UVU DATA SUMMIT

Data Strategy & Reports Gallery

Christina Baum & Laura Busby

FEBRUARY 2025

UVU DIGITAL TRANSFORMATION

Agenda

- Why does Data Matter?
- The Problems with Data
- Data Vision and Strategy
- Data Management Roadmap
- MyDataHub – Demo of One-Stop Shop
- How to Engage with Us!
- Questions?

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Why does Data Matter?

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Data is the Foundation

- Identify opportunities for efficiency improvements
- Stretch our limited resources
- Offer better support to faculty and staff
- Understand student behavior to improve retention and completion
- Remove barriers to student success
- Allows us to leverage AI and predictive tools

Problems with Data

The Problems with Data

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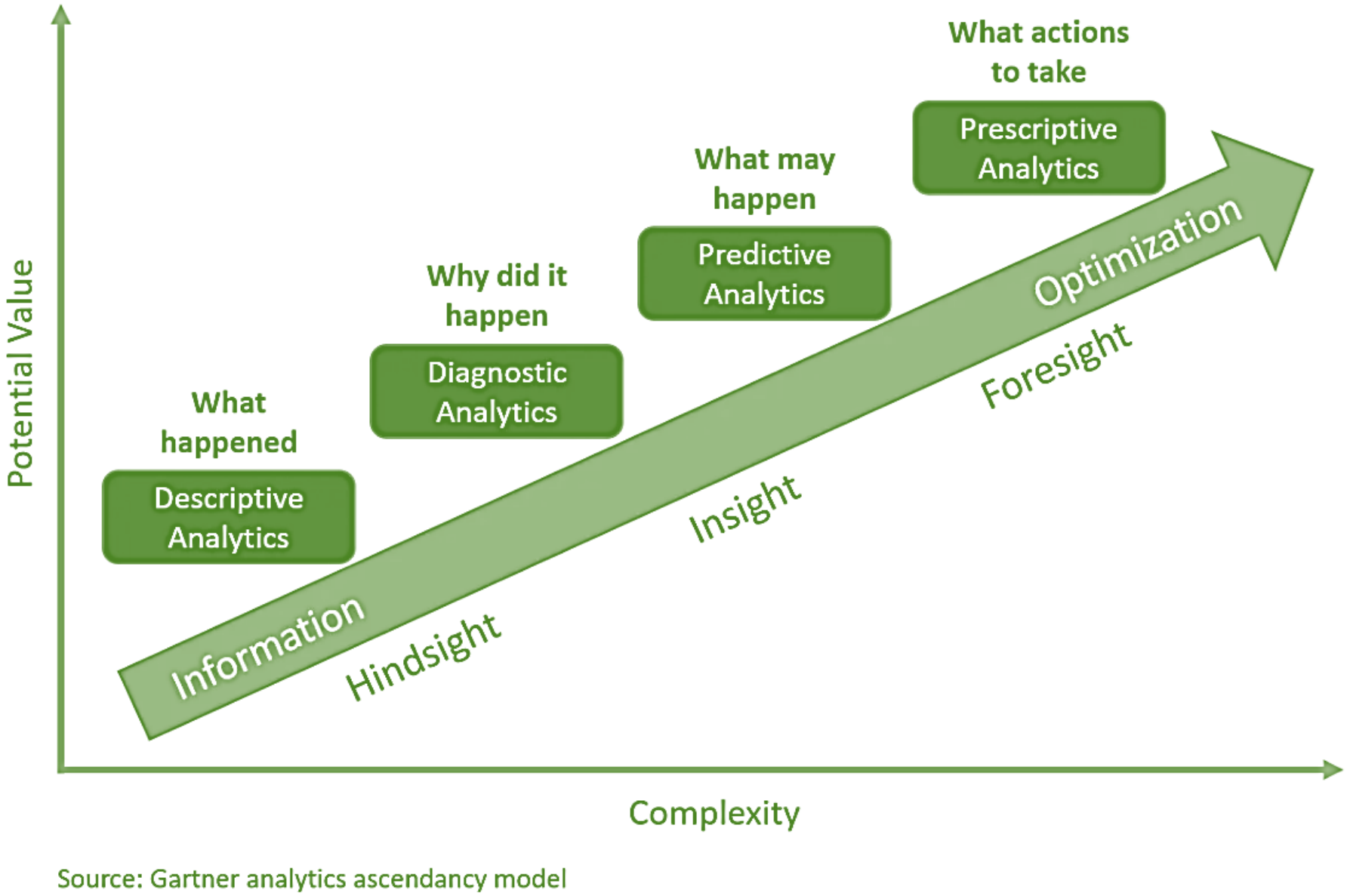

Source: Gartner analytics ascendancy model

UVU DATA MATURITY

- DESCRIBE what HAS HAPPENED with UNIFIED and CONSISTENT reports
- DIAGNOSE and provide insights into WHY this happened
- PREDICT TRENDS and outliers and represent visually in a consistent and INTUITIVE fashion
- RECOMMEND actions to users based on AI prescriptive analytics

