	Department	Employee T..	Last Name	First Name	Job Title
8M000	College of Communication and Information	Faculty	Raney	Brian	Part Time Faculty
		Staff	Carl	L	Development Assistant III
			Chapman	Mageleen	Administrative Staff Officer II
			Clifton	R	Administrative Staff Officer III
			Early	Suanne	Student Affairs Director
			Hayden	Catherine	Communications Director/College c
			Maddox	Josh	Technical Administrator II
			McConchie	Jennifer	Staff Support Associate II
			Monaghan	E	Administrative Services Assistant
			O'Hair	Henry	Dean
			Plank	Mary	Accounting Supervisor
			Powers	Jessica	Student Affairs Officer II
			Sallee	Emily	Student Affairs Officer II
			Simpson	Schlyer	Student Affairs Director
			Sizemore	Megan	Dean Assistant
			Smith	Laure	Staff Support Associate II
			Stevens	Nathaniel	IS Technical Support Specialist III
			Story	Ryan	Student Affairs Officer II
		Student	Anderson	August	Student/Non-Work Study

Employee Names

Academic Year: 2017

Academic Term: Fall 2016

College: Communication and Informa...

Department Code: (Multiple values)

Department: All

Employee Type: (All)

Job Title: (All)

Department Legend:









- Center for Instructional ...
- CIS Graduate Studies
- College of Communicatio...
- Communication
- Integrated Strategic Co...
- Intercollegiate Debate
- School of Information Sci...
- School of Journalism and...
- Student Media

CI Employee Data

187 views ★ 1

EMPLOYEE_STATS_PER_TERM (EMPLOYEE.EMPLOYEE_STATS_PER_TERM)



- Pre-majors and Majors 
- Degrees Awarded 
- Retention 
- Graduation Rates 
- Time To Degree 
- Credit Hours Generated 
- Diversity 
- Faculty:Student Ratios 

Institutional Retention and Graduation Rates with Preliminary Data

These charts give the numbers and percentages of students within the cohort who retained or graduated from the University of Kentucky.

College (1st Fall Primary): Communication and Information | Department (1st Fall Primary): (All) | Major (1st Fall Primary): (All)

Cohort Term	Cohort Size	Cohort Size with Exclusions	Retained 1st Spring	Retained 2nd Fall	Retained 3rd Fall	Retained 4th Fall	Retained 5th Fall	Graduated 4 Years	Graduated 5 Years	Graduated 6 Years
Fall 2003	171	171	154.0	126.0	124.0	118.0		71.0	100.0	105.0
Fall 2004	158	158	147.0	125.0	110.0	102.0		84.0	87.0	93.0
Fall 2005	152	152	136.0	117.0	111.0	109.0		69.0	95.0	99.0
Fall 2006	177	177	160.0	135.0	121.0	117.0		74.0	98.0	105.0
Fall 2007	154	153	133.0	110.0	101.0	97.0		55.0	79.0	88.0
Fall 2008	168	167	155.0	127.0	115.0	104.0		72.0	95.0	102.0
Fall 2009	130	130	124.0	105.0	89.0	86.0	27.0	59.0	80.0	83.0
Fall 2010	136	136	127.0	108.0	98.0	98.0	26.0	73.0	90.0	93.0
Fall 2011	108	108	101.0	93.0	89.0	84.0	19.0	67.0	80.0	
Fall 2012	100	149	144.0	132.0	122.0	116.0	20.0	98.0		
Fall 2013	113	174	159.0	142.0	128.0	122.0	19.0			
Fall 2014	166	166	151.0	135.0	124.0	110.0				
Fall 2015	182	182	170.0	142.0	137.0					
Fall 2016	180	180	167.0	152.0						









Cohort Term	Cohort Size	Cohort Size with Exclusions	Retained % 1st Spring	Retained % 2nd Fall	Retained % 3rd Fall	Retained % 4th Fall	Retained % 5th Fall	Graduated % 4 Years	Graduated % 5 Years	Graduated % 6 Years
Fall 2003	171	171	90.1%	77.2%	72.5%	69.0%		41.5%	58.5%	61.4%
Fall 2004	158	158	93.0%	79.7%	69.6%	64.6%		40.5%	55.1%	58.9%
Fall 2005	152	152	89.5%	77.0%	73.0%	71.7%		45.4%	62.5%	65.1%
Fall 2006	177	177	90.4%	76.3%	68.4%	66.1%		41.8%	56.4%	59.3%
Fall 2007	154	153	83.8%	71.4%	65.6%	63.0%		35.9%	51.8%	57.5%
Fall 2008	168	167	92.3%	75.6%	68.5%	61.9%		43.1%	56.9%	61.1%
Fall 2009	130	130	95.4%	80.8%	68.5%	66.2%	20.8%	45.4%	61.5%	63.8%
Fall 2010	136	136	93.4%	79.4%	72.1%	72.1%	19.1%	53.7%	66.2%	68.4%
Fall 2011	108	108	93.5%	86.1%	82.4%	77.8%	17.6%	62.0%	74.1%	
Fall 2012	150	149	96.0%	88.0%	81.3%	77.3%	13.3%	65.8%		
Fall 2013	173	173	91.9%	82.1%	74.0%	70.5%	11.0%			
Fall 2014	166	166	91.0%	81.9%	74.7%	66.3%				
Fall 2015	182	182	93.4%	78.0%	75.3%					
Fall 2016	180	180	92.8%	84.4%						

* For various reasons, some students are excluded from the official cohort to give more accurate graduation calculations (i.e. those students who enter a professional school before completing their undergraduate degree).

