



Cultivating a Climate of Data-Informed Decision Making

University of Southern Mississippi/ October 29, 2019

Agenda

- USM Background & Presenter Introductions
- Vision 2020: Impetus, Need for Data, and Reorganization
- Role of Data in Implementing Vision 2020
- HelioCampus as a Partner
- Q&A

USM Background

- Founded in 1910, The University of Southern Mississippi is a public, comprehensive research university (R1) located near the Gulf of Mexico, about 100 miles east of New Orleans.
- Our fall 2019 enrollment includes 11,704 undergraduate students and 2,557 graduate students, both online and face-to-face.
- We pride ourselves on balancing an exceptional, internationally known research profile with an emphasis on student-centered pedagogy and support, striving to be the model for public higher education.
- We are one of eight public institutions of higher learning in a small state and, like many universities, face increasing budgetary challenges and a competitive environment for student recruitment.



Introduction to Presenters



Dr. Amy Chasteen
Professor of Sociology and Executive
Vice Provost at the University of
Southern Mississippi



Steven R. Moser
Provost and Senior Vice President
for Academic Affairs at The University
of Southern Mississippi

Vision 2020 Impetus: Shifting Pressures, Changing Expectations



Powerful External Forces
Political, Economic, Technological



Financial Pressures
Steady Decline in State Support

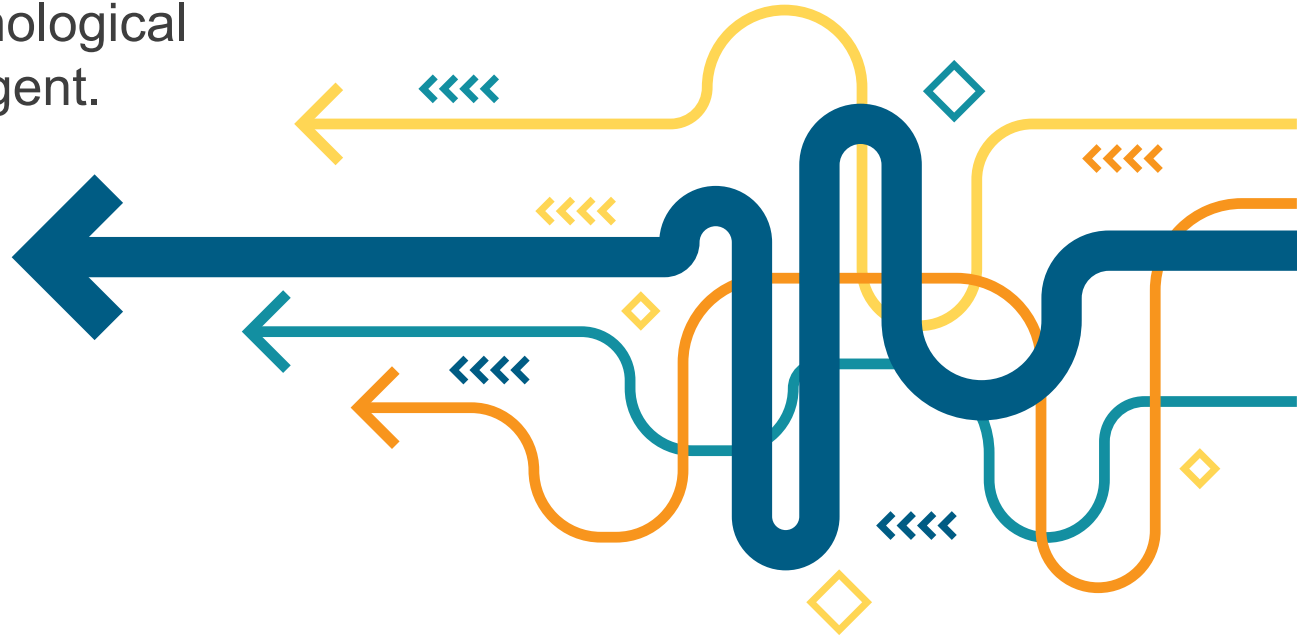


Shifts in Scholarship
*Collaborative Constrained by
Traditional Academic Structures*

USM's Academic Reorganization: Vision 2020

Seeing Vision 2020: The Need for Data, circa 2016

The challenges we faced were structural, technological and cultural – and urgent.