Problem Statements with Data

- We all need to be using the same data language and terms
- UVU Leaders need access to up-to-date data on key topics
- Finding the right data needs to be easier
- Quicker delivery on data requests is needed
- Data that is available needs to be trusted and accurate
- The right people need access to the right data
- Storytelling with the data needs to improve

Data Vision and Strategy

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Beach Picture

- Data is secure and access is granted based on attributes
- Data is easily available and self-serve (democratization of data)
- Data visualizations are consistent and intuitive
- Data is governed and stewards are trained and active
- End users have a “one-stop shop” experience
- Users grow to trust the data, not just the messenger
- Reports are automated, where possible
- Data is aggregated into a cloud-based warehouse
- Machine learning & AI used to deliver data insights “just in time”
- Key data points are pushed to end users (notifications)
- Decision makers are data informed

The Data Vision:

"Ensure that UVU data is TRUSTED and available to the right individuals, at the right time, and in the right way to empower UVU data-informed decisions."

Free the TRUSTED Data

T – Timely

R – Relevant

U – Useable/Understood

S – Secure

T – Targeted

E – Engaging/Easy to Use

D – Defined

Data Roadmap

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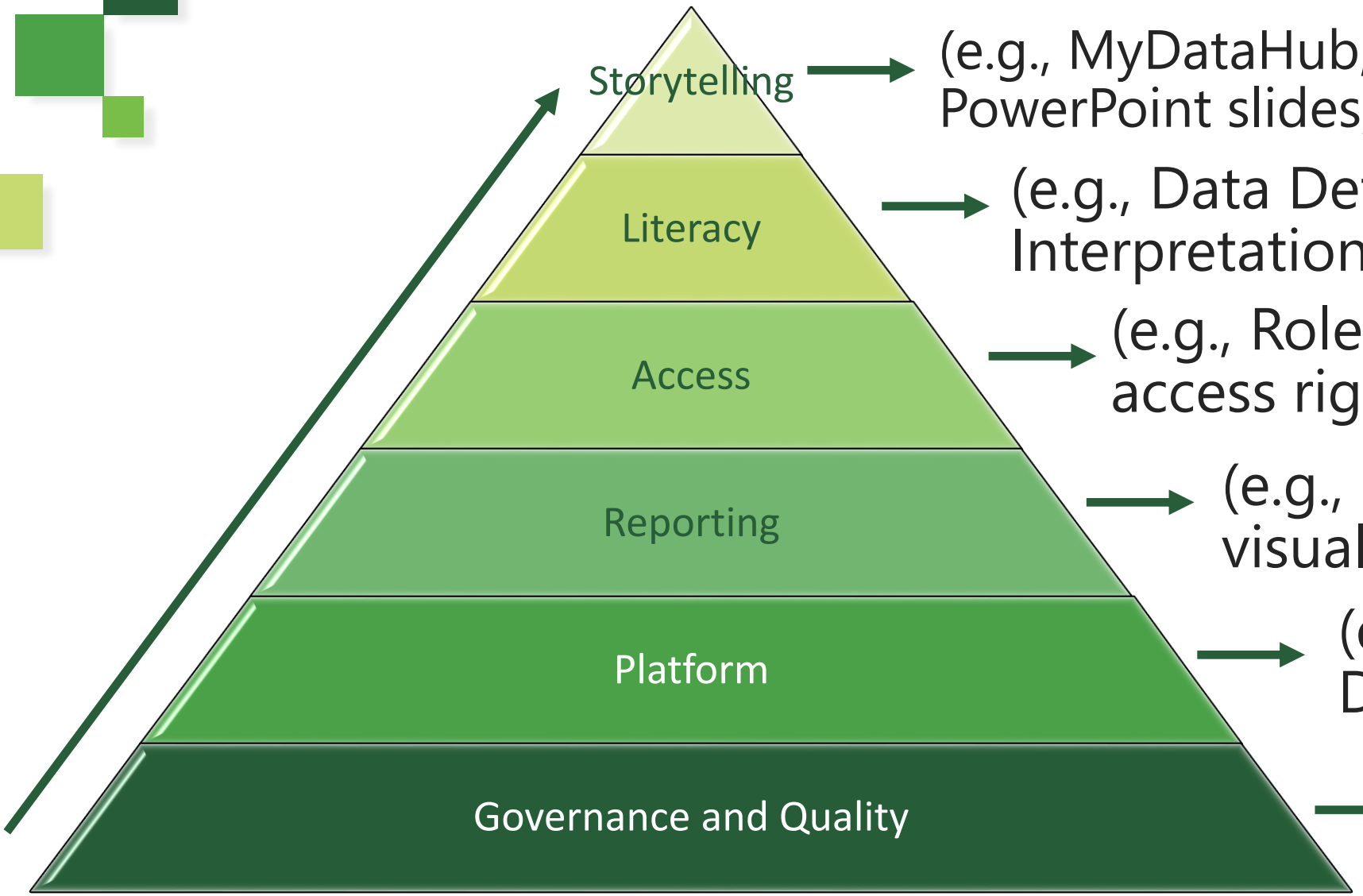
Data Management Strategic Flow



(e.g., MyDataHub, Fact Sheet, Infographics, PowerPoint slides, survey results, etc.)

