

# The Continuous Evolution of the Student Data Warehouse at the University of Houston

Presented at SAIR 2016, Charlotte by

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[www.uh.edu/ir](http://www.uh.edu/ir)

Welcome to the Powerhouse.

UNIVERSITY of **HOUSTON**

# University of Houston

- 43,774 students
- 14 colleges
- 110 bachelors, 119 masters, 47 doctoral, and 3 professional programs
- 9,596 degrees awarded annually



# Outline

- What got UH to a Data Warehouse
- Phases of DW Implementation
- New Areas
- Snapshots
- Warehouse Tables
- Reports Demonstration

# What got UH to a Data Warehouse

- UH Finance data first in 2007 then student data in 2009
- Longitudinal outlook and analysis of student admissions and enrollment data
- One source of data for the truth
- Easily accessible historical trends of data

# What got UH to a Data Warehouse

- Options for data view or query:
  - IR Statistical Handbook
  - PeopleSoft Query Tool
  - Reporting Tables
  - Dashboard
- Collaboration between Institutional Research and the Data Warehouse team in IT

# Phases of DW Implementation

- Finance
- Student Enrollment
- Admissions
- Honors College
- Financial Aid

# Admissions

- Decision on start and stop of weekly snapshots
- Create admission reports after meeting with stakeholders and assessing their needs
- New Fields: Redesigned SAT scores
- Logic Changes:
  - Completed Applications
  - Split Post-Baccalaureate students from other groups

# Honors College

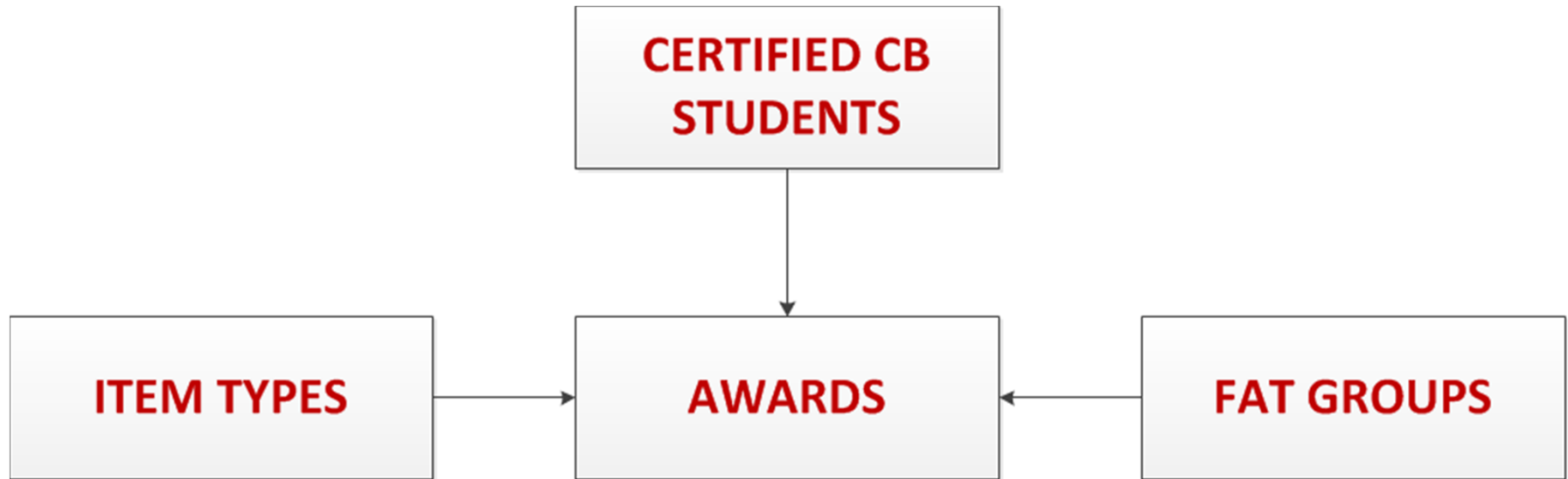
- Students participate from all academic colleges
- Data not easily accessible before
- Worked with College to ensure accuracy of identifying students in system by 20<sup>th</sup> Class Day
- Historical Data: one time update in DW table starting Fall 2009



# Current Financial Aid

- Designed in 2009
- Limited to Fall enrolled students
- Designed for CDS, US News by consulting firm
- Limited fields and not flexible
- No consideration for Admission relationship

