

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

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

“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

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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

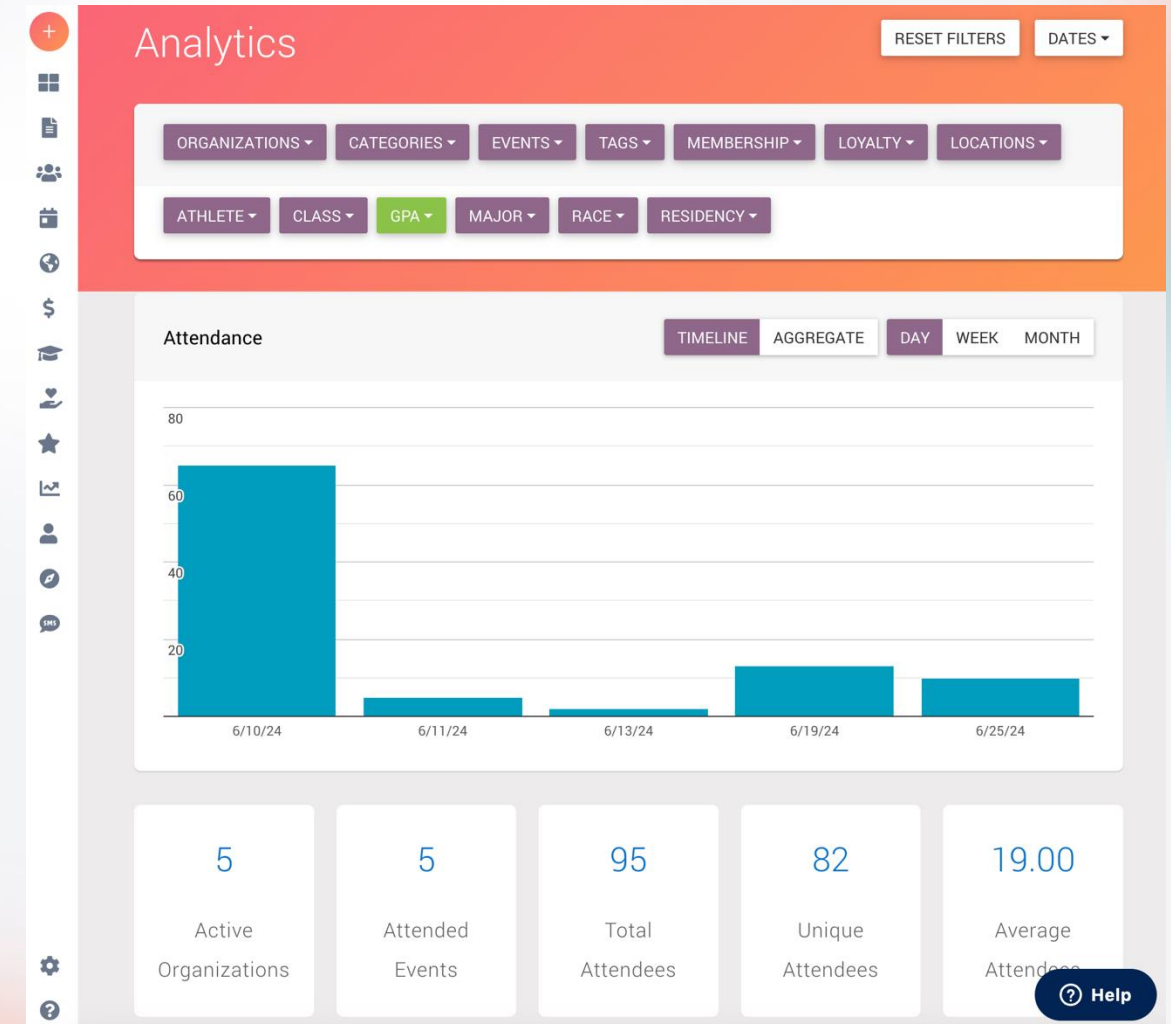
If you want data...

