Client Success Story:
Successful Use of Reporting

Presenter: Richard Sheldon: Associate VP, Marymount Manhattan College

Moderator: Christine Stewart, Ad Astra

Webinar Reminders

- Participants will be automatically muted

- 10-15 minutes will be allocated for answering questions following the presentation

- Please submit questions through the Q & A panel within the webinar

Agenda

- Creating a Culture of Reporting at Your Institution

- Reporting: Setting Objectives

- Reporting: Building a Schedule

- Reporting: Managing and Tracking Course Enrollment

- Reporting: Managing Utilization

- Q and A

Institutional Overview

- Associate Vice President for Academic Administration – 11 years at MMC

- Located on the Upper East Side of Manhattan

- 2 Main Instructional Buildings (Carson Hall and Nugent Hall)

- 94 FT Faculty and 300+ adjunct faculty

- 1700 Students

- Term Driven Scheduling Process

- 5 Academic Divisions
    - Business
    - Communication and Media Arts
    - Natural Sciences
    - Humanities and Social Sciences
    - Fine and Performing Arts (FAPA)

MMC Challenges
Spring 2020 Historical Analysis
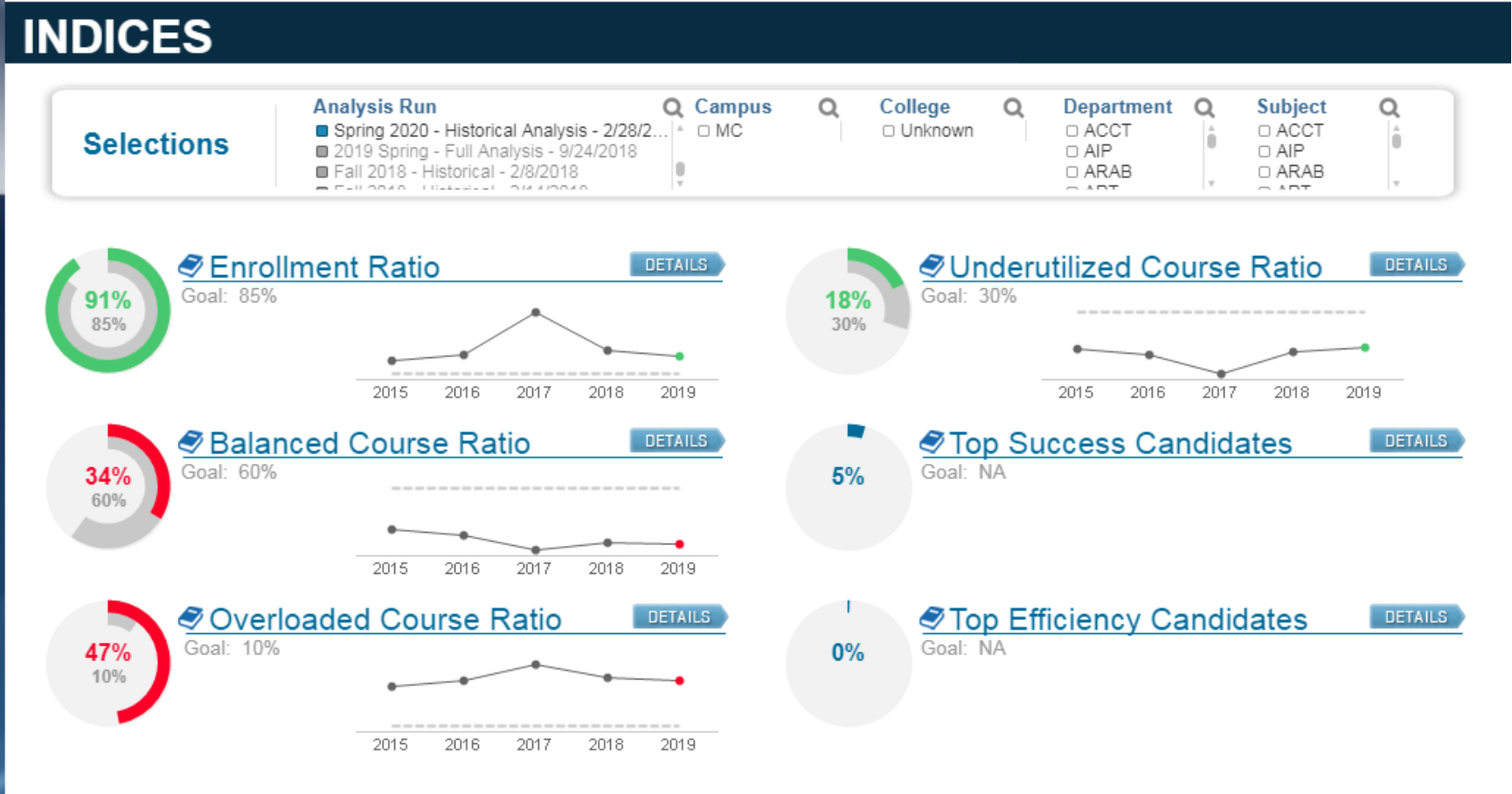
Data Analysis/Reporting Before AD ASTRA