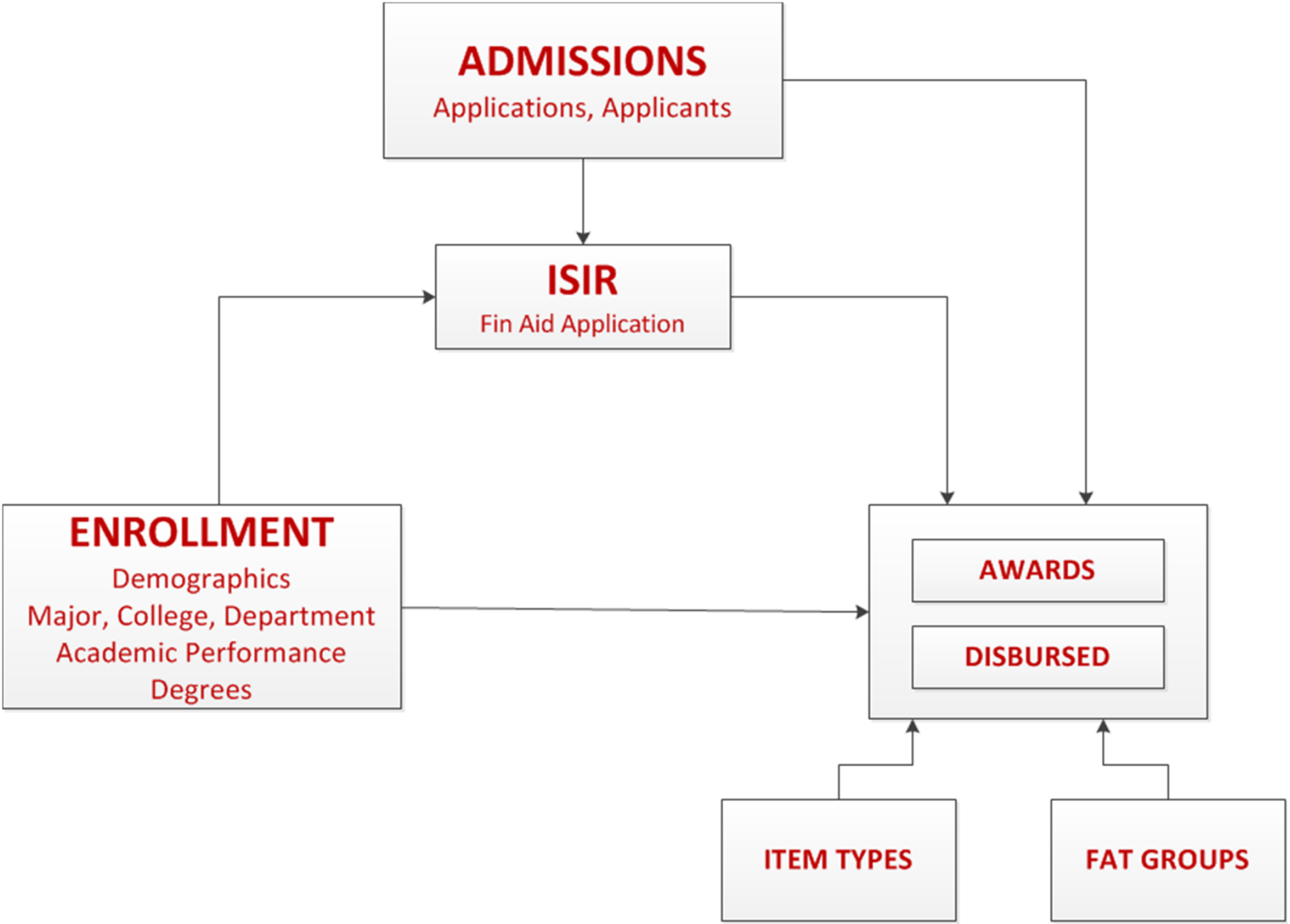
# Current Financial Aid



# New Financial Aid

- Work with financial aid office to understand business practices, terminologies and relationships (e.g. ISIR, Awards, Item Types)
- Complete re-design of Financial Aid DW
- Added more tables and fields to capture wide array of financial aid data
- More robust and dynamic
- Considered the relationship with Admission and Enrollment

# New Financial Aid



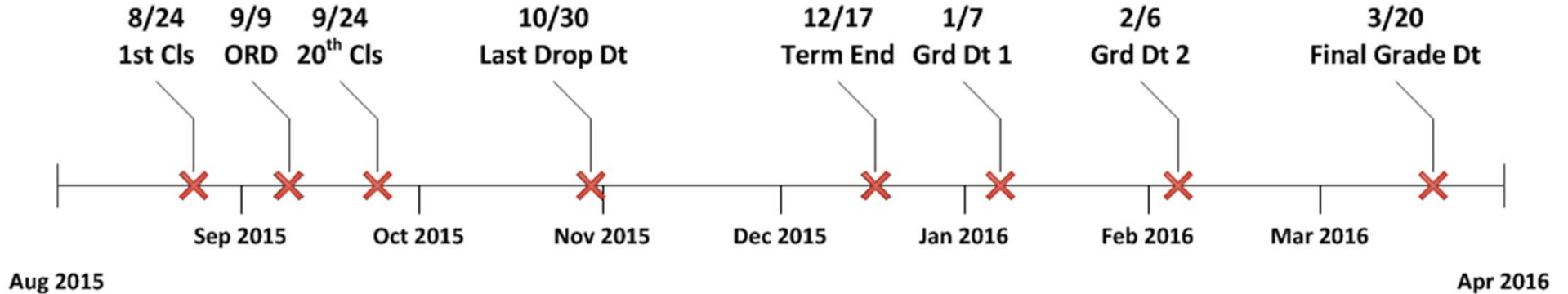
# New Financial Aid

- Daily data refresh
- Weekly snapshot
- Decision on an Aid Year begin and end snapshots
- Design process to capture data moving forward
- Decisions:
  - Past Aid Year data recovery: Logic to split between Fall-Spring, handle summer
  - Issue with historical data recovery
- Worked with Financial Aid office on validation
- Documentation

# Snapshots

- Pulled on key dates in a semester
- Enrollment tables nine snapshots
- Admission and Financial Aid snapshots are weekly on Monday

