Enrollment Management Dashboard

Product Vision
For: Enrollment Decision Makers
Who: Would like to understand enrollment information easily
The: Enrollment Management Dashboard
Is an: Interactive and visualization tool
That: Provides key information and metrics
Unlike: Compiling data from different sources and merging them together in spreadsheets
This Product: Can be accessed online or on mobile devices, is secure, and pulls data from the data warehouse

1. Application Dashboard

- The Application Dashboard consists of a series of visualizations that look at year-over-year undergraduate and graduate applications at GW. The Dashboard was released into Production in May 2015, with new features being added or updated periodically.

Additional features and updates:

2 Year Comparisons – Provides a comparison of decision statuses over the last two years.
Map view by application origin – count of applications/applicants by the applicant’s state or country. Users can pick a decision status and other filters on the dashboard, then view results on the map.

Additional Filters – More filters have been added to give users across the University the flexibility of finding answers to different questions.
Availability:
- Available for authorized users in Enrollment Management: Enrollment Management Dashboard.

2. Student Application

- A number of new data points were added to the existing Student Application fact table in the data warehouse. Power users from the Enrollment Management team will be leveraging these to write reports for Admissions.
Business Intelligence Services
RELEASE NOTES [ Release 7 ]
February 12, 2016

- CAID (Common Application ID)
- ACRK
- Request Financial Aid Ind (Y/N)
- Recruiting Source
- Recruiting Source Address
- Apply Form
- Indicator for International Student
- Indicator for First Generation Student
- Athletic Recruit Type
- Region

Availability:
- Available for authorized users: gsource.gwu.edu

3. Admission Checklist

- Developed for Admissions, the Admission Checklist package allows users to view what requirements have been submitted by an applicant in addition to the applicant’s High School, counselor and the application status. A number of data points have been added to the existing Admission Checklist fact table.
  - Mandatory Indicator
  - CAID
  - Institution Address

<table>
<thead>
<tr>
<th>Student ID</th>
<th>Apply/Term Code</th>
<th>Checklist ADMR Code</th>
<th>Latest Decision Desc</th>
<th>Mandatory Indicator</th>
<th>CAID</th>
<th>Institution Desc</th>
<th>Institution Address Lines</th>
</tr>
</thead>
<tbody>
<tr>
<td>3966</td>
<td>201603</td>
<td>0001</td>
<td></td>
<td>Y</td>
<td>14912066</td>
<td>Henry M. Gunn Senior HS</td>
<td>780 ARASTRADER RD</td>
</tr>
<tr>
<td>9405</td>
<td>201603</td>
<td>0901</td>
<td>Offer Admission</td>
<td>Y</td>
<td>14139910</td>
<td>Tuscarora High School</td>
<td>801 North King Street</td>
</tr>
<tr>
<td>9405</td>
<td>201603</td>
<td>0910</td>
<td>Offer Admission</td>
<td>Y</td>
<td>14139910</td>
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<tr>
<td>5783</td>
<td>201603</td>
<td>0001</td>
<td>Offer Admission</td>
<td>Y</td>
<td>14270294</td>
<td>Reynolds Secondary</td>
<td>3963 BORDEN ROAD</td>
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<tr>
<td>724B</td>
<td>201603</td>
<td>0001</td>
<td>Held - Undergraduate Admission</td>
<td>Y</td>
<td>14339014</td>
<td>Lower Merion High School</td>
<td>245 MONROE AVENUE</td>
</tr>
</tbody>
</table>

(sample screen shot)

Availability:
- Available for authorized users in Undergraduate Admissions: gsource.gwu.edu
Advancement Decision Center

Product Vision

For: GW Development and Alumni Relations Decision Makers
Who: Desire a simple way to access, use, and understand Advancement Information
The: Advancement Decision Center
Is an: Integrated source of Advancement data
That: Provides easy to use information that spans multiple years and can be consumed in multiple ways (Reports, Cubes, Dashboards, etc...)
Unlike: Cognos reporting from Ellucian Advance
This Product: Will be integrated with other GW ERP data, easy to use, visual, automatically updated, secured, and certified

New Features:

The Gift Officer Dashboard is an interactive tool designed to provide Gift Officers with an intuitive format to manage their portfolio of prospects. As a secondary purpose, this tool allows Gift Officer Managers to review the performance of their team. It also allows Development and Alumni Relations (DAR) team analysts and the Research and Relationship Management (RRM) team to perform data analysis and identify the impact of solicitation strategies.

