

# Introducing College Portrait At A Glance

October 22, 2013

- ☑ What is College Portrait At A Glance?
- ☑ Content Modules and Development
- ☑ Overview of At A Glance features
- ☑ Timeline

# Overview

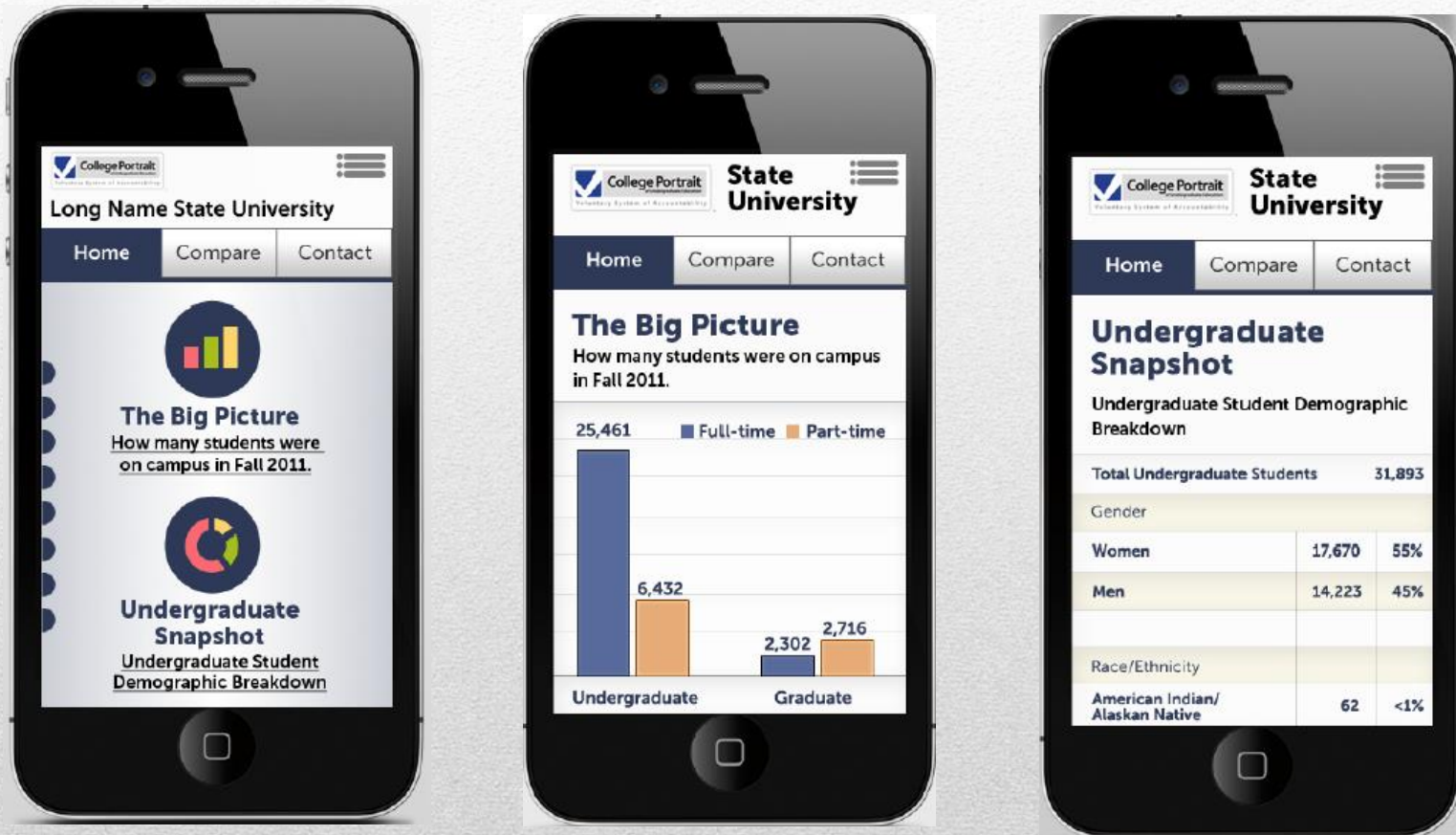
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# College Portrait Website Redesign

✓ All content pages will be redesigned



# College Portrait Website Redesign



## ☑ NILOA Evaluation: Good, but not user friendly

- Starting points
- Customizability
- Flexibility

# Why At A Glance?

- ☑ Tool for evidence-based storytelling
- ☑ Single page
- ☑ Up to 4 data snapshots
- ☑ Print and email friendly
- ☑ Fully mobile accessible