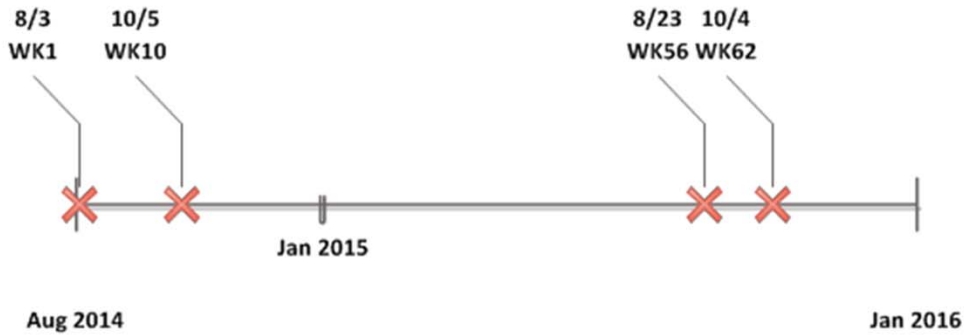
# Fall 2015 Enrollment Snapshots



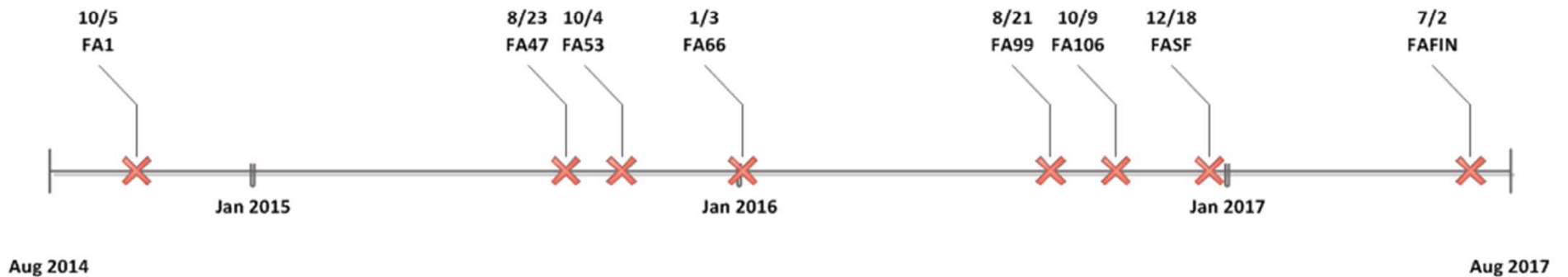
| Snapshot | Period Description             | Capture Date |
|----------|--------------------------------|--------------|
| PFC      | ONE WEEK PRIOR FIRST CLASS DAY | 8/17/2015    |
| FCD      | FIRST CLASS DAY                | 8/24/2015    |
| CEN      | CENSUS                         | 9/9/2015     |
| TCD      | TWENTIETH CLASS DAY            | 9/24/2015    |
| LDD      | LAST DROP DATE                 | 10/30/2015   |
| TED      | TERM END DT                    | 12/17/2015   |
| GD1      | GRADE DT 1                     | 1/7/2016     |
| GD2      | GRADE DT 2                     | 2/6/2016     |
| FGD      | FINAL GRADE DT                 | 3/20/2016    |

# Admission and Financial Aid Weekly Snapshots

## Fall 2015 Admissions



## Aid Year 2016 Financial Aid

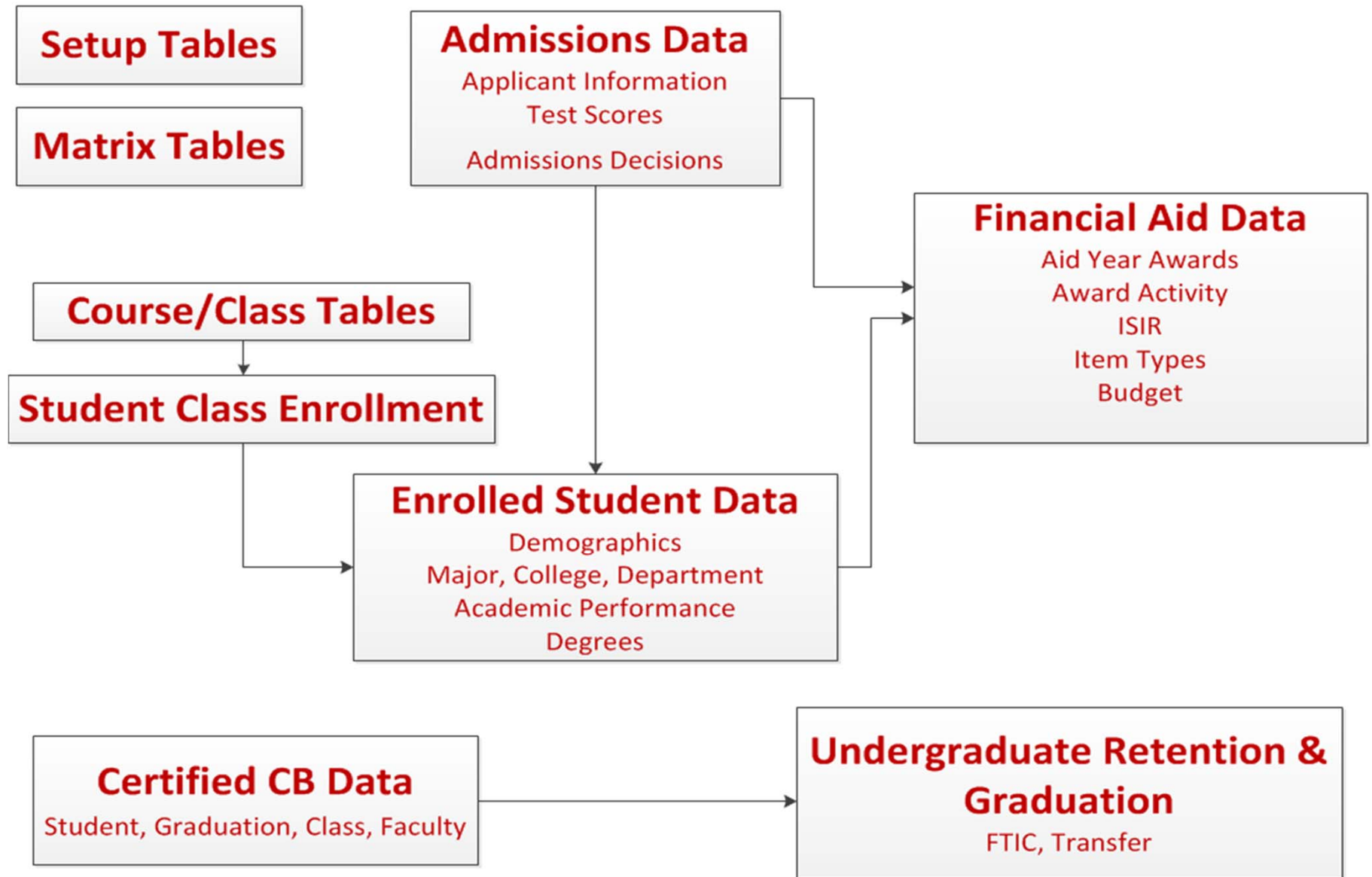




# New Data Warehouse Tables

- Admissions tables: Data from Fall 2010 to present
- Financial Aid tables:
  - Setup: Facilitates DW functionality
  - Data: Aid Year 2010 to present

