Introduce yourself in the chat and let us know who you're here representing!

modern campus

Analytics & Express Reports

Modern Campus Involve

Agenda

1. Welcome
2. Benefits of Data
3. Where to Find Data
4. Express Reports
5. Q&A
6. Close

Intro to Data

Find Your Data

Maximize Budget

Dig Into Demographics

Benefits of Digging into Data

modern campus

> “Involve takes all of the guesswork out of engagement. We know which students came to which events, and who’s a member of which student club or org. We know their demographic so we can figure out what’s working well and what’s not. It’s fantastic. Involve has been a really great blessing.
>
> Hope Saunders

What can I do with Involve data?

Administrative Tasks

Research / Insights

What can I do with Involve data?

Administrative Tasks

- Pull officer lists
- Share a list of event attendees
- Export form responses
- Email event attendees

Research / Insights

What can I do with Involve data?

Administrative Tasks

- Pull officer lists
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- Export form responses
- Email event attendees

Research / Insights

- Demographic analytics
- Program outreach effectiveness
- Where to focus funds
- Where to encourage growth
- Pinpoint student activity
- Experiences insights

Campus Retention

Harford Community College Discovered that Engaged Students are 53.7% More Likely to Persist

How a suburban community college leverages Modern Campus Involve to engage learners and drive co-curricular strategies

Collaboration

- Partner with Institutional research!
- Connect with other data
- Build a data dashboard
- Compare your numbers with overall demographic trends

Stay Prepared

How well are you engaging first generation students?

What percentage of Freshmen are in an organization?

What is your goal?

Collect Evidence to Help Make Decisions

- Direct what programming the student activities or engagement offices are doing.
  - What are the most popular events.
  - How are students learning about events?
  - Which students are going.
- Funds are limited! Spend where you have an impact!

Do you use any data from Involve? What kind? How do you use it?

Answer in the poll!

Where To Find Data

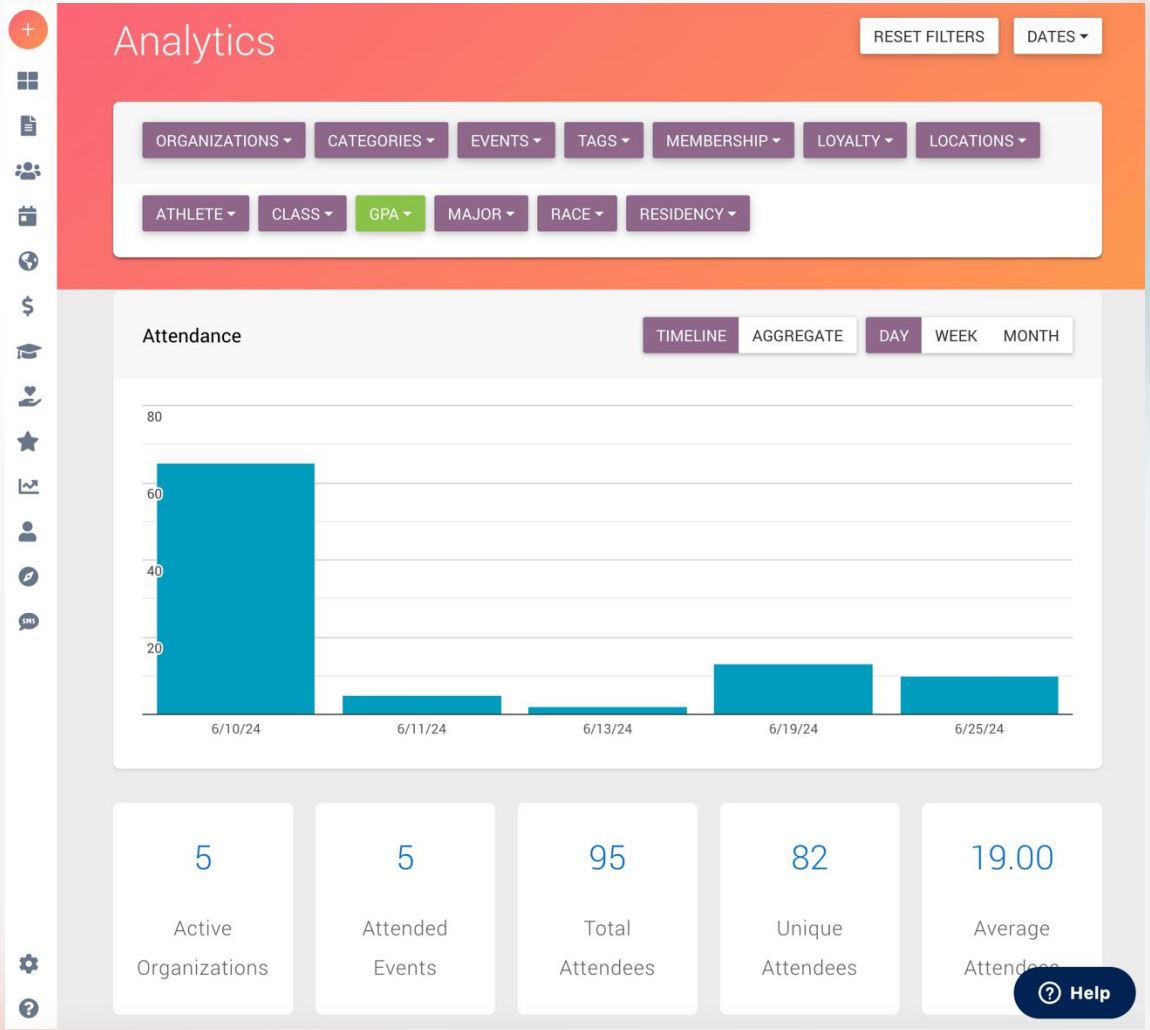
If you want data…

Use Involve!!!

- Keep organizations up to date
- Use event check-in
- Keep demographics in your data file

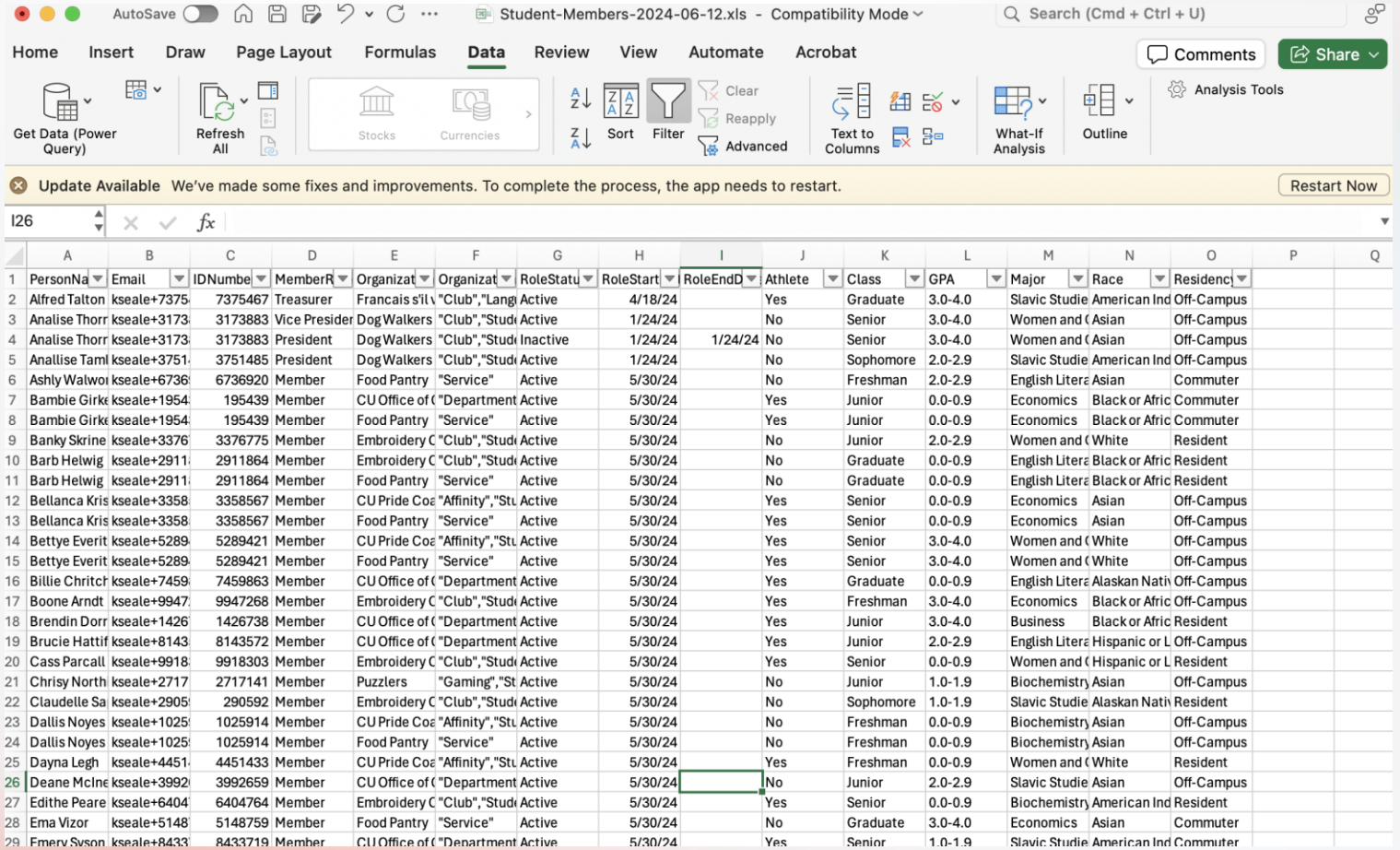
Self Service

- Analytics – event attendance statistics
- Events: Download a .csv of attendees
- Organization Officers: Download a .csv of officers
- Forms: Download a .csv or Excel file of responses



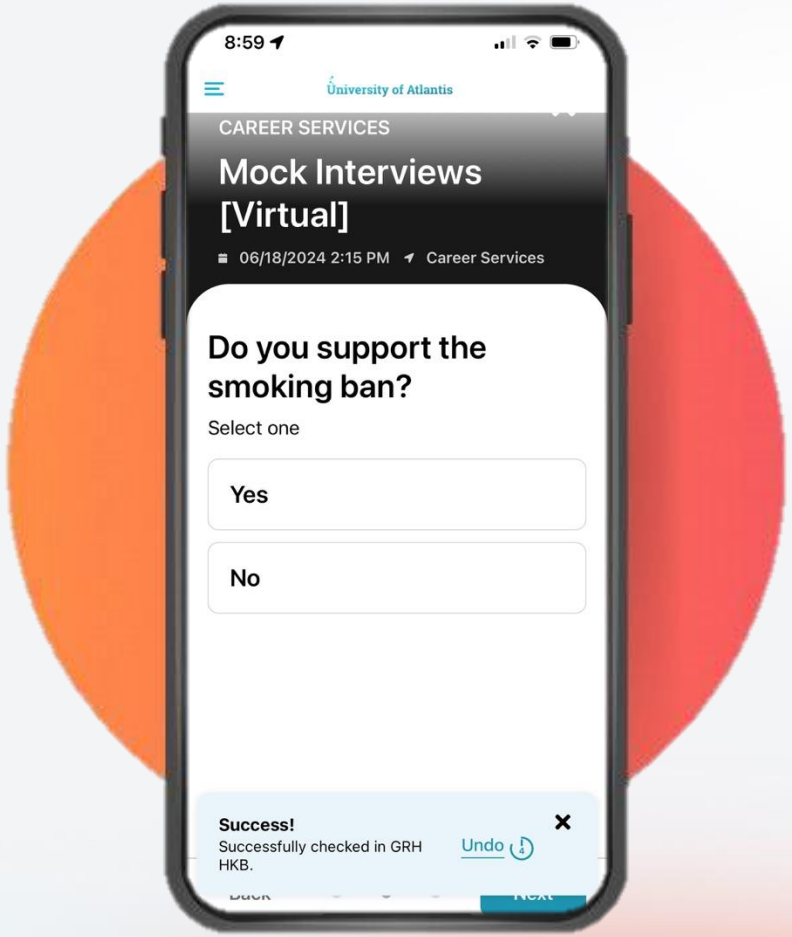
Express Reports

- Requested by main contact!
- Raw engagement data
- Download the express report as an Excel file