(e.g., Data Definitions and Interpretation, Training, etc.)

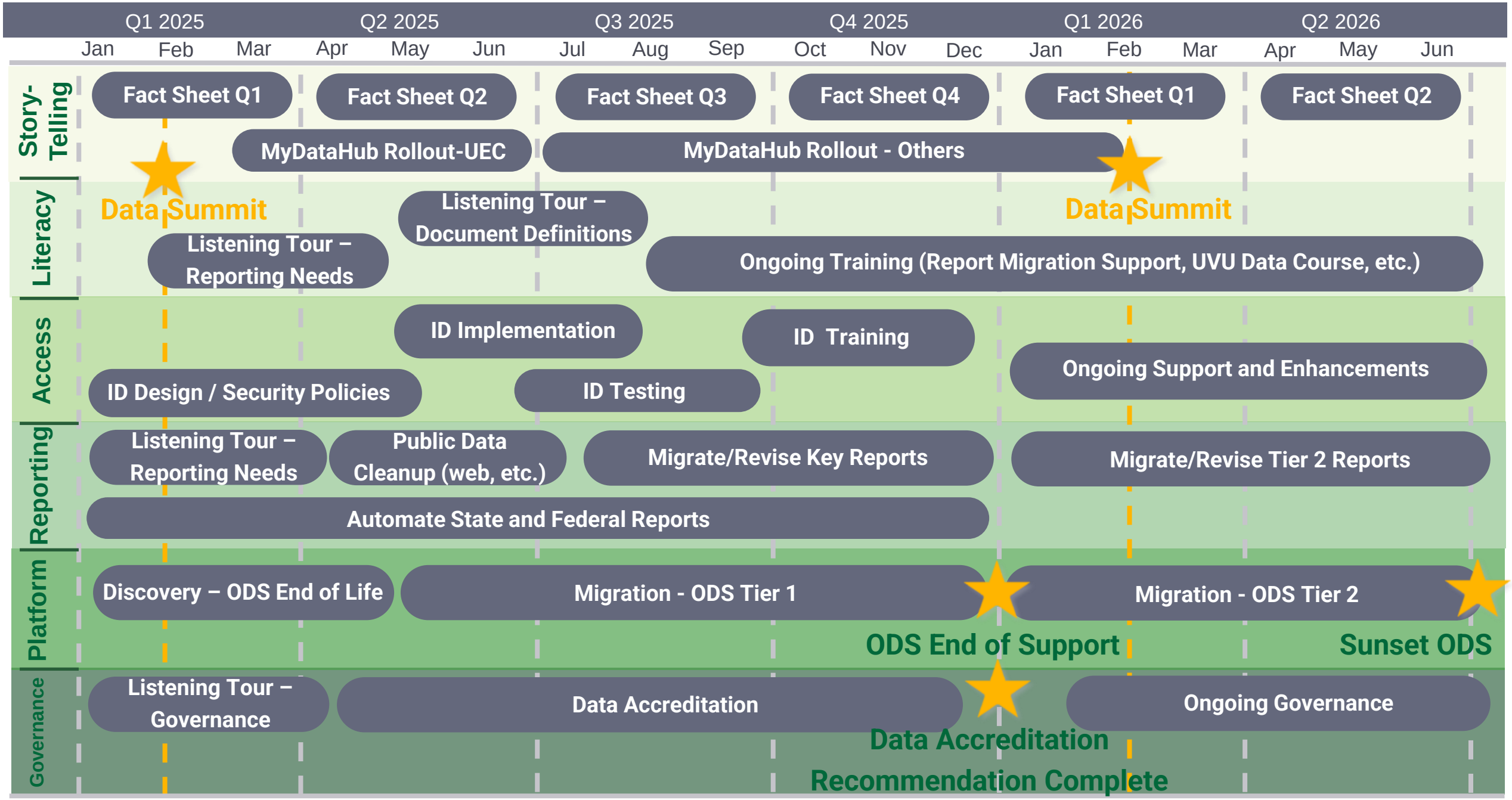
(e.g., Role and Attribute based access rights, auto-managed)

(e.g., Reports, IPEDS, data visualization in PowerBI, etc.)