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

AutoSave Student-Members-2024-06-12.xls - Compatibility Mode Search (Cmd + Ctrl + U) Comments Share

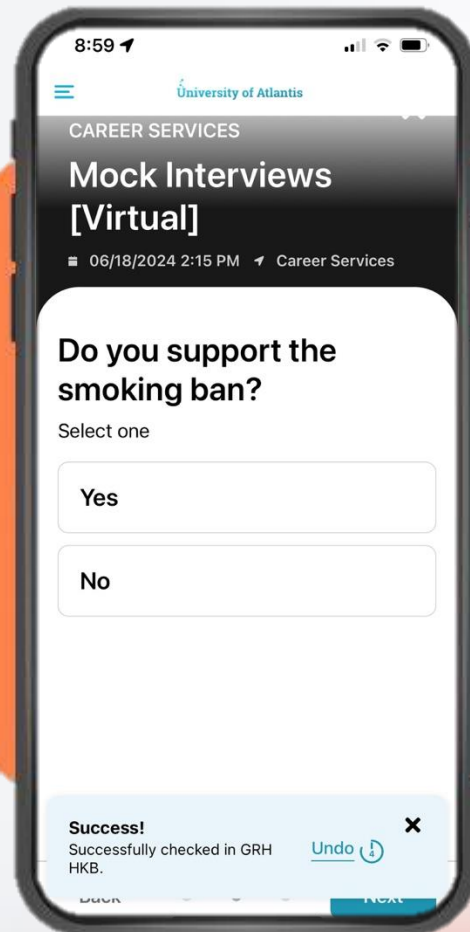
Home Insert Draw Page Layout Formulas **Data** Review View Automate Acrobat

Get Data (Power Query) Refresh All Stocks Currencies Sort Filter Clear Reapply Text to Columns What-If Analysis Outline

Update Available We've made some fixes and improvements. To complete the process, the app needs to restart. [Restart Now](#)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
	PersonName	Email	IDNumber	MemberRole	Organization	Organization	RoleStatus	RoleStart	RoleEnd	Athlete	Class	GPA	Major	Race	Residency		
1	Alfred Talton	kseale+7375	7375467	Treasurer	Francais s'il	"Club", "Lang	Active	4/18/24		Yes	Graduate	3.0-4.0	Slavic Studie	American Ind	Off-Campus		
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5	Ashly Watwo	kseale+6736	6736920	Member	Food Pantry	"Service"	Active	5/30/24		No	Freshman	2.0-2.9	English Liter	Asian	Commuter		
6	Bamblie Girk	kseale+1954	195439	Member	CU Office of	"Department	Active	5/30/24		Yes	Junior	0.0-0.9	Economics	Black or Afric	Commuter		
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27	Ema Vizor	kseale+5148	5148759	Member	Food Pantry	"Service"	Active	5/30/24		No	Graduate	3.0-4.0	Economics	Asian	Commuter		
28	Fmerv Svson	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!



A smartphone screen displaying a poll from the University of Atlantis Career Services. The poll is titled "Mock Interviews [Virtual]" and is dated 06/18/2024 at 2:15 PM. The question is "Do you support the smoking ban?" with a "Select one" instruction. There are two radio button options: "Yes" and "No". At the bottom, a success message reads "Success! Successfully checked in GRH HKB." with an "Undo" link and a close button.

How did you
hear about this
event?

How comfortable
are you
attending this
event?

Pre Event Poll!

Post-Event Surveys!

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

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The screenshot shows a web form titled "Cricket University" at the top. Below the header, the form is titled "Event Feedback". It contains the following fields and options:

- Name:** A text input field.
- Email:** A text input field.
- Did you enjoy the event?:** Two radio button options: "Yes" and "No".
- Which event did you attend?:** A dropdown menu.
- Tell us more!:** A rich text editor with a toolbar containing icons for heading (H1-H6, P, PRE), bold, italic, underline, link, unlink, list, and image. Below the toolbar, it shows "WORDS: 0" and "CHARACTERS: 0".