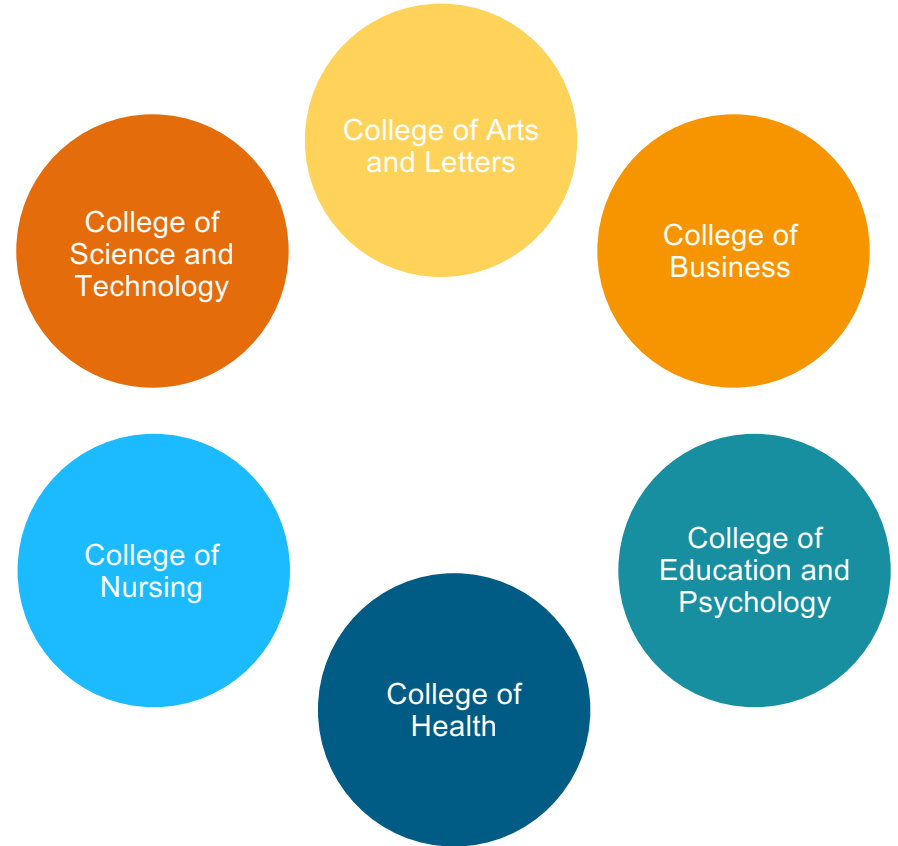
Vision 2020: Reimagining the Future of the Academy at USM

- What can we do within our **existing resources** to highlight our strengths, cultivate creativity, and distinguish ourselves as an institution?
- How can we better understand our challenges, identify strategic solutions, and, with foresight, innovate for a new University of Southern Mississippi?



