

University Data Resources Available from the Office of Institutional Research and Strategic Analytics

ERAC Staff Development Day 2021

Zane Kratzer

Strategic Analytics Manager

Wyntre Stout

Institutional Research Manager

Casey Petroski

Data Governance Manager

Office of Institutional Research and Strategic Analytics

The Office of Institutional Research and Strategic Analytics (OIRSA) is the source of comprehensive information regarding Lehigh University.

Part of the Provost's stem, we pride ourselves on collecting and disseminating reliable and valid institutional data in a responsive, timely and ethical manner.

University Data Resources Available from OIRSA

- Institutional Data
 - Data Center
 - Analytics Portal: Tableau Server
 - Requesting data
- Surveys
 - Survey Data
 - Survey Services
- Overview of Other OIRSA Services
- Data Governance
 - Data Cookbook

Institutional Data

Data Center

Home » Data Center

Provost's Policy

Services & Resources

✕ Data Center

University Profile

Common Data Set

Admissions

Enrollment

Graduation &
Retention

Faculty & Staff

Survey Data

Analytics Portal

+ Data Governance

Contact Us

The OIRSA Data Center is home to current and past information about Lehigh including Census Data, the Common Data Set, the University Profile, our reporting tools and a variety of other Reports & Presentations.

And, although many university constituents may not realize it, the data we report year after year appear throughout the university in a variety of familiar formats, including a Glance and the Undergraduate Admissions Class Profile, both of which support Lehigh marketing and recruitment efforts.

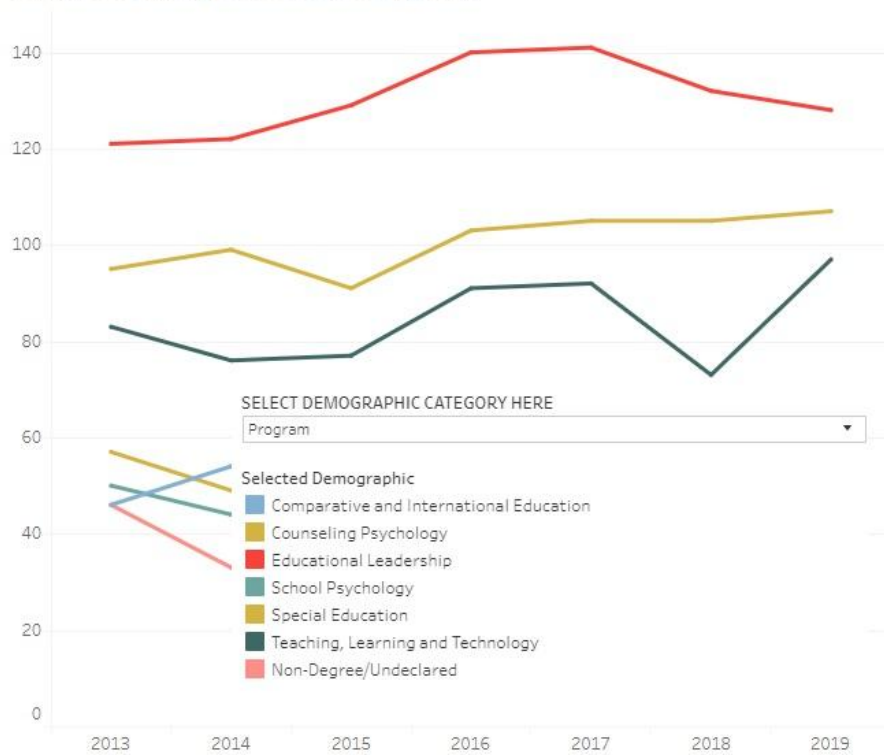
Requests for data not already housed in the OIRSA Data Center can be made by telephone at 610-758-5890 or by email at oir@lehigh.edu.

OIRSA Data Center

- <https://oirsa.lehigh.edu/data-center>
- Select between Data Visualization Tools in Tableau:
 - Census Visualizations
 - Completions by Degree and Major
- Or traditional static PDF reports:
 - Census Data
 - University Profile
- Link to Analytics Portal for licensed users

Institutional Data: Analytics Portal

Enrollment by Year per Selected Demographics



OIRSA Tableau Server

- <https://tableau.cc.lehigh.edu/>
- Custom data visualizations for licensed users
- COE-specific Census dashboard
- Department Profile Report
- Finance dashboards for Business Managers
- Research Expenditures by Principal Investigator/Faculty
- Student Diversity Trends by Major and Degree Program

Institutional Data

Make a Request

Home » Contact Us » Make a Request

Provost's Policy

Services & Resources

+ Data Center

+ Data Governance

x Contact Us

Meet Our Team

Make a Request

In the service of supporting strategic planning, C for Lehigh stakeholders. We receive a variety of r alongside our regular responsibilities. To optimiz the information we need to address them.