(e.g., Microsoft Synapse Data Lake, timely loads)

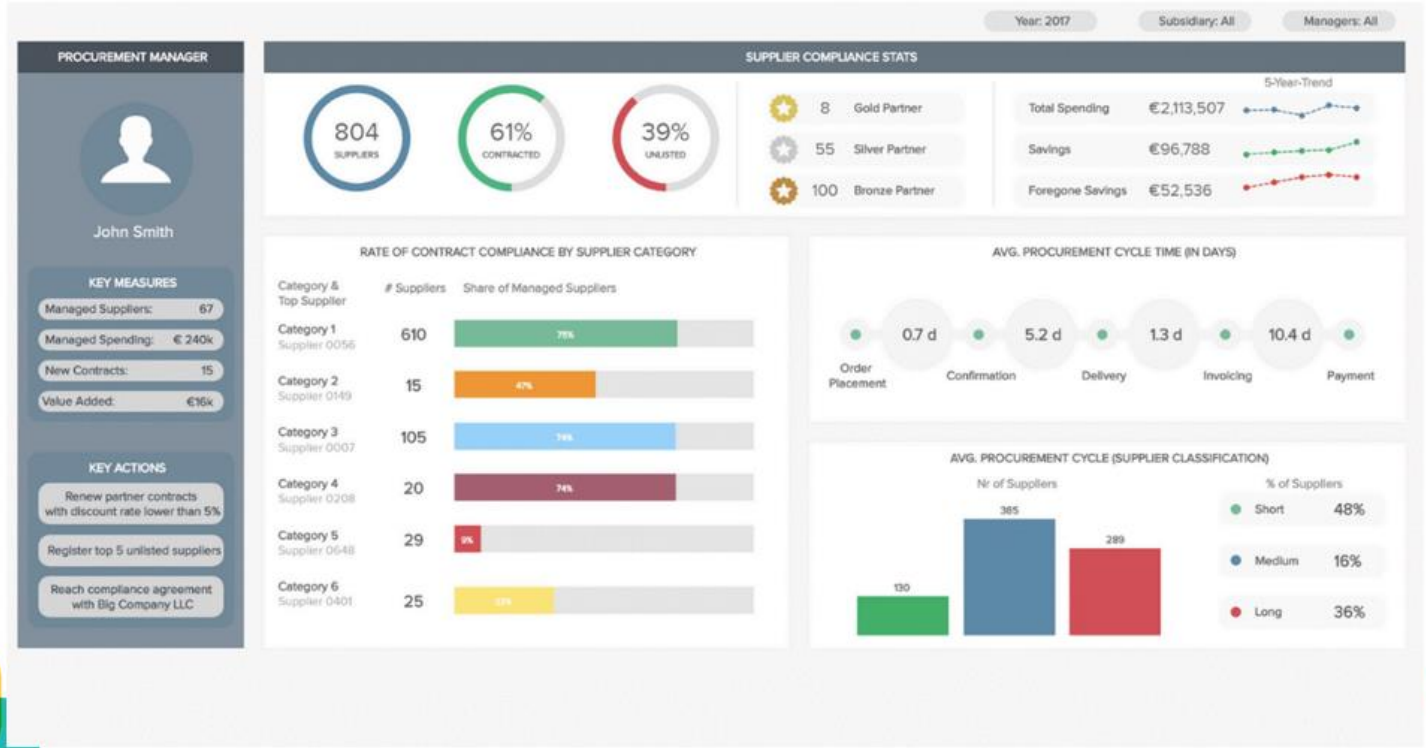
(e.g., Data Strategy, Governance, etc.)

Data Road Map 2025-26



One-Stop Shop Data Vision

Dashboard (based upon roles/attributes)