- Retention
- Graduation Rates

COHORT ONLY



- Pre-majors and Majors 
- Degrees Awarded 
- Retention 
- Graduation Rates 
- Time To Degree 
- Credit Hours Generated 
- Diversity 
- Faculty:Student Ratios 

Time To Degree

Academic Year 2016 Doctoral Graduating Class


Doctoral students (n=6)* graduating in AY 2016 completed their degree in an average of **3.01 years** (range = 2.69 – 3.68 years).


*Two of the doctoral students were part-time and completed their degrees in 6.12 and 6.73 years respectively—as such, their time-to-degree were not included in the mean calculation. If both were included, the mean time-to-degree would be 4.15 years (range = 2.69 – 6.73).

Academic Year 2016 Master’s Graduating Class

M.A. students (n=6)** graduating in AY 2016 completed their degree in an average of 1.66 years (range = 1.23 – 1.95 years). Master of Science in Library Science (MSLS) students (n= 67) typically graduate within two years as well.

***Two of the master’s students were part-time students and were simultaneously employed full-time. One completed her degree in 4.20 years and the other completed her degree in 2.27 years—as such, their data were excluded in the mean calculation. If both were included, the mean time-to-degree would be 2.18 years (range = 1.24 – 4.2).



Graduate Time to Degree (under development)
9 views  0



Time To Degree

- Pre-majors and Majors ✘
- Degrees Awarded ✘
- Retention ✘
- Graduation Rates ✘
- Time To Degree 😊
- Credit Hours Generated ✘
- Diversity ✘
- Faculty:Student Ratios ✘

Summary by College

College	Academic Year										
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Communication and Information	4.75	5.25	4.25	5.00	5.00	6.25	4.25	4.75	4.25	4.00	4.50
Health Sciences	4.50	5.25	5.00	4.00	3.75	6.00	5.50	5.50	7.75	6.50	4.50
Business & Economics	4.00	6.00	5.00	5.25	5.25	4.75	5.25	5.00	6.00	4.75	4.75
Pharmacy	5.50	5.75	5.75	5.75	5.25	6.00	5.50	5.25	6.00	5.25	5.00
Public Health				5.75	4.50	4.25	5.25	4.25	4.50	6.00	5.00
Ag, Food and Environment	4.75	4.75	5.50	5.50	4.75	5.25	5.00	5.25	4.75	5.00	5.25
Medicine	5.00	5.25	5.25	5.25	5.25	5.25	5.50	5.25	4.00	4.75	5.25
Education	5.50	5.25	5.00	5.25	5.75	5.50	5.75	6.50	6.00	5.25	5.50
Fine Arts	6.00	5.50	4.50	5.00	6.50	5.50	6.00	5.75	5.00	5.50	5.50
Graduate School	5.00	5.25	5.25	5.25		5.25	5.00	5.25	5.25	5.00	5.50
Arts and Sciences	6.00	5.75	6.00	5.75	6.50	7.00	6.50	6.25	6.25	6.25	6.00
Engineering	4.75	4.75	5.00	5.25	5.50	5.75	5.75	5.25	6.00	5.00	6.00
Social Work	3.50	3.50	3.75	5.25	5.75	4.50	4.75	8.50	3.75	6.50	6.75
Nursing	4.75	5.00	5.75	4.25	5.25	6.75	6.25	4.75	6.75	7.00	8.50

Summary by College

College	Academic Year										
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Communication and Information	4.75	5.25	4.25	5.00	5.00	6.25	4.25	4.75	4.25	4.00	4.50

Summary by College

Graduate Time to Degree (under development)

9 views ☆ 0



BY THE NUMBERS

FALL 2016 STUDENT MAJORS

Baccalaureate Students: **1,607**
 Master's Students: **249**
 Doctoral Students: **43**
Total Number of Students: 1,899

3rd Largest UK College in credit hour generation

6th Largest UK College in number of undergraduate majors

3.6% higher rate of minority students than UK

11% of all UK degrees awarded

9 buildings housing CI faculty and staff

2015-2016 CREDIT HOURS

2015-2016 Hours Attempted: **53,877**
 2015-2016 Hours Earned: **49,933**
 2015-2016 % Earned Hours: **92.7%**

2015-16 DEGREES AWARDED

Total Degrees Awarded: 568
 Undergraduate Degrees Awarded: **465**
 Graduate Degrees Awarded: **82**
 Certificates Awarded: **21**

UNDERGRADUATE DEMOGRAPHICS

Female Students: **59.1%**
 Minority Students: **27.5%**
 Non-Resident Students: **38.6%**