- MMC had not previously used any extensive data analytics to manage course demand or scheduling data

- Faculty reluctant to embrace data in decision-making process

- Data acceptance selective

- Systems and processes that were in place for data management analytic analysis were cumbersome and time-consuming

- Process was ripe with scheduling inefficiencies and mistakes

- Data not used to make scheduling decisions. Most selections/choices were based on qualitative rather than quantitative analysis

- MMC not making efficient use of **significantly** constrained instructional space assets

Creating a Culture of Reporting

- Critical to obtain buy-in on importance of using data to manage build term schedules and manage enrollment.

- You do that by convincing them that data reporting is crucial to long-term institutional success.

- Know your Audience(s) and what their data needs are

- Understand the capabilities and skills sets of your audiences in terms of understanding and using the data reports that are generated

- Analyze what gaps/problems reporting can solve for you

- Have someone on the reporting team with good Excel skills

- Move beyond Adobe formats and provide reports in Excel (Ad Hoc/Extended Reporting). Allows recipient to drill down into and configure data based on their needs and skills

- Don't just report to report. Deliver meaningful/useful reports

- Keep reports simple and straight forward

- Establish a timeline(s) for reporting and stick to them. Hit your target dates

Ad Astra Reporting – Getting Started

- There are a lot of reports available to users in Ad Astra

- Don't try and use them all

- Seek feedback/guidance from end users. Can be both administrators and faculty

- Initially identify the top 5-10 reports that you believe will be most impactful

- Focus on building-out those to meet your needs.

- Where applicable, export to an Excel format to enhance end-user capabilities and functionality

- Work with your consultant on potential adhoc and or unique reporting needs

- Set reporting objectives and modify as necessary

Reporting Objectives
What Do You Want to Accomplish with Reporting?

- What goals/objectives do you want to accomplish with reporting?
  - Enhance informational knowledge: Increase awareness of data trends, patterns etc.......
  - Develop data to enhance managerial decision making
  - Provide data for institutional reporting (internal or external stakeholders groups)
- What types of Adhoc/Extended Reporting do you want to create?
  - Historical analysis/projections to guide schedule development
  - Managing enrollment/registration reporting
  - Space utilization analysis
- How do you want end users to be able to view and to share data?
  - Shared network drives
  - Cloud-based storage
  - Email
  - Security Concerns

MMC Reporting Objectives

- Inform/guide course schedule production decisions to ensure we are offering the correct courses each semester

- Manage and track course enrollments to ensure we are satisfying student demand/needs

- Manage and track enrollments to effectively manage faculty load, space and financial resources

