DON'T JUST TELL THEM, SHOW THEM

MAKING THE CASE WITH DATA

GAIE WINTER 2016, CALLAWAY GARDENS

MAGGIE MILLER, GEORGIA TECH

HELLO!

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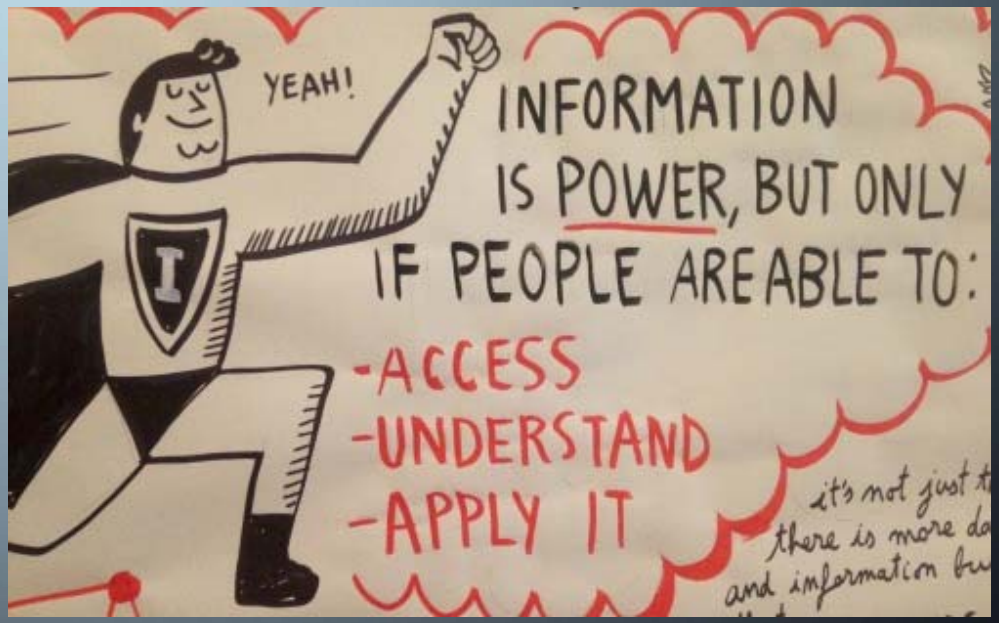
OVERVIEW

I. What we are doing with data

II. The How To's – some logistical tips

III. Next Steps



WHAT WE ARE DOING NOW
(INFO FROM REGION VII CONFERENCE CO-PRESENTERS)

- Clemson
  - One page Handout – distributed to all stakeholders (inforgram-style)
  - Live Data Visualization (through Terradotta) – in progress for implementation
- Wofford
  - Board Report – 3x per year, National Survey for Student Engagement, January Term Reporting
  - "Just the Facts" – useful for prospective students
- University of South Carolina
  - Annual University-wide Report
  - Distributed to deans of each department, provosts, president, and other stakeholders/donors

WHAT WE ARE DOING NOW

- Georgia Tech
  - Annual reports by college (6) include info on study abroad, interns abroad, international students & scholars and the International Plan (degree-designator program).
    - One page of GT-wide information on the back of each report.
    - Front page 'talking points' –
    - Separate one-page report summary.
  - Distributed to deans, provosts, president, key faculty & staff.
  - Considerable time spent creating - an initial investment is worth it!

WHAT ARE *YOU* DOING?

- Let's share -

THE HOW TO'S - THINKING ABOUT YOUR DATA

- Where is your data housed? Can you access it? And if not, can someone help you put it into Excel?
- Start with more than you think you need
- Get cozy with your data. What do you have?
- Break it up!

