



The Institutional Effectiveness & Analytics office has a versatile staff, trained in computer programming, statistical analysis, survey design, data management, and information presentation. They are capable of providing the university with regular management and planning information and ad hoc information. The IEA office has made a plethora of data resources available to stakeholders in six major subject areas:

1. Admissions
2. Enrollment
3. Courses
4. Student Success and Outcomes
5. Survey Data
6. Faculty/Staff

There are four areas at which you can find data on all of the major subjects...

1. IEA Website (www.ohio.edu/iea)

The website should be used for quick general data needs. When using website resources, it is important to take heed of footnotes where crucial details regarding campus, term, and student groups are specified. Anyone, regardless of relation to OHIO, has access to the IEA website.

2. Public Interactive Dashboards (<https://public.tableau.com/app/profile/ohioiea/vizzes>)

Public interactive dashboards are available for quick general data needs including the OHIO Fact Book, retention and graduation rates, and the course and program inventories. Additional public dashboards are available for deeper dives on student and alumni experiences including the Student Involvement Survey, NSSE, OHIO Outcomes, Survey of Alumni, and General Education Assessment dashboards. Anyone, regardless of relation to OHIO, has access to the public interactive dashboards.

3. Ohio Bobcat Insights (OBI) (<https://obiprd.oit.ohio.edu/analytics/>)

OBI should be used when additional fields are needed or for custom report formatting. The IEA Subject Area of OBI is based on Census and Final Snapshot data (i.e., numbers are fixed at a point in time so as to be replicable at a later date). Reports can include and/or exclude fields within any report to fit user needs. All OHIO employees, both academic and non-academic units, have access to OBI.

4. Analytics & Decision Support (ADS) (analytics.ohio.edu/)

ADS is the most detailed and up to date resource. ADS houses a collection of curated dashboards with rich data visualizations that can be used for predictive and prescriptive analyses. Data in ADS is updated nightly from PeopleSoft and so is “live”. Because of this, data from ADS is not to be used for external reporting. ADS is a service for licensed users only. Each department has a limited number of licenses which may increase over the rollout phases. Departmental leadership will work with IEA to determine how best to distribute the available licenses in each department.

Additional information and training resources for OBI and ADS can be found on the “[Interactive Reports](#)” tab on the IEA website. For further questions about the website or OBI, please email iea@ohio.edu. For further questions about ADS, please email PRO-AdsHelpAndSupport@catmail.ohio.edu.



1. Admissions Data



www.ohio.edu/iea/student-data/admissions

- Fall admissions data for entering undergraduate first-year students, new transfers, new non-degree undergraduate students, and new graduate students.
- Tables by residency, sex, plan, state, county, and age.
- Data separated by campus.
- OHIO Faculty/Staff ID required to access this page.



www.ohio.edu/iea/student-data/student-profiles

- 7-year summary tables of entering first-year undergraduate and transfer students for total class by college.
- Tables include number applied, admitted, and enrolled
- Statistics include sex, ethnicity, residency, HS rank, and ACT/SAT percentiles.
- OHIO Faculty/Staff ID required to access this page.



www.ohio.edu/iea/university-data/compendium/sections

- 7-year summary tables of applied, admitted and enrolled for fall academic term
- New first-year undergraduates and new graduate students at the Athens Campus.
- Admissions plan data according to the students' declared plan throughout the admissions process.



www.ohio.edu/iea/university-data/ohio-fact-book

- Admissions Stats in Student Data section contains admissions data by campus for most recent fall semester.
- Current term summary and 7-year tables
- Applied, admitted, and enrolled counts by college.



analytics.ohio.edu/

- Admissions Trends Dashboard in Common Content folder
- Filter options include academic plan code, first generation status, CC+, application campus, and more.
- Admissions comparisons, applicant demographics, and test score trends.
- Admissions detail folder contains additional admissions dashboards for historical trends and graduate admissions.



2. Enrollment Data



www.ohio.edu/iea/student-data/enrollment

- Overview enrollment numbers
- View by campus, college, residency, FT/PT status, & first-time by plan.
- 7-year enrollment summaries by term (summer, fall, spring) for headcount & credit hours by campus and student career level.



www.ohio.edu/iea/university-data/compendium/sections

- 7-year fall semester student headcount/FTE by college and program
- Athens Campus Only
- Honors Tutorial plans included with "host" plans.
- Double plan enrollments available in the Partnerships section.



www.ohio.edu/iea/university-data/ohio-fact-book

- Student Data Section contains most recent fall semester enrollment by campus.
- 7-year enrollment/FTE data by student career or FT/PT status and college



<https://obiprd.oit.ohio.edu/analytics/>

- Official Census Reports: “Student Enrollment – Headcount” and “Student Enrollment – FTE” dashboards
- Reports can be built by term and include filters such as sex, ethnicity, residency.
- Additional enrollment reports available under “General Reports”



analytics.ohio.edu/

- Enrollment Trends dashboard in Common Content folder.
- Granular filter options include specific student groups (OHIO online, OHIO honors, CC+, academic plan codes, etc),
- Ability to analyze program growth
- Specific use-case dashboards are available in the Enrollment Detail folder.



