

BROWN BAG SERIES:  
NAVIGATING THE KSU FACT  
BOOK FOR DATA ANALYSIS

Enterprise Information Management  
Wednesday, August 31, 2011

# Agenda

- Introductions
- What is a Fact Book?
- History of the KSU Fact Book
- Overview of Navigating the KSU Fact Book
- Finding Simple Baselines
- Example of Using the KSU Fact Book to Research Questions

The focus of this session will be on the **strengths** of the KSU Fact Book!

# Introductions

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- Facilitator
- Participants

# Quick Pole of Participants

- Were you aware of the KSU Fact Book existed?
- Have you used the KSU Fact Book?
  - ▣ Example: Exploratory use without a specific purpose in mind
- Have you used the KSU Fact Book to meet a specific business need?
  - ▣ Example: Responding to grant request for institutional data such as student FTE.

# What is a Fact Book?

## Defined in 1970:

“Periodic analyses of quantifiable aspects of the institution’s operation including prose interpretations, but mainly tabular presentations...”

“The fact book will contain summaries from operating reports...covering a period of years in a format that permits ready reference and easy annual updating.”

**SOURCE:** AIR ([Association for Institutional Research](#)). *The Nature and Role of Institutional Research* by Joe Saupe and James Montgomery.

# What is a Fact Book

## **Laymen's terms:**

- Tells the story of the institution in numbers
- May consist of data summaries, graphs, and/or highlights (i.e., it is a research tool)
- Published on a recurring interval
- Covers a number of years (i.e., 5, 10, or 15)
- Information and analytic asset of the institution that is historical in nature
- Usually a year in arrears

# History of the KSU Fact Book

- First Edition was released in June 1988
  - ▣ Covered the 1987-1988 academic year
- Developed by Dr. Ed Rugg and Ms. Debbie Head
  - ▣ Ed retired in March 2010
  - ▣ Debbie retired in March 2007
- Created in response to SACS/COC reaffirmation of accreditation requirements in 1986
  - ▣ Criticized for not having more institutional data for operations and planning purposes

# History of the KSU Fact Book

## Three evolutionary formats:

- Print form
  - ▣ 1987-to-1999
- Digital (in Adobe PDF format)
  - ▣ Desktop publishing software
  - ▣ Print editions were still available
- HTML
  - ▣ Static
    - 2003-to-2007
  - ▣ Dynamic
    - 2008-to-present
    - Continually updated throughout the academic year from the KSU Data Warehouse

# Overview of Navigating the KSU Fact Book

- Defaults to the most current annual edition available
- Menus are located on the left hand side navigation bar
  - ▣ Additional fly-out menus are available when hovering over a selection with a grey, right-pointing arrow
  - ▣ Click the left mouse button to select a page
  - ▣ There are six primary sections

# Overview of Navigating the KSU Fact Book

- Past and future editions are available by clicking on the year navigation bar
  - ▣ The selected year is shown in bold with an increased font size
- A completed Adobe PDF copy of the most current annual edition is available below the left hand side navigation bar
- All pages contain a graph, data summary, and highlights
  - ▣ Some may contain links to related resources

# Finding Simple Baselines

- Where can I find KSU's Official Fall Headcount?
  - ▣ [Largest of Georgia's Public Universities](#)
- Where can I find KSU's [Undergraduate Fall Enrollment?](#)
- How do I find the number of students in the pipeline by program/major?
  - ▣ Academic Programs\Declared Majors
- What is KSU's [Annual Operating Budget?](#)
- How does the [Education and General Budget](#) break out by expenditure?
- Can I see the original budget for credit hours at KSU by College?
  - ▣ [Instructional Budget Expense and Credit Hours](#)
- Where do I find a breakout of graduates by KSU College?
  - ▣ Academic Programs\Degrees by Program

# Example of Using the KSU Fact Book to Research Questions

## **The \$64,000 question:**

Is KSU becoming more of a traditional, liberal arts institution verses a non-traditional, professionally oriented metropolitan university?

# Example of Using the KSU Fact Book to Research Questions

## **Variables:**

- Age
- Day and Evening Classes
- New Student Intakes
- New Student Enrollment
- Degree Programs
  - ▣ Business and Technology
- Beginning Freshmen
- Course Loads

What about comparator data or other data sources?

# Next Week...



Same time...same channel...

## **KSU Fact Book Open Session**

The focus of this session will be on the **weaknesses** of the KSU Fact Book!