A	B	C	D	E	F	G	H	I	J	K	L	M
Last Name	First Name	College	Major	Year	Level	Periodofstudy	Program Type	Program Name	Duration (weeks)	Duration Type	Location	gender
Poppins	Mary	COA	Arch	Fresh	U	Spring 15	FLSA	Pacific Spring Study Abroad Prog	7	Short-Term	Australia/Nev	F
Lennon	John	COB	Business	Junior	U	Fall 14	Exchange	England - LSE London Exchange Program	10	Mid-Length	United Kingdo	M
Harrison	George	COB	MBA	Masters	G	Summer 15	IAP	International Academic Project	4	Short-Term	Belize	M
Dickinson	Emily	COC	CS	Sophomore	U	Summer 15	FLSA	History of Art & Architecture in Greece & Italy	8	Short-Term	Greece/Italy	F
Star	Ringo	COE	AE	Fresh	U	AY 14-15	Exchange	Japan - Tokyo Tech Exchange Program	26	Long-Term	Japan	M
Frost	Robert	COE	ISyE	Senior	U	Fall 14	FLSA	GT Lorraine Undergraduate Program	13	Long-Term	France	M
Whitman	Walt	COE	MSE	Senior	U	Spring 15	GIP	Nippon Telegraph and Telephone Corporation (NTT)	9	Mid-Length	Japan	M
Plath	Sylvia	COE	Civil	Junior	U	Summer 15	FLSA	CEE Environmental Techology in Developing Countries	6	Short-Term	Bolivia	F
Hughes	Langston	COS	Chemistry	PhD	G	Summer 15	Non-GT	Non-GT	2	Short-Term	Peru	M
McCartney	Paul	IAC	Int'l Affairs	Junior	U	Summer 15	FLSA	GT Lorraine Undergraduate Program	4	Short-Term	France	M

SEVIS_Number	Citizenship	Gende	Profile_Status	Program_Start	Program_End	Category	Subject_Field	School	College	Count
N0011727919	China	Male	Active Scholar	10/05/2014	10/05/2015	Research Scholar	16.0301 - Chinese Language an	MODLANG	IAC	1
N0011008072	South Korea	Male	Active Scholar	03/20/2014	03/20/2016	Research Scholar	44.0501 - Public Policy Analysis	PUBP	IAC	1
N0012445695	China	Female	Active Scholar	06/15/2015	10/01/2015	Student Intern	04.0201 - Architecture	ARCH	ARCH	1
N0011699109	China	Male	Active Scholar	09/10/2014	09/10/2015	Research Scholar	14.1901 - Mechanical Engineeri	ME	ENG	1
N0011705125	China	Female	Active Scholar	09/01/2014	09/01/2015	Research Scholar	04.0201 - Architecture	ARCH	ARCH	1
N0012027967	China	Male	Active Scholar	09/01/2014	02/28/2015	Short-term Scholar	04.0201 - Architecture	ARCH	ARCH	1
N0010702109	China	Male	Active Scholar	11/05/2013	11/05/2015	Research Scholar	11.0701 - Computer Science	CS	COC	1
N0010647388	Germany	Male	Active Scholar	11/01/2013	12/31/2015	Research Scholar	11.0701 - Computer Science	CS	COC	1
N0011049796	Sweden	Male	Active Scholar	03/01/2015	04/30/2015	Student Intern	14.1099 - Electrical, Electronics	ECE	ENG	1
N0011841869	Greece	Male	Active Scholar	10/01/2014	10/01/2016	Research Scholar	11.0701 - Computer Science	CS	COC	1
N0009899679	South Korea	Male	Active Scholar	03/01/2013	06/30/2016	Research Scholar	11.0701 - Computer Science	CS	COC	1
N0010554874	Brazil	Male	Active Scholar	07/10/2013	07/09/2014	Professor	26.0202 - Biochemistry	CHBE	ENG	1
N0009608110	India	Female	Active Scholar	9/14/2012	09/14/2015	Research Scholar	11.0701 - Computer Science	CS	COC	1

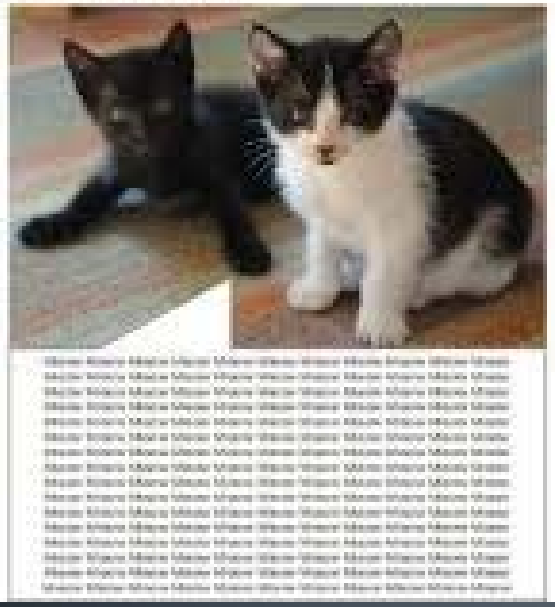
HOW TO'S: SOME THINGS TO CONSIDER

- Participants vs. terms abroad / intern & study / going abroad twice in a year
- Multiple locations / countries visited / Regions?
- International students? (Open Doors)
- CIP codes
- WHEN you pull the data