- Effectively utilize our instructional space

Reporting: Building a Term Schedule

MMC Reporting
Building a Term Schedule

	Spring 2020 Production Timeline		Draft 3: 7/15/19
	Date	**Step/Task**	**Notes**
1	7/22/2019	SP20 Scheduling Template Materials distributed to Division Chairs, CAA, Program Coordinators (LC and CHP)	Chairs will receive the templates to develop their SP20 and schedules in detail (# of sections, days/time/ assignments etc)
2	7/22/19-9/27/19	Production Period	
3	9/27/2019	Draft-1 Production Schedule due to AVP/AA	9/27-10/2 AVPAA will work with division chairs to resolve housing and other structural issues with D1 schedules
4	10/2/2019	Draft-1 returned to Division Chairs	
5	10/2/19-10/7/19	Divisions/Departments prepare SP20 Draft 2 Production Schedule	
6	10/7/2019	SP20 Draft-2 (Final) schedules due to Assistant Dean	
7	10/8/2019	SP20 Schedules forwarded to Registrar for data input	May forward to Registrar by division if received earler than 10/8/19
8	**TBD- 10/xx/19**	ADASTRA Full analysis recevied/Review call with ADASTRA	BHCP excluded from this step
9	**TBD - 10/xx/19 - 10/xx/19**	ADASTRA Full analysis reviewed and candidate sugestions incorporated into schedule as needed	BHCP excluded from this step
	11/4/2019	**Registration Period**	
	10/29/2019	**Advisement Day (Jr/Sr)**	
	11/7/2019	**Advisement Day (Fr/Sp)**	

MMC Reporting
Building a Term Schedule

- **Term Historical Analysis:** Run and exported to Excel and then enhanced to MMC specifications and needs. Delivered to Division/Department Chairs as part of an overall scheduling package

- **Term Full Analysis:** Run after Term Add/Drop Period as a double-check/refinement to a final term schedule

Reporting: Historical Analysis

Div	Dept	Cours	#	Title	Campu	Candidate Type	Section	Sections Needed	Candidate	Seats	Seats Needed	Variance: Section	Variance: Seat	Level	DSCAT	AIPCAT
BUS	BUS	ACCT	215	PRINCIPLES OF ACCOUNTING I	MC	No Action	4	3.43	0	57	48	-0.57	-9.00	200	DS5	
BUS	BUS	ACCT	217	PRINCIPLES OF ACCOUNTING II	MC	No Action	1	0.83	0	18	15	-0.17	-3.00	200	DS5	
BUS	BUS	ACCT	324	INTERMEDIATE MANAGERIAL ACCT	MC	No Action	1	0.78	0	18	14	-0.22	-4.00	300		
HUMSOC	PHILRS	AIP	301	GHOST STORIES & FOX TALES	MC	No Action	1	0.88	0	16	14	-0.12	-2.00	300		IP
HUMSOC	PHILRS	AIP	302	CHINESE CLTR THR FICT & DRAMA	MC	No Action	1	0.95	0	22	21	-0.05	-1.00	300		IP
HUMSOC	EWL	AIP	305	RALPH ELLISON'S INVISIBLE MAN	MC	No Action	1	1.05	0	22	23	0.05	1.00	300		UP
CMA	COMM	AIP	307	Mediating Motherhood	MC	No Action	1	1.28	0	18	23	0.28	5.00	300		CP/REP
HUMSOC	PHILRS	AIP	310	THE NATURE OF EVIL	MC	No Action	1	1.18	0	22	26	0.18	4.00	300		EP
SCIENCE	PSYCH	AIP	313	JAZZ AND AMERICAN IDENTITY	MC	No Action	1	1.1	0	20	22	0.10	2.00	300		UP
HUMSOC	PHILRS	AIP	317	COLD WAR DIPLOMACY	MC	No Action	1	0.94	0	18	17	-0.06	-1.00	300		UP
HUMSOC	PHILRS	AIP	318	FOUNDATIONS OF ANGLO-AMER LAW	MC	No Action	1	0.68	0	22	15	-0.32	-7.00	300		CP/IP
SCIENCE	PSYCH	AIP	319	ACOUSTIC SENSATIONS	MC	No Action	1	1.08	0	12	13	0.08	1.00	300		NP
SCIENCE	MATH	AIP	321	FORENSIC MATHEMATICS	MC	No Action	2	1.85	0	40	37	-0.15	-3.00	300		NP
SCIENCE	PSYCH	AIP	325	CURRNT ISSUES IN WOMEN'S HLT	MC	No Action	1	1.05	0	20	21	0.05	1.00	300		NP
FAPA	THTR	AIP	340	THE CLTRL DYN OF SOCIAL DANCE	MC	No Action	1	0.81	0	16	13	-0.19	-3.00	300		CP
FAPA	THTR	AIP	342	FASHION, HISTORY AND SOCIETY	MC	No Action	2	2.2	0	40	44	0.20	4.00	300		CP
FAPA	THTR	AIP	343	MASCULINITY & HOLLYWOOD FILM	MC	No Action	2	2.1	0	40	42	0.10	2.00	300		UP
HUMSOC	PHILRS	AIP	345	CIVIL RIGHTS	MC	No Action	1	1.05	0	22	23	0.05	1.00	300		REP/UP

