Welcome to the Office of Institutional Effectiveness & Planning quarterly communications. We hope that this will be an effective way to continue to support the UNI community with data informed decision making and communicate important continuous improvement efforts.

In this issue you will find information on the following:

1. Climate Study Update
2. Ethics and Data
3. Interactive Data Tools
4. Fall Census Data Overview

Climate Study Update

Rankin Climate LLC began their work with UNI during a climate study preparation visit in February 2022. In April we hosted 19 focus groups with the campus community to help the climate study work group develop a comprehensive survey. We are excited to announce that the survey will be available from October 4 to November 4, 2022. We encourage all faculty, staff, and students to participate and provide honest and candid feedback. Survey results will be used to craft recommendations and strategic planning for maximizing equity. In summer 2023, the UNI community will be presented with specific, measurable tasks and directed actions on how we can live our values around Diversity, Equity, and Inclusion.

For more climate study information click here
Ethics and Data

Did you know that every day, more than 2.5 exabytes (1 exabyte = 1 billion gigabytes) of data are produced? By the end of 2025, estimates suggest that number will rise to 436 exabytes (Association of Institutional Research, 2021). At the University of Northern Iowa, data is used to inform action, decision making, inform the creation of education interventions, and ensure innovation through continuous improvement efforts. As data users and producers, it is easy to overlook the inherent human element of data. Incidental or intentional misuse of data can harm individuals. At the Office of Institutional Effectiveness & Planning (IE&P) we believe that data is about people and it has the ability to impact people. In an effort to protect our community from harm, the IE&P office upholds the Association of Institutional Research (AIR) Statement of Ethical Principles. AIR’s principles encourage data producers and users to:

- Act with integrity
- Protect privacy and maintain confidentiality
- Act as responsible data stewards
- Provide accurate and contextualized information

AIR Full Statement of Ethical Principles

At the University of Northern Iowa there are certain responsibilities and expectations around data use. The Marketing and Communications Data Team crafted the following data principles. These principles are intended to set a clear standard used as a foundation for guiding data use.

1. **Improving the lives of others**
   - Use data to improve, not harm, the lives of our users, customers, organizations, and communities
   - Make ethical marketing decisions for the university, considering consequences of our work
   - Consider carefully the ethical implications of choices we make when using data, and the impacts of our work on individuals and society
   - Avoid conflicts of interest - act in the best interest of constituents

2. **Privacy**
   - Protect the privacy and security of individuals represented in our data.
     - Standard practice in how files are stored and shared, what analytics tools are used in marketing efforts, etc.
     - Ensuring third party vendors follow SOPs, UNI data use guidelines
3. “Approachable Analytics”
   - Clearly identify the questions and objectives that drive each project and use to guide both planning and refinement
     - Who is affected by the completion of this project, and what implications does it have on them? (see principle 1)
   - Help others understand the most useful and appropriate applications of data

4. “Keeping an open mind”
   - Being open to changing our methods and conclusions in response to new knowledge
     - Breaking the status quo, (“this has always worked”)
     - Gut feelings vs data-informed decision making
   - Respect and invite fair criticism while promoting the identification and open discussion of errors, risks, and unintended consequences of our work
     - Stay open, fair and transparent with data use
   - Posing new questions, avenues, explorations

5. “Accountability”
   - Recognize and mitigate bias in ourselves and in the data used
     - Pay attention to data segregation
   - Falls under other principles, but needs to be called out directly
   - Keeping ourselves and each other accountable and fix mistakes quickly
     - Not pointing fingers, but collaborating

6. “Validation & Accuracy”
   - Create reproducible and extensible work
   - Accurate and contextualized data
Career Exploration Tools

Are you looking to compare employment data for UNI graduates? The following tools are great resources to review earning and employment flows for UNI graduates.

Post-Secondary Employment Explorer
The Post-Secondary Employment Outcomes (PSEO) is a data dashboard through the U. S. Census Bureau’s Center for Economic Studies that provides earnings and employment flows for recent graduates of partners colleges and universities.

How is data generated?
The data are generated by matching university transcript data from participating universities with a national database of jobs compiled by the Longitudinal Employer-Household Dynamics Program (LEHD) at the Census Bureau.

Click here to access Post-Secondary Employment Explorer Tool

Equitable Value Explorer
The explorer is an interactive dashboard allows users to analyze and see how institutions create value for their graduates. The Equitable Value Explorer shows the relationships between access, completion, and post-college earnings across gender, race/ethnicity, and Pell eligibility. Equitable postsecondary value is determined comparing overall median earning ten years after enrolling in a particular school.

How is data generated?
The explorer is built around publicly available data, including the College Scorecard, the Integrated Postsecondary Education Data System (IPEDS), and the Census Bureau’s American Community Survey, supplemented by analyses provided by the University of Texas System.

Click here to access Equitable Value Explorer Tool
Fall 2022 Census Data

Every fall, various types of data are compiled and an annual snapshot is captured in the UNI Data Warehouse. As most data are dynamic; the warehouse captures and reports data snapped daily, at census, or yearly. In order to allow for consistency in reporting, and for comparable data from year to year, a "snapshot" of data is taken at the same point in time during each semester (i.e. the census date). This data is then shared, analyzed and used by the institution for reporting and decision making that influences the day to day direction of the institution. Census date data are also used for federal and state reporting purposes, as well as for survey responses and internal studies. As you review the various census data sets, please keep in mind the following definitions.

**Census:** All student enrollment headcounts as of the official census date, which is the 10th day of classes.

**FTFT (First Time Full Time) Freshman Cohort:** Cohorts are established for tracking and reporting on a group of students over time. The FTFT freshman cohort consists of students in their first year of courses who have not previously attended another institution after graduating from high school or completing a high school equivalency program and who are attending UNI full-time in their first semester.

**Retention Rate:** Retention rates measure the percentage of first time freshmen students who return to UNI the following fall.

Additional definitions can be found in the UNI Data Cookbook.

### Enrollment at UNI

![Graph showing enrollment at UNI from 2008 to 2022]
Freshmen Retention Rates

Please note the chart above is updated as peer data are available through IPEDS.

Graduation Rates: FTFT Freshmen
Vision:

The Office of Institutional Effectiveness & Planning (IE&P) provides leadership in the innovative use of campus wide data for decision making by challenging institutional thinking and framing critical issues within the context of continuous improvement.