- Start conversations with those on your campus who work with data (Institutional Research and Planning)

HOW TO'S: PIVOT TABLES CHANGED MY LIFE

1. Your data

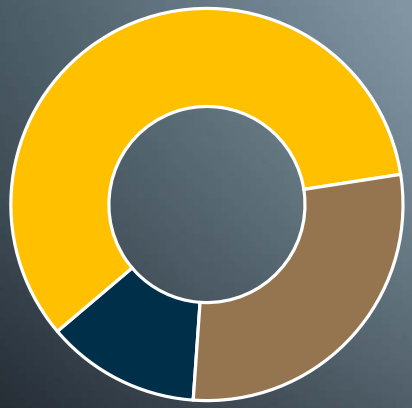


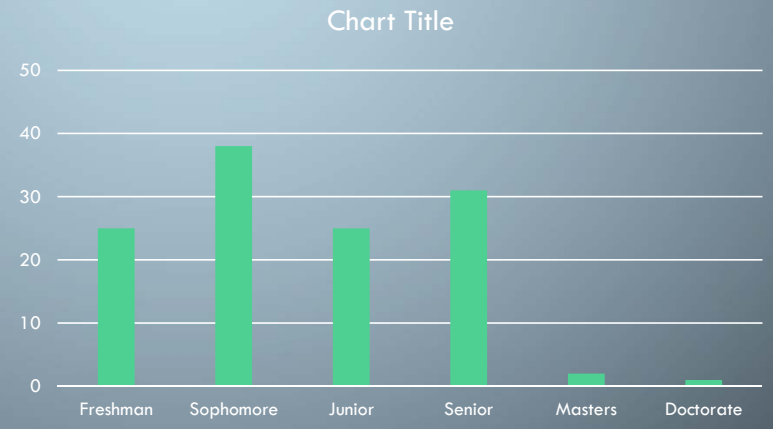
2. Your data in a pivot table

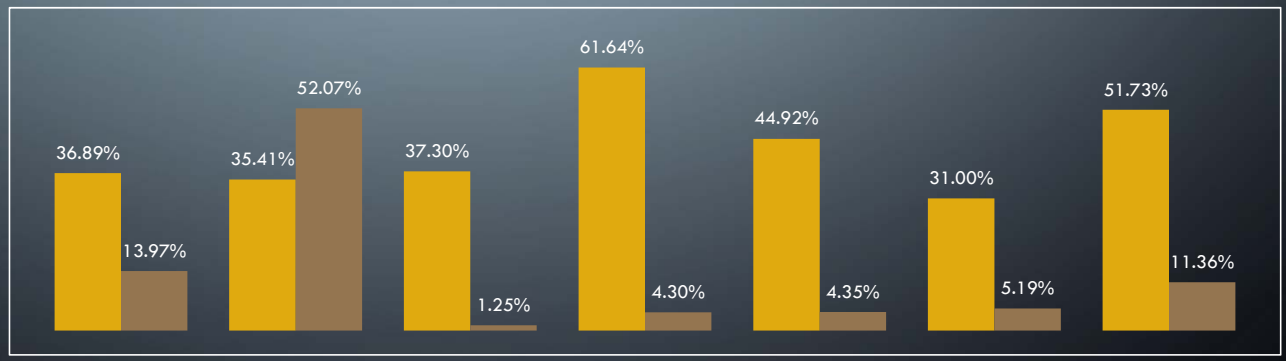
1 black kitten
1 black and white kitten
176 Miaows

HOW TO'S: CREATING DATA VISUALIZATIONS

- Excel makes great graphs!