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!

The screenshot shows a web interface with a green header bar. On the right side of the header is a 'DATES' dropdown menu. Below the header, there are three purple buttons with white text: 'MEMBERSHIP', 'LOYALTY', and 'RESIDENCY'. Below these buttons is a green bar. At the bottom of the interface, there are four buttons: 'TIMELINE' (highlighted in purple), 'AGGREGATE', 'DAY', 'WEEK', and 'MONTH'. The 'DATES' dropdown menu is open, showing 'Start' and 'End' date fields. The 'Start' date is 06/23/2025 and the 'End' date is 07/23/2025.

Categories

Row 1

- System generated

Row 2

- Demographics

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Analytics

ORGANIZATIONS ▾

CATEGORIES ▾

EVENTS ▾

TAGS ▾

MEMBERSHIP ▾

LOYALTY ▾

LOCATIONS ▾

ATHLETE ▾

CLASS ▾

MAJOR ▾

RACE ▾

Row 1

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

Analytics

ORGANIZATIONS ▾

CATEGORIES ▾

EVENTS ▾

TAGS ▾

MEMBERSHIP ▾

LOYALTY ▾

LO

ATHLETE ▾

CLASS ▾

MAJOR ▾

RACE ▾

Row 2

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

Analytics

ORGANIZATIONS ▾

CATEGORIES ▾

EVENTS ▾

TAGS ▾

MEMBERSHIP ▾

LOYALTY ▾

LO

ATHLETE ▾

CLASS ▾

MAJOR ▾

RACE ▾

Only use 1 demographic

Analytics

ORGANIZATIONS ▾ CATEGORIES ▾ EVENTS ▾ TAGS ▾ MEMBERSHIP ▾ LOYALTY ▾ LOCATIONS ▾
 ATHLETE ▾ CLASS ▾ MAJOR ▾ RACE ▾



Analytics

ORGANIZATIONS ▾ CATEGORIES ▾ EVENTS ▾ TAGS ▾ MEMBERSHIP ▾ LOYALTY ▾ LOCATIONS ▾
 ATHLETE ▾ CLASS ▾ MAJOR ▾ RACE ▾



Analytics Dashboard Demo

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Analyze Your Data!

modern[®]
campus

Engaging

Adjust the dates!