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	PersonNa	Email	IDNumbe	MemberR	Organizat	Organizat	RoleStatu	RoleStart	RoleEndD	Athlete	Class	GPA	Major	Race	Residenc		
2	Alfred Talton	kseale+7375	7375467	Treasurer	Francais s'il v	"Club","Lang	Active	4/18/24		Yes	Graduate	3.0-4.0	Slavic Studie	American Ind	Off-Campus		
3	Analise Thorr	kseale+3173	3173883	Vice Presider	Dog Walkers	"Club","Stud	Active	1/24/24		No	Senior	3.0-4.0	Women and (	Asian	Off-Campus		
4	Analise Thorr	kseale+3173	3173883	President	Dog Walkers	"Club","Stud	Inactive	1/24/24	1/24/24	No	Senior	3.0-4.0	Women and (	Asian	Off-Campus		
5	Anallise Taml	kseale+3751	3751485	President	Dog Walkers	"Club","Stud	Active	1/24/24		No	Sophomore	2.0-2.9	Slavic Studie	American Ind	Off-Campus		
6	Ashly Walwor	kseale+6736	6736920	Member	Food Pantry	"Service"	Active	5/30/24		No	Freshman	2.0-2.9	English Litera	Asian	Commuter		
7	Bambie Girke	kseale+1954	195439	Member	CU Office of (	"Department	Active	5/30/24		Yes	Junior	0.0-0.9	Economics	Black or Afric	Commuter		
8	Bambie Girke	kseale+1954	195439	Member	Food Pantry	"Service"	Active	5/30/24		Yes	Junior	0.0-0.9	Economics	Black or Afric	Commuter		
9	Banky Skrine	kseale+3376	3376775	Member	Embroidery C	"Club","Stud	Active	5/30/24		No	Junior	2.0-2.9	Women and (	White	Resident		
10	Barb Helwig	kseale+2911	2911864	Member	Embroidery C	"Club","Stud	Active	5/30/24		No	Graduate	0.0-0.9	English Litera	Black or Afric	Resident		
11	Barb Helwig	kseale+2911	2911864	Member	Food Pantry	"Service"	Active	5/30/24		No	Graduate	0.0-0.9	English Litera	Black or Afric	Resident		
12	Bellanca Kris	kseale+3358	3358567	Member	CU Pride Coa	"Affinity","Stu	Active	5/30/24		Yes	Senior	0.0-0.9	Economics	Asian	Off-Campus		
13	Bellanca Kris	kseale+3358	3358567	Member	Food Pantry	"Service"	Active	5/30/24		Yes	Senior	0.0-0.9	Economics	Asian	Off-Campus		
14	Bettye Everit	kseale+5289	5289421	Member	CU Pride Coa	"Affinity","Stu	Active	5/30/24		Yes	Senior	3.0-4.0	Women and (	White	Off-Campus		
15	Bettye Everit	kseale+5289	5289421	Member	Food Pantry	"Service"	Active	5/30/24		Yes	Senior	3.0-4.0	Women and (	White	Off-Campus		
16	Billie Chritch	kseale+7459	7459863	Member	CU Office of (	"Department	Active	5/30/24		Yes	Graduate	0.0-0.9	English Litera	Alaskan Nativ	Off-Campus		
17	Boone Arndt	kseale+9947	9947268	Member	Embroidery C	"Club","Stud	Active	5/30/24		Yes	Freshman	3.0-4.0	Economics	Black or Afric	Off-Campus		
18	Brendin Dorr	kseale+1426	1426738	Member	CU Office of (	"Department	Active	5/30/24		Yes	Junior	3.0-4.0	Business	Black or Afric	Resident		
19	Brucie Hattif	kseale+8143	8143572	Member	CU Office of (	"Department	Active	5/30/24		Yes	Junior	2.0-2.9	English Litera	Hispanic or L	Off-Campus		
20	Cass Parcall	kseale+9918	9918303	Member	Embroidery C	"Club","Stud	Active	5/30/24		Yes	Senior	0.0-0.9	Women and (	Hispanic or L	Resident		
21	Chrisy North	kseale+2717	2717141	Member	Puzzlers	"Gaming","St	Active	5/30/24		No	Junior	1.0-1.9	Biochemistry	Asian	Off-Campus		
22	Claudelle Sa	kseale+2905	290592	Member	Embroidery C	"Club","Stud	Active	5/30/24		No	Sophomore	1.0-1.9	Slavic Studie	Alaskan Nativ	Resident		
23	Dallis Noyes	kseale+1025	1025914	Member	CU Pride Coa	"Affinity","Stu	Active	5/30/24		No	Freshman	0.0-0.9	Biochemistry	Asian	Off-Campus		
24	Dallis Noyes	kseale+1025	1025914	Member	Food Pantry	"Service"	Active	5/30/24		No	Freshman	0.0-0.9	Biochemistry	Asian	Off-Campus		
25	Dayna Legh	kseale+4451	4451433	Member	CU Pride Coa	"Affinity","Stu	Active	5/30/24		Yes	Freshman	0.0-0.9	Women and (	White	Resident		
26	Deane McIne	kseale+3992	3992659	Member	CU Office of (	"Department	Active	5/30/24		No	Junior	2.0-2.9	Slavic Studie	Asian	Off-Campus		
27	Edithe Peare	kseale+6404	6404764	Member	Embroidery C	"Club","Stud	Active	5/30/24		Yes	Senior	0.0-0.9	Biochemistry	American Ind	Resident		
28	Ema Vizor	kseale+5148	5148759	Member	Food Pantry	"Service"	Active	5/30/24		No	Graduate	3.0-4.0	Economics	Asian	Commuter		
29	Emery Syson	kseale+8433	8433719	Member	CU Office of (	"Department	Active	5/30/24		Yes	Senior	1.0-1.9	Slavic Studie	American Ind	Commuter		

Pre-Event Polls!



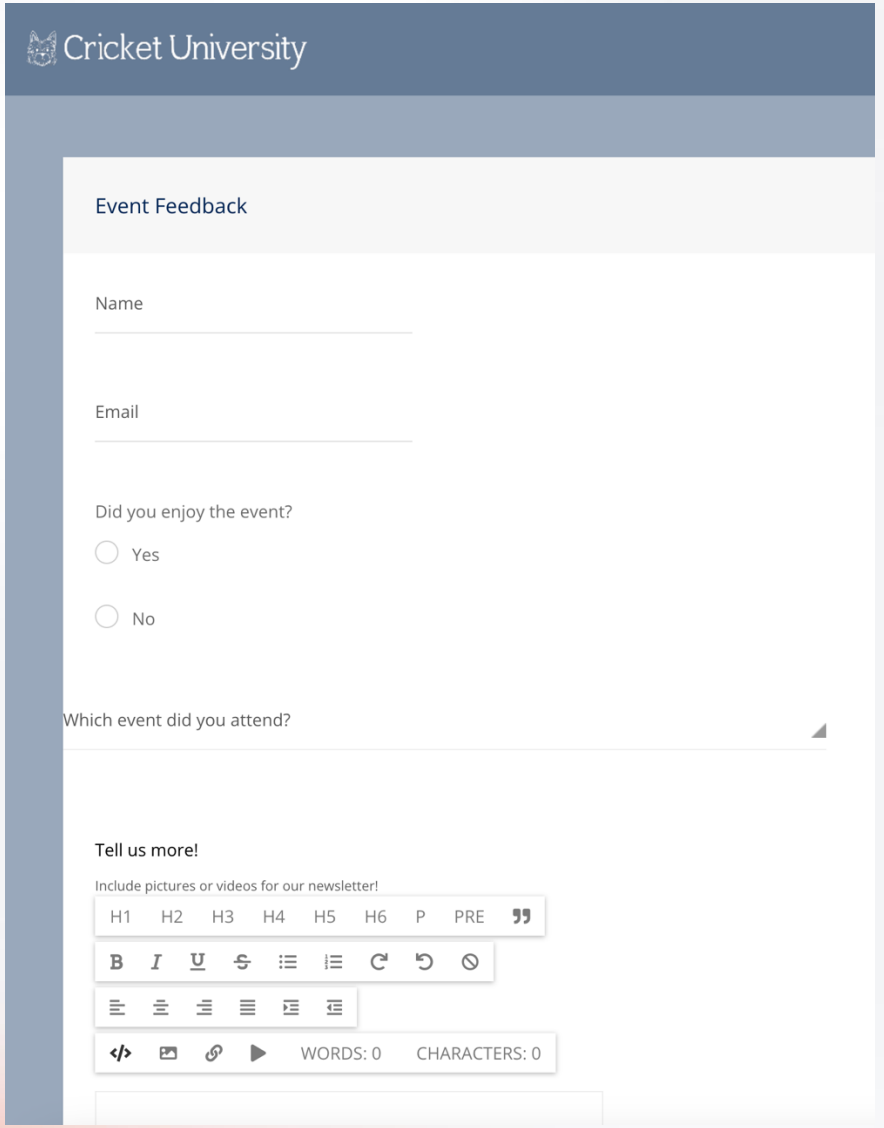
Pre Event Poll!

How did you hear about this event?

How comfortable are you attending this event?

Post-Event Surveys!

- How can I survey attendees or organization members?
- Survey form in Involve
- Email all attendees and link to survey



Create Your Own Data

- Make use of you event attendee report!
- Consider incentivizing surveys
- Add qualitative or quantitative questions to your Points Redemption form!

Analytics Dashboard

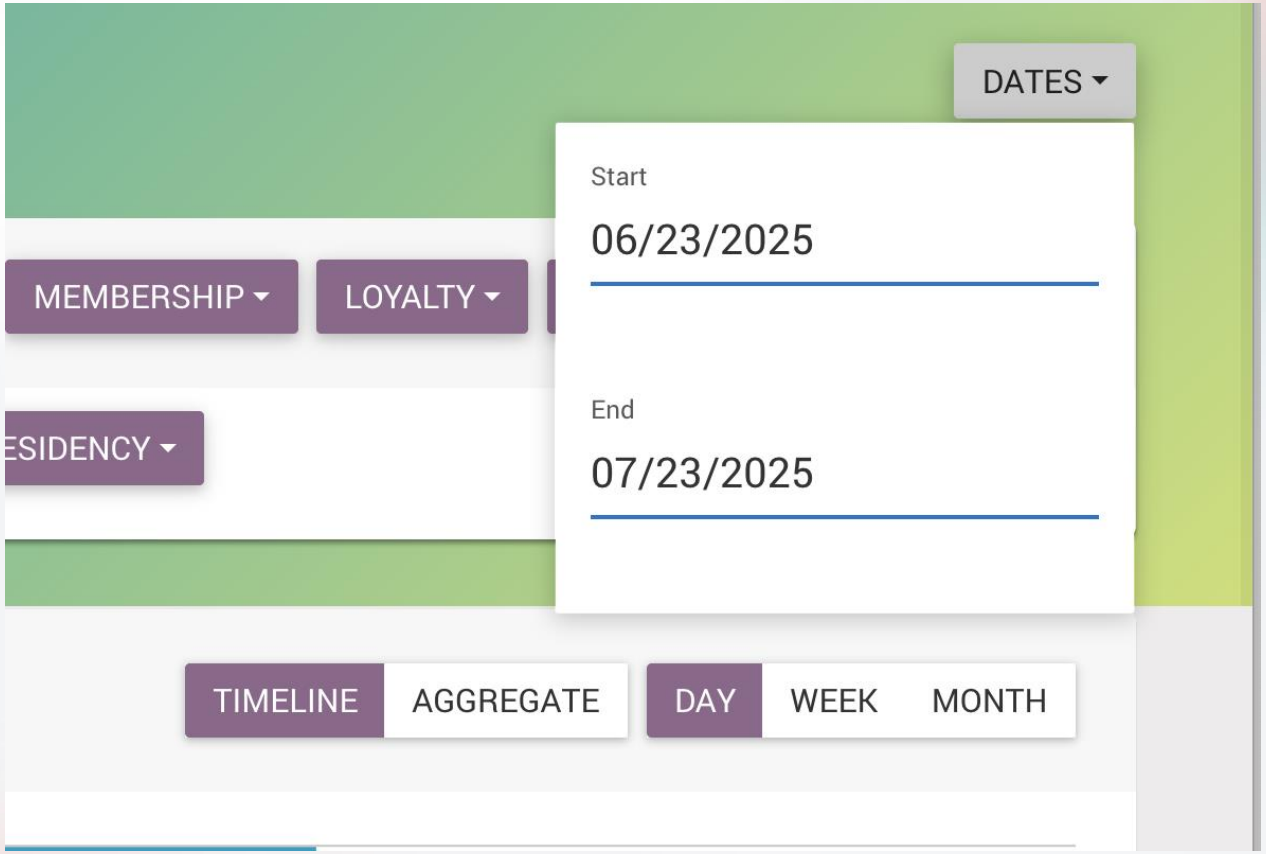
Which day of the week is drawing the most attendance?