3. Course Data



www.ohio.edu/iea/university-data/compendium/sections

- 7-year summary tables for all credit hours taught broken down by college and department/school, by type of instructor, at the Athens Campus.
- Instructor types separated by FT/PT status where applicable.
- Percentage of credit hours taught by instructor type by college



<https://obiprd.oit.ohio.edu/analytics/>

- Official Census Reports: “Class Enrollment” dashboard.
- Course data by delivery method, level, subject, and catalog number.
- Available filters include plan code and student rank.
- Output in the form of enrollments or credit hours, enrolled vs. completed.
- Additional course reports available in General Reports area in the Class Enrollments folder.



analytics.ohio.edu/

- Course Faculty dashboard in Common Content folder
 - Distribution of credit hours taught by faculty and their respective demographics.
 - 5-year summary visualizations by faculty type
 - Breakdown of instructors by course section components.
- Hours/Enrollments by Shared Sections dashboard in Enrollment Detail folder.
 - 5-year summary statistics of shared section course enrollments or credit hours by academic year and term
- Course Non-Success dashboard in the Success Detail folder
 - DFW trends over time and comparatively.
 - User can define “non-success” with a filter to specify grades, withdrawal status, or an attendance metric.

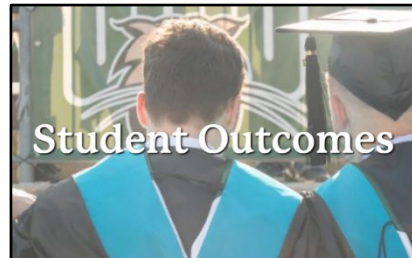


4. Student Success and Outcomes Data



www.ohio.edu/iea/student-data/retention-graduation

- Visualizations of 6-year summary bar graphs for both retention and graduation rates.
- Retention and graduation summary data for individual campuses, at the university level, & by colleges.
- Degrees conferred by type and college



www.ohio.edu/iea/student-data/outcomes

- OHIO Outcomes Dashboard: 1-year post-graduate outcomes.
- 5-year summary tables by student outcome type, time to first outcome, and earnings data. 3-year tables of certificates.
- Filter by degree level, college, field of study, major, plan code.
- Survey of Alumni Dashboard: 5-year post-graduate outcomes and satisfaction information for bachelor’s degree graduates from all OHIO campuses.
- Overall OHIO and college-specific dashboards.



<https://obiprd.oit.ohio.edu/analytics/>

- Official Census Reports: “Retention and Student Success”
- Retention/ graduation rates, cohort headcounts, time to graduation.
- Filter by sex, ethnicity, residency, first-generation status, and/or student descriptors: admit type, degree sought, entry FT/PT status, entry college, academic plan.
- Additional Dashboards: First Degrees Awarded and All Awards.



analytics.ohio.edu/

- Student Success Overview Dashboard in Common Content Folder.
- Success metrics: return rate, student flow, and student outcomes (retained, transferred, graduated, no longer enrolled)
- Conferrals by degree type, by college, dept, plan, residency.
- 5-year summary of GPA trends.



5. Survey Data



<https://www.ohio.edu/iea/student-data/student-involvement>

- Student Involvement Survey Dashboard
- 7-year summary of student engagement reported by 1st and senior students. Measures academic, campus, and social involvement.
- Individual pages for Sense of Belonging, Intent to Return & Graduate.
- Athens Campus Only.



<https://www.ohio.edu/iea/student-data/NSSE>

- National Survey of Student Engagement (NSSE) Dashboard
- Individual pages for Engagement Indicators, High-Impact Practices, Topical Modules, including Academic Advising.
- Longitudinal data from 4 survey administrations: 2014, 2017, 2020, and 2023.
- Comparative data with peer institutions: Ohio public universities and R1 institutions.
- Comparative data between OHIO first-year and senior students.



<https://www.ohio.edu/iea/assessment/general-education-reports>

- OHIO's General Education Assessment Dashboard
- Curated to display select survey results aligned to OHIO's BRICKS General Education Common Learning Goals.
- Combines the most recent survey results from current students (NSSE survey), OHIO graduates (survey of alumni), and employers (AAC&U survey).



6. Faculty/Staff Data



www.ohio.edu/iea/faculty-staff-data/faculty-reports

- Current academic year faculty reports
- Headcounts by college, tenure status, faculty type by FT/PT status.
- Average faculty salary reports by college, dept, faculty type by sex & tenure status



www.ohio.edu/iea/faculty-staff-data/staff-statistics

- Data for all employees including non-faculty.
- Employee headcounts by type, sex, & FT/PT status by campus, planning unit, and ethnicity.
- Total University employee counts
- Employees eligible to retire
- New employee headcounts by sex, campus, planning unit.



<https://obiprd.oit.ohio.edu/analytics/>

- Official Census Reports: Specialized Reports: FLEXIBLE REPORT: Employee Headcounts
- Build-your-own employee headcount report
- Filters include academic year, job type, FT/PT status, planning unit, organization
- Demographic filters can be added to output.



analytics.ohio.edu/

- Course Faculty Dashboard in Common Content Folder
- 5-year summary faculty statistics
- Includes demographics, group, rank, tenure status.
- Instructor Hours/Enrollment by Course dashboard in Chairs & Directors folder
- Instructor loads, headcount and hours
- Filter by instructor group, tenure status, and faculty name.