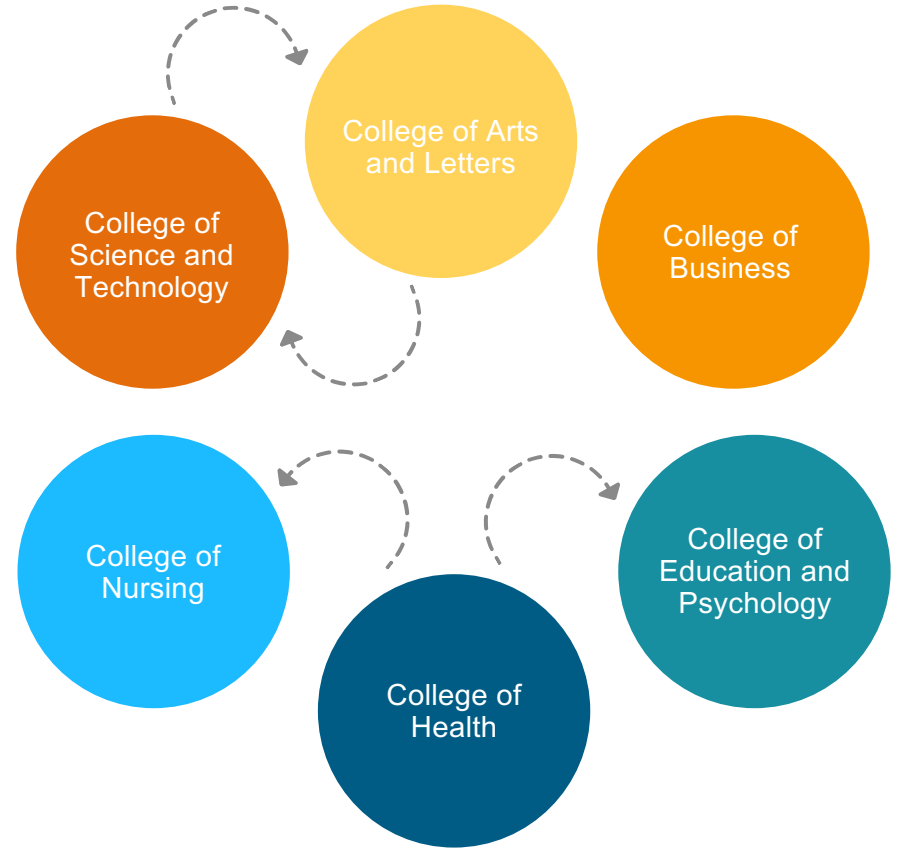
Colleges Reorganization

Academic Colleges at the
University of Southern
Mississippi, 2016



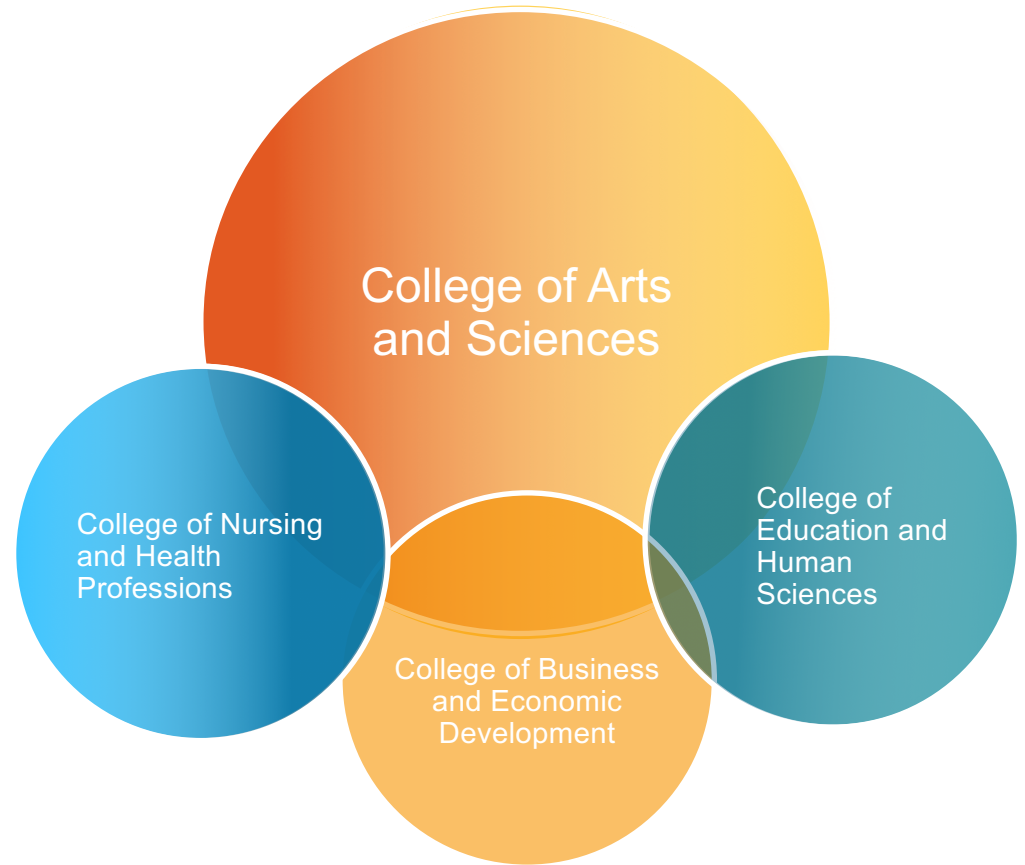
Colleges Reorganization

Creating Synergy through
New College Configurations



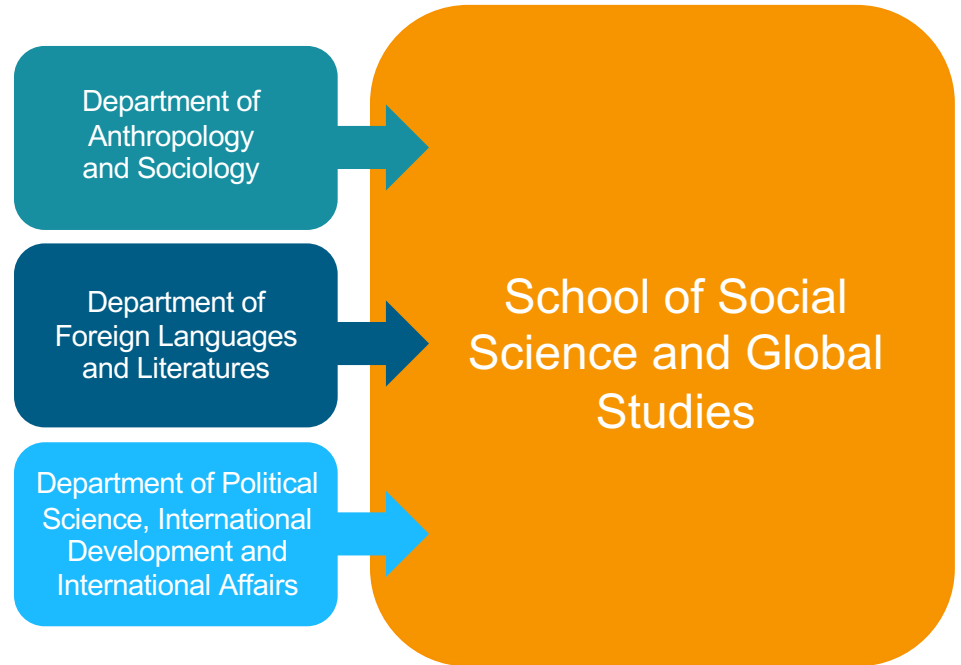
Colleges Reorganization

Academic Colleges
at the University of
Southern Mississippi,
2019



Colleges Reorganization

Smaller departments merged to become larger, multidisciplinary schools



How are we using data to assess, manage and lead new structures?

PHASE I.

- Introducing Key Performance Indicators
 - Majors/Headcount/FTE
 - SCHs in and out of program courses
 - Degrees awarded
 - Retention/graduation metrics
 - Funding allocation by program
 - Discount rates
- Establishing a norm of transparency
- Requiring data-grounded proposals and resource requests



How are we using data to assess, manage and lead new structures?

PHASE II.

- Creating expectations and accountability for leadership
 - Peer data averages
 - Dashboard monitoring
 - Data-informed conversations and decision-making (e.g., budget hearings)
- Restructuring Institutional Research
 - Greater service-orientation and visibility on campus
 - Increased emphasis on analytics and data sharing
- Ex. Introducing analytics on class scheduling, demand, and accessibility



How are we using data to assess, manage and lead new structures?