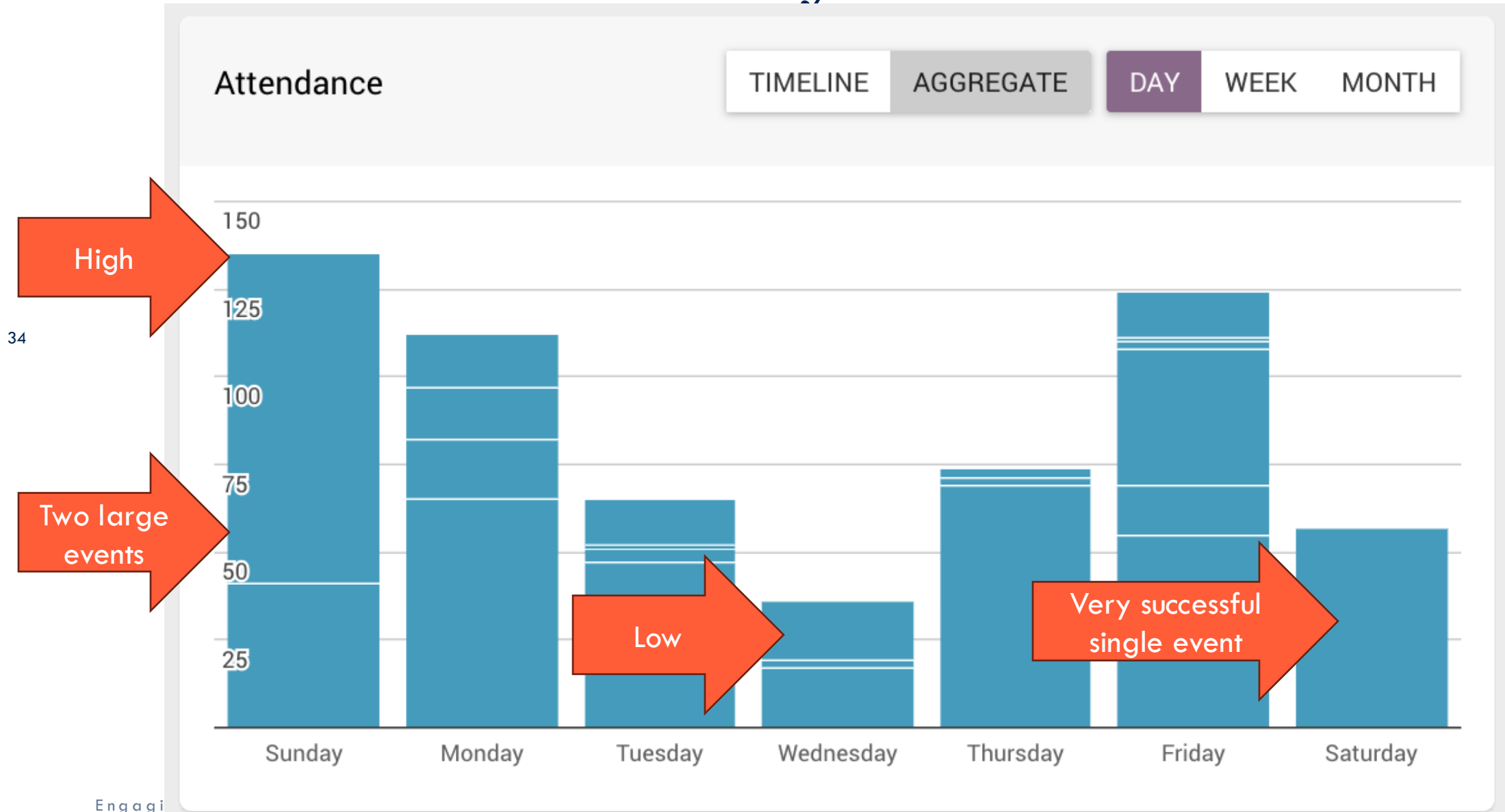
The screenshot displays a user interface for adjusting dates. At the top right, there is a 'DATES' dropdown menu. Below it, a large white rectangular area contains a 'RESIDENCY' dropdown menu on the left. At the bottom, a row of five buttons is visible: 'TIMELINE', 'AGGREGATE', 'DAY', 'WEEK', and 'MONTH'. The 'DAY' button is currently selected, highlighted in a dark purple color, while the others are white with dark purple text. Below these buttons are two horizontal lines for additional input or display.