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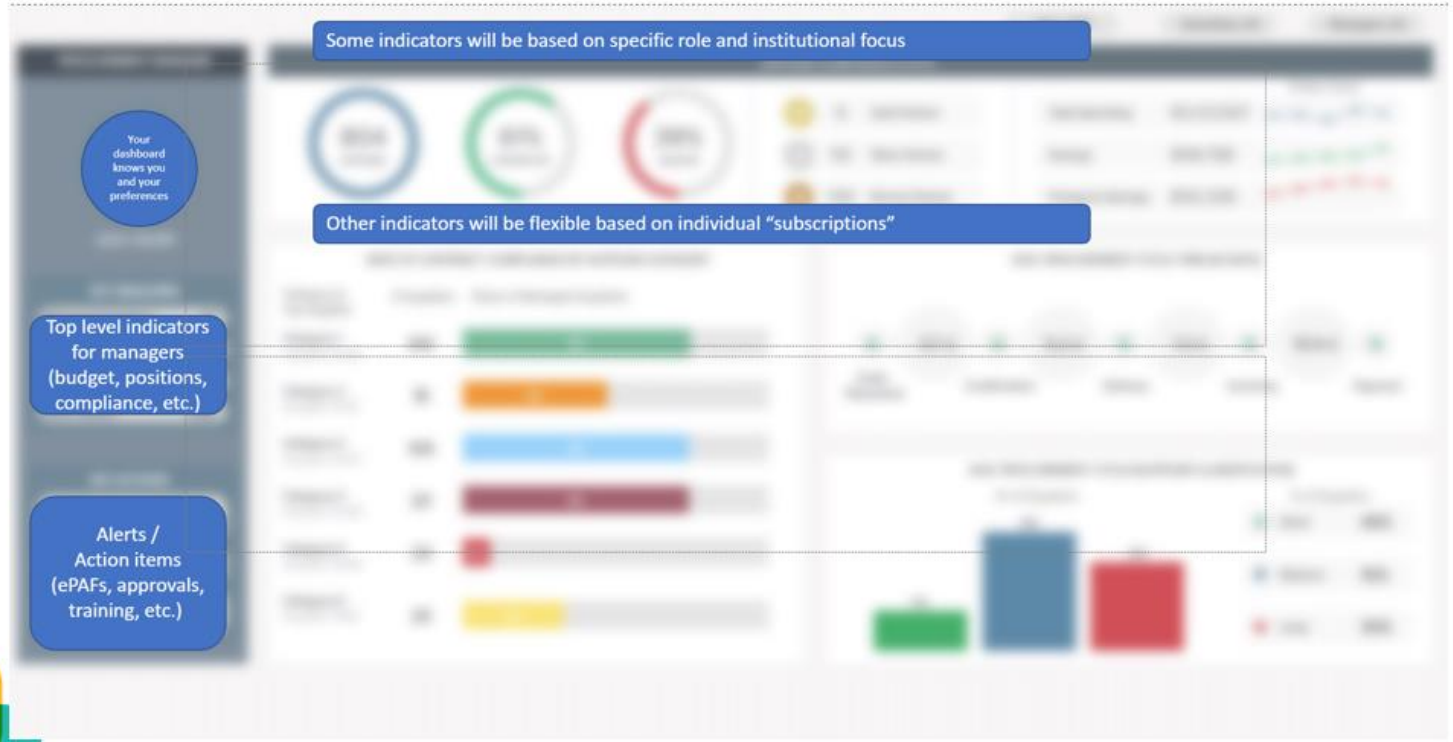
One-Stop Shop Data Vision

Customizable based on preferences, widgets



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One-Stop Shop - Demo

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my UVU Workplace

Christina Baum

Search

Employee Resources | Departments | myUVU Student (Former Student) | UVU Now | myDashboard

Your Trainings 0 COMPLIANCE 1 ASSIGNED 0 OPTIONAL

You have 5 APPROVALS

Welcome Christina Baum

Tasks and Approvals

5

Approvals Waiting

ePAF ePersonnel Action Form ...	3 Waiting
T.I.M.S. Time Information Manag...	2 Waiting
Concur SAP Concur Expense	0 Waiting
Concur SAP Concur Travel	0 Waiting

See All Tasks And Approvals →

PACE Staff Holiday Calendar

PRESIDENT'S DAY		
FEB -	MONDAY	17th
UVU SPRING BREAK		
MAR -	FRIDAY	14th

Trainings

Compliance 100%

Assigned 80%

Optional 100%

94% Total Complete

Go to Trainings →

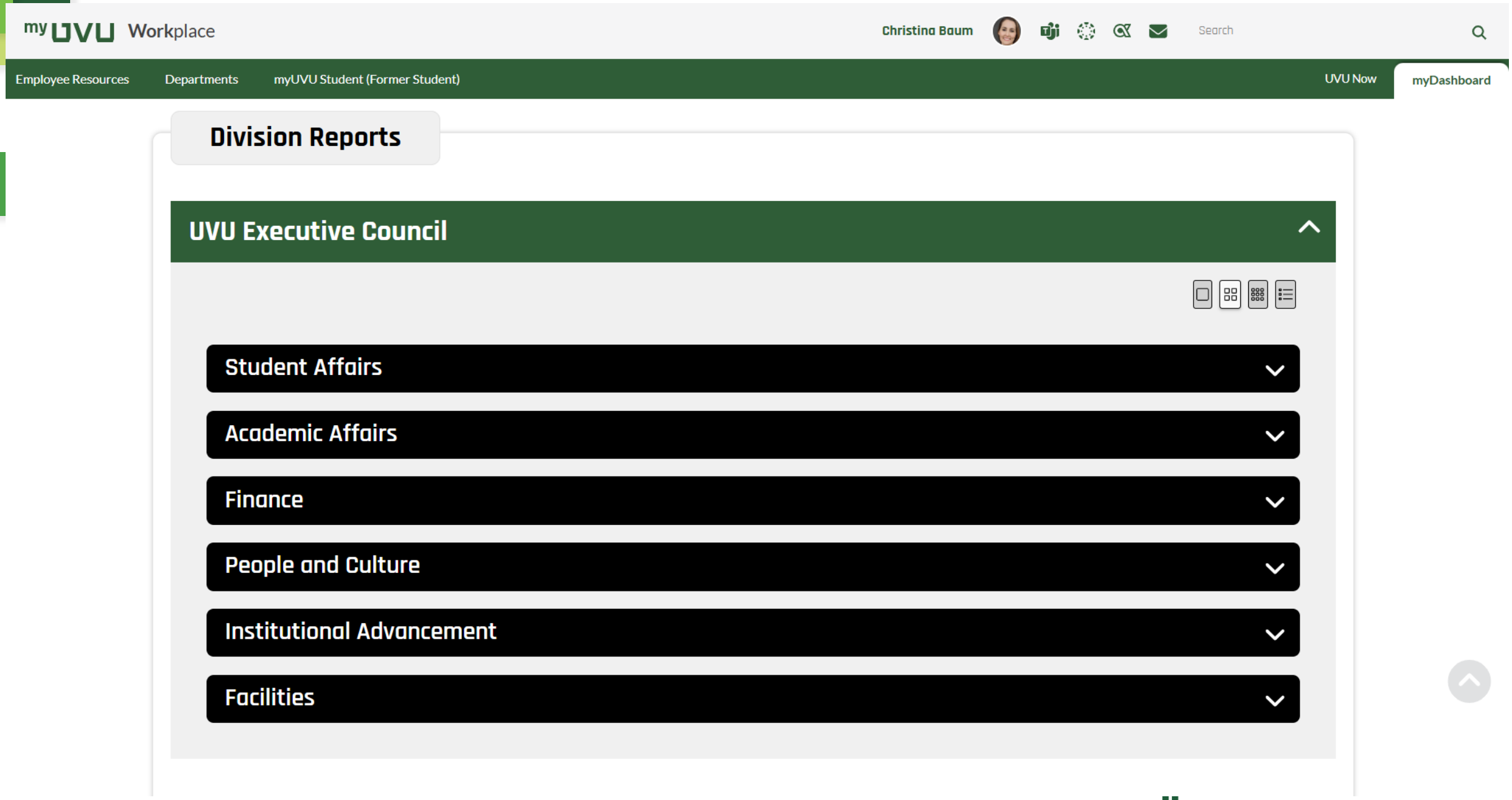
T.I.M.S (Time Clock)