PHASE III.

- Realigning financial aid and scholarships
- Reimagining targeted retention efforts
- Optimizing academic programming
 - Identifying and expanding revenue centers
 - Strategically managing cost centers
 - Redesigning or sunsetting under-performing programs

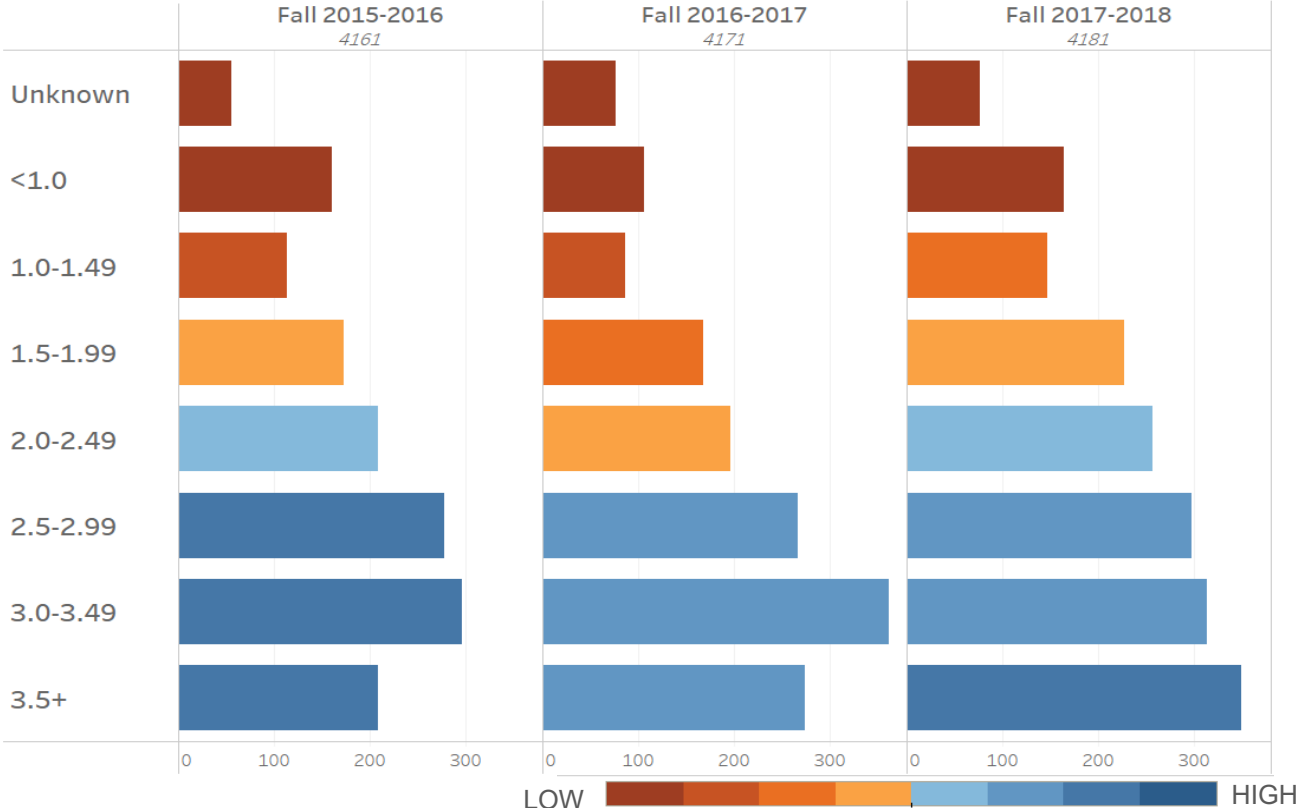


HelioCampus as a Partner

Helping institutions ask and answer the most pressing questions in higher education through data analytics, data storytelling and data science.



