

SAS® GLOBALFORUM 2015

The Journey Is Yours

Visualizing Student Enrollment Trends Compared Across Time

Enrollment Trends Across Calendar Periods and Grouped by Categories



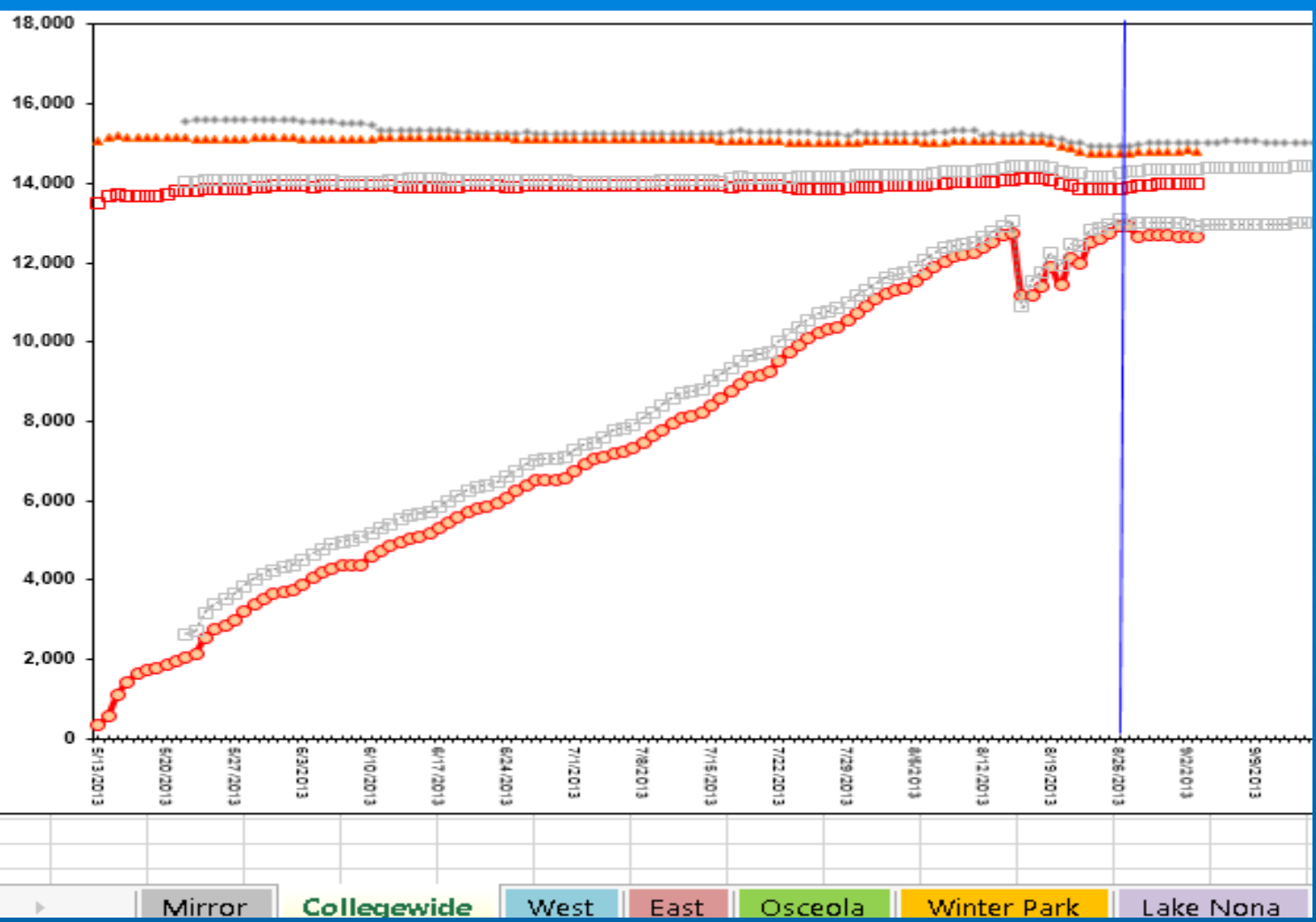


Abstract

An important business process in higher education is enrollment management. Having the correct tools to better understand enrollment patterns of the past and the future is important for allocating capacity or managing growth; what better way to show the decision makers their data but visually. This eposter will describe how Valencia College with a collaboration between the Office of Information Technology and Institutional Research transitioned from manually updated-static charts for enrollment management, to dynamic, interactive visualizations that compare how students register across different calendar-date periods (current versus previous period) grouped by different start-of-registration dates—from start of registration, days into registration, and calendar date to previous year calendar date. This includes being able to see the trend by college campus, instructional method mode (onsite or online) or by type of session (part of semester, full, and so on) all available in one visual and sliced and diced via check lists. The trend loads 4-6 million rows of data nightly to the SAS® LASR™ Analytics Server in a snap with no performance issues on the back-end or presentation visual. We will give a brief history of how we used to load data into Excel and manually build charts. Then we will describe the current environment, which is an automated approach through SAS® Visual Analytics.