Upon submitting the form, you will receive a cop within 2 business days to confirm receipt of your

An important note on data requests: Before sub data you are seeking are already available there. for reporting to external organizations. If you nee contact Registration & Academic Services.

If you have a request regarding course evaluatio

[CLICK HERE TO SUBMIT A REQUEST TO OIRSA.](#)

OIRSA Request Form

- <https://oirsa.lehigh.edu/make-request>
- To submit requests to OIRSA
- Includes documentation for what to consider when making a request for our services

Surveys

- Surveys are an important source of information about Lehigh community members that can inform decision-making
- OIRSA administers *Official Lehigh Surveys*



Surveys

OIRSA Survey Initiatives

1. Collect and disseminate survey data to inform decision-making
2. Coordinate surveys administered across campus
3. Offer guidance and assistance with survey design, implementation, and analysis

Other OIRSA Services

- Consultations
 - Survey design/data analysis
 - Data management/visualization (Tableau)
 - Targeted analyses
- Training Resources
 - oirsa.lehigh.edu/training-resources
- Other OIRSA responsibilities
 - Submissions to external surveys/rankings
 - Verification of official university data
 - Confidential electronic ballots
 - Course Evaluations

oirsa.lehigh.edu/make-request

Training Resources

Home » Services » Training Resources

- Provost's Policy
- ✖ Services
 - What We Do
 - Course Evaluations
 - Electronic Ballots
 - Survey Services
 - ✖ Training Resources
 - Tableau Documentation
 - + Data Center
 - + Data Governance
 - Related Links
 - Contact Us

Throughout the course of the year, OIRSA staff will be involved in conducting seminars on a number of topics regarding data visualization, data literacy, and strategic analytics at Lehigh. You can find some of our recent resources here:

- Student Affairs Assessment Symposium, January 9, 2020
 - **Assessment Toolbox: Survey Design Basics and Best Practices**
Wyntre Stout, Research Analyst, Lehigh University
As a means of insight into the student experience, surveys play a critical role in assessing the student experience. This session addresses the basics of carrying out a successful survey process, from constructing a quality survey tool. Practical tips cover strategies to design and yield meaningful data that can answer relevant questions.
 - **Assessment Toolbox: Data Visualization Basics for Survey Design**
Caroline Seguin, Business Intelligence Analyst, Lehigh University
This session discusses how to best represent survey data via charts and graphs to prevent misuse and misunderstanding of information.
 - **Assessment Toolbox: Working with Data in Excel from a Student Perspective**
Zane Kratzer, Data Research Scientist, Lehigh University
This session covers some tips and tricks of working with data, including a few basic questions about our student population. Topics include duplicate records, cleaning up messy data, and working with data.
- Tableau training and other related resources [here](#).

Data Governance

- Data governance formalizes behavior around how data are defined, produced, used, stored, and destroyed in order to enable and enhance organizational effectiveness.

The mission of Lehigh's data governance program is to promote data integrity and data quality to facilitate data-driven decision making.

- Data Governance Committees
 - Data Governance Executive Committee
 - Data Governance & Standards Committee

Data Governance: Data Stewardship

Data Stewardship Roles at Lehigh

- **Data Steward**
 - Designated senior University official with planning and policy-level responsibilities for data in their functional area.
- **Data Manager**
 - University staff who have operational-level responsibility (collection, maintenance and dissemination) for data in their functional area.
- **Data User**
 - Individuals who have been granted access to institutional data in order to perform assigned duties or in fulfillment of assigned roles or functions within the University.

Find a list of Data Stewards and Data Managers here: <https://oirsa.lehigh.edu/data-stewardship>

Data Governance: Data Cookbook

- What is it?
 - A collaborative data dictionary and data management solution
- What is it used for?
 - Create consistent data definitions across areas of the University
 - Provide transparency of data
 - Increase efficiency (help new and current staff find information)
 - Facilitate collaboration and conversation amongst areas
 - Enforce Data Governance stewardship and accountability

The logo for 'data cookbook' is displayed in a white rectangular box with a thin grey border. The word 'data' is in a light green color, 'cook' is in a dark blue color, and 'book' is in a lighter blue color. A small white icon of a chef's hat is positioned between the 'o' in 'cook' and the 'o' in 'book'.