Which events are freshmen attending?

Which tags are performing well?

Quick troubleshooting note: Check your dates!

- Don’t see as much data as anticipated?
- Select “Dates” and expand your range!



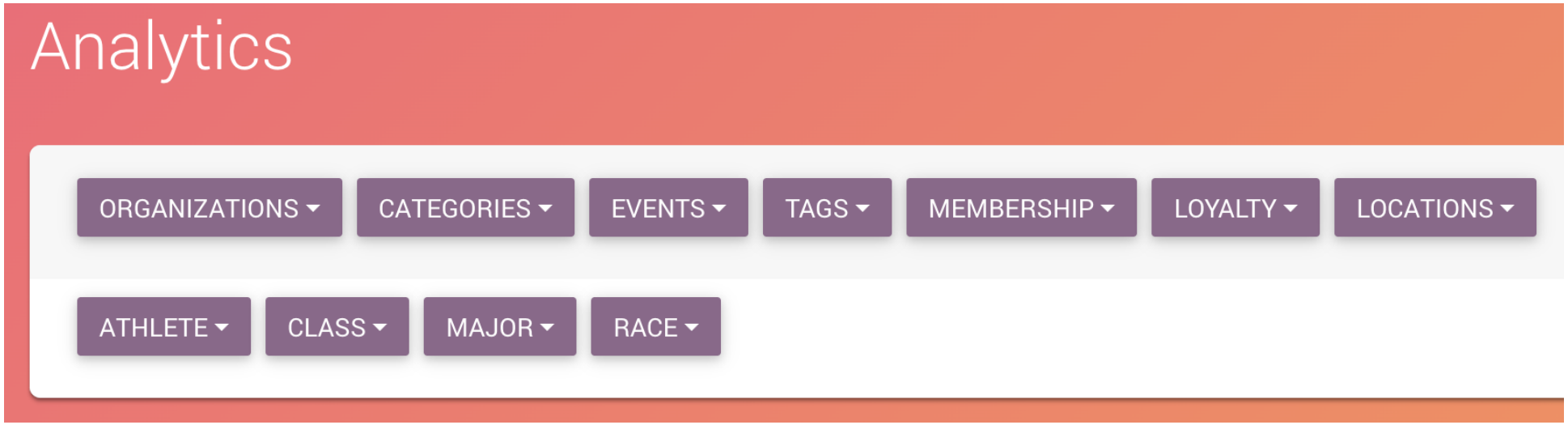
Categories

Row 1

- System generated

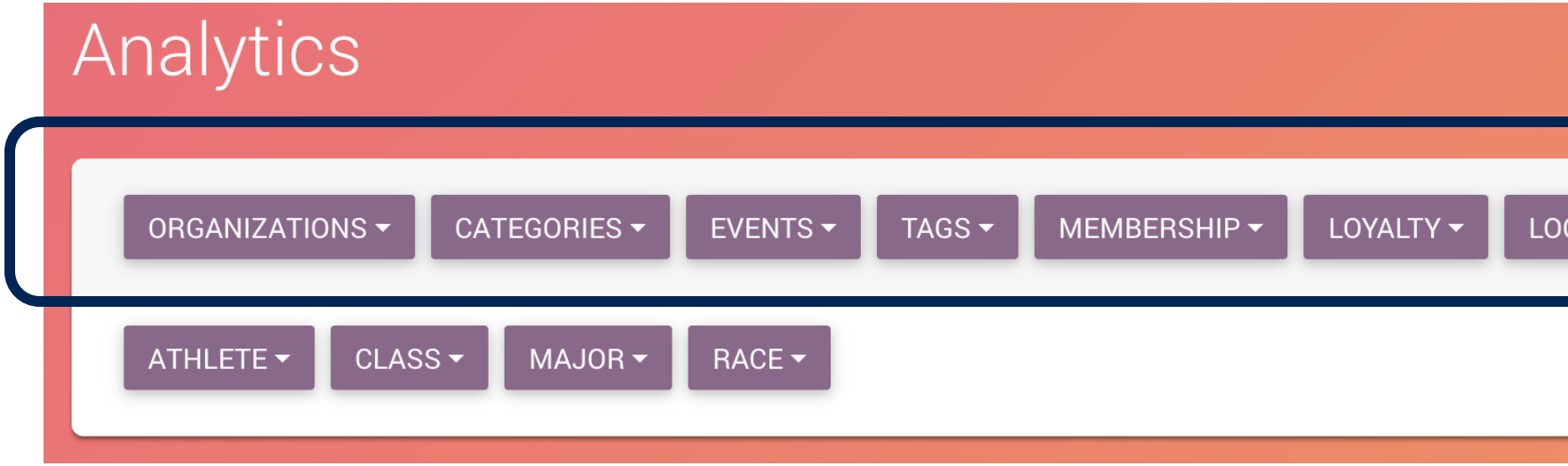
Row 2

- Demographics



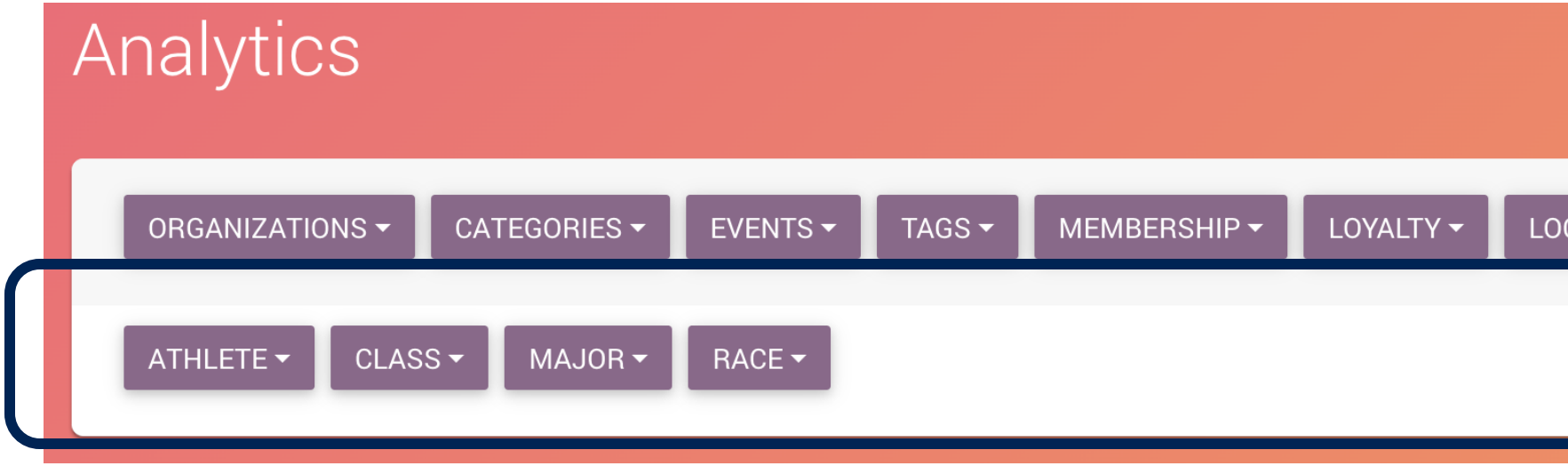
Row 1

- System generated
- Organizations
- Categories
- Events
- Tags
- Membership
- Loyalty
- Location

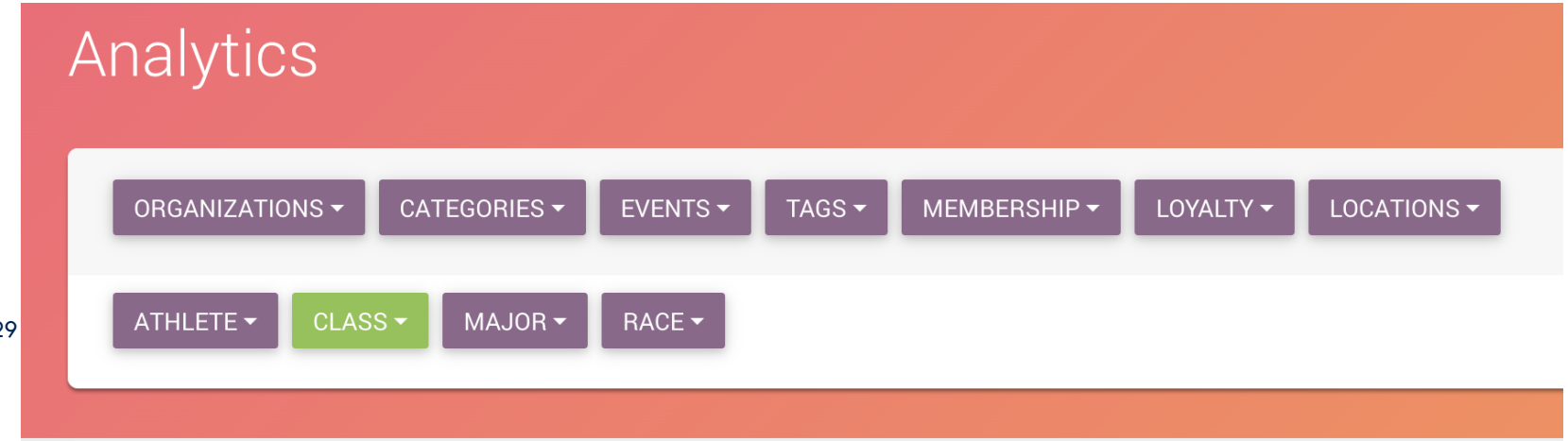


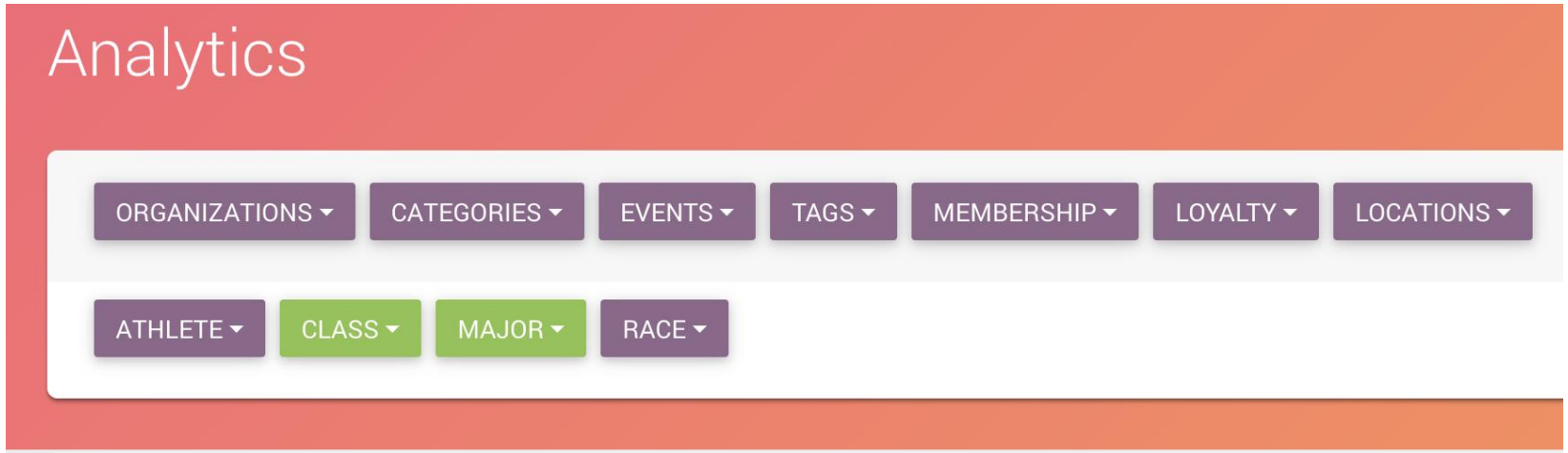
Row 2

- Demographics
- Generated from YOUR data
- Class, major, race, etc.