MMC Reporting
Enrollment Management/Tracking

- Latest Snapshot Report: Delivered daily during registration periods and weekly during all other times to division chairs, advisement office and IR Group

- High Reg Tracking Sections: Delivered in an Excel format

- High Reg Tracking Courses: Delivered in an Excel format

- Multi-Course Group Report: Delivered in a .pdf format

- Course Enrollment Ratio Analysis for Selected Term

- Low Enrollment Ratio Sections for Selected Term

High Reg Tracking: Sections
Course Group: Platinum Analytics

AD ASTRA
INFORMATION SYSTEMS

Registration Details for Fall 2019 - All Sections
as of 7/22/2019 9:01:34AM

Target Enroll Ratio: 0%
Min Section Size: 0 (all sections included in report)

College	Department	Subject	Course	Campus	Section	Course Title	Enroll Ratio	Enrollment	Seats	1st Date Target Enroll Ratio Reached
	ACCT	ACCT	215	MC	01	PRINCIPLES OF ACCOUNTING I	88.89%	16	18	March 11, 2019
	ACCT	ACCT	215	MC	02	PRINCIPLES OF ACCOUNTING I	80.00%	16	20	March 04, 2019
	ACCT	ACCT	215	MC	03	PRINCIPLES OF ACCOUNTING I	70.00%	14	20	March 04, 2019
	ACCT	ACCT	217	MC	01	PRINCIPLES OF ACCOUNTING II	62.50%	10	16	March 11, 2019
	ACCT	ACCT	319	MC	BL01	INTERMEDIATE FINANCIAL ACCT I	68.75%	11	16	March 04, 2019
	ACCT	ACCT	332	MC	01	FORENSIC ACCOUNTING	75.00%	12	16	March 04, 2019
	AIP	AIP	301	MC	01	GHOST STORIES & FOX TALES	95.00%	19	20	March 11, 2019
	AIP	AIP	301	MC	02	GHOST STORIES & FOX TALES	100.00%	20	20	March 11, 2019
	AIP	AIP	313	MC	01	JAZZ AND AMERICAN IDENTITY	110.00%	22	20	March 04, 2019
	AIP	AIP	316	MC	HP01	ETHICS OF PERFMNCE REENACTNG	62.50%	10	16	March 25, 2019
	AIP	AIP	319	MC	OLH01	ACOUSTIC SENSATIONS	100.00%	16	16	March 04, 2019
	AIP	AIP	324	MC	01	RACE & PLACE IN NAT'L HISTORY	100.00%	22	22	March 11, 2019
	AIP	AIP	327	MC	01	THE BODY AMERICAN CULTURE	100.00%	22	22	March 11, 2019
	AIP	AIP	333	MC	BL01	HUMAN SEXUALITY	111.11%	20	18	March 29, 2019
	AIP	AIP	333	MC	BL02	HUMAN SEXUALITY	105.56%	19	18	March 04, 2019
	AIP	AIP	340	MC	01	THE CLTRL DYN OF SOCIAL DANCE	85.71%	12	14	March 18, 2019
	AIP	AIP	342	MC	01	FASHION, HISTORY AND SOCIETY	105.00%	21	20	March 18, 2019
	AIP	AIP	342	MC	02	FASHION, HISTORY AND SOCIETY	95.00%	19	20	March 18, 2019
	AIP	AIP	343	MC	01	MASCULINITY & HOLLYWOOD FILM	100.00%	20	20	March 18, 2019
	AIP	AIP	343	MC	02	MASCULINITY & HOLLYWOOD FILM	22.22%	4	18	July 03, 2019
	AIP	AIP	345	MC	HP01	CIVIL RIGHTS	100.00%	16	16	March 11, 2019
	AIP	AIP	346	MC	01	REFORM OR REVOLUTION	86.36%	19	22	March 11, 2019
	ART	ART	111	MC	01	DRAWING I	100.00%	15	15	March 11, 2019
	ART	ART	111	MC	02	DRAWING I	86.67%	13	15	March 11, 2019
	ART	ART	111	MC	03	DRAWING I	50.00%	6	12	March 11, 2019
	ART	ART	114	MC	01	PAINTING I	93.33%	14	15	March 11, 2019
	ART	ART	114	MC	02	PAINTING I	100.00%	15	15	March 11, 2019
	ART	ART	115	MC	01	CERAMICS I	100.00%	8	8	March 11, 2019
	ART	ART	115	MC	02	CERAMICS I	112.50%	9	8	March 11, 2019
	ART	ART	116	MC	01	COLOR & DESIGN	93.33%	14	15	March 11, 2019
	ART	ART	116	MC	02	COLOR & DESIGN	100.00%	15	15	March 11, 2019
	ART	ART	116	MC	03	COLOR & DESIGN	100.00%	11	11	March 11, 2019
	ART	ART	121	MC	01	PHOTOGRAPHY I	100.00%	9	9	March 11, 2019