## What is At A Glance?

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**Bachelor's**

**1,531**

**Areas of Study with the largest number of bachelor's degrees awarded in 2011-12**

**HEALTH PROFESSIONS AND RELATED PROGRAMS.**

**BUSINESS, MANAGEMENT, MARKETING, AND RELATED SERVICES.**

**EDUCATION.**

**COMMUNICATION, JOURNALISM, AND RELATED PROGRAMS.**

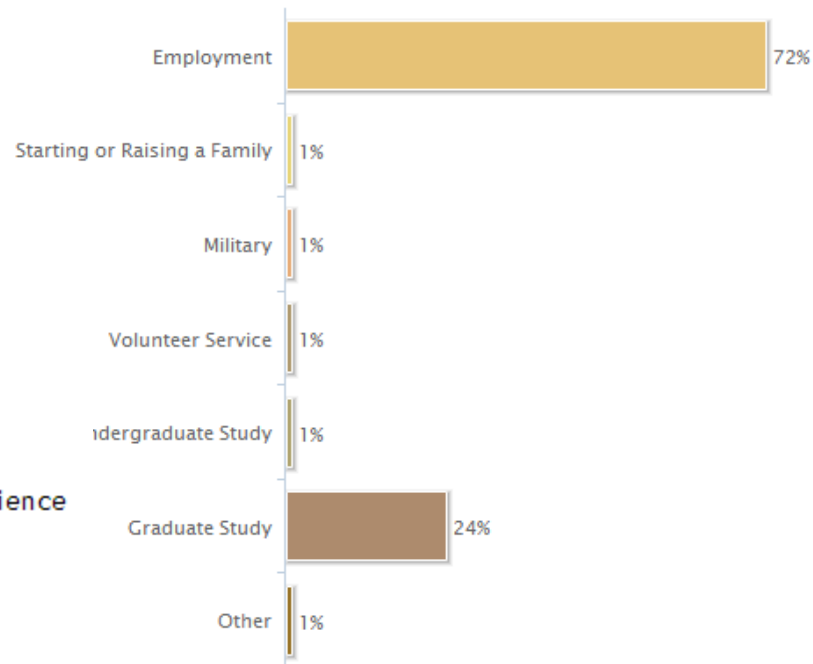
**SOCIAL SCIENCES.**

### Active Learning Experiences

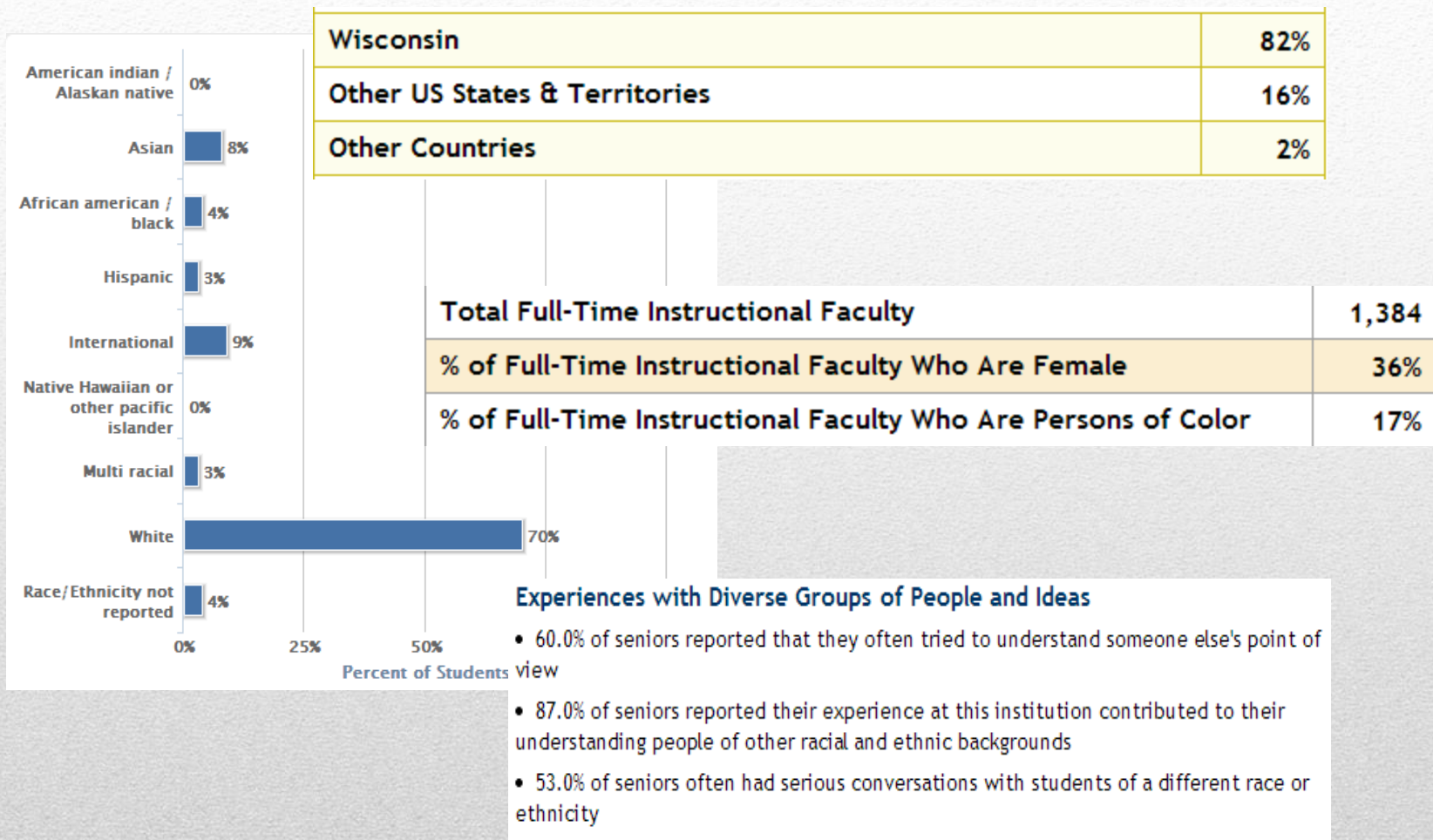
- 91.0% of seniors spent at least 6 hours per week preparing for class
- 20.0% of seniors worked on a research project with a faculty member
- 53.0% of seniors participated in an internship, practicum, or field experience
- 71.0% of seniors participated in community service or volunteer work
- 22.0% of seniors participated in study abroad
- 99.0% of seniors made at least one class presentation last year