Data Governance: Data Cookbook

- Currently we have nearly 200 definitions representing 8+ areas of the University:
 - Bursar
 - Faculty Affairs
 - Finance stem
 - Financial Aid
 - Graduate Admissions
 - Institutional Research & Strategic Analytics
 - Pride Center
 - Registration & Academic Services
- In progress:
 - Development & Alumni Relations
 - Human Resources
 - Undergraduate Admissions



Data Governance: Data Cookbook

- All current employees at Lehigh can access the Data Cookbook
 - Login with your Lehigh credentials at lehigh.datacookbook.com or on our website
- The Data Cookbook can help data users:
 - Increase understanding of commonly used terms
 - Increase efficiency
 - Support appropriate use of data



Data Governance: Data Cookbook

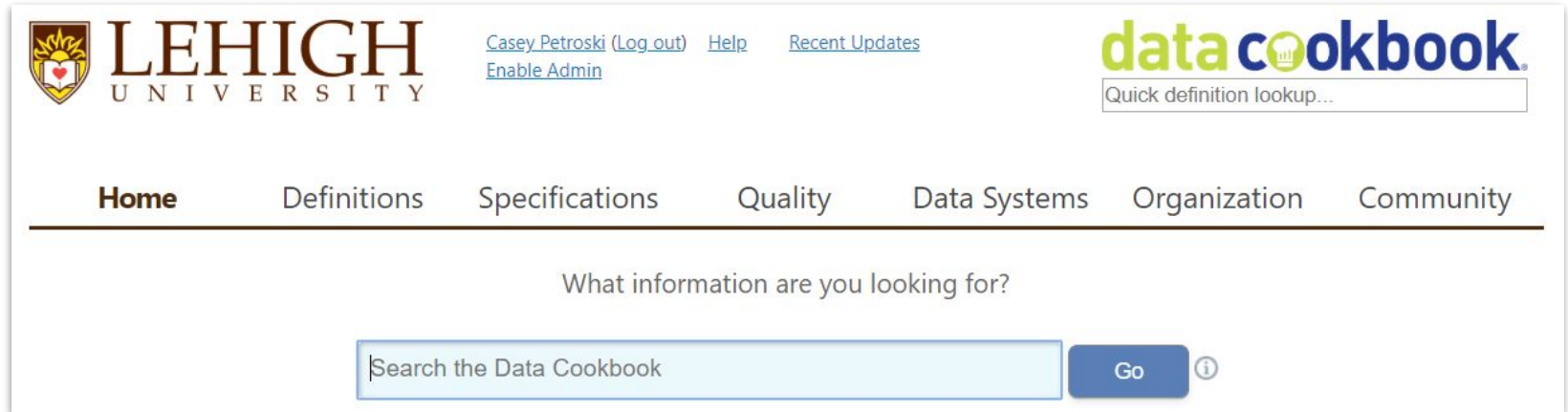
How to Browse Definitions

The screenshot shows the top navigation bar of the Lehigh University Data Governance portal. The Lehigh University logo is on the left, followed by user links: Casey Petroski (Log out), Help, Recent Updates, and Enable Admin. The main navigation menu includes Home, Definitions (highlighted), Specifications, Quality, and Data System. A dropdown menu for 'Definitions' is open, showing a description: 'View your organizations' terminology and definitions, both business (functional) definitions as well as technical definitions. Editors can create new definitions and moderators can approve them.' Below the description are three options: 'Browse Definitions', 'Create a Definition', and 'Definition Queue'. To the left of the dropdown is a 'Tasks' section with a plus icon and a 'Definitions' link with a minus icon.

The screenshot shows the 'Definitions' page interface. At the top, the title 'Definitions' is followed by an information icon. Below the title are two sections: 'Sort by:' and 'Display:'. Each section contains a dropdown menu with the text '-- Sorting Options --' and '-- Display Options --' respectively. Below these are 'Filter by:' options, including 'Functional Area', 'Definition Source', and 'Data System', each with a dropdown menu. At the bottom of the section, it says 'Displaying all 189 terms'.

Data Governance: Data Cookbook

How to Search for Definitions



The screenshot displays the top section of the Lehigh University Data Cookbook website. On the left is the Lehigh University logo, featuring a shield with a heart and a sunburst, followed by the text "LEHIGH UNIVERSITY". To the right of the logo are links for "Casey Petroski (Log out)", "Help", "Recent Updates", and "Enable Admin". Further right is the "datacookbook." logo in green and blue, with a search input field below it containing the text "Quick definition lookup...". Below the logo and links is a horizontal navigation menu with the following items: "Home", "Definitions", "Specifications", "Quality", "Data Systems", "Organization", and "Community". A horizontal line is positioned below the navigation menu. Below the line is the text "What information are you looking for?". At the bottom of the search area is a light blue search input field with the placeholder text "Search the Data Cookbook", a dark blue "Go" button, and an information icon (i).