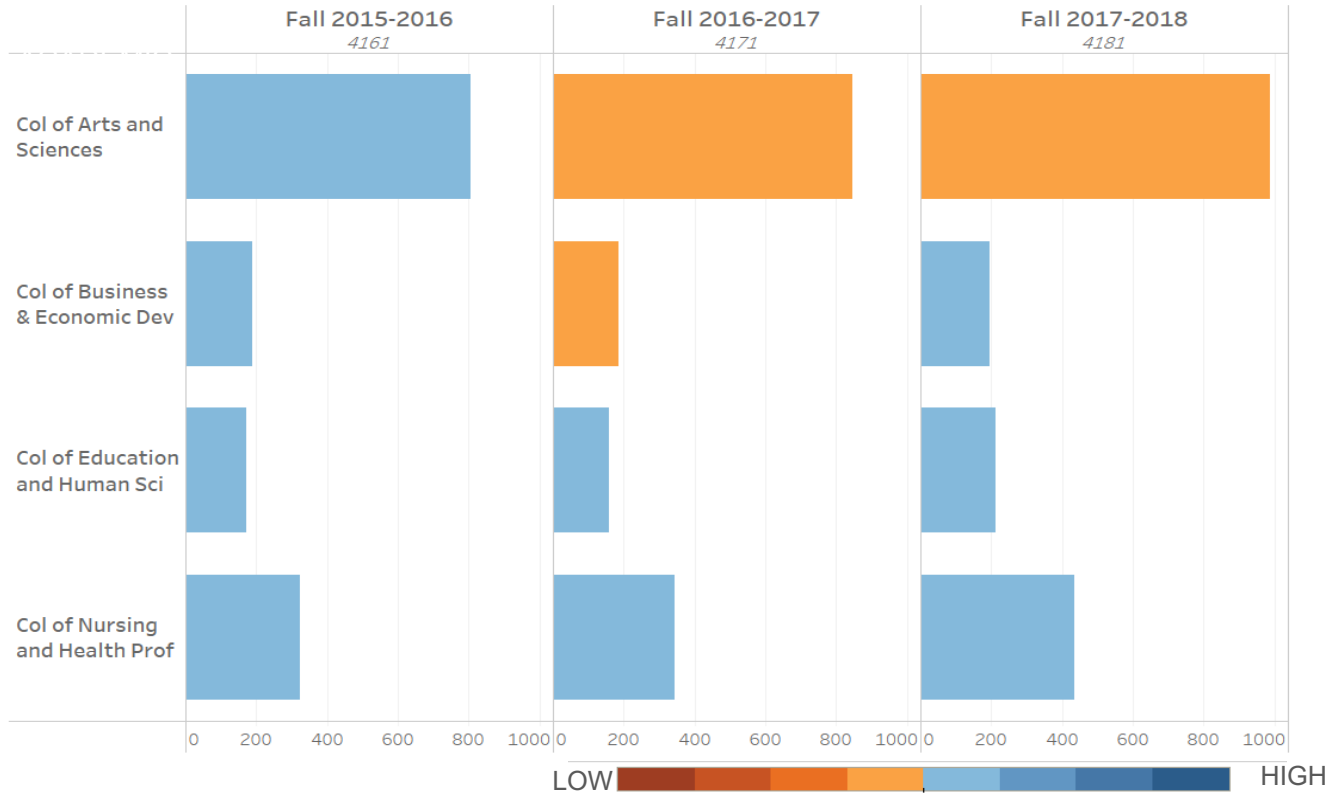
First-Time Full-Time Freshmen One-Year Retention Rates by Fall GPA Bin



WHAT'S IMPORTANT?

You can see a clear relationship between GPA and Retention: in general, the higher the Fall GPA, the more likely a student is to be enrolled at USM the next fall.