T.I.M.S Management

Leave Type	Balance
Vacation Leave	210.00 Hours
Sick Leave	75.45 Hours
Personal Leave	16.00 Hours

* Balance(s) in italics include pending requests.

See All Payroll Information →


my UVU Workplace
Christina Baum
Search
Employee Resources
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myDashboard
Division Reports
UVU Executive Council
Student Affairs
Academic Affairs
Finance
People and Culture
Institutional Advancement
Facilities

DATA SUMMIT

UVU Executive Council

Student Affairs

Degree Seeking Students
UPDATED: 2023-09-01

Number of applicants
First-time, first-year
10,367

Attended fall 2023
4,658 (45%)

Number of applicants
Transfer students
3,363

Attended fall 2023
2,682 (80%)

Degree Seeking Undergraduate Students
UPDATED: 2023-09-01

60% Applied for need-based financial aid

47% Awarded any financial aid

36% Awarded any need-based scholarship or grant

46% Awarded any need-based self-help aid

Student Demographics
UPDATED: 2023-09-01

20% Students of Color*

28% Adult Learners**

37% First-Generation

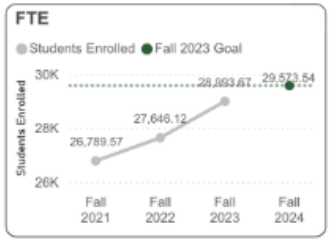
50% Female

Freshman Cohort Profile
UPDATED: 2023-09-01

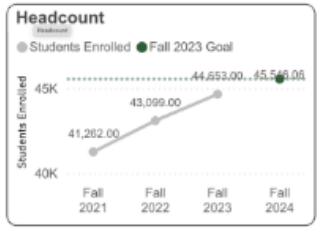
3.43
Average high school GPA

21
Average ACT composite score

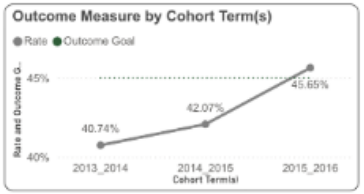
Student FTE
UPDATED: 2025-01-30



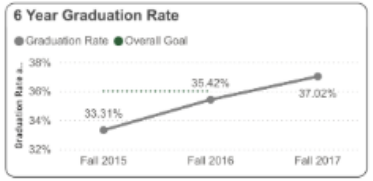
Student Headcount
UPDATED: 2025-01-30



Outcome Measure by Cohort Term
UPDATED: 2025-01-30



6 Year Graduation Rate
UPDATED: 2025-01-30

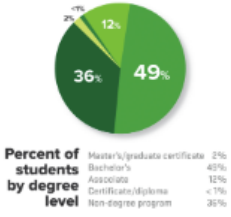


UVU Executive Council

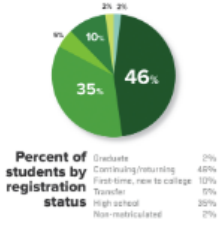
Student Affairs

Academic Affairs

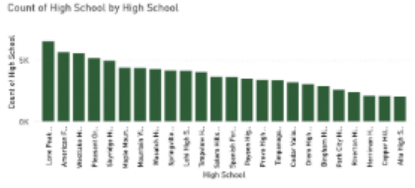
Students by Degree Level
UPDATED: 2023-09-01