The dashboard presents data in the following three contexts: Portfolio Overview, Contacts, and Proposals. Portfolio Overview provides a summary depiction of general prospect information, such as location, rating level, and lifetime giving. The Contacts context visualizes contact reports between a GW Gift Officer and a prospective donor. Finally, the Proposals context provides a performance analysis of proposals for gifts submitted to prospective donors.

Data used for the Gift Officer Dashboard is part of the Advancement Decision Center. Over 300+ target users for these dashboards include Development Officers, Alumni Relations, Advancement Services and the DAR Executive Team.

Availability:

Human Resources (HR) Decision Center

Product Vision

For: GW HR Decision Makers  
Who: Desire a simple way to access, use, and understand Human Resources Information  
The: HR Decision Center  
Is an: Integrated source of Human Resources data  
That: Provides easy to use information that spans multiple years and can be consumed in multiple ways (Reports, Cubes, Dashboards, etc...)  
Unlike: SQL reports and manual spreadsheets  
This Product: Will be easy to use, visual, automatically updated, secured, and certified

New Features:

- **Turnover Fact Table**
  - This new fact table in the HR Decision Center allows HR power users to create reports and visualizations that measure turnover at the University. Through the data, employee turnover (those who left GWU) and churn-over (those who made an internal move within the University) can now be measured and analyzed.

Availability:

- Accessible to authorized users in the data warehouse: gsource.gwu.edu
- Also available as a published data source to authorized users in Tableau Server.
GCAS Dashboard

Product Vision

For: GW’s Grants and Contracts Accounting Staff and Decision Makers
Who: Would like to manage the awards accounting process
The: GCAS Dashboard
Is an: Interactive and visualization tool
That: Provides key information and metrics
Unlike: Compiling data from different sources/reports and merging them together in spreadsheets
This Product: can be accessed online or on mobile devices, is secure, and pulls data from the data warehouse (primarily from PI Dashboard and GL Decision Center data)

New Reports:

- **Labor Detail Report** – Developed for Finance’s Grants and Accounting Services team, this report gives the payroll detail of employees working on grants and the percent of effort they spend on an award to verify salaries and wages associated with federally sponsored agreements. The report can be filtered on Posting Date, PICT Code, Project Number, Billing Group, and Award Number.

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>P-T-A</th>
<th>Expenditure Comment</th>
<th>Posting Data</th>
<th>Earn Hours</th>
<th>Earn Rate</th>
<th>% Effort</th>
<th>Actual Amount</th>
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<tbody>
<tr>
<td>Payroll-BW-6-A</td>
<td>13-mar-2015</td>
<td>03/31/2015</td>
<td>82.25</td>
<td>$26.56</td>
<td>49.77%</td>
<td>$2,184.56</td>
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<td>Payroll-BW-7-A</td>
<td>27-mar-2015</td>
<td>03/31/2015</td>
<td>63</td>
<td>$26.56</td>
<td>50.23%</td>
<td>$2,204.43</td>
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</table>

(sample screen shot)

- **Labor Effort Report** - This report gives details of employees working on grants and percent of effort they spend on the awards. The report can be filtered on date range, employee, PICT code, 100% Effort employees and summer salary defined employees.