DATES ▼

▼ RESIDENCY ▼

TIMELINE AGGREGATE DAY WEEK MONTH

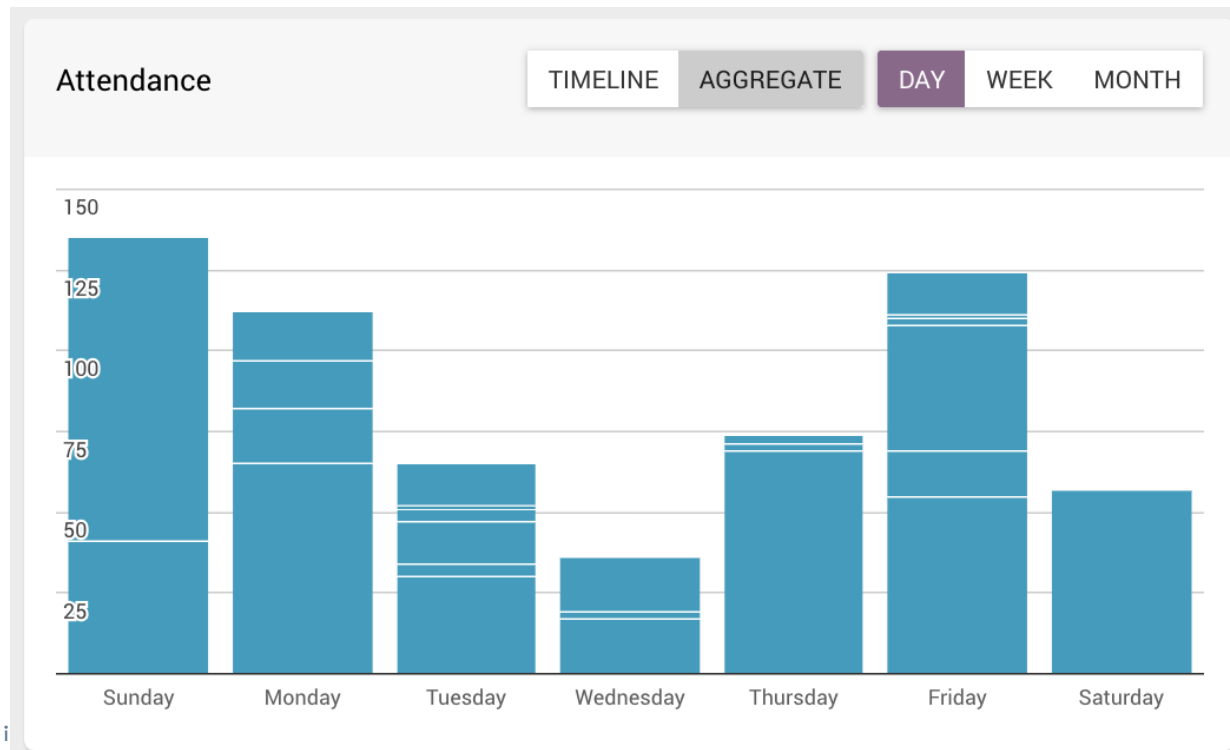
Model 1: What do you notice?



How can you use this data?