# Data Warehouse Tables



# Future

- New Modules: Student Financials, Research
- Build Reports: Financial Aid, Explore Admissions-Financial Aid relationship
- On-going data improvements
- Data Visualization



Thank you!!

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# Reports Demonstration

User Name:

Password:

Log On



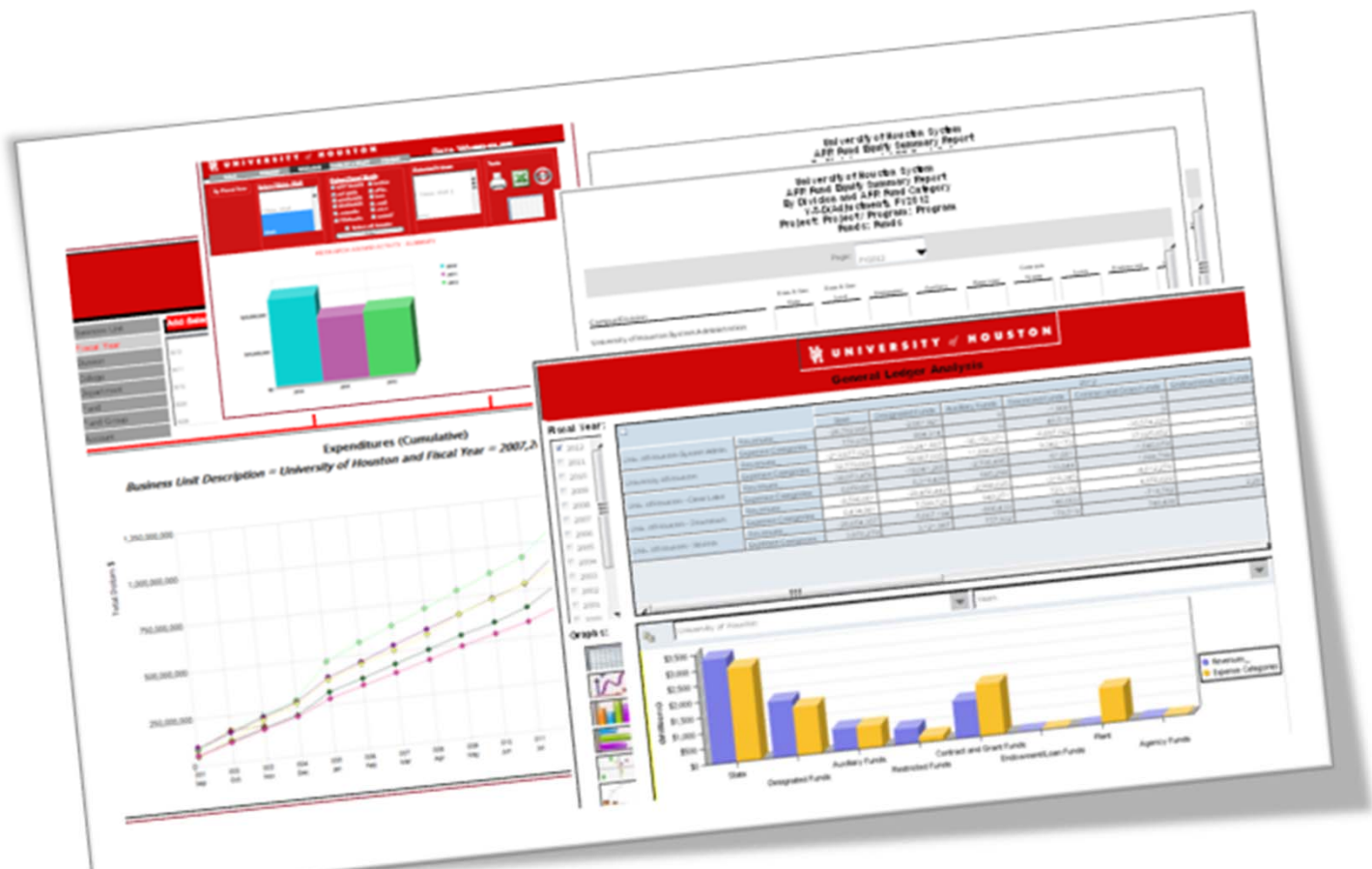
ORACLE  
ENTERPRISE PERFORMANCE  
MANAGEMENT

INFORMATION ON:

- Academic**
- Research**
- Human Resources**
- Finance**

### Welcome to EPM 11

We have recently upgraded from Oracle Hyperion 9 to Oracle Enterprise Performance Manager 11. This version provides the same data and reports as the previous one but in a faster, more reliable environment.



ACADEMIC DATA

DATA WAREHOUSE REPORTS

UNIVERSITY REPORTS

*Admissions*

*Student Enrollment*

*Semester Credit Hours*

*Financial Aid*

*Graduation Statistics*

*Faculty Statistics*

*Performance Reports*

COLLEGE & DEPARTMENTAL REPORTS

*Architecture*

*Arts*

*Business*

*Education*

*Engineering*

*Hotel & Restaurant Management*

*Law*

*Liberal Arts & Social Sciences*

*Natural Science & Math*

*Nursing*

*Optometry*

*Pharmacy*

*Social Work*

*Technology*

*Exploratory Studies*

*Honors College*

*Custom Reports*



Document /Student/IR/Reports/STU\_SH\_University\_Admissions

Sections

- Applicant Count and Yield Rate
- Applicant Count with Percentage Change
- One Year Percentage Change - AAE

**UNIVERSITY of HOUSTON**

Semesters & Dates **UNIVERSITY ADMISSIONS** EXPORT to/as. ?