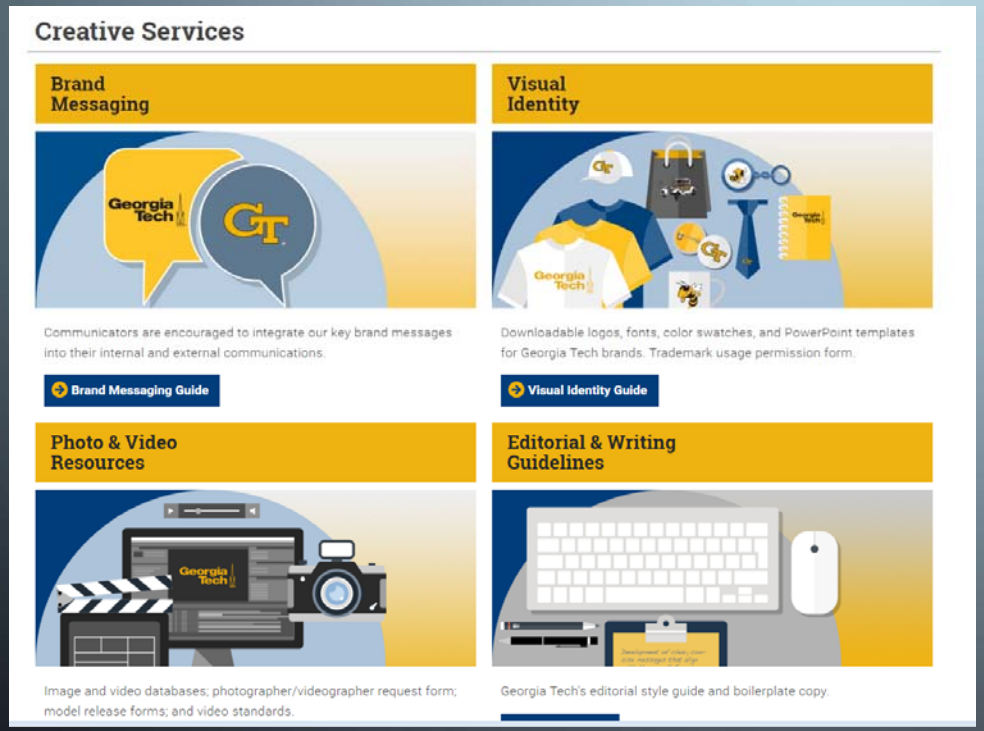


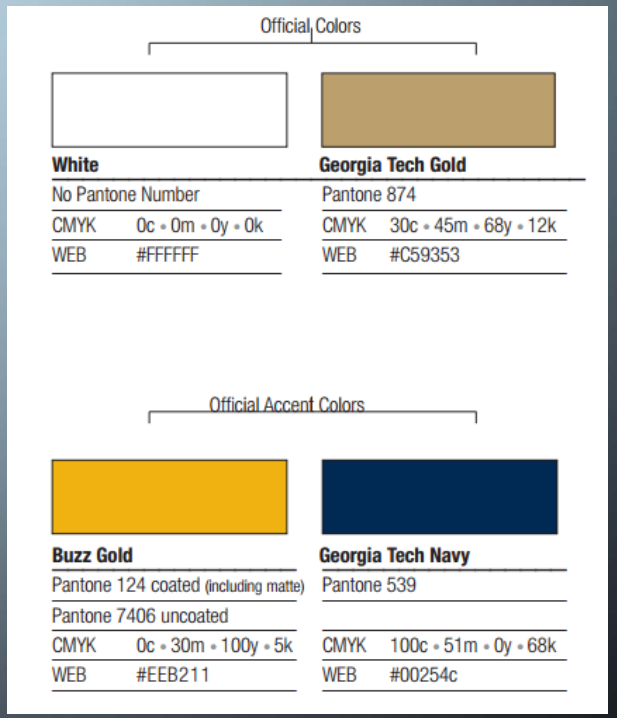




HOW TO'S: BRANDING

http://www.comm.gatech.edu/resources



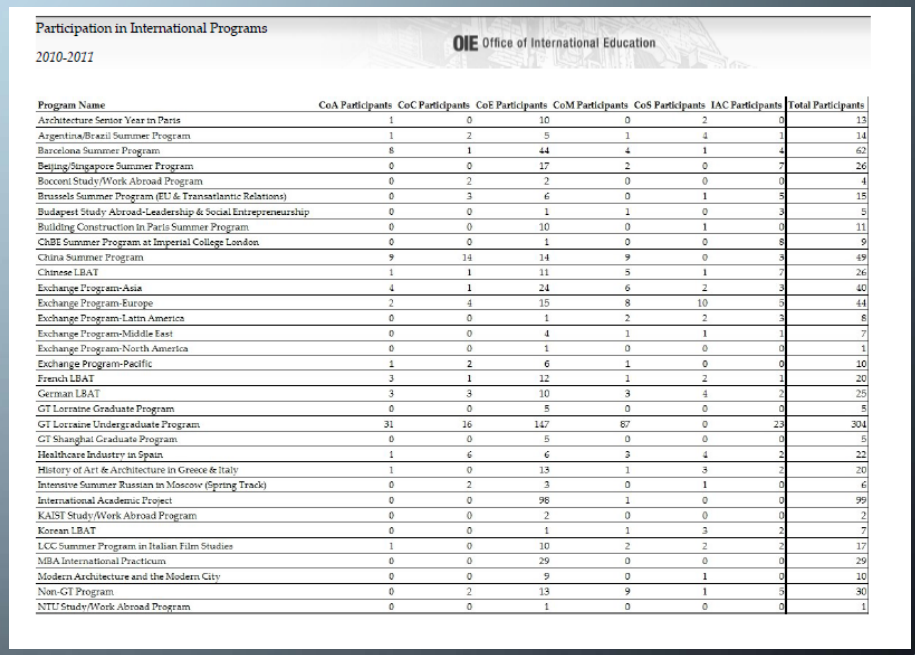


HOW TO'S: CREATING DATA VISUALIZATIONS

- Use your resources
  - Publishing Software: Adobe Creative Suite, Publisher, Powerpoint if you plan to do print – you can learn a lot from Google!
  - Online templates (infogr.am or venngage.com)
    - Sample https://infogr.am/copy_copy_top_10shows_on_abc
    - Sample http://www.iie.org/research-and-publications/open-doors/data/international-students/infographic
    - Often your library staff or continuing development office will offer courses you can take.
    - Lynda.com

NEXT STEPS: GETTING STARTED OR TAKING IT TO THE NEXT LEVEL?

- Starting from scratch?
  - Open Doors!
- Doing annual reports?
  - Consider incorporating more visualizations
- Already doing visualizations?
  - What about self-service data online?



Participation in International Programs

2010-2011

OIE Office of International Education

Program Name	CoA Participants	CoC Participants	CoE Participants	CoM Participants	CoS Participants	IAC Participants	Total Participants
Architecture Senior Year in Paris	1	0	10	0	2	0	13
Argentina/Brazil Summer Program	1	2	5	1	4	1	14
Barcelona Summer Program	8	1	44	4	1	4	62
Beijing/Singapore Summer Program	0	0	17	2	0	7	26
Bocconi Study/Work Abroad Program	0	2	2	0	0	0	4