Only use 1 demographic

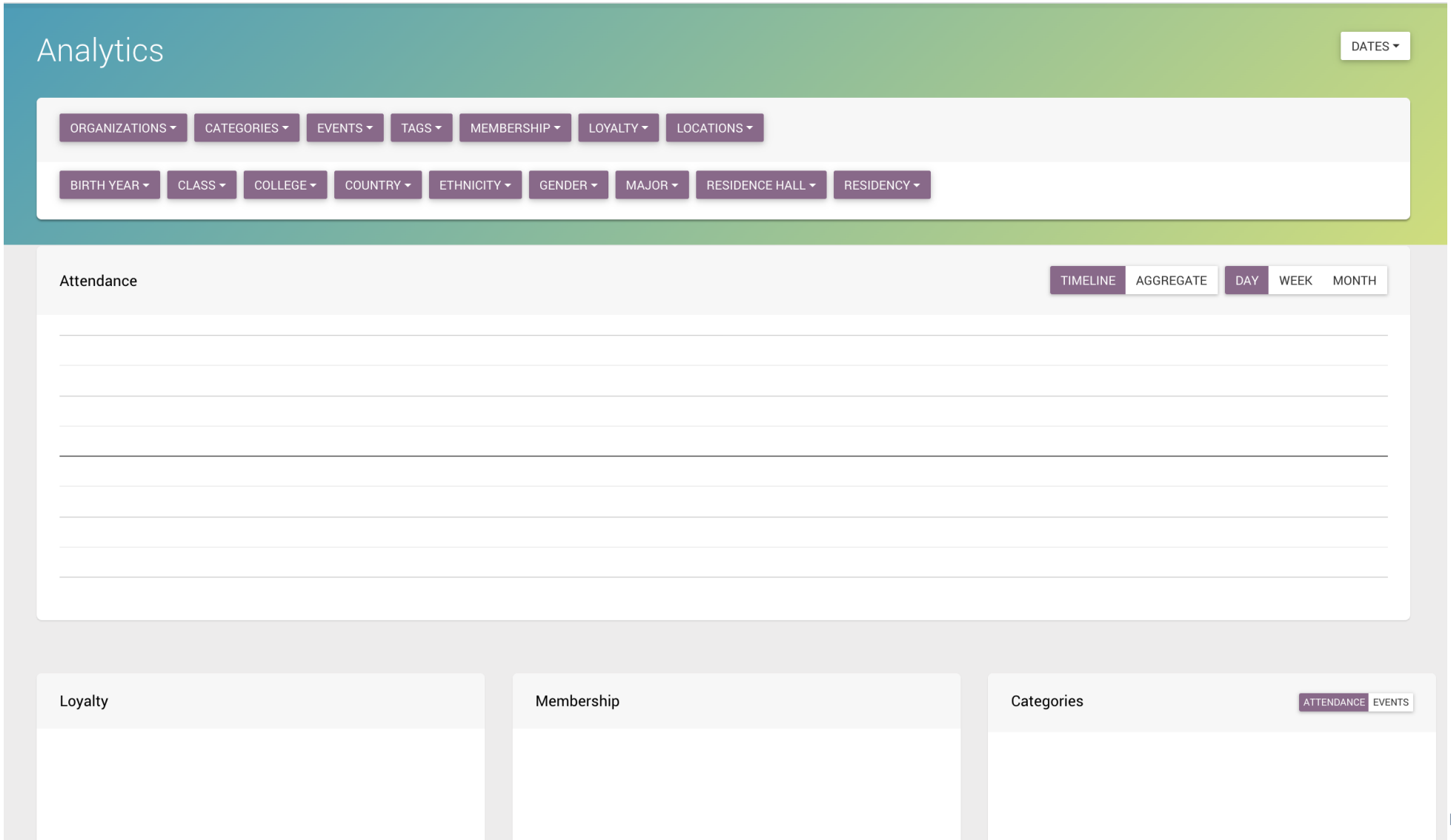




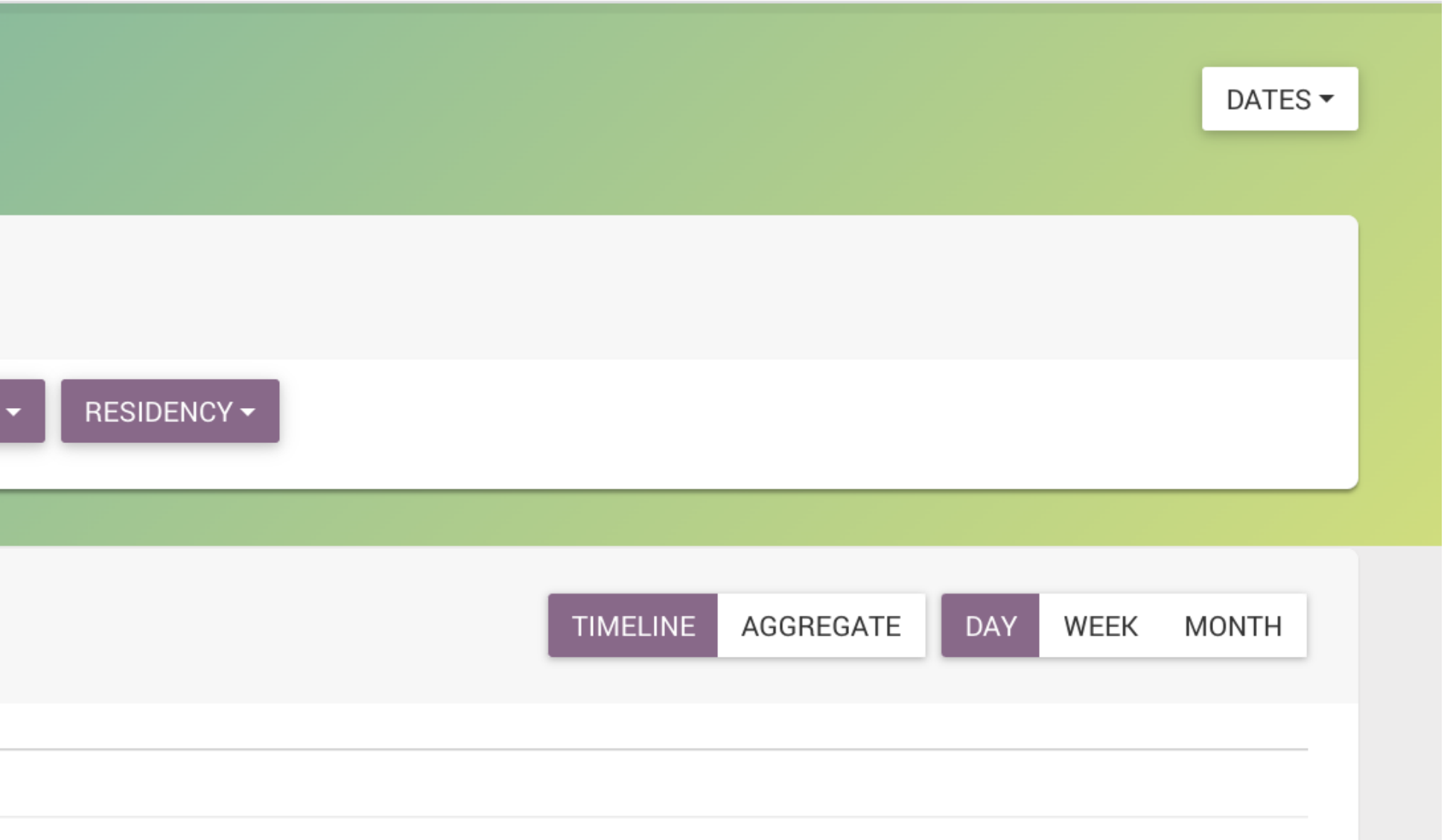
Analytics Dashboard Demo

Analyze Your Data!

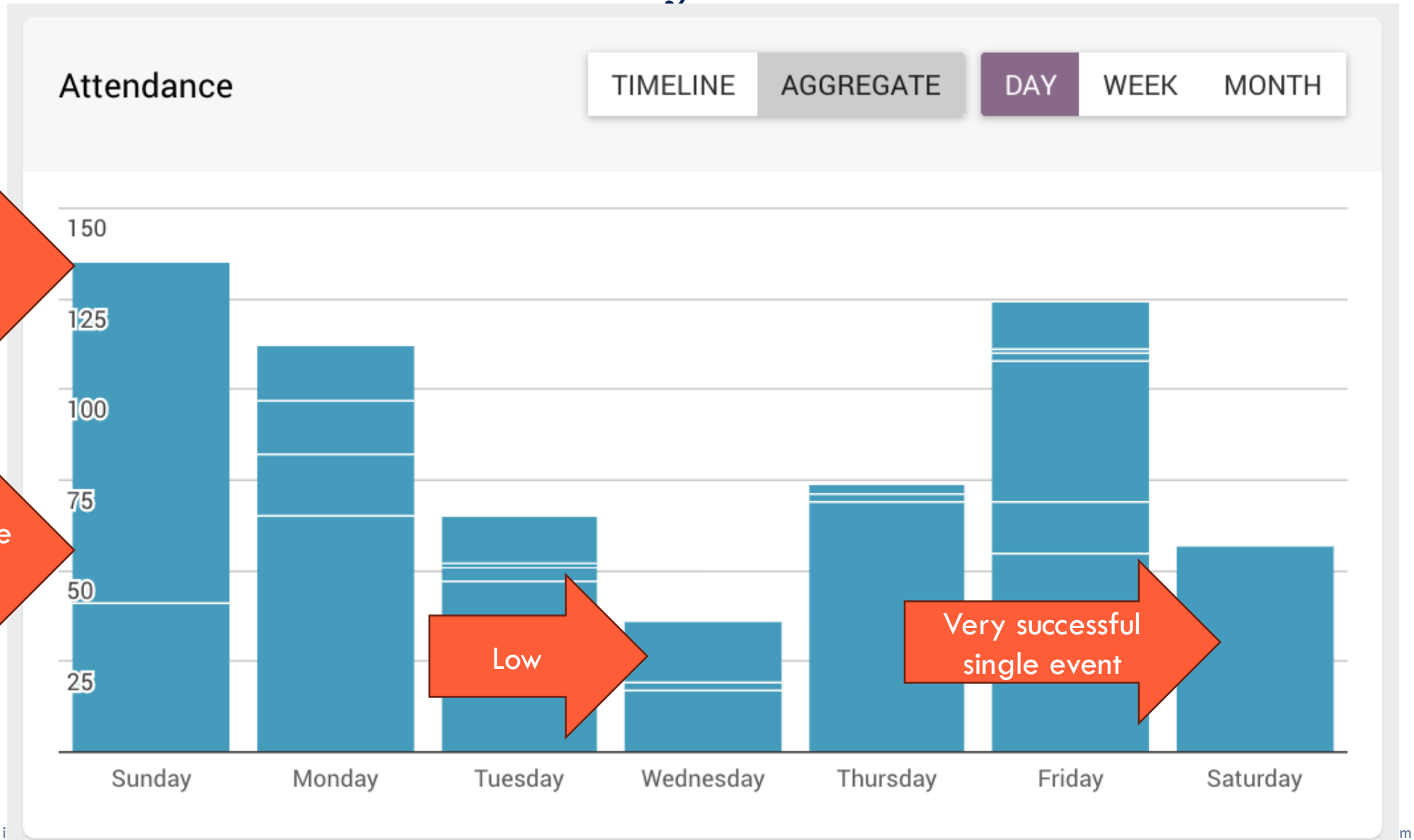
What's the problem and how would you respond to this dashboard?