Definition Example:

Home **Definitions** Specifications Quality Data Systems Organization Community

DEFINITION Comment (7 comments)
★ On my watch list

First Generation College Student

Synonyms: **First Gen, 1st Generation, 1st Gen**

Approved Version 1 [Show workflow](#)

FUNCTIONAL AREAS

- Admissions - Graduate
- Admissions - Undergraduate
- Financial Aid
- Institutional Research & Strategic Analytics

WORKFLOW

- Definition Approval

MODERATORS

- Data Steward - Admissions, Graduate
- Data Steward - Admissions, Undergraduate
- Data Steward - Financial Aid
- Data Steward - Institutional Research & Strategic Analytics

SYNONYMS

- First Gen
- 1st Generation
- 1st Gen

TAGS

- No Tags

ATTACHMENTS

RELATED SPECIFICATIONS (0)

Functional Definition:

Lehigh University recognizes an individual to be a first generation college student when neither parent 1 or parent 2, as identified on their undergraduate admissions application, have completed a baccalaureate degree. In the case of graduate applicants, they self-identify as first generation based on Lehigh's definition.

The University receives data from both the Common Application and the Coalition application for undergraduate applicants, indicating first generation status. The Common Application uses the 'degree' field for parent 1 and parent 2 to determine if the student is a first or multi generation college student. The Coalition Application uses parents listed in the MyCoalition Profile. In both applications, if neither parent 1 nor parent 2 has earned a Bachelor's degree or higher they are considered a first generation college student. Neither legal guardians' or step-parents' education levels are considered. If the parent(s) listed has a bachelor degree or higher, the applicant is considered multi generation. This definition differs from the [Higher Education Act of 1965 and 1998](#) because it does not take into consideration Part B, the case of any individual who regularly resided with and received support from only one parent, an individual whose only such parent did not complete a baccalaureate degree. Data for graduate applicants comes from the graduate application and is self-reported based on Lehigh's current definition. Prior to Summer 2021, the graduate data was self-reported based on the definition from the [Higher Education Act of 1965 and 1998](#).

(continued):

This data originates from the Common Application and the Coalition Application for undergraduate applicants and is loaded into EnrollmentRx/Salesforce on the Contact record. For graduate applicants, this data originates from the graduate admissions application and can be viewed in CollegeNet on the Bio/Demo/Contact tab. All of these sources feed into Banner on the Application Supplemental Information screen (SOASUPL) in Flag 5.

This information has been defined as institutional/proprietary and should be protected. Only individuals with a specified business need will be granted access. This information should not be disclosed to individuals or organizations outside of Lehigh University without the express permission of the [data steward](#).

RELATED DEFINITIONS (1)

- Data Steward

RELATED QUALITY RULES (0)

No Related Quality Rules

QUALITY ISSUES (0)

No Quality Issues

COMMUNITY SHARING (1)

- Higher Education

Data Governance: Data Cookbook

Technical Definition Example

- Data Systems where the data item is located
- Object/Table/Column/Field Name

First Generation College Student

Synonyms: **First Gen, 1st Generation, 1st Gen**

Approved Version 1

Technical Definitions ⓘ

Data System: [CollegeNET](#)
Time Context: None specified
Technical Definition:
ADMIT Application:
Application > Bio/Demo/Contact tab > First Generation?

There are no linios yet

Data System: [EnrollmentRx/Salesforce](#)
Time Context: None specified
Technical Definition:
Contact Object:
FirstGen__c

There are no linios yet

Data System: [Ellucian Banner ERP](#)
Time Context: None specified
Technical Definition:
[SABSUPL_FLAGS](#)

Data Governance: Data Cookbook

Additional Information Provided on Definition Entries

First Generation College Student

Synonyms: **First Gen**, **1st Generation**, **1st Gen**

Approved *Version 1*

Other Information: ⓘ

SOURCE OF DEFINITION: ⓘ None specified

CLASSIFICATION: ⓘ [Class III: Institutional Confidential/Proprietary Information](#)

Lehigh's Data Classifications: <https://oirsa.lehigh.edu/classification-data>

 FUNCTIONAL AREAS ⓘ

Admissions - Graduate

Admissions - Undergraduate

Financial Aid

Institutional Research & Strategic Analytics

 SYNONYMS ⓘ

First Gen

1st Generation

1st Gen

 RELATED DEFINITIONS (1) ⓘ

Data Steward



Office of Institutional Research & Strategic Analytics

27 Memorial Dr. W. 308 Alumni Memorial Building, Bethlehem PA 18015

610-758-5890

OIR@Lehigh.edu

oirsa.lehigh.edu/make-request