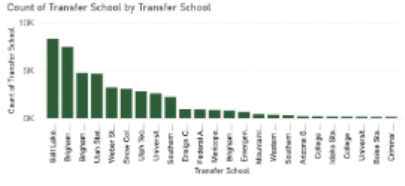
Students by Registration Status
UPDATED: 2023-09-01



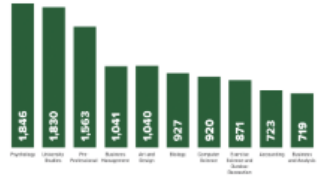
Student Pipeline by High School
UPDATED: 2025-01-30



Student Pipeline by Transfer School
UPDATED: 2025-01-30

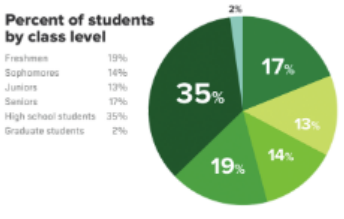


Top 10 Majors
UPDATED: 2023-09-01

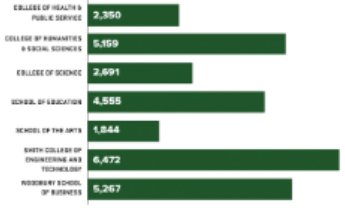


Academic Graduation Outcomes
UPDATED: 2023-09-01

Percent of Students by Class Level
UPDATED: 2023-09-01



Degree Seeking Students by College/School
UPDATED: 2023-09-01



Top Job Categories
UPDATED: 2023-09-01

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Student Affairs

Academic Affairs

Finance

Tuition and Fees
UPDATED: 2023-09-01

$5,614
RESIDENT UNDERGRADUATE TUITION

$17,174
NON-RESIDENT UNDERGRADUATE TUITION

$656
UNDERGRADUATE FEES

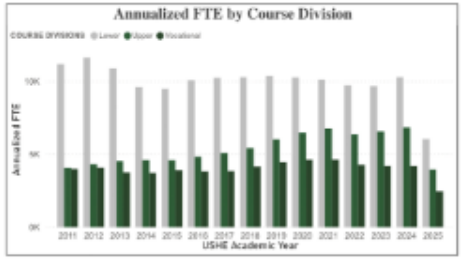
Annualized FTE
UPDATED: 2025-01-22

COURSE_DIVISION	2011	2012	2013	2014	2015	2016
Lower	11,173	11,589	10,879	9,583	9,487	10,054
Upper	4,073	4,315	4,510	4,591	4,582	4,823
Vocational	3,981	4,083	3,751	3,707	3,879	3,827
Total	19,227	19,988	19,140	17,882	17,947	18,704

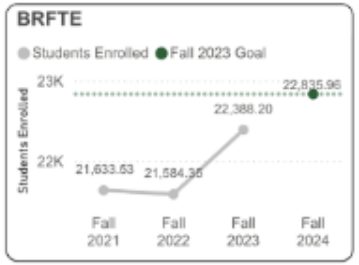
2017	2018	2019	2020	2021	2022	2023	2024	2025
10,223	10,272	10,355	10,243	10,086	9,711	9,655	10,275	6,043
5,069	5,423	6,006	6,446	6,736	6,354	6,551	6,830	3,934
3,846	4,137	4,446	4,627	4,634	4,265	4,176	4,174	2,450
19,138	19,832	20,807	21,316	21,455	20,330	20,383	21,279	12,427