Display Options: FTIC  Ethnicity  Yield Rates

**FTIC Admissions Report as of Oct 02, 2016**  
 By Ethnicity

|                                  |           | Fall 2015 | Fall 2016 | Fall 2017 |
|----------------------------------|-----------|-----------|-----------|-----------|
|                                  |           | 09/28/14  | 09/27/15  | 10/02/16  |
|                                  |           | Headcount | Headcount | Headcount |
| <b>African American</b>          | Applied   | 360       | 397       | 639       |
|                                  | Completed |           |           | 18        |
|                                  | Admitted  |           |           | 18        |
| <b>Asian American</b>            | Applied   | 361       | 443       | 618       |
|                                  | Completed | 13        |           | 40        |
|                                  | Admitted  | 13        |           | 40        |
| <b>Hawaiian/Pacific Islander</b> | Applied   | 4         | 3         | 3         |
| <b>Hispanic</b>                  | Applied   | 574       | 760       | 1,502     |
|                                  | Completed | 6         |           | 48        |
|                                  | Admitted  | 6         |           | 48        |
| <b>International</b>             | Applied   | 85        | 84        | 152       |
|                                  | Completed |           |           | 4         |
|                                  | Admitted  |           |           | 4         |
| <b>Multiracial</b>               | Applied   | 94        | 109       | 135       |
|                                  | Completed | 2         |           | 10        |
|                                  | Admitted  | 2         |           | 10        |
| <b>Native American</b>           | Applied   | 5         | 3         | 2         |
| <b>White</b>                     | Applied   | 688       | 792       | 1,158     |
|                                  | Completed | 17        |           | 116       |
|                                  | Admitted  | 17        |           | 115       |
| <b>Unknown</b>                   | Applied   | 21        | 20        | 34        |
|                                  | Completed |           |           | 5         |
|                                  | Admitted  |           |           | 5         |

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Semesters & Dates **UNIVERSITY ADMISSIONS** EXPORT to/as. ?

Display Options: FTIC Ethnicity Yield Rates

- Transfer
- Post-Baccalaureate
- Graduate/Professional
- Readmitted
- All Admit Types

**FTIC Admissions Report as of Oct 02, 2016**  
By Ethnicity

|                                  |           | Fall 2015 | Fall 2016 | Fall 2017 |
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|                                  | Admitted  |           |           | 4         |
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|                                  | Completed |           |           | 5         |
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UNIVERSITY of HOUSTON

UNIVERSITY ADMISSIONS

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Semesters & Dates

Display Options: FTIC  Ethnicity  Yield Rates

- Ethnicity
- Gender
- First Generation
- Residency
- SAT Score
- HS Quartile Rank
- HS Percentile Range
- Top 25 %
- Top 20 %
- Top 15 %
- Top 10 %
- College

FTIC Admissions Report as of Oct 02, 2016  
By Ethnicity

|                                  |           | Fall 2015 | Fall 2016 | Fall 2017 |
|----------------------------------|-----------|-----------|-----------|-----------|
|                                  |           | 09/28/14  | 09/27/15  | 10/02/16  |
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|                                  | Admitted  | 13        |           | 40        |
| <b>Hawaiian/Pacific Islander</b> | Applied   | 4         | 3         | 3         |
|                                  | Completed |           |           |           |
|                                  | Admitted  |           |           |           |
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|                                  | Completed | 6         |           | 48        |
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|                                  | Completed |           |           |           |
|                                  | Admitted  |           |           |           |
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|                                  | Completed | 17        |           | 116       |
|                                  | Admitted  | 17        |           | 115       |
| <b>Unknown</b>                   | Applied   | 21        | 20        | 34        |
|                                  | Completed |           |           | 5         |
|                                  | Admitted  |           |           | 5         |

- Sections
- Applicant Count and Yield Rate
- Applicant Count with Percentage Change
- One Year Percentage Change - AAE



Semesters & Dates

**UNIVERSITY ADMISSIONS**

Display Options: FTIC Gender  Yield Rates

**FTIC Yield Rates as of Oct 02, 2016  
By Gender**

|         |           | Fall 2015 |        | Fall 2016 |        | Fall 2017 |        |
|---------|-----------|-----------|--------|-----------|--------|-----------|--------|
|         |           | 09/28/14  |        | 09/27/15  |        | 10/02/16  |        |
|         |           | Headcount | Yield% | Headcount | Yield% | Headcount | Yield% |
| Female  | Applied   | 1,125     |        | 1,399     |        | 2,353     |        |
|         | Completed | 18        | 1.6%   |           |        | 138       | 5.9%   |
|         | Admitted  | 18        | 100.0% |           |        | 137       | 99.3%  |
| Male    | Applied   | 1,066     |        | 1,212     |        | 1,883     |        |
|         | Completed | 20        | 1.9%   |           |        | 103       | 5.5%   |
|         | Admitted  | 20        | 100.0% |           |        | 103       | 100.0% |
| Unknown | Applied   | 1         |        |           |        | 7         |        |
| Total   | Applied   | 2,192     |        | 2,611     |        | 4,243     |        |
|         | Completed | 38        | 1.7%   |           |        | 241       | 5.7%   |
|         | Admitted  | 38        | 100.0% |           |        | 240       | 99.6%  |