Adjust the dates!

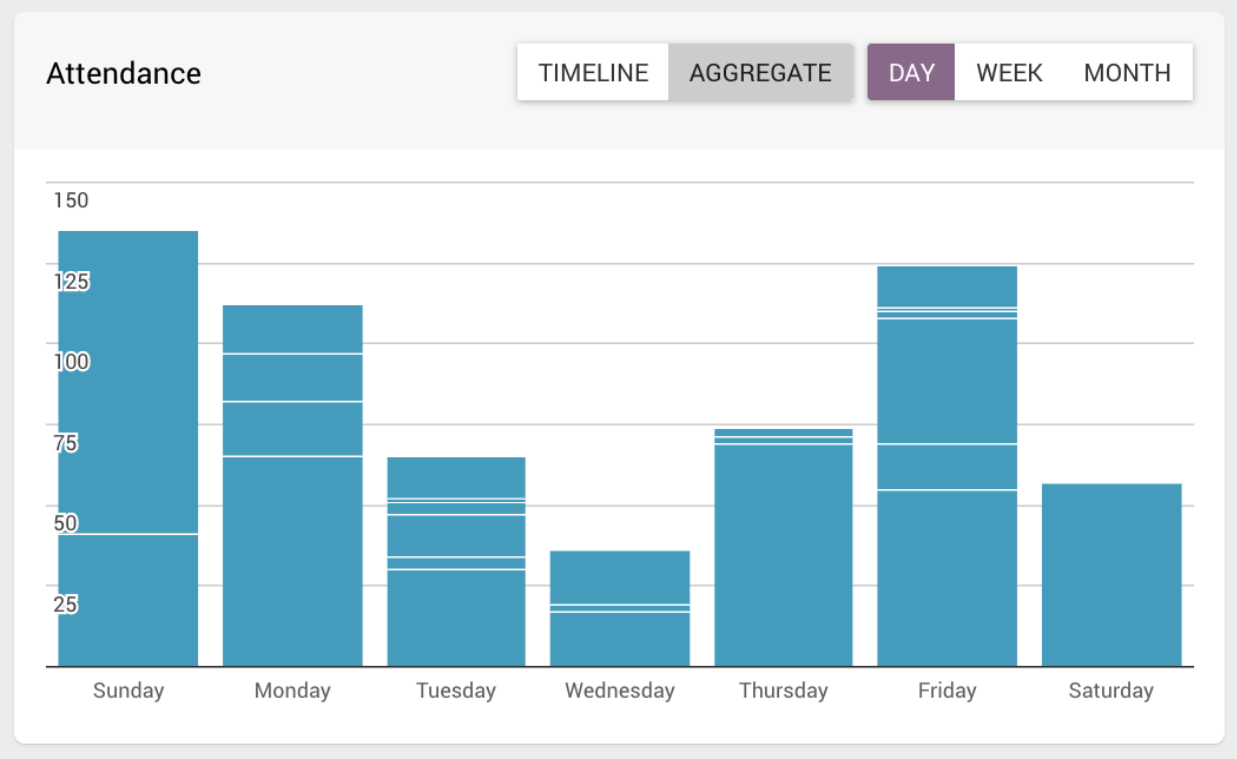


Model 1: What do you notice?



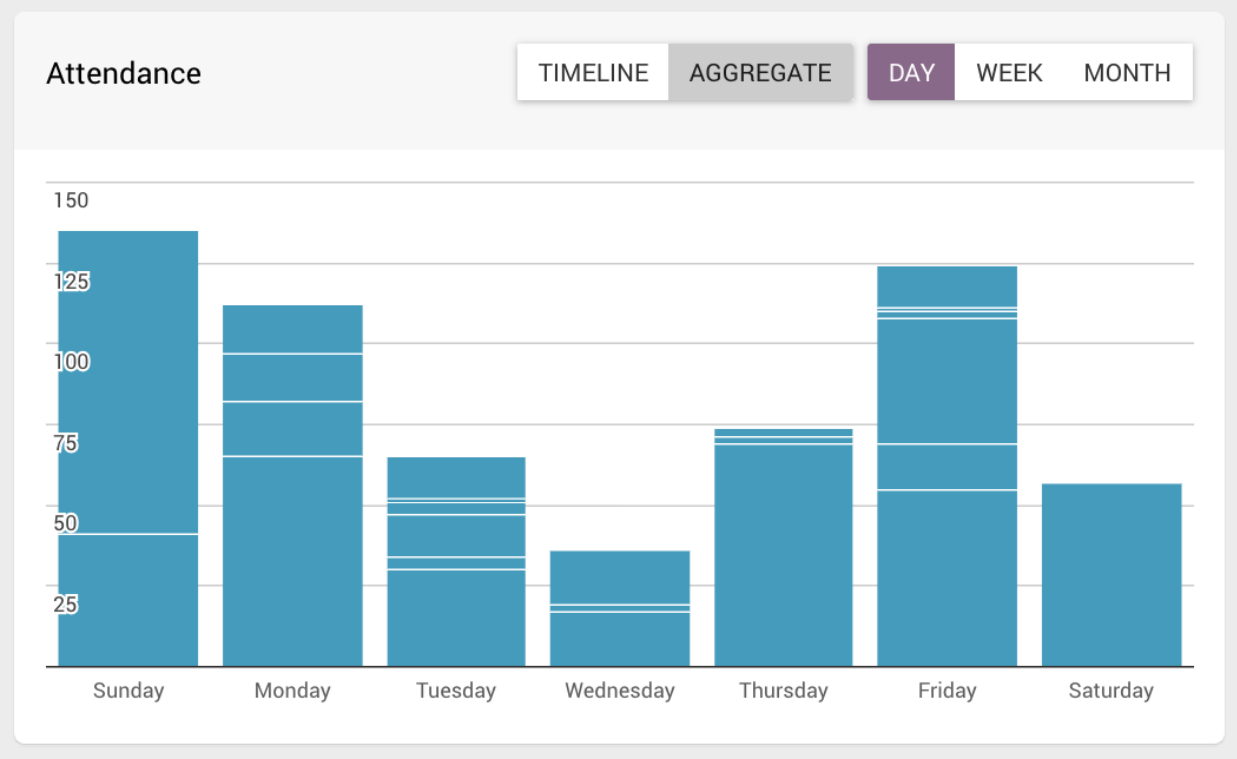
How can you use this data?

- Increase events on the weekend
- Allocate more money to Friday events
- Allocate less money to Wednesday events



Keep in mind...

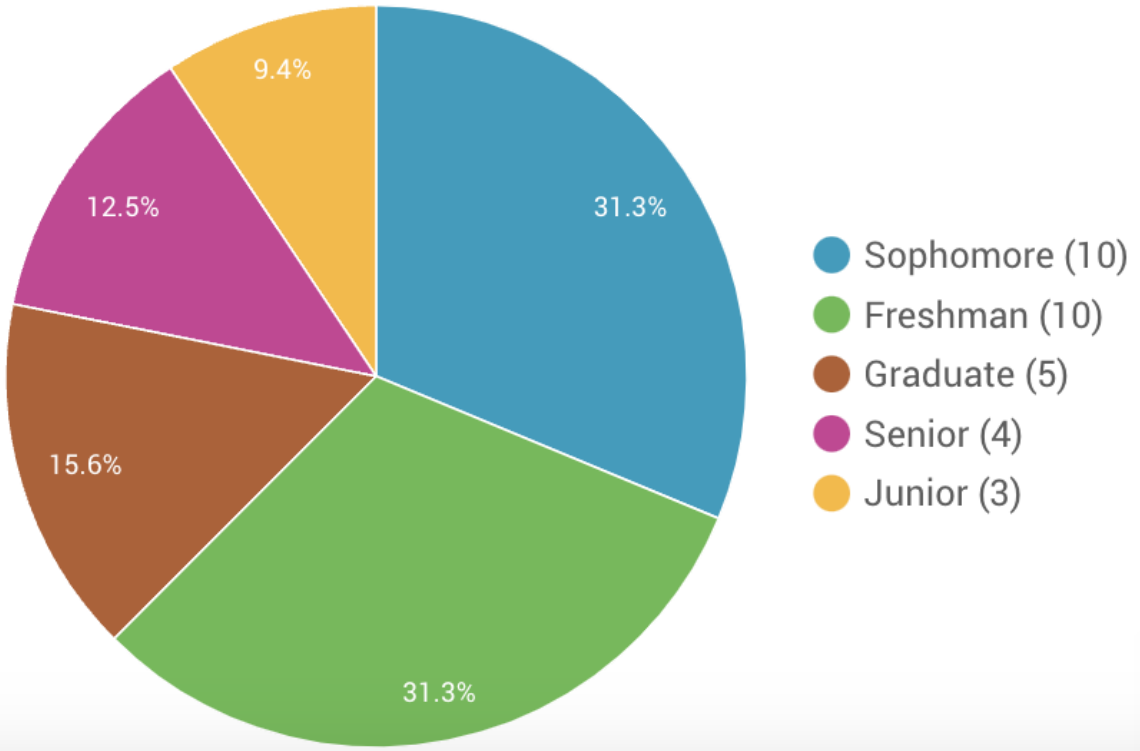
- Context
- Outliers



Model 2: What do you notice?