Before: Original Excel Output

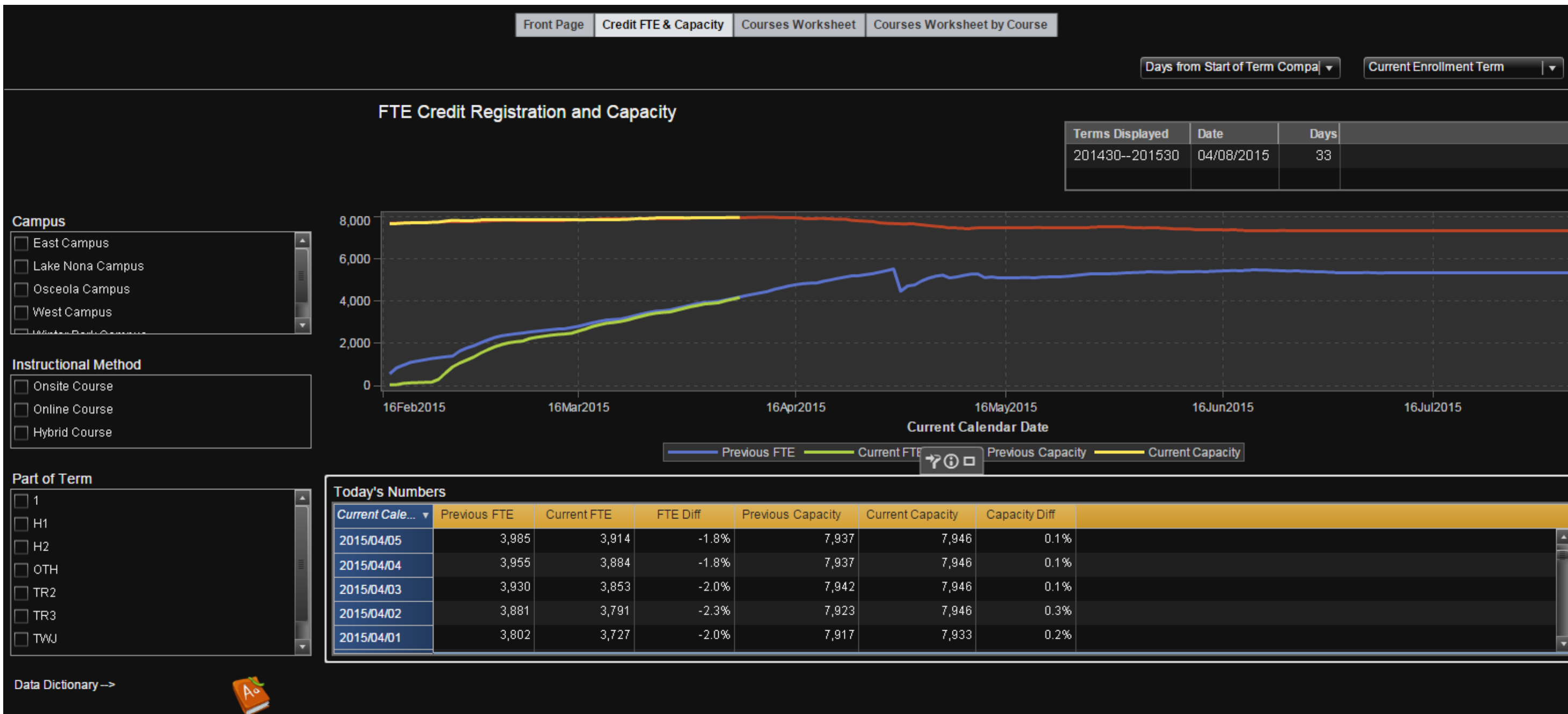
- No automation
- Time Consuming to populate every day
- End user needed Excel to open via an email
- Inflexible : Only see registrations by day and by campus