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

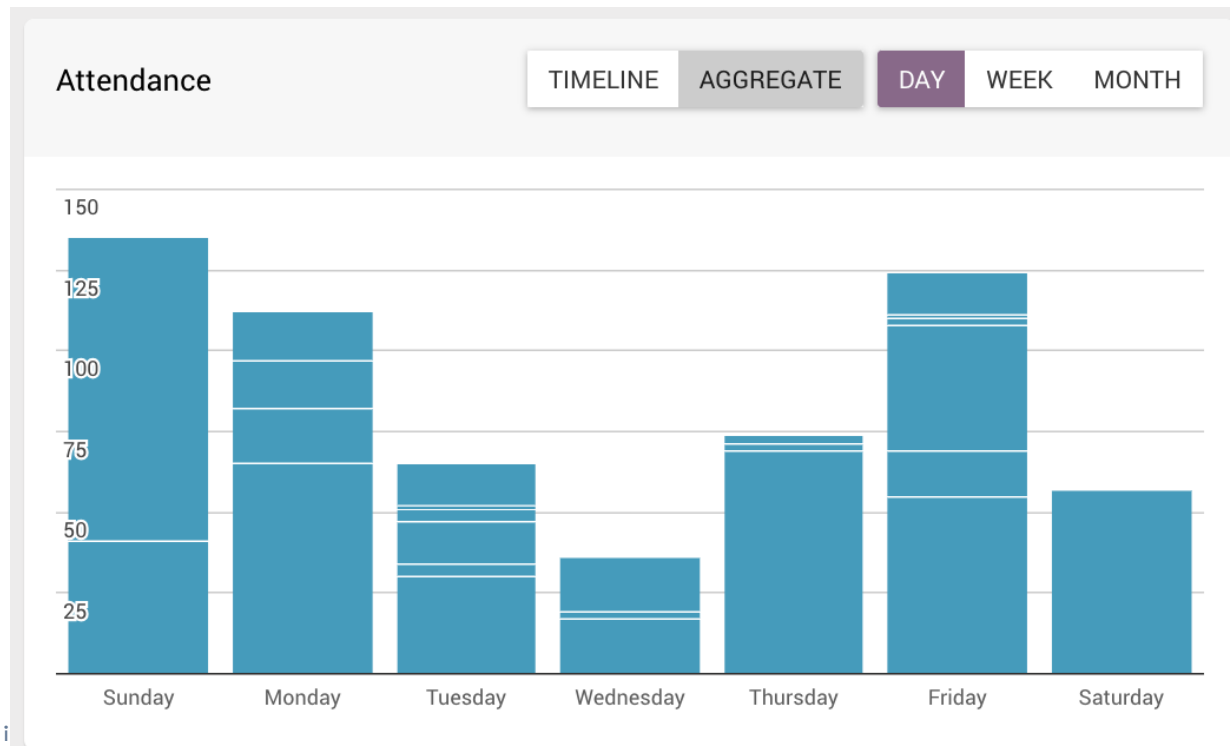
35



Keep in mind...

- Context
- Outliers

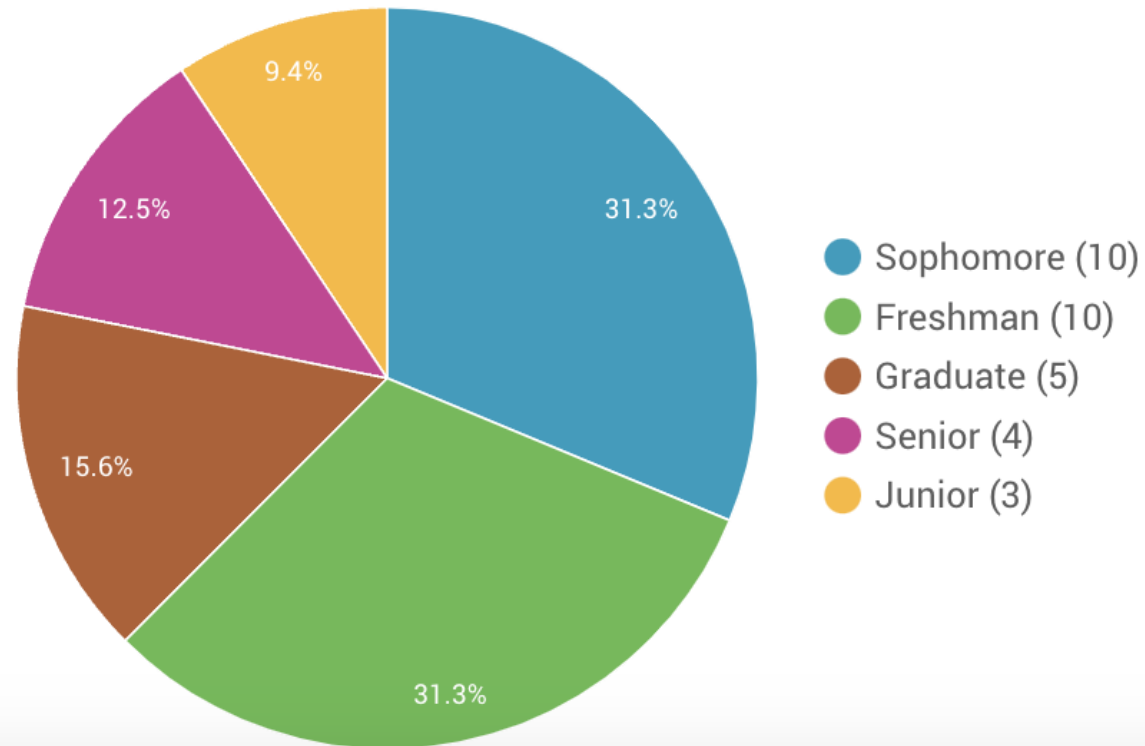