Demographics

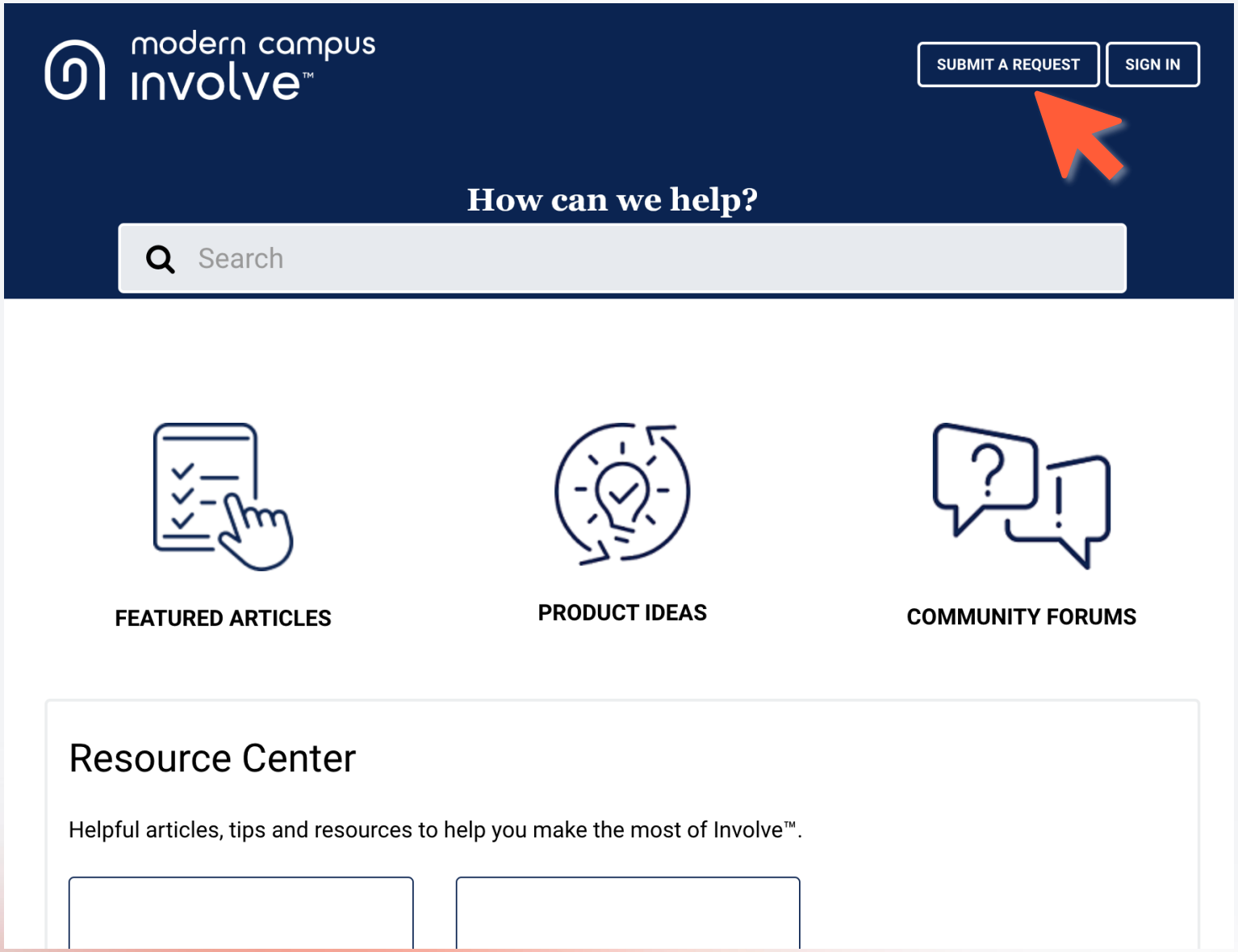
- Class
- Major
- Race
- Athlete



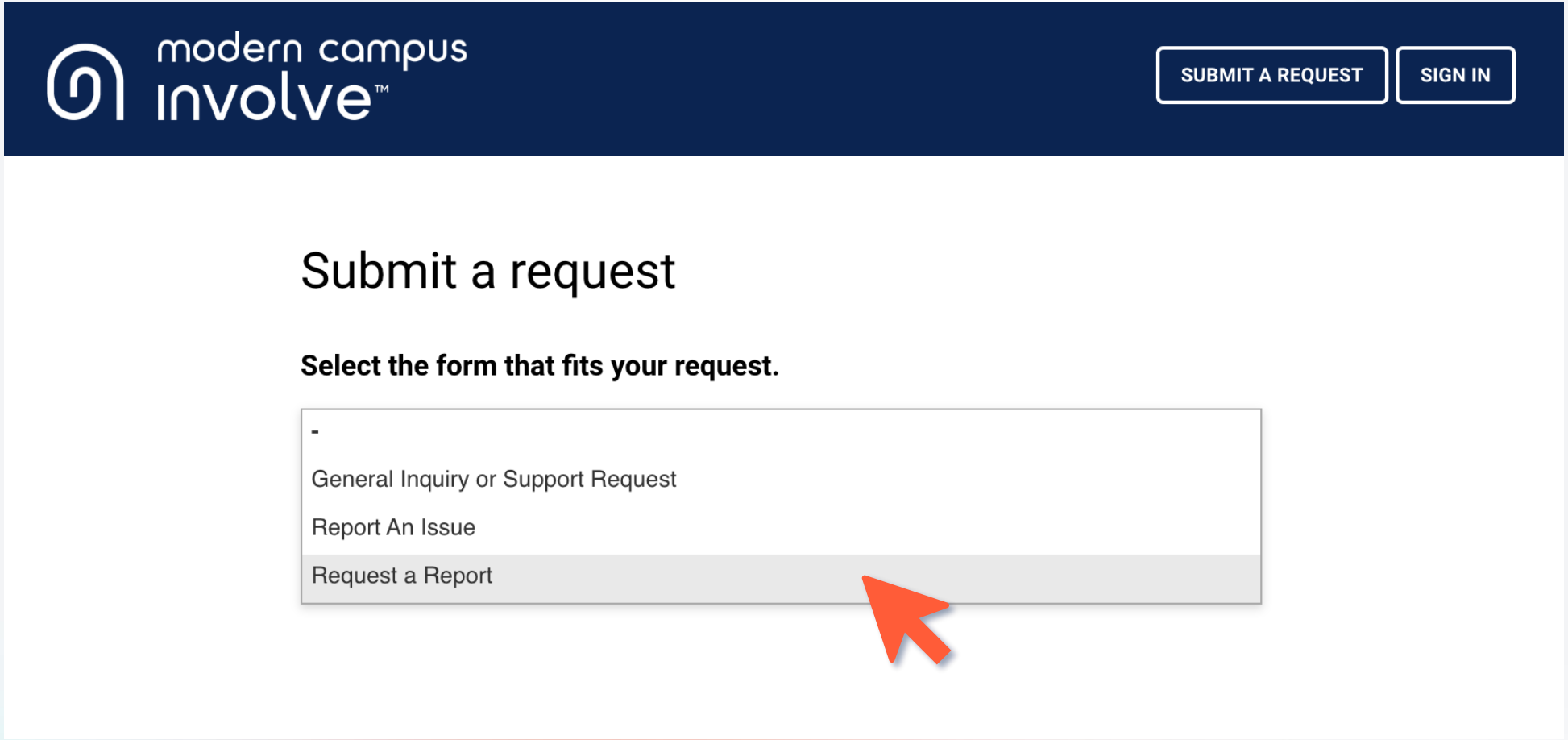
The Express Report

Field Setting Highlight!