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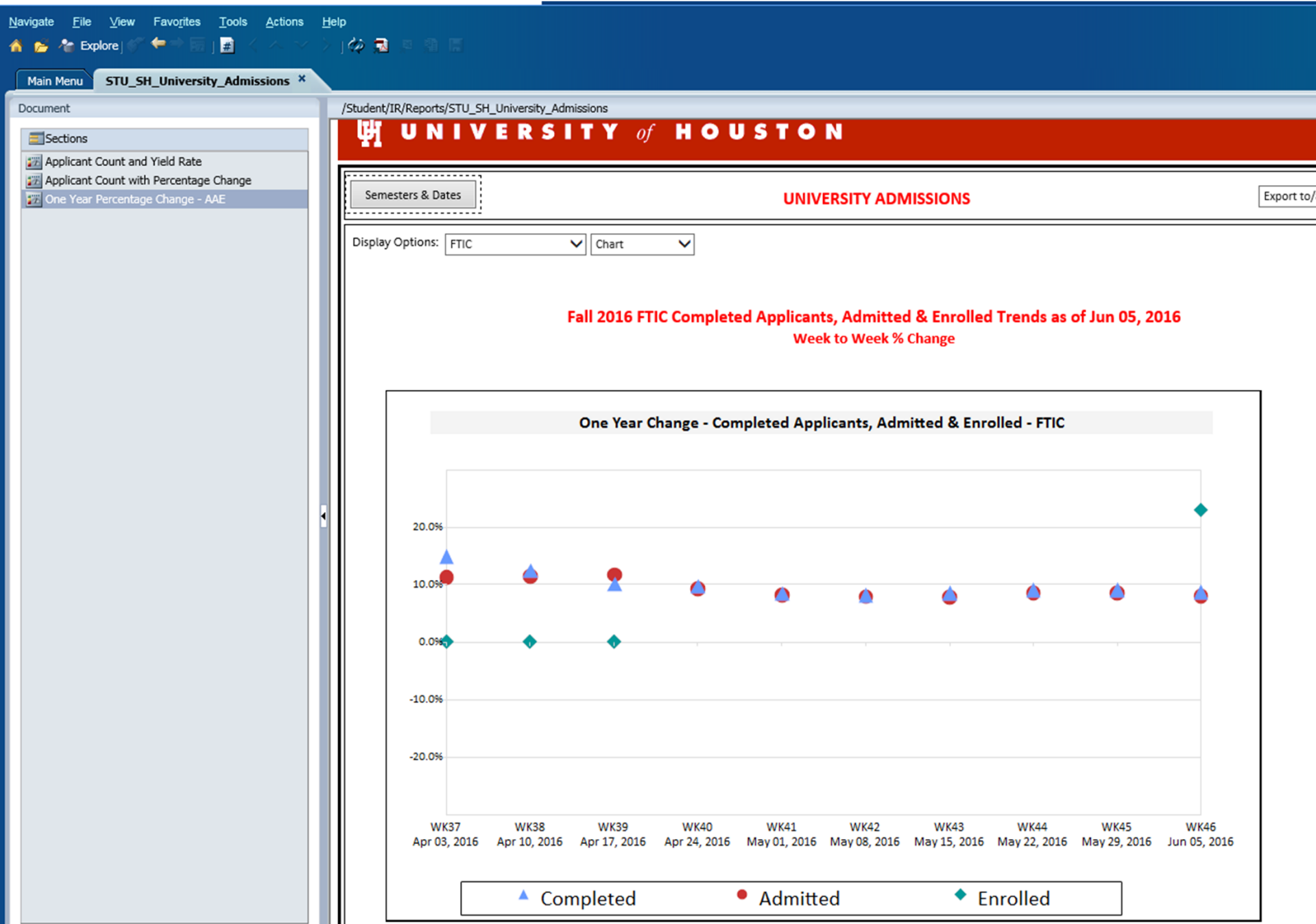
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Semesters & Dates **UNIVERSITY ADMISSIONS** EXPORT to/as. v

Display Options: FTIC Ethnicity

**FTIC Applicant Status as of Oct 02, 2016**  
2 Year Change By Ethnicity

|                                  |           | Fall 2015<br>09/28/14 | Fall 2016<br>09/27/15 | Fall 2017<br>10/02/16 | Change | % Change |
|----------------------------------|-----------|-----------------------|-----------------------|-----------------------|--------|----------|
| <b>African American</b>          | Applied   | 360                   | 397                   | 639                   | 279    | 44%      |
|                                  | Completed |                       |                       | 18                    | 18     | 100%     |
|                                  | Admitted  |                       |                       | 18                    | 18     | 100%     |
| <b>Asian American</b>            | Applied   | 361                   | 443                   | 618                   | 257    | 42%      |
|                                  | Completed | 13                    |                       | 40                    | 27     | 68%      |
|                                  | Admitted  | 13                    |                       | 40                    | 27     | 68%      |
| <b>Hawaiian/Pacific Islander</b> | Applied   | 4                     | 3                     | 3                     | -1     | -33%     |
| <b>Hispanic</b>                  | Applied   | 574                   | 760                   | 1,502                 | 928    | 62%      |
|                                  | Completed | 6                     |                       | 48                    | 42     | 88%      |
|                                  | Admitted  | 6                     |                       | 48                    | 42     | 88%      |
| <b>International</b>             | Applied   | 85                    | 84                    | 152                   | 67     | 44%      |
|                                  | Completed |                       |                       | 4                     | 4      | 100%     |
|                                  | Admitted  |                       |                       | 4                     | 4      | 100%     |
| <b>Multiracial</b>               | Applied   | 94                    | 109                   | 135                   | 41     | 30%      |
|                                  | Completed | 2                     |                       | 10                    | 8      | 80%      |
|                                  | Admitted  | 2                     |                       | 10                    | 8      | 80%      |
| <b>Native American</b>           | Applied   | 5                     | 3                     | 2                     | -3     | -150%    |
| <b>White</b>                     | Applied   | 688                   | 792                   | 1,158                 | 470    | 41%      |
|                                  | Completed | 17                    |                       | 116                   | 99     | 85%      |
|                                  | Admitted  | 17                    |                       | 115                   | 98     | 85%      |
| <b>Unknown</b>                   | Applied   | 21                    | 20                    | 34                    | 13     | 38%      |
|                                  | Completed |                       |                       | 5                     | 5      | 100%     |
|                                  | Admitted  |                       |                       | 5                     | 5      | 100%     |