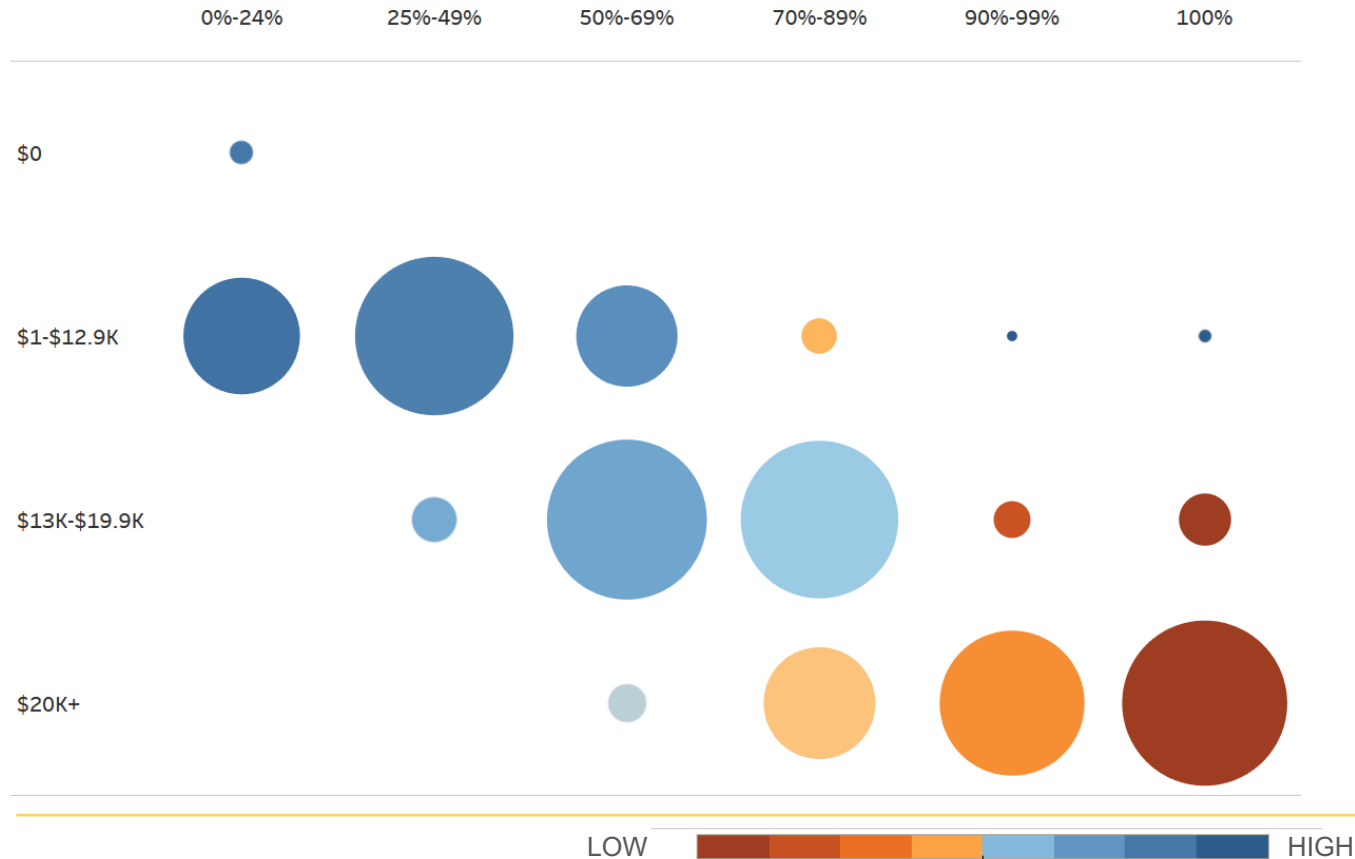
First-Time Full-Time Freshmen One-Year Retention Rates by College



WHAT'S IMPORTANT?

There is a less-clear relationship with this categorical variable than there was with GPA, but overall, students in the largest college, the College of Arts & Sciences, have had a slightly lower one-year rate than other colleges in recent years.