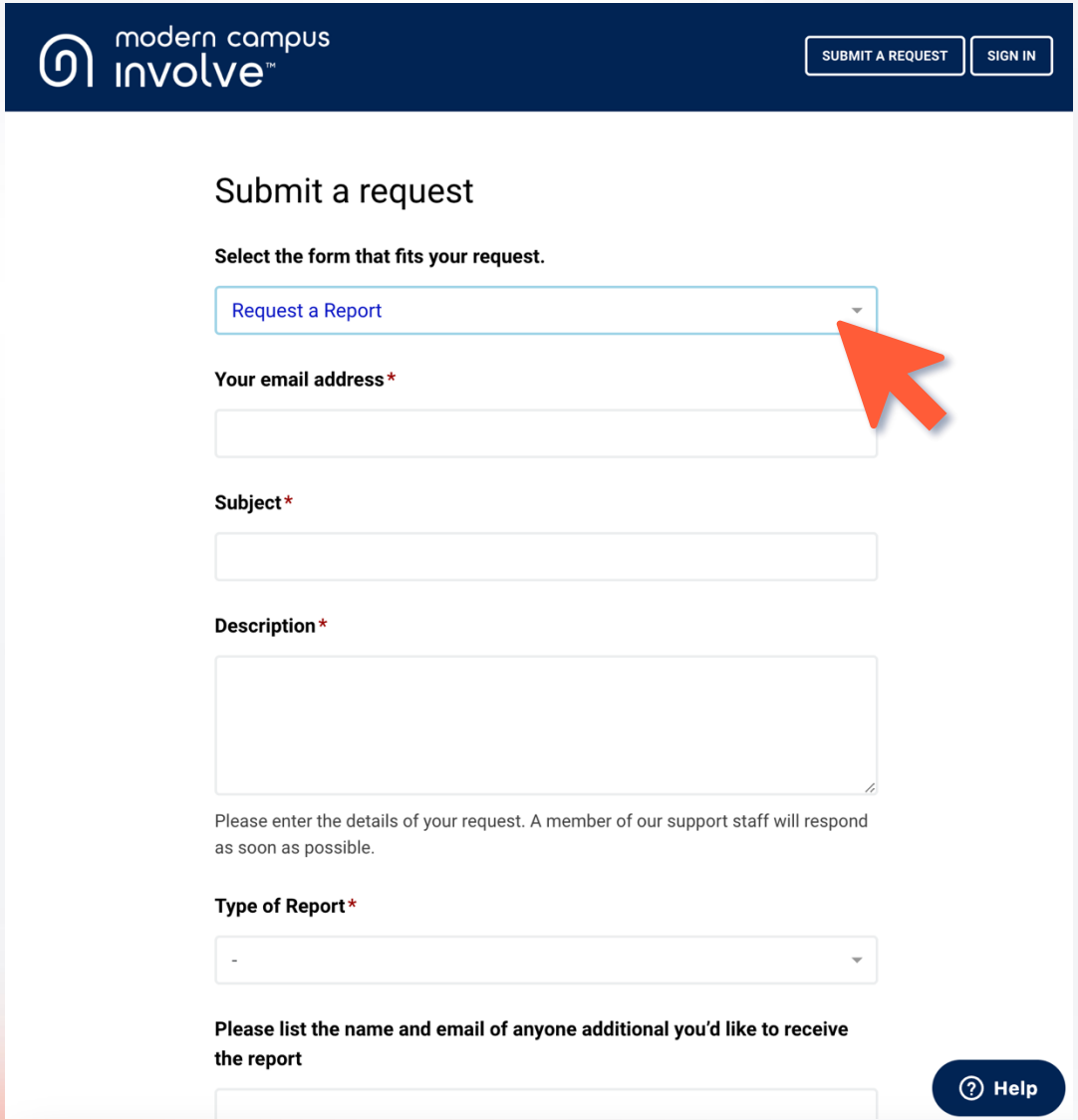
Request Your Data File



Request Your Data File

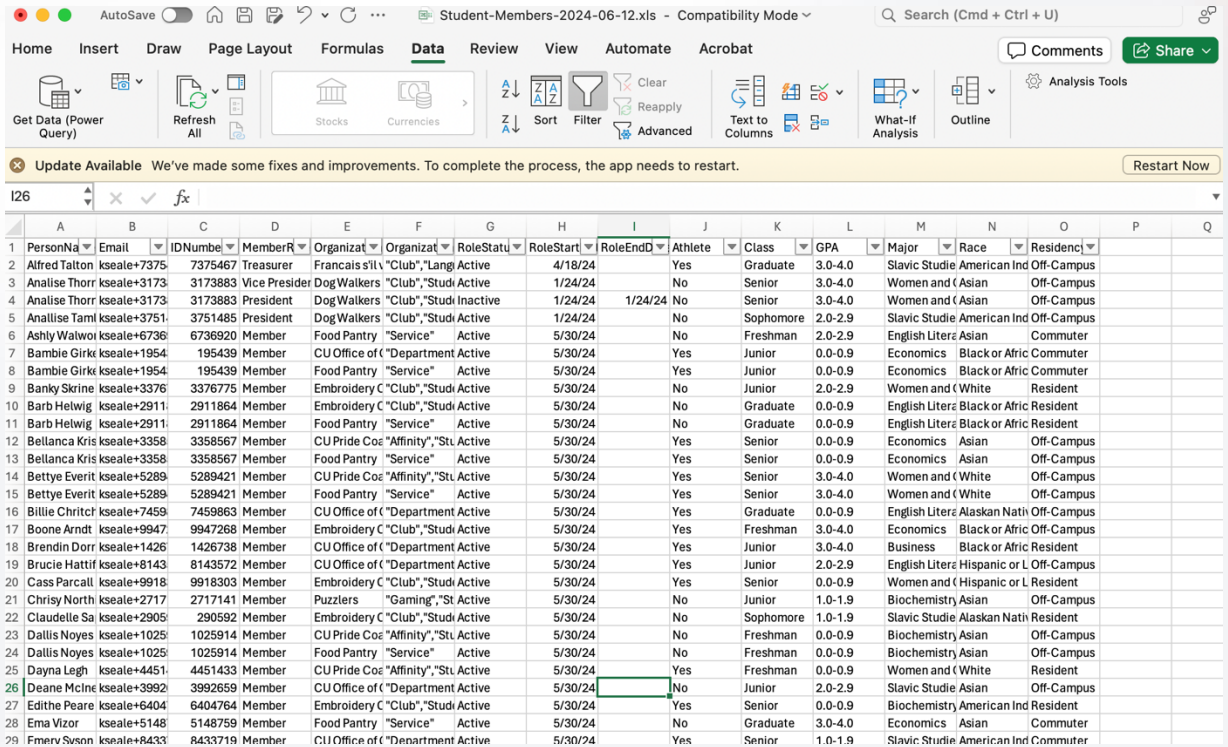


Request Your Data File



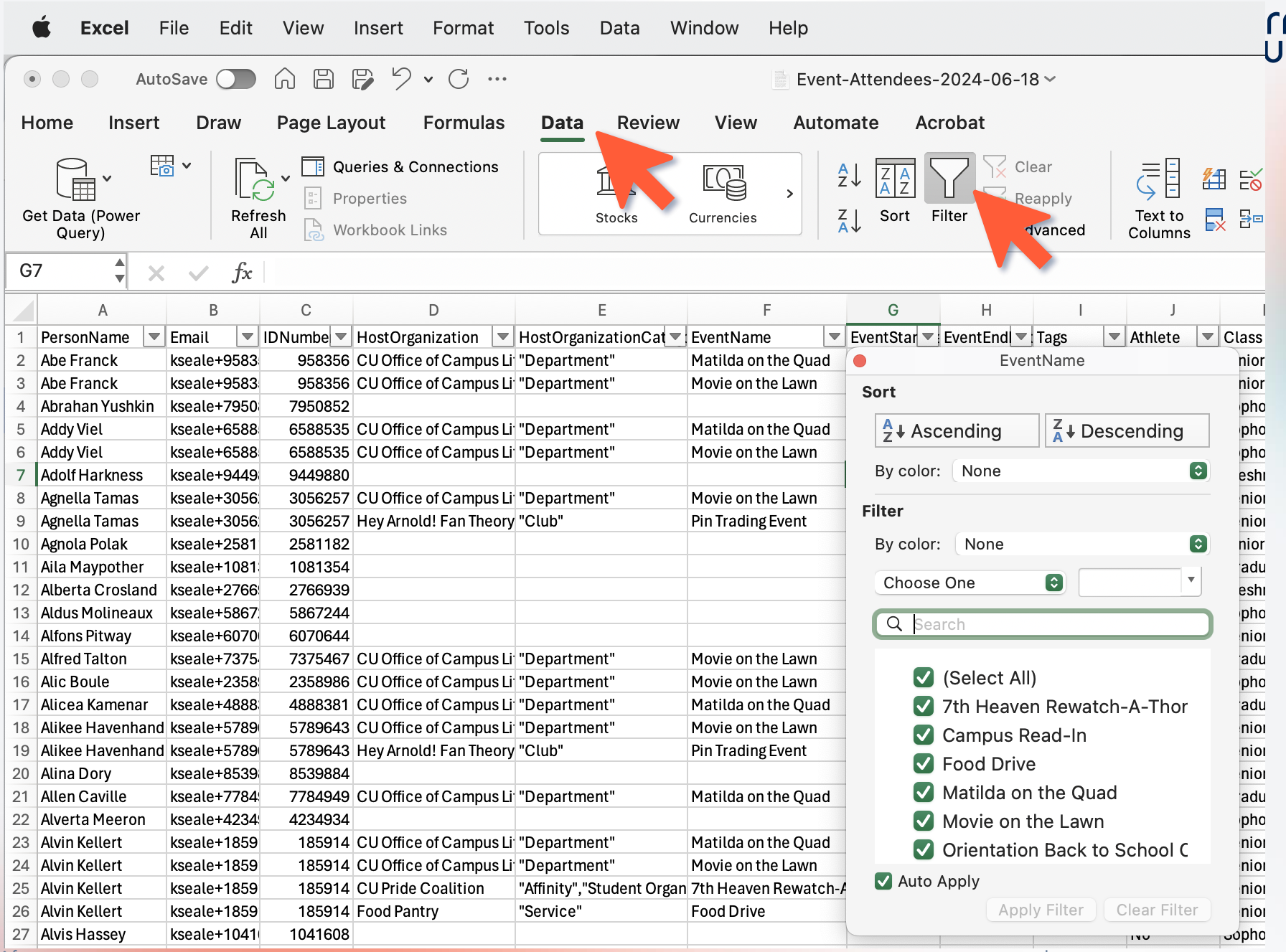
Express Report Options

1. Event Attendees
2. Student Members
3. Points
4. Organization Engagement
5. CCO Reports
    1. Experiences Completed
    2. Experience Type Progress
    3. Service Hours



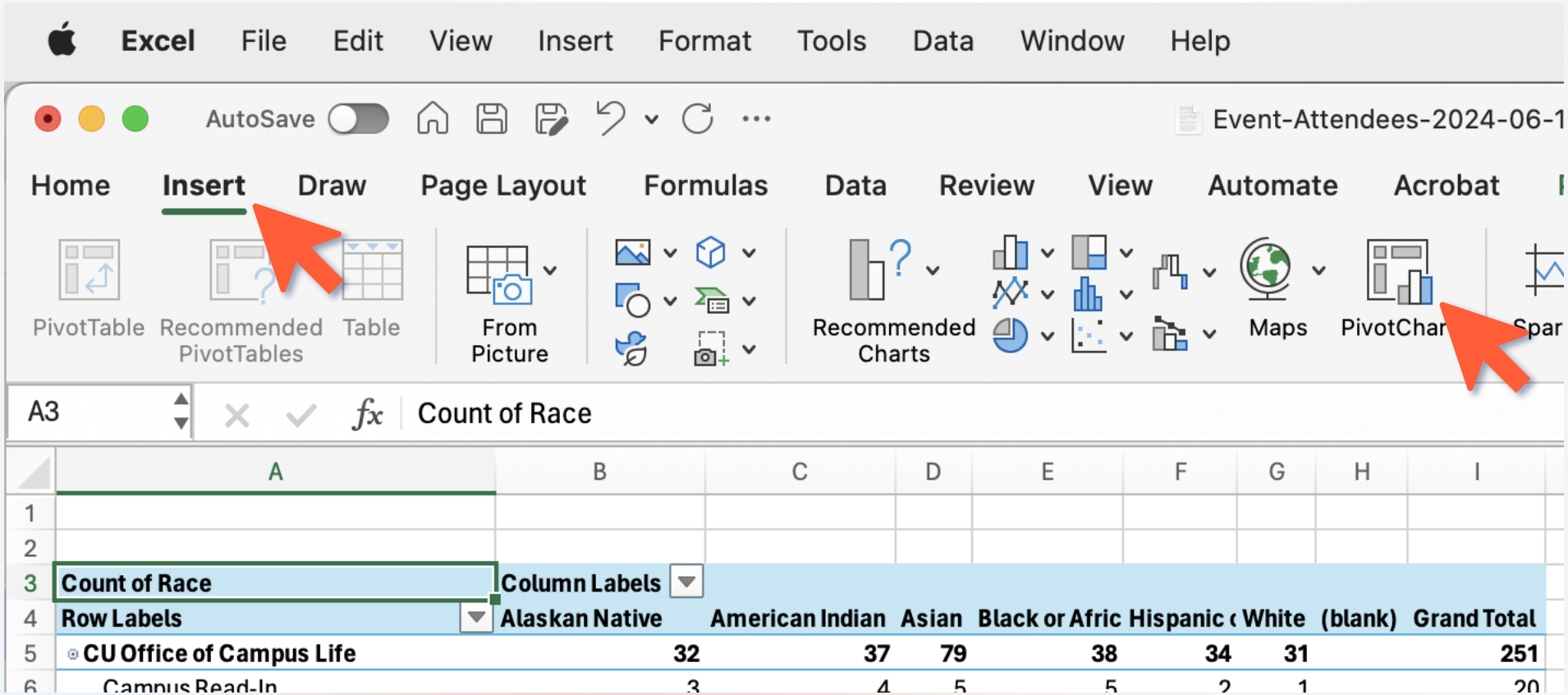
Organize the Report

Sort Data



	A	B	C	D	E	F	G	H	I	J	K
1	PersonName	Email	IDNumbe	HostOrganization	HostOrganizationCat	EventName	EventStar	EventEnd	Tags	Athlete	Class
2	Abe Franck	kseale+9583	958356	CU Office of Campus Li	"Department"	Matilda on the Quad					
3	Abe Franck	kseale+9583	958356	CU Office of Campus Li	"Department"	Movie on the Lawn					
4	Abrahan Yushkin	kseale+7950	7950852								
5	Addy Viel	kseale+6588	6588535	CU Office of Campus Li	"Department"	Matilda on the Quad					
6	Addy Viel	kseale+6588	6588535	CU Office of Campus Li	"Department"	Movie on the Lawn					
7	Adolf Harkness	kseale+9449	9449880								
8	Agnella Tamas	kseale+3056	3056257	CU Office of Campus Li	"Department"	Movie on the Lawn					
9	Agnella Tamas	kseale+3056	3056257	Hey Arnold! Fan Theory	"Club"	Pin Trading Event					
10	Agnola Polak	kseale+2581	2581182								
11	Aila Maypother	kseale+1081	1081354								
12	Alberta Crosland	kseale+2766	2766939								
13	Aldus Molineaux	kseale+5867	5867244								
14	Alfons Pitway	kseale+6070	6070644								
15	Alfred Talton	kseale+7375	7375467	CU Office of Campus Li	"Department"	Movie on the Lawn					
16	Alic Boule	kseale+2358	2358986	CU Office of Campus Li	"Department"	Movie on the Lawn					
17	Alicea Kamenar	kseale+4888	4888381	CU Office of Campus Li	"Department"	Matilda on the Quad					
18	Alikee Havenhand	kseale+5789	5789643	CU Office of Campus Li	"Department"	Movie on the Lawn					
19	Alikee Havenhand	kseale+5789	5789643	Hey Arnold! Fan Theory	"Club"	Pin Trading Event					
20	Alina Dory	kseale+8539	8539884								
21	Allen Caville	kseale+7784	7784949	CU Office of Campus Li	"Department"	Matilda on the Quad					
22	Alverta Meeron	kseale+4234	4234934								
23	Alvin Kellert	kseale+1859	185914	CU Office of Campus Li	"Department"	Matilda on the Quad					
24	Alvin Kellert	kseale+1859	185914	CU Office of Campus Li	"Department"	Movie on the Lawn					
25	Alvin Kellert	kseale+1859	185914	CU Pride Coalition	"Affinity","Student Organ	7th Heaven Rewatch-A					
26	Alvin Kellert	kseale+1859	185914	Food Pantry	"Service"	Food Drive					
27	Alvis Hassey	kseale+1041	1041608								

Create a Pivot Chart / Pivot Table



Count of Race	Column Labels							
Row Labels	Alaskan Native	American Indian	Asian	Black or Afric	Hispanic (	White	(blank)	Grand Total
CU Office of Campus Life	32	37	79	38	34	31		251
Campus Read-In	3	4	5	5	2	1		20

Read the Report

Organization Engagement Report Questions

- "How many events are they hosting?"
- "How many attendees are coming to their events?"