Annualized FTE by Academic Year
UPDATED: 2025-01-22

Annualized FTE by Course Division
UPDATED: 2025-01-22



Student BRFTE
UPDATED: 2025-01-30



Finance Graduation Outcomes
UPDATED: 2023-09-01

45.7%
% of students completing ANY degree in 8 years*

$21,443
Average loan debt***

85.6%
% of students who had a job within 1 year of graduation**

Retention rates*

Full-time, first-time bachelor's cohort **70%**

Part-time, first-time bachelor's cohort **49%**

UVU Executive Council

Student Affairs

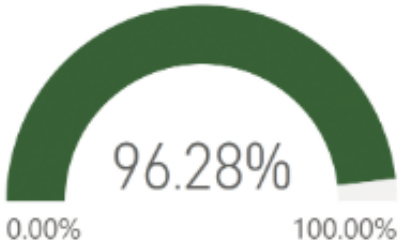
Academic Affairs

Finance

People and Culture

Compliance Courses Dashboard
UPDATED: 2025-01-30

All Employees Reporting to You



UVU Population
UPDATED: 2023-09-01

44,653 TOTAL STUDENTS

28,993 FULL-TIME EQUIVALENT STUDENTS

15,445 HIGH SCHOOL STUDENTS

5,663 FACULTY/STAFF

Faculty and Staff
UPDATED: 2023-09-01

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UVU Executive Council

Student Affairs

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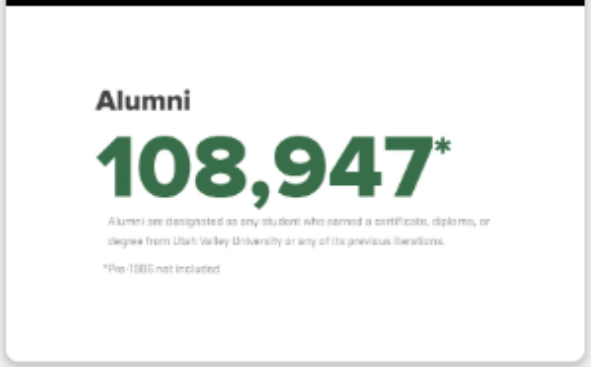
People and Culture

Institutional Advancement

Evergreen Campaign Progress
UPDATED: 2025-01-22

Alumni
UPDATED: 2023-09-01



UVU Executive Council

- Student Affairs
- Academic Affairs
- Finance
- People and Culture
- Institutional Advancement
- Facilities

Total Square Feet
UPDATED: 2023-09-01

Total square feet*
4,051,112

Square feet per budget-related FTE
180.9

Hello, Christina! The UVU Data team is diligently working to provide personalized data and reports for each role. As they are available, they will appear here. In the meantime, you may find useful report information on the UVU Data Intelligence Platform.

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How to Engage with Us!

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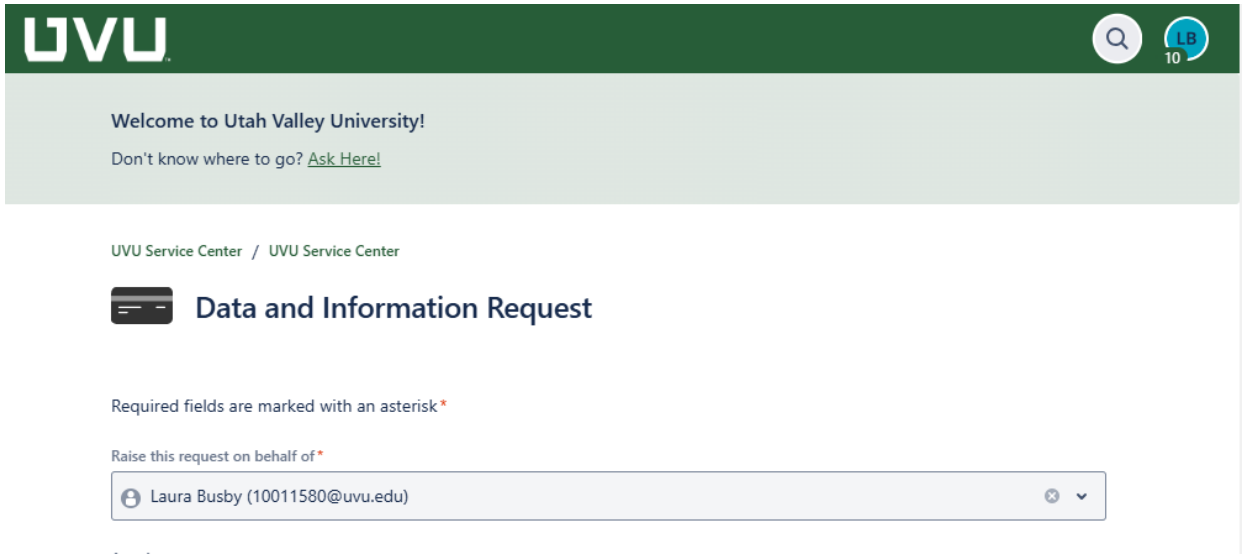
Data and Information Request

- One place to request data, or ask questions
- We coordinate with campus data stewards

www.uvu.edu/servicecenter

Search for “Data and Information”, select “Data and Information Request”



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Projects and Strategic Initiatives

- Service Requests are triaged quickly for estimated time to complete
- Requests estimated to take <= 2 hours are usually assigned based on urgency and impact once we have capacity
- Requests estimated to take > 2 hours or that have a dependency on other Dx teams are projects.
- Projects must be prioritized by your division leadership in coordination with your partner director

Projects and Strategic Initiatives

Division	Partner Director
Academic Affairs	John Walser
Administration & Strategic Relations	Jason Hill
Digital Transformation	Devin Krisle
Finance & Auxiliary Services	Jim Condie
Institutional Advancement	Jason Hill
Marketing & Communications	Adam Davis
Office of General Counsel	Jason Hill
People & Culture	Jim Condie
Student Affairs	Adam Davis

BI Community on Teams

- Content for UVU data analysts and users
  - Recommended trainings and technical info
  - Ask questions and connect with others on campus

Request to join: [UVU BI Community | General | Microsoft Teams]

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QUESTIONS?