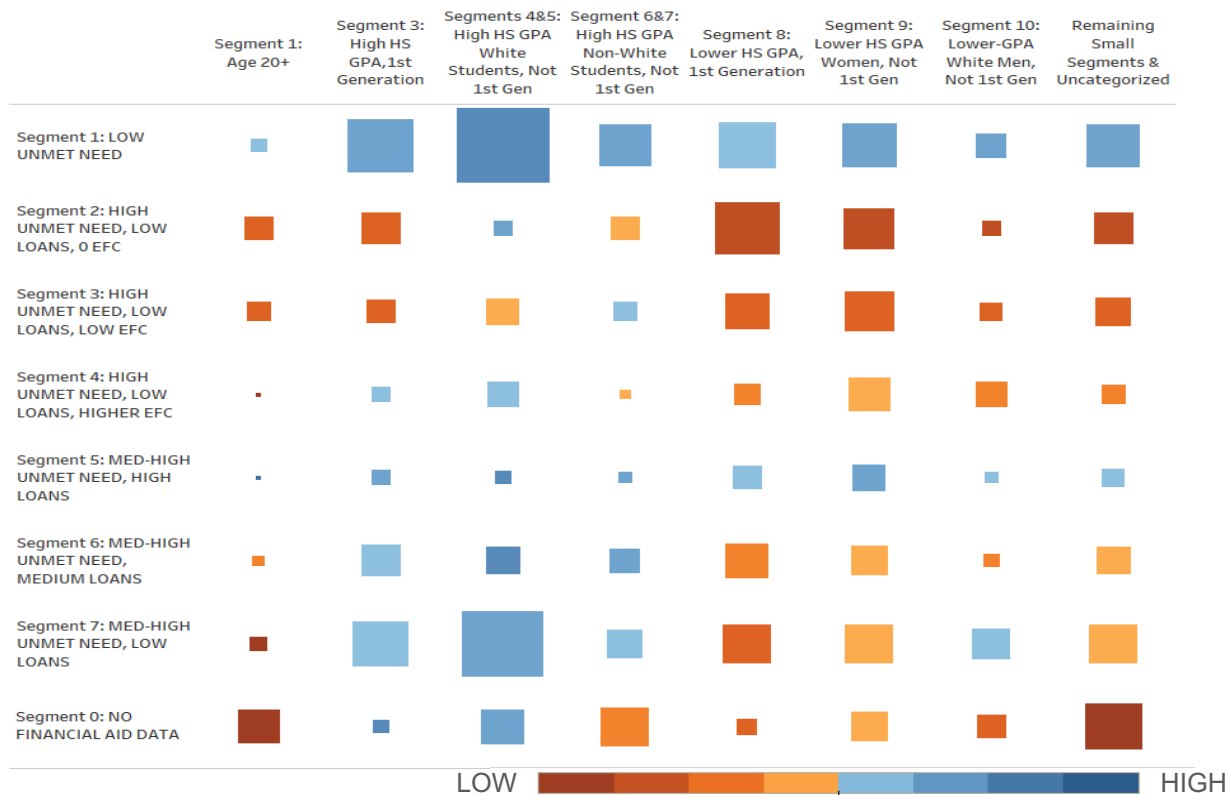
One-Year Retention Rates by Absolute vs Relative Unmet Financial Need



WHAT'S IMPORTANT?

- Students with more than 90% of their need remaining unmet and/or more than \$20K of unmet need total have lower retention rates.
- Students with less than 25% of their need remaining unmet, and under \$13K of total unmet need, retain at the highest rates.

One-Year Retention Rates by Demographic vs Financial Aid Segments



WHAT'S IMPORTANT?

- This helps us spot groups of students with especially high and low retention rates, comparing financial aid factors vs non-financial-aid factors in one view.
- One use of this breakdown can be to see how policy changes impact different groups differently.

What's Next



Program
Costing



Resource
Reallocation



Financial Aid
& Scholarship
Optimization

Q&A