Transitioning to SAS VA

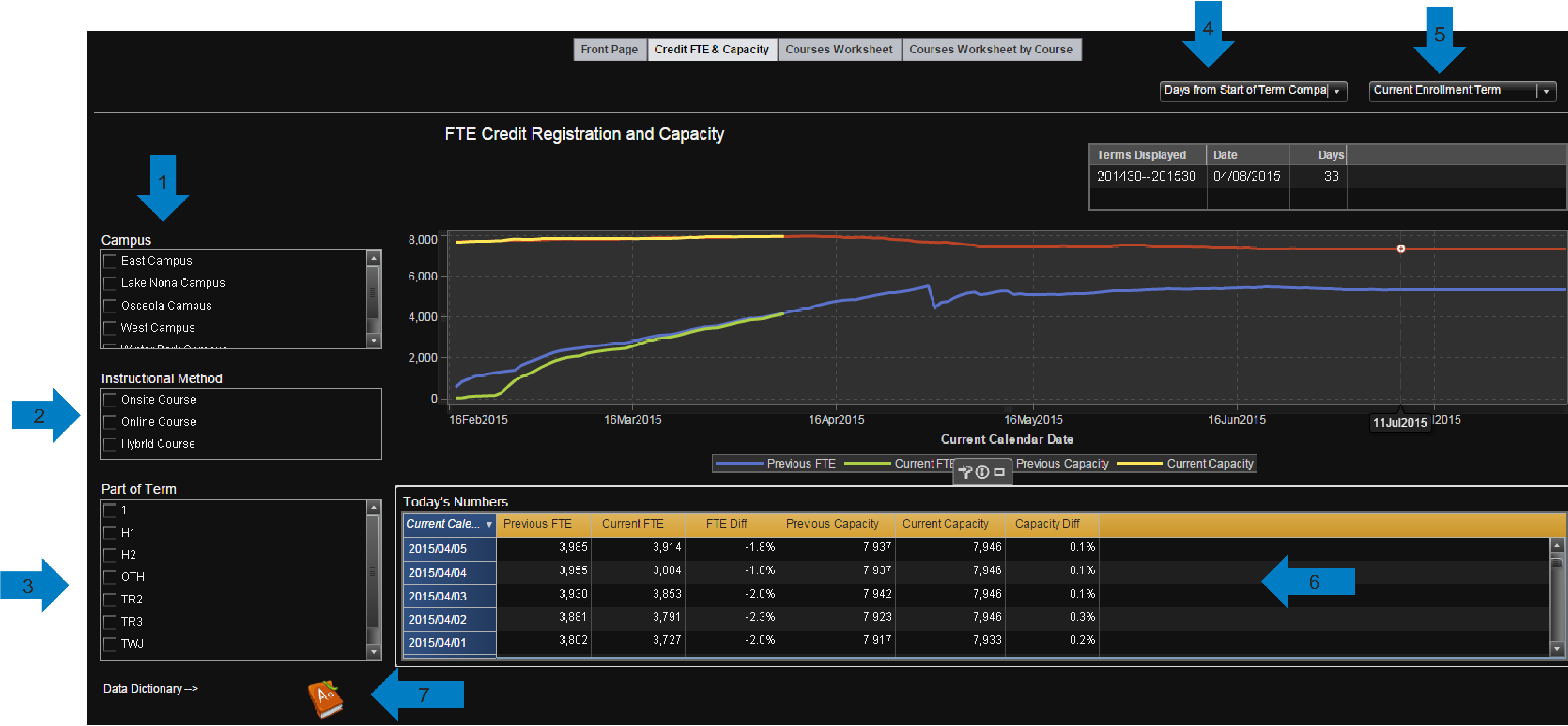
- Extract, transform and load data from data source into a snapshot star schema using SAS datasets.
- Schedule data nightly in a SAS Compute server.
- Use SAS Visual Data Builder to surface data in SAS VA
- Create visual using SAS Visual Designer
- Schedule query in SAS VA

After : using SAS® Visual Analytics



- Automated to load 4-5 million rows every night.
- Accessible via iPad, Android or the internet

Now with SAS® VA: See Enrollment Trend by many categories in one view and one click anywhere: mobile/internet



1. See Enrollment trend by campus by choosing different clicks.
2. See Enrollment trend by type of course offered : Onsite versus Online versus Hybrid
3. See Enrollment trend by type of term : full term, flexible term periods, etc.
4. See Enrollment trend compared to previous calendar dates : compared to start of class, start of registration, compared to previous calendar day
5. See Enrollment trend by current term versus previous term
6. See Enrollment trend data detail
7. External link to a detail data dictionary



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