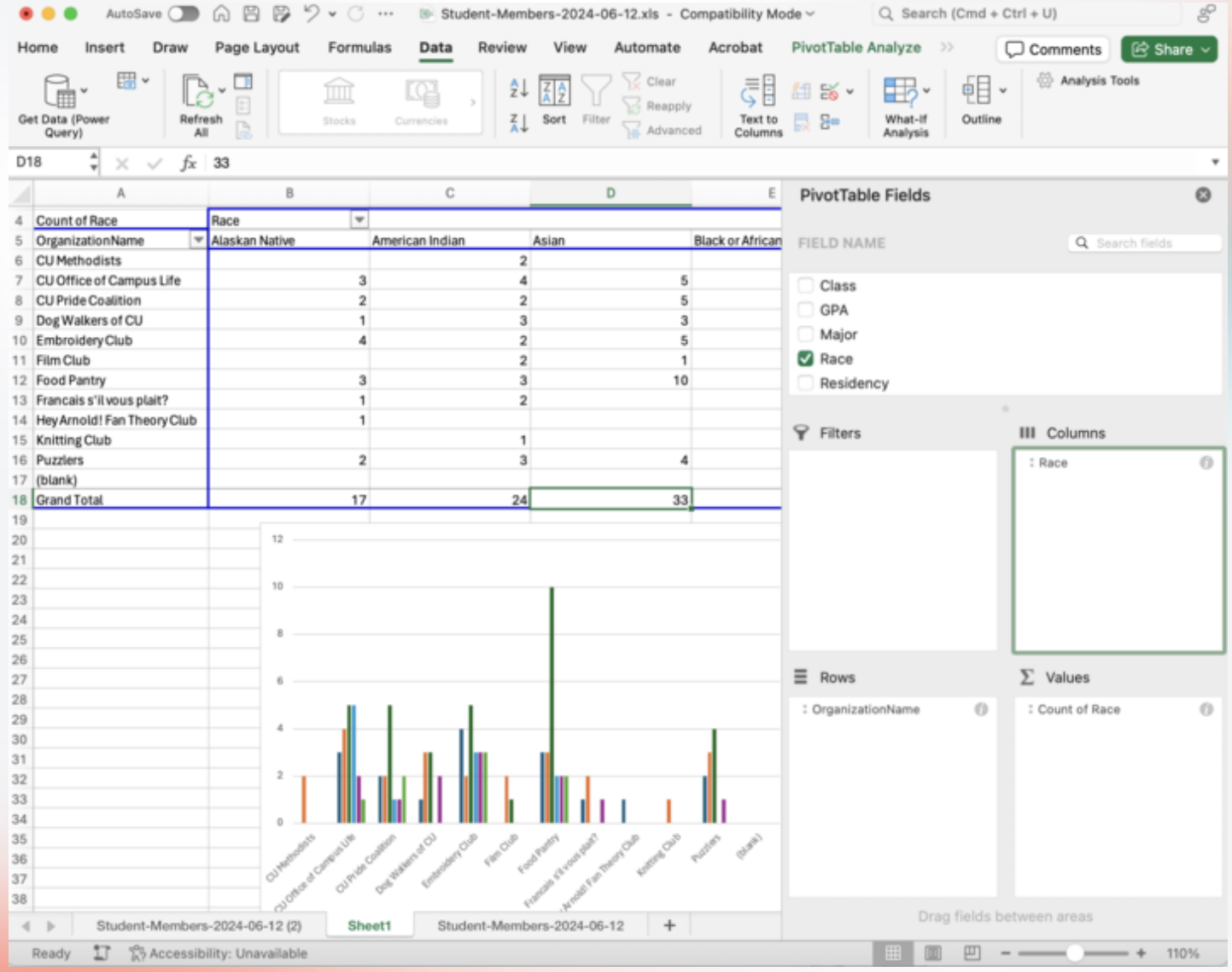
Organization Engagement Report

	A	B	C	D	E	F	G	H	I
1	OrganizationName	OrganizationCategories	Members	Officers	EventsHosted	EventsHosted WithAttendees	UniqueEvent Attendees	TotalEvent Attendees	StudentBody Engagement
2	National Pan-Hellenic Council	"Social Fraternities and Sor	17	6	4	1	307	307	1.19%
3	National Residence Hall Honorary	Academic,"Honorary","Ser	0	0	0	0	0	0	0.00%
4	Office Of Admissions	"Campus Department"	1	0	13	6	5151	5645	19.95%
5	Office of Advising	"Campus Department"	0	0	3	3	58	58	0.22%
6	Office of Alcohol And Other Drugs	"Campus Department"	0	0	0	0	0	0	0.00%
7	Office of Annual Giving	"Campus Department"	0	0	0	0	0	0	0.00%
8	Office of Career and Professional De	"Campus Department"	6	0	28	17	2917	4310	11.30%
9	Office of Fraternity & Sorority Life	"Campus Department"	0	0	0	0	0	0	0.00%
10	Office of Fraternity and Sorority Life	"Campus Department"	3	0	18	8	184	216	0.71%
11	Office of Global Engagement	"Campus Department"	1	0	4	4	324	340	1.26%
12	Office of Inclusive Excellence	"Campus Department"	1	0	0	0	0	0	0.00%
13	Office of International Student Adm	"Campus Department"	2	0	16	6	612	636	2.37%
14	Office of Leadership and Communit	"Campus Department"	1000	18	747	499	2571	5647	9.96%
15	Office of Leadership and Communit	"Campus Department"	0	0	0	0	0	0	0.00%
16	Office of Multicultural Affairs	"Campus Department"	38	3	73	18	789	1038	3.06%
17	Office of Student Activities	"Campus Department"	0	0	6	1	9	9	0.03%
18	Office of Student Activities	"Campus Department"	57	8	160	106	9321	19652	36.11%
19	Office of Student Activities-Armstro	"Campus Department"	0	0	1	0	0	0	0.00%
20	Office of Student Conduct	"Campus Department"	1	0	6	5	237	257	0.92%

Student Members Report

- “Which student org members aren’t meeting academic standards?”
- "What organizations have the most members within our first-year students?"

What are the org demographics?



Who isn't meeting academic requirements?

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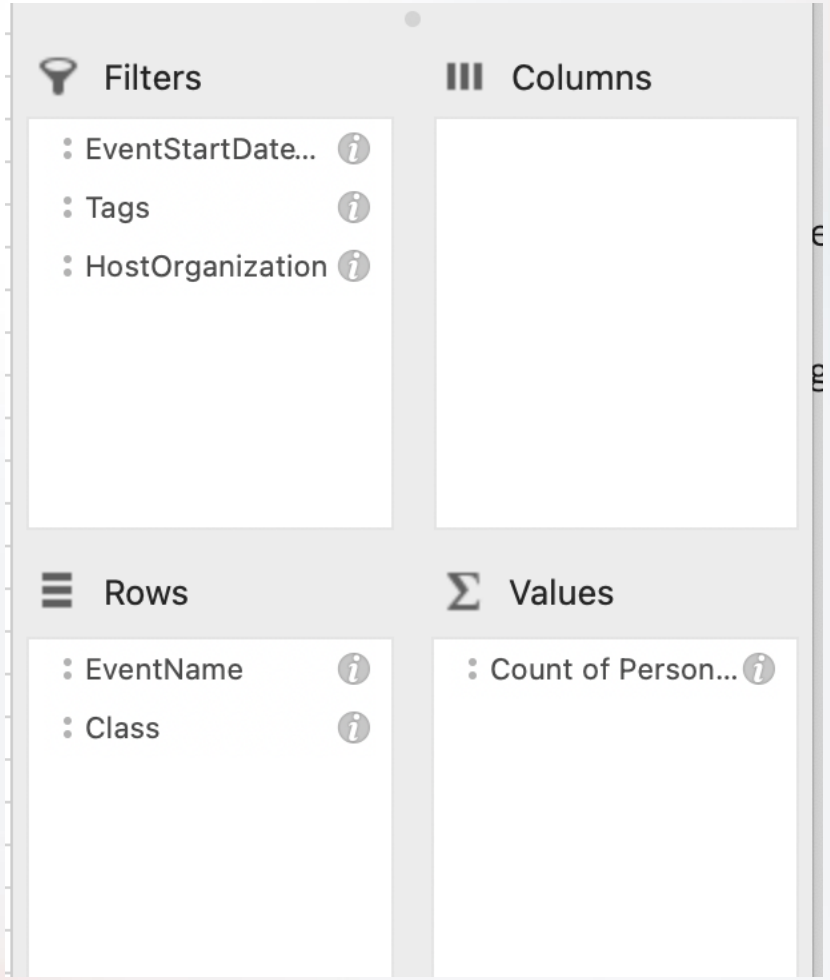
I26

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	PersonNa	Email	IDNumbe	MemberR	Organizat	Organizat	RoleStatu	RoleStart	RoleEndD	Athlete	Class	GPA	Major	Race	Residency
6	Ashly Walwor	kseale+6736	6736920	Member	Food Pantry	"Service"	Active	5/30/24		No	Freshman	2.0-2.9	Litera	Asian	Commuter
8	Bambie Girke	kseale+1954	195439	Member	Food Pantry	"Service"	Active	5/30/24		Yes	Junior	0.0-0.9	mics	Black or Afric	Commuter
11	Barb Helwig	kseale+2911	2911864	Member	Food Pantry	"Service"	Active	5/30/24		No	Graduate	0.0-0.9	English Litera	Black or Afric	Resident
13	Bellanca Kris	kseale+3358	3358567	Member	Food Pantry	"Service"	Active	5/30/24		Yes	Senior	0.0-0.9	Economics	Asian	Off-Campus
24	Dallis Noyes	kseale+1025	1025914	Member	Food Pantry	"Service"	Active	5/30/24		No	Freshman	0.0-0.9	Biochemistry	Asian	Off-Campus
47	Kerrie Reggle	kseale+2066	2066653	Member	Food Pantry	"Service"	Active	5/30/24		No	Freshman	0.0-0.9	Neuroscienc	American Ind	Off-Campus
51	Lorant Saich	kseale+7156	7156396	Member	Food Pantry	"Service"	Active	5/30/24		Yes	Graduate	0.0-0.9	Slavic Studie	Asian	Off-Campus
55	Marlee Wreig	kseale+3733	3733964	Member	Food Pantry	"Service"	Active	5/30/24		No	Senior	0.0-0.9	Biochemistry	American Ind	Off-Campus
65	Normie Hanc	kseale+3581	3581345	Member	Food Pantry	"Service"	Active	5/30/24		Yes	Freshman	2.0-2.9	Neuroscienc	Alaskan Nativ	Commuter
71	Pansie Bockl	kseale+9781	9781112	Member	Food Pantry	"Service"	Active	5/30/24		Yes	Sophomore	2.0-2.9	Economics	Asian	Resident
72	Pen Cammie	kseale+8636	8636579	Member	Food Pantry	"Service"	Active	5/30/24		No	Senior	2.0-2.9	Neuroscienc	American Ind	Commuter
75	Rafaelia Bou	kseale+7126	7126428	Member	Food Pantry	"Service"	Active	5/30/24		No	Junior	2.0-2.9	Economics	Asian	Commuter
78	Renato Sturd	kseale+7656	765657	Member	Food Pantry	"Service"	Active	5/30/24		No	Graduate	0.0-0.9	Biochemistry	White	Commuter
81	Rickie Albin	kseale+4158	4158085	Member	Food Pantry	"Service"	Active	5/30/24		Yes	Graduate	2.0-2.9	Economics	Alaskan Nativ	Off-Campus
86	Sebastiano Ja	kseale+9951	9951724	Member	Food Pantry	"Service"	Active	5/30/24		Yes	Senior	0.0-0.9	Slavic Studie	Asian	Off-Campus
94	Tanner Tear	kseale+7357	7357183	Member	Food Pantry	"Service"	Active	5/30/24		No	Senior	0.0-0.9	English Litera	Alaskan Nativ	Off-Campus
103	Tyrone Cawd	kseale+5799	5799354	Member	Food Pantry	"Service"	Active	5/30/24		Yes	Senior	0.0-0.9	Slavic Studie	Hispanic or L	Off-Campus
107															
108															
109															

Express Report Demo

1. Organization engagement report
2. Student member report
3. Event attendance report
    1. Show that folks who are blank have NOT attended events



What can you put into practice TODAY?

Q&A

Please put your questions in the Q&A box.

I'll get to as many as possible and follow up via email if more research is needed!

Thank You

See you next month!