### FUTURE PLANS OF BACHELOR'S DEGREE RECIPIENTS

Survey Response Rate: 92%



# What is At A Glance?



# What is At A Glance?



## Core content

- College Portrait standard
- Graphic-intensive, no jargon

## Custom content

- Institutionally created
- Institutional use only – not available to public users

# Content modules

Select Institution:

Example Institution



Customize Your  
Own

Save

Print

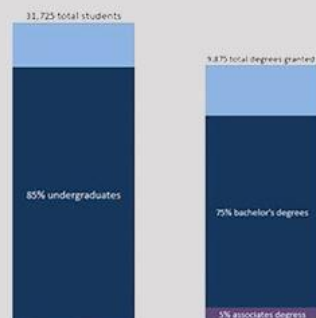
ADMISSIONS

COSTS

LEARNING

STUDENTS

## The Big Picture: Enrollment & Degrees

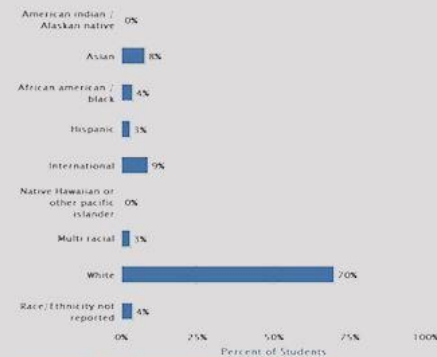


Fall 2007 Enrollment 2006-07 Degrees Granted

In Fall 2007, 85% of the 31,725 students at <INSTITUTION> were seeking undergraduate degrees or certificates. During the 2006-07 academic year, 80% of the degrees awarded by <INSTITUTION> were undergraduate degrees (bachelor's or associates degrees).



## Undergraduate Snapshot: Racial and Ethnic Diversity



### Experiences with Diverse Groups of People and Ideas

- 60.0% of seniors reported that they often tried to understand someone else's point of view
- 87.0% of seniors reported their experience at this institution contributed to their understanding people of other racial and ethnic backgrounds
- 51.0% of seniors often had serious conversations with students of a different race or ethnicity



# At A Glance Mock up



## Thanks to:

- Todd Bailey
- Katie DeBoer
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- Kathy Felts
- Eric Fotheringham
- Tom Harnisch
- Natasha Jankowski
- Jillian Kinzie
- Roy Mathew
- Matt Orem
- Amelia Parnell
- Kristin Yates

# Content Development Working Group

## Tool for the public

- Preformed templates with suggested starting points
- Tweak a preformed template or create custom AAG pages
- Only modules from one institution / page

# Public AAG Features



## Tool for institutions

- All public features
- Ability to use custom modules
- Ability to save AAG pages to print/publish

# Institutional AAG Features

# Which campus partners do you think the At a Glance feature will be most useful for?

Poll Results (single answer required):

University Senior leadership (President, Provost, etc.)	25%
University Communications/ Public/Governmental Affairs	36%
Governing Board / Board of Regents / Board of Trustees	2%
Admissions	34%
Other (please leave a comment in the chat!)	4%

## Poll and Results



- ☑ What stories are you interested in telling about your campus?
- ☑ What data from the College Portrait could help you tell those stories?

# Discussion and Q&A

- ☑ Design and development: November 2013 – January 2014
- ☑ Testing: February – March 2014
- ☑ Institutional Public Beta: March – August 2014
- ☑ Public Launch: October 2014 (with 2014-15 College Portrait)

## Expected Timeline

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- All webinars are Tuesdays at 2 p.m. Eastern Time
  - Building Effective Partnerships with Government & Public Affairs – November 19
- Archived webinar recordings are available from <http://www.voluntarysystem.org/webinars>
  - Reintroduction to the VSA webinar
  - The AAC&U VALUE Rubrics
  - Introducing the 2013-14 College Portrait
  - Success & Progress Rate

# 2013 VSA Webinars

College Portrait website: [www.collegeportraits.org](http://www.collegeportraits.org)

Reports & Presentations: [www.voluntarysystem.org](http://www.voluntarysystem.org)

LinkedIn: Voluntary System of Accountability

Twitter: @VSAvoice

Blog: <http://vsavoice.blogspot.com/>

# Keeping Up with the VSA



# Contact the VSA!

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