



Inside Out: Sharing Local Data to Improve University Decision-Making

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Why?

- User: doesn't know what to ask for
- Geek: you are stupid, let me do that
- Helps the university
- Makes you look good



Analytics Reports

- User: I manage my own web site
- Geek: You could be doing a better job
- What do users want?
- Scheduled reports



Online Application

- User: Students use our application to apply
- Geek: We can learn a lot more
- Communications to submit
- Forecasting for enrollment
- Stealth applicants



Road to Xavier

- User: Guide admitted students to enrollment
- Geek: What is there to look at?
- Stats report
- Other tracking apps?

From: Liesland, Robert
To: Lavelle, Kevin; Liesland, Robert; Ruschman, Doug; Deye, Kate; Cobble Grady, Greg
Cc:
Subject: Enhanced Road to Xavier Enrollment Report

Total Deposits	1066	
Housing		
Deposits with Housing	938	
Completed Housing Contract	925	98%
Deposits without Housing	128	
PREP		
Registered for PREP	1056	99%
Taken both placement tests	1035	97%
Taken only language test	1	0%
Taken only mathematics test	15	1%
Summer		
Uploaded All-Card Photo	736	69%
Logged in during the last month	1026	96%
Uploaded Common Reading Assignment	295	27%
Remaining Accepts	5393	
"Headed to Xavier", but not deposited	33	
Users with active profile	628	
Logged in during last day	1	



Alumni

- User: I want active alumni, and I want to know who they are
- Geek: Don't make it too difficult
- User community
- Giving process
- Know when to say when



Advertising

- User: We advertise
- Geek: Does it work?
- Campaign URLs



Questions?