Brussels Summer Program (EU & Transatlantic Relations)	0	3	6	0	1	5	15
Budapest Study Abroad-Leadership & Social Entrepreneurship	0	0	1	1	0	3	5
Building Construction in Paris Summer Program	0	0	10	0	1	0	11
ChBE Summer Program at Imperial College London	0	0	1	0	0	8	9
China Summer Program	9	14	14	9	0	3	49
Chinese LBAT	1	1	11	5	1	7	26
Exchange Program-Asia	4	1	24	6	2	3	40
Exchange Program-Europe	2	4	15	8	10	5	44
Exchange Program-Latin America	0	0	1	2	2	3	8
Exchange Program-Middle East	0	0	4	1	1	1	7
Exchange Program-North America	0	0	1	0	0	0	1
Exchange Program-Pacific	1	2	6	1	0	0	10
French LBAT	3	1	12	1	2	1	20
German LBAT	3	3	10	3	4	2	25
GT Lorraine Graduate Program	0	0	5	0	0	0	5
GT Lorraine Undergraduate Program	31	16	147	67	0	23	304
GT Shanghai Graduate Program	0	0	5	0	0	0	5
Healthcare Industry in Spain	1	6	6	3	4	2	22
History of Art & Architecture in Greece & Italy	1	0	13	1	3	2	20
Intensive Summer Russian in Moscow (Spring Track)	0	2	3	0	1	0	6
International Academic Project	0	0	98	1	0	0	99
KAIST Study/Work Abroad Program	0	0	2	0	0	0	2
Korean LBAT	0	0	1	1	3	2	7
LCC Summer Program in Italian Film Studies	1	0	10	2	2	2	17
MBA International Practicum	0	0	29	0	0	0	29
Modern Architecture and the Modern City	0	0	9	0	1	0	10
Non-GT Program	0	2	13	9	1	5	30
NTU Study/Work Abroad Program	0	0	1	0	0	0	1

https://tableau.ahc.umn.edu/t/lac/views/CollegiateReports_2/CollegeDashboard?:embed=y&:display_count=no&:showVizHome=no