BY THE NUMBERS

FALL 2016 UNDERGRADUATE STUDENTS ALL MAJORS X UNIT

2015-2016 CREDIT HOURS GENERATED X CI COURSE PREFIX

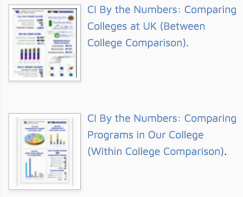
FALL 2016 UNDERGRADUATE PRE-MAJORS & MAJORS

2015-16 DEGREES AWARDED 547 UNDERGRADUATE DEGREES

COM Degrees Awarded: **185**
 ICT Degrees Awarded: **4**
 ISC Degrees Awarded: **180**
 JOU Degrees Awarded: **51**
 MAS Degrees Awarded: **45**
TOTAL: 465

GRADUATE DEGREES

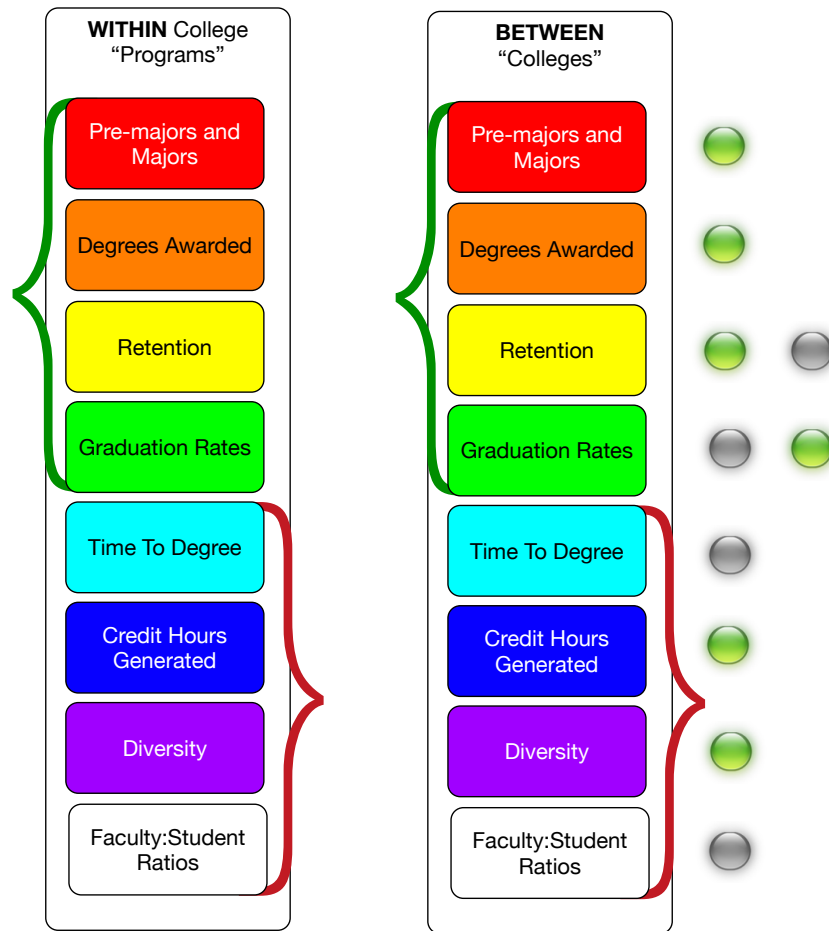
MSLS Degrees Awarded: **68**
 COM MA Degrees Awarded: **7**
 COM PhD Degrees Awarded: **7**
TOTAL: 82



- Pre-majors and Majors
- Degrees Awarded
- Retention
- Graduation Rates
- Time To Degree
- Credit Hours Generated
- Diversity
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Comparative Analysis Model



**THERE ARE THREE
KINDS OF LIES: LIES,
DAMNED LIES, AND
STATISTICS.**



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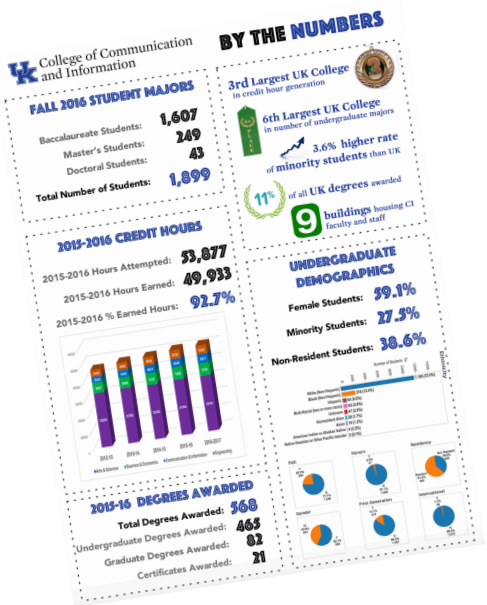
Benjamin Disraeli
Former Great Britain. Prime Minister.
1804 - 1881



TRUST
But verify
—Ronald Reagan







"By The Numbers"



Dr. Derek R. Lane
 Senior Associate Dean

College of Communication and Information

Analytics Open Lab

June 16, 2017, 10:30 - 11:00 a.m.
 108 Jacobs Science Building