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>Banner Index</th>
<th>Pay Calendar PICT</th>
<th>Pay Number and Pay Date</th>
<th>Award Short Name</th>
<th>Earn Code</th>
<th>Earn Rate</th>
<th>Earn Amount</th>
<th>Earn Hours</th>
<th>% Effort</th>
</tr>
</thead>
<tbody>
<tr>
<td>MO</td>
<td>10 (30-Oct-15)</td>
<td>FTA</td>
<td>2,000.00</td>
<td>75,000</td>
<td>30</td>
<td>100.00%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MO</td>
<td>10 (30-Oct-15)</td>
<td>FTA</td>
<td>1,000.00</td>
<td>30,000</td>
<td>30</td>
<td>30.31%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MO</td>
<td>10 (30-Oct-15)</td>
<td>FTA</td>
<td>1,543.76</td>
<td>46,312.5</td>
<td>30</td>
<td>69.46%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Sponsored Activity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>76,312.5</td>
<td>59.42%</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

(sample screen shot)

Availability:

- Available to the Grants and Contracts Accounting Services team in the data warehouse: gsourc.gwu.edu
DIT Operations Dashboard

Product Vision
For: GW’s Division of IT Managers and Directors
Who: Would like to manage resources based upon well-defined and available metrics
The: DIT Operations Dashboard
Is an: Interactive and visualization tool
That: Provides key information and metrics
Unlike: Compiling data from different sources and merging them together in spreadsheets
This Product: Can be accessed online or on mobile devices, is secure, and pulls data from the data warehouse

New Features:

- **Change Management Dashboard** – Developed for the Division of IT, this dashboard uses data brought into the data warehouse from the Remedy system to help analyze the impact of changes to IT’s infrastructure and of service disruptions to DIT’s services.

- **Helpdesk Dashboard [BETA]** – The Helpdesk data has been brought into the warehouse from the Remedy system to help analyze the impact of help desk service, assignment, impact, support, urgency, help desk problem and help desk resolution. The data source will also be made available to power users in DIT via Tableau Server.

Availability:
- Accessible to authorized users in the Division of IT: Change Management Dashboard
First Destination Dashboard

Product Vision
For: GW Community and the General Public
Who: Are interested in the success rate of GW students in finding jobs after graduation
The: First Destination Dashboard
Is an: Interactive and visualization tool
That: Provides the results of graduation-related surveys taken by GW students
Unlike: A static infographic on paper or PDF file
This Product: Is interactive and can be accessed by anyone online

New Data Source:

- Developed for the GW Career Center and in partnership with the Survey and Research Analysis (SRA) Office, the First Destination Dashboard will provide details about post-baccalaureate outcomes of GW students. It will include post-graduation activity including employment, graduate school, volunteer or other activities.

- The data used for the First Destination Dashboard comes from graduation surveys and is integrated with student data from the data warehouse. The dashboard is being developed by SRA using Tableau Desktop with data coming from the data warehouse via Tableau Server. Once completed, it will be made available through Tableau Public. The target release date is March 2016.
Business Intelligence Services (BIS) Strategic Initiatives

Informatica upgrade:
- The extract-transform-load (ETL) tool that is used to build the data warehouse has been upgraded from PowerCenter 8.6 to PowerCenter 9.6. This upgrade was necessary to enable the Business Intelligence team to connect to more data sources, integrate data across different platforms, and put GW in a position where it can gain insight from the data collected by its various systems.

Tableau Server upgrade:
- To avail of the latest features, Tableau Server has been upgraded from version 9.1 to 9.2. Desktop users with current licenses are advised to upgrade to version 9.2 especially if the workbook will be published on the server.
- To find out what’s new in Tableau 9.2, please visit Tableau’s website.
- The subscription feature in Tableau has been activated which allows users to subscribe to their favorite dashboards and have them delivered via email at regular intervals. Users then have the option of clicking on the email in order to interact with the dashboard on Tableau Server.

GW Housing:
- The BIS team worked with GW Housing to create and publish their Residence Hall Housing Availability and Rates for Fall 2016 and Spring 2017. The viz will be available to the public and is hosted by Tableau Public, a free service provided by Tableau Software. Students and their parents will now be able to look for the best possible housing options based on their class, building location, room type and rate. The viz can be accessed through the GW Living site: [http://living.gwu.edu/housing-rates](http://living.gwu.edu/housing-rates).