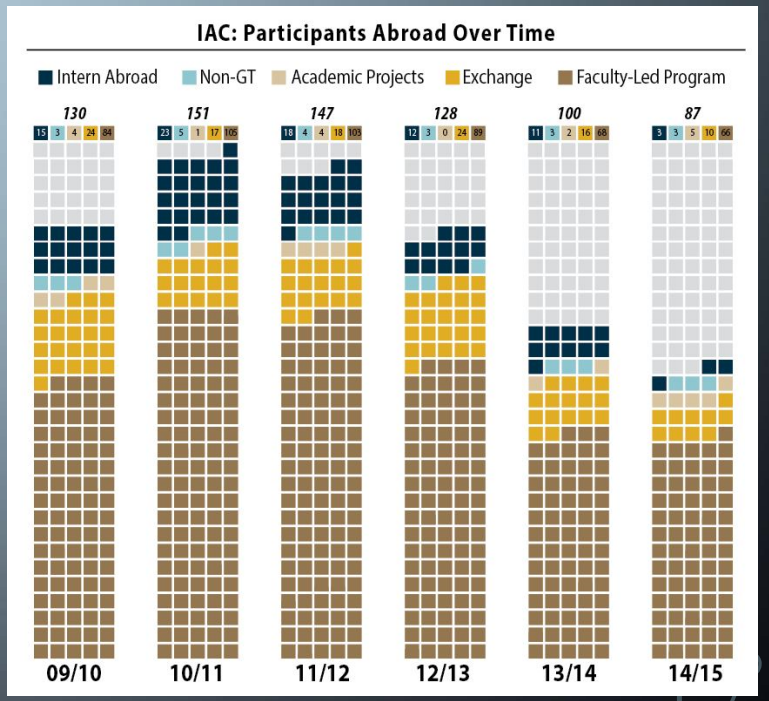
NEXT STEPS: WHO GETS THIS INFO?

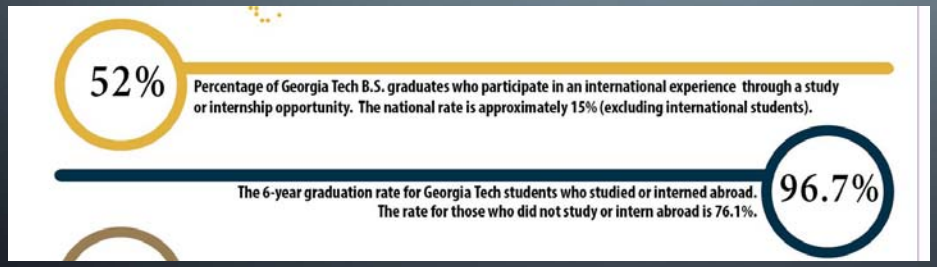
- Who are the most important stakeholders at your institution for international education? Who needs to have more information?
  Who are you not reaching?

- Considering the above questions may help you determine which information to include in your reports.

NEXT STEPS: EXAMPLES OF BENEFITS

- Georgia Tech
  - Deans take notice!
  - Increase general awareness of international education and contributions
    - Contributions being financial (economic impact); recognition (awards: Simon, Heiskell); or value added to students (impact on graduation rates)





NEXT STEPS: EXAMPLES OF BENEFITS

- Wofford
  - Attractive piece for prospective students
  - Higher Administration can use data to show growth/positive benefits to the Board of Trustees, alumni, donors, etc.
  - Higher retention rates
  - Opportunities for faculty

RESOURCES

- GT's Dean's Reports at http://oie.gatech.edu/content/international-education-reports
- Making Data Meaningful: http://www.unece.org/stats/documents/writing/
- Infographic websites: https://infogr.am/, https://venngage.com/
- NAFSA: http://www.nafsa.org/Attend_Events/Online/e-Learning_Seminars/Mining_and_Analyzing_Data_for_Effective_Education_Abroad_Decisionmaking/ (Brook Blahnik – Univ of Minn)