



Implementing Platinum Analytics at Lamar University

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Agenda

- Institutional Background and Goals
- Platinum Analytics Implementation Steps
- Establishing Early Progress
- Next Steps

Lamar University Background

- 15,000 Students
- Population shift from traditional classes to online education
- More Space than we can efficiently/effectively use
- Decentralized Scheduling Model
- Using Astra Schedule and Platinum Analytics
 - Platinum kickoff in fall 2018

Platinum Analytics Alignment to Goals

- How did PA align to goals/conversations already happening at LU?
 - New, data-driven administration
 - Better alignment of resources - faculty
 - Hire more?
 - Enrollment Management & Student Success goals
- What challenges/expectations drove the purchase?
 - Bad scheduling practices/lack of *actionable* data
 - Excessive hours & time to degree
 - Low student SCH/semester

Goals and Objectives

Alignment with Lamar University's Established Strategic Goals

- Enhance access to Lamar University's educational programs and student services
- Enhance systems, metrics, and data that inform university decision-making

Focus on tracking progress to objectives

- Identify and prioritize needs for faculty and staff across campus to ensure that resources are distributed based on greatest benefit to students in support of the mission
- Target faster progression to degree through improved course access and flexible course scheduling
- Enhance data based systems, metrics and reporting procedures essential for effectively informing all aspects of university decision making

Implementation Steps

- Higher Education Scheduling Index
- Development of Strategic Scheduling Team
- Targeted introduction to campus stakeholders
- Introduction into scheduling processes

Higher Education Scheduling Index– Spring 2018*

Measurement	Percent	Courses	Like Percentile
Enrollment Ratio (85% Target)	74%		14th
Overloaded Course Ratio (<10% Goal)	24%	126 of 522	74th
Balanced Course Ratio (>60% Goal)	29%	152 of 522	34th
Underutilized Course Ratio (<30% Goal)	47%	243 of 522	16th

*Undergraduate only

Schedule Volume

Term	Courses	Sections
Fall 2017	527	1,147
Fall 2018	499	1,025
Change in Volume	-28 courses	-122 sections

Term	Courses	Sections
Spring 2017	514	1,067
Spring 2018	492	962
Change in Volume	-22 courses	-105 sections

*Undergraduate only

Academic Year Core Curricula Requirements

Requirement	Fall 2017 Enrollment Ratio	Spring 2018 Enrollment Ratio
010 - Communication - 6 SCH	96%	96%
020 - Mathematics - 3 SCH	91%	95%
030 - Life and Physical Sciences - 6 SCH	84%	71%
040 - Language, Philosophy and Culture - 3 SCH	96%	89%
050 - Creative Arts - 3 SCH	89%	54%
060 - American History - 6 SCH	97%	91%
070 - Government/Political Science - 6 SCH	92%	87%
080 - Social and Behavioral Sciences - 3 SCH	94%	69%
090 - Component Area Options - 6 SCH	83%	93%

Strategic Scheduling Team

- Creating the Team - Who and Why
 - Representation from all academic colleges
 - People with adequate knowledge, ability and desire to impact change
 - People willing to buy in
 - People I *like* working with/positive people/visionaries
- Barriers to putting the team together?
 - Faculty availability
 - Lack of understanding at the College Level (Deans)
 - Provost veto
- SST focus - carry the message, drink the koolaid

Introducing Platinum Analytics to Campus Stakeholders

- Rolling it out?
 - Introducing the software
 - Department level trainings
 - Individual conversations - champions and skeptics
 - Weekly Snapshots
- What has been the general reaction?
- Anything you would do different?
 - Increase base for both conversations and reports
 - Not rely on single points to disseminate information/better marketing

Early Wins – Spring 2019

- Decreases in overloaded courses
- Overall increases in “Avg Enroll Per Section”
- Action on 38 reduction candidates for Spring 2019
 - Reduction candidates acted on filled at 74%
 - Reduction candidates not acted on filled at 51%
- These wins can be leveraged as evidence to drive future change

Future Opportunities from Spring 2019

- Slight decrease in Average Student Credit Hour Load
 - Undergrad Avg dropped from 11 to 10.87
- 35 sections cancelled in January impacting 137 registrations
- Increased number of underutilized courses
 - Victim of initial priorities

Spring 2019 Opportunities and Improvement

Access and Efficiency Metrics	Spring 2018	Spring 2019
Balanced Course Ratio Enrollment Ratio 70-95%	27%	27%
Overloaded Course Ratio Enrollment Ratio >95%	24%	19%
Underutilized Course Ratio Enrollment Ratio <70%	50%	54%
Average Enroll per section	21.2	23.4
Average Enroll Cap per section	31.4	36.0

Fall 2019 – Early Action

- Working with the SST
 - Monthly group meetings
 - Individual meetings
 - Using weekly reports to drive discussions and change
- Current Action in Alignment with Recommendations (6/13)
 - 45 Sections reduced
 - 18 Courses with added seats or sections
- Implementing earlier cancellation of low-enrollment courses
 - Traditionally week before class start
 - Tying cancellations to Astra recommendations
 - Associating late cancellations with reduced credit hour load

Project Next Steps

- Addition of Program Pathways data
 - Inconsistent to utterly lacking pathways
 - **Too many choices**
- Developing project champions
 - Identify where change is welcome
 - Feed data, make recommendations, show impact
 - Take action - show your worth
- Continuing to validate & improve the data
- Integrating parallel systems, processes and technology to mutually support

Questions?

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