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Semesters & Dates
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Display Options: FTIC  Table

Fall 2016 FTIC Completed Applicants, Admitted & Enrolled Trends as of Jun 05, 2016  
 Week to Week % Change

|                  | Apr 03, 2016 | Apr 10, 2016 | Apr 17, 2016 | Apr 24, 2016 | May 01, 2016 | May 08, 2016 | May 15, 2016 | May 22, 2016 |
|------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>Completed</b> | 14.9%        | 12.5%        | 10.1%        | 9.8%         | 8.5%         | 8.2%         | 8.5%         | 9.1%         |
| <b>Admitted</b>  | 11.2%        | 11.5%        | 11.7%        | 9.2%         | 8.2%         | 8.0%         | 7.9%         | 8.6%         |
| <b>Enrolled</b>  |              |              |              | 40.4%        | 37.9%        | 38.1%        | 38.1%        | 38.7%        |

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Honors College

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  - Student - Enrollment Trend by Level, Full/Part Time
  - Students - New and Continuing
  - Student - Enrollment Trend by Ethnicity & Gender
  - Student - Headcount by Level, Ethnicity, Gender
  - Student - Mean Age by Level, Ethnicity, Gender
  - Student - FTIC Enrollment Trends
  - Student - New Undergraduate Transfers Enrollment Trends
  - Student - Trends in In-State/Out-of-State Residency
  - Student - Trends in In-State Residency Enrollment
  - Student - Trends in Out-Of-State Residency Enrollment
  - Student - Trends in International Residency Enrollment

**UNIVERSITY of HOUSTON**

Semesters **Honors College**

All Levels  Colleges

**Student Semester Headcount  
By Classification**

|                    | Fall 2011    | Fall 2012    | Fall 2013    | Fall 2014    | Fall 2015    |
|--------------------|--------------|--------------|--------------|--------------|--------------|
| Freshman           | 359          | 402          | 426          | 538          | 405          |
| Sophomore          | 315          | 354          | 412          | 432          | 513          |
| Junior             | 265          | 331          | 372          | 464          | 452          |
| Senior             | 373          | 356          | 429          | 511          | 632          |
| Post-Baccalaureate | 5            | 4            | 3            | 5            | 10           |
| <b>Total</b>       | <b>1,317</b> | <b>1,447</b> | <b>1,642</b> | <b>1,950</b> | <b>2,012</b> |

- Sections
- Student - Enrollment Trend by Levels
  - Student - Enrollment Trend by Level, Full/Part Time
  - Students - New and Continuing
  - Student - Enrollment Trend by Ethnicity & Gender
  - Student - Headcount by Level, Ethnicity, Gender
  - Student - Mean Age by Level, Ethnicity, Gender
  - Student - FTIC Enrollment Trends
  - Student - New Undergraduate Transfers Enrollment Trends
  - Student - Trends in In-State/Out-of-State Residency
  - Student - Trends in In-State Residency Enrollment
  - Student - Trends in Out-Of-State Residency Enrollment
  - Student - Trends in International Residency Enrollment



Semesters **Honors College** EXPOI

All Levels  Colleges

**Student Semester Headcount  
By College & Classification**

|  |                    | Fall 2011  | Fall 2012  | Fall 2013  | Fall 2014  | Fall 2015  |
|--|--------------------|------------|------------|------------|------------|------------|
| <b>Arch &amp; Design, Hines College of</b> | Freshman           | 13         | 9          | 10         | 14         | 9          |
|  | Sophomore          | 6          | 7          | 9          | 8          | 11         |
|  | Junior             | 9          | 7          | 6          | 9          | 10         |
|  | Senior             | 11         | 9          | 9          | 14         | 16         |
|  | <b>Subtotal</b>    | <b>39</b>  | <b>32</b>  | <b>34</b>  | <b>45</b>  | <b>46</b>  |
| <b>Business, Bauer College of</b>          | Freshman           | 45         | 55         | 59         | 86         | 45         |
|  | Sophomore          | 45         | 54         | 76         | 85         | 89         |
|  | Junior             | 53         | 59         | 61         | 76         | 84         |
|  | Senior             | 71         | 76         | 91         | 95         | 107        |
|  | <b>Subtotal</b>    | <b>214</b> | <b>244</b> | <b>287</b> | <b>342</b> | <b>325</b> |
| <b>Education, College of</b>               | Freshman           | 2          | 3          | 3          | 4          | 6          |
|  | Sophomore          | 5          | 5          | 7          | 8          | 2          |
|  | Junior             | 2          | 3          | 9          | 5          | 14         |
|  | Senior             | 7          | 5          | 6          | 13         | 8          |
|  | <b>Subtotal</b>    | <b>16</b>  | <b>16</b>  | <b>25</b>  | <b>30</b>  | <b>30</b>  |
| <b>Engineering, College of</b>             | Freshman           | 72         | 92         | 78         | 119        | 109        |
|  | Sophomore          | 49         | 64         | 85         | 88         | 115        |
|  | Junior             | 33         | 53         | 60         | 104        | 95         |
|  | Senior             | 51         | 45         | 60         | 73         | 130        |
|  | Post-Baccalaureate | 2          | 1          | 2          | 3          | 4          |
|  | <b>Subtotal</b>    | <b>207</b> | <b>255</b> | <b>285</b> | <b>387</b> | <b>453</b> |
| <b>Exploratory Studies</b>                 | Freshman           | 22         | 20         | 39         | 35         | 15         |
|  | Sophomore          | 3          | 4          | 9          | 8          | 14         |
|  | Junior             |            |            | 1          | 3          | 3          |
|  | Senior             |            |            | 1          |            | 1          |
|  | <b>Subtotal</b>    | <b>25</b>  | <b>24</b>  | <b>50</b>  | <b>46</b>  | <b>33</b>  |
| <b>Hotel &amp; Restaurant Mgt. Col of</b>  | Freshman           | 7          | 5          | 13         | 11         | 10         |