High Reg Tracking: Sections (Excel)
Course Group: Platinum Analytics

	A	B	C	D	E	F	G	H	I
1	Department	Subject	Course	Section	Course Title	Enrollment	Seats	Enroll Ratio	1st Date TargetEnroll Ratio Reached
2	ACCT	ACCT	215	01	PRINCIPLES OF ACCOUNTING I	16	18	88.89%	March 11, 2019
3	ACCT	ACCT	215	02	PRINCIPLES OF ACCOUNTING I	16	20	80.00%	March 04, 2019
4	ACCT	ACCT	215	03	PRINCIPLES OF ACCOUNTING I	14	20	70.00%	March 04, 2019
5	ACCT	ACCT	217	01	PRINCIPLES OF ACCOUNTING II	10	16	62.50%	March 11, 2019
6	ACCT	ACCT	319	BL01	INTERMEDIATE FINANCIAL ACCT I	11	16	68.75%	March 04, 2019
7	ACCT	ACCT	332	01	FORENSIC ACCOUNTING	12	16	75.00%	March 04, 2019
8	AIP	AIP	301	01	GHOST STORIES & FOX TALES	19	20	95.00%	March 11, 2019
9	AIP	AIP	301	02	GHOST STORIES & FOX TALES	20	20	100.00%	March 11, 2019
10	AIP	AIP	313	01	JAZZ AND AMERICAN IDENTITY	22	20	110.00%	March 04, 2019
11	AIP	AIP	316	HP01	ETHICS OF PERFMNCE REENACTNG	10	16	62.50%	March 25, 2019
12	AIP	AIP	319	OLH01	ACOUSTIC SENSATIONS	16	16	100.00%	March 04, 2019
13	AIP	AIP	324	01	RACE & PLACE IN NAT'L HISTORY	22	22	100.00%	March 11, 2019
14	AIP	AIP	327	01	THE BODY AMERICAN CULTURE	22	22	100.00%	March 11, 2019

Multi Group Course Report (.pdf)
Course Group: Platinum Analytics

Course Enrollment Ratio Analysis for Selected Term (.pdf)
Course Group: Course Offering Analysis

Ad Astra

Course Enrollment Ratio Analysis for Fall 2019
By Subject and Course

7/22/2019
2:44PM

Campus: , MC

Course	Title	Sections	Total Enrollment	Total Max Enroll.	Enrollment Ratio	Balanced Course	Overloaded Course
Subject: ACCT							
ACCT 215	PRINCIPLES OF ACCOUNTING I	3	46.00	58.00	79.31%	Y	N
ACCT 217	PRINCIPLES OF ACCOUNTING II	1	10.00	16.00	62.50%	N	N
ACCT 319	INTERMEDIATE FINANCIAL ACCT I	1	11.00	16.00	68.75%	N	N
ACCT 332	FORENSIC ACCOUNTING	1	12.00	16.00	75.00%	Y	N
Subject: ACCT	Total Courses: 4	6	79.00	106.00	74.53%		
Subject: AIP							
AIP 301	GHOST STORIES & FOX TALES	2	39.00	40.00	97.50%	N	Y
AIP 313	JAZZ AND AMERICAN IDENTITY	1	22.00	20.00	110.00%	N	Y
AIP 316	ETHICS OF PERFMNCE REENACTNG	1	10.00	16.00	62.50%	N	N
AIP 319	ACOUSTIC SENSATIONS	1	16.00	16.00	100.00%	N	Y
AIP 324	RACE & PLACE IN NAT'L HISTORY	1	22.00	22.00	100.00%	N	Y
AIP 327	THE BODY AMERICAN CULTURE	1	22.00	22.00	100.00%	N	Y
AIP 333	HUMAN SEXUALITY	2	39.00	36.00	108.33%	N	Y
AIP 340	THE CLTRL DYN OF SOCIAL DANCE	1	12.00	14.00	85.71%	Y	N
AIP 342	FASHION, HISTORY AND SOCIETY	2	40.00	40.00	100.00%	N	Y
AIP 343	MASCULINITY & HOLLYWOOD FILM	2	24.00	38.00	63.16%	N	N
AIP 345	CIVIL RIGHTS	1	16.00	16.00	100.00%	N	Y
AIP 346	REFORM OR REVOLUTION	1	19.00	22.00	86.36%	Y	N
Subject: AIP	Total Courses: 12	16	281.00	302.00	93.05%		
Subject: ART							
ART 111	DRAWING I	3	34.00	42.00	80.95%	Y	N
ART 114	PAINTING I	2	29.00	30.00	96.67%	N	Y
ART 115	CERAMICS I	2	17.00	16.00	106.25%	N	Y
ART 116	COLOR & DESIGN	3	40.00	41.00	97.56%	N	Y
ART 121	PHOTOGRAPHY I	8	22.00	33.00	66.67%	N	N
ART 125	INTRO TO DRAWING	3	45.00	45.00	100.00%	N	Y
ART 154	FINE ARTS: THEORY & PRACTICE	1	18.00	15.00	120.00%	N	Y
ART 166	EXPLORING THE VISUAL ARTS	1	20.00	20.00	100.00%	N	Y
ART 205	HISTORY OF PHOTOGRAPHY	1	8.00	20.00	40.00%	N	N

Course Enrollment Ratio Analysis for Selected Term

Page 1 of 17

Low Enrollment Ratio Sections for Selected Term (.pdf)
Course Group: Course Offering Analysis

Reporting: Utilization

MMC Reporting
Utilization and Space Management

- Overbook Sections Report

- Daily Room Grid

- Weekly Room Grid

- Room Card-All Rooms

- Space Utilization for Sections and Events by Building and Room With Primetime

Overbook Sections For Selected Term

Report Group: Course Offering Analysis

Weekly Room Grid

Report Group: Sections and Events

Daily Room Grid

Report Group: Sections and Events

Room Card All Rooms

Report Group: Sections and Events

Space Utilization for Sections and Events by Building and Room With Primetime
Report Group: Utilization Reports

A ASTRA SCHEDULE

Space Utilization Average Weekly Utilization for Sections and Events by Building and Room with Primetime   7/22/2019 1:33 pm

Term Weeks: 15.00   Hours in Standard Week: 63.00   Dates: 9/3/2019 - 12/19/2019

Standard Week: Monday, Tuesday, Wednesday, Thursday, Friday - 8:30 AM to 10:00 PM

Primetime: Monday, Tuesday, Wednesday, Thursday, Friday - 9:50 AM to 5:20 PM   Hours in Primetime: 37.50

Building - Room	Roomtype	Room Hrs.	Room Hr. Util.	Prime Room Hrs.	Prime Room Hr. Util	Prime Ratio
MC - MC						
Carson Hall						
201	Classroom	54.42	86.38%	35.49	94.64%	65.21%
410	Lab-Computer	54.76	86.91%	32.20	85.87%	58.81%
411	Lab-Computer	43.40	68.89%	28.00	74.67%	64.52%
503	Classroom	56.13	89.10%	35.96	95.88%	64.05%
504	Classroom	50.84	80.71%	35.96	95.88%	70.72%
505	Classroom	50.53	80.21%	31.76	84.68%	62.84%
507	Studio-Theatre	30.18	47.90%	25.04	66.79%	82.99%
509	Classroom	56.13	89.10%	35.96	95.88%	64.05%
510	Classroom	48.04	76.26%	32.84	87.59%	68.36%
606	Classroom	50.53	80.21%	30.36	80.95%	60.07%
608	Classroom	53.33	84.66%	34.40	91.73%	64.50%
610	Classroom	46.67	74.07%	31.58	84.21%	67.67%
612	Lab-Physics	48.07	76.30%	29.40	78.40%	61.17%
613	Lab-Chemistry	11.20	17.78%	11.20	29.87%	100.00%
615	Lab-Biology	14.00	22.22%	14.00	37.33%	100.00%
700	Classroom	41.78	66.31%	29.33	78.22%	70.21%
701	Classroom	46.98	74.57%	34.69	92.50%	73.84%
702	Studio-Theatre	29.40	46.67%	28.78	76.74%	97.88%
703	Classroom	44.18	70.12%	30.33	80.89%	68.66%
705	Studio-Theatre	30.27	48.04%	25.36	67.61%	83.77%
801	Studio-Art	34.07	54.07%	23.33	62.22%	68.49%
802	Studio-Art	22.40	35.56%	19.13	51.02%	85.42%
803	Studio-Art	16.80	26.67%	13.53	36.09%	80.56%
BLBX	Studio-Theatre	31.94	50.71%	25.98	69.27%	81.32%
DS	Studio-Dance	56.70	90.00%	35.09	93.57%	61.89%
GH	Studio-Dance	52.77	83.76%	35.74	95.32%	67.74%
GHE	Studio-Dance	52.26	82.95%	35.56	94.81%	68.04%
GHW	Studio-Dance	51.77	82.17%	34.97	93.24%	67.55%
Carson Hall	**28 room(s)**	**1,179.54**	**66.87%**	**815.96**	**77.71%**	**69.18%**

Q & A

- If you haven't already submitted a question, please feel free to use the Q & A box.

- We will do our best to answer all questions posed, but know that you can always reach out to your Account Executive and Client Experience Manager if you have further questions.

Upcoming Webinars

Using Analytics on Your Campus

8/27/2019

Webinar Highlights

- This round table Q&A will highlight Sacramento State University and their relationship with Ad Astra and beyond. Panelists include Stephen Perez, Provost and Vice President of Academic Affairs, Dr. Christina Bellon, Associate Dean of the College of Arts and Letters, and Patrick Cain, Strategic Solutions Consultant with Ad Astra. Q&A highlights: discussion on how you can effectively use analytics on your campus to influence key decisions, improve efficiency and ROI around course scheduling. and make the most out of your strategic scheduling team.

Gearing Up for Conference Season

9/24/2019

Webinar Highlights

- How you can make the most of Ad Astra's upcoming summits and, in particular, the Aspire conference in October
- Tips and tricks to take with you as you enter higher ed conference season as an attendee

Engagement Opportunities

Ad Astra team members are coming to a city near you! To find out which conferences/events we will be attending, you can check our website at https://www.aais.com/conferences

Aspire '19 Users Conference in Kansas City is October 13-16

Register at www.aspireconference.com