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Graduation Retention Menu



## STUDENT RETENTION AND GRADUATION

### First-Time in College Students (FTIC)

Full-Time, Degree Seeking

Additional Groups

### Transfer Students

Full-Time, Degree Seeking with 60 Transfer Hours

Additional Transfer Groups

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- FTIC FT Degree Seeking by Gender
- FTIC FT Degree Seeking by Ethnicity
- FTIC FT Degree Seeking by Gender and Ethnicity
- FTIC FT Degree Seeking by SAT Score
- FTIC FT Degree Seeking by ACT Score
- FTIC FT Degree Seeking by High School Quartile
- FTIC FT Degree Seeking by Percentile Range
- FTIC FT Degree Seeking by Top 25 Percentile
- FTIC FT Degree Seeking by Top 20 Percentile
- FTIC FT Degree Seeking by Top 15 Percentile
- FTIC FT Degree Seeking by Top 10 Percentile

**UNIVERSITY of HOUSTON**

**Honors College**

Report Parameters EXPORT to/as... ▾

[Return to Retention/Gradua](#)

**First-Time in College, Full-Time, Degree Seeking Students  
Retention and Graduation**

|                                    | Fall 2009 | Fall 2010 | Fall 2011 | Fall 2012 | Fall 2013 | Fall 2014 | Fall 2015 |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>FTIC Fall 2009</b>              |           |           |           |           |           |           |           |
| College Enrolled                   | 272       | 217       | 183       | 156       | 43        | 13        | 3         |
| College Not Enrolled               |           | 55        | 89        | 112       | 123       | 125       | 125       |
| College Cumulative Graduation      |           | 0         | 0         | 4         | 106       | 134       | 144       |
| College Retention Rate             |           | 79.8%     | 67.3%     | 57.4%     | 15.8%     | 4.8%      | 1.1%      |
| College Cumulative Graduation Rate |           | 0.0%      | 0.0%      | 1.5%      | 39.0%     | 49.3%     | 52.9%     |
| UH Enrolled                        | 272       | 238       | 221       | 198       | 80        | 28        | 8         |
| UH Not Enrolled                    |           | 34        | 51        | 67        | 70        | 78        | 73        |
| UH Cumulative Graduation           |           | 0         | 0         | 7         | 122       | 166       | 191       |
| UH Retention Rate                  |           | 87.5%     | 81.3%     | 72.8%     | 29.4%     | 10.3%     | 2.9%      |
| UH Cumulative Graduation Rate      |           | 0.0%      | 0.0%      | 2.6%      | 44.9%     | 61.0%     | 70.2%     |

# List of Data Warehouse Tables

# CB Tables

- STU\_N\_CB1\_STDNT
- STU\_N\_CB9\_GRAD
- STU\_N\_CB8\_FACULTY
- STU\_N\_CB8\_FACULTY\_NS
- STU\_N\_CB3\_COURSE
- STU\_N\_CB4\_CLASS
- STU\_N\_CB34\_SCH\_SCL

# Enrollment Setup Tables

- STU\_N\_CAPTURE\_DATES
- STU\_N\_CAPTURE\_DATES\_SES
- STU\_N\_SESSIONS
- STU\_N\_TERM
- STU\_N\_ACAD\_CAREER
- STU\_N\_INSTITUTION
- STU\_N\_PLAN



# Admission Tables

- STU\_N\_APPLICANTS\_VW
- STU\_N\_APPLICATIONS\_VW

# Enrollment Tables

- STU\_N\_CLASS
- STU\_N\_CLASS\_ATTR
- STU\_N\_CLASS\_INSTR
- STU\_N\_ENROLLMENT
- STU\_N\_COURSE\_ATTR
- STU\_N\_STUDENTS
- STU\_N\_STDNT\_PROGRESS
- STU\_N\_STDNT\_TRANSFER
- STU\_N\_STDNT\_DEGREE
- STU\_N\_STDNT\_GROUPS
- STU\_N\_CONTACT\_INFO

# Matrix Tables

- STU\_N\_PLAN\_RPT\_MTX
- STU\_N\_CRSE\_RPT\_MTX
- STU\_N\_ADMIN\_UNIT\_MTX

# Retention Graduation Tables

- VW\_STU\_N\_UG\_RETENTION\_DETAIL
- VW\_STU\_N\_UG\_RETENTION\_RATES

# Financial Aid Setup Tables

- STUFA\_AID\_YEAR
- STUFA\_AID\_TERM
- STUFA\_ITEM\_TYPES
- STUFA\_FAT\_GROUPS
- DW\_SNAPSHOT\_CONTROL

# Financial Aid Data Tables

- STUFA\_AID\_ATTRIB
- STUFA\_STDNT\_ISIR
- STUFA\_AID\_TERM\_BDGT
- STUFA\_AID\_TERM\_DATA
- STUFA\_AID\_AWARD\_PER
- STUFA\_AID\_AWARDS
- STUFA\_AID\_AWARD\_SUMM
- STUFA\_AID\_AWARD\_ACTV
- STUFA\_AID\_AWARD\_AIDYR\_TERM
- STUFA\_SCHOL\_DATA
- STUFA\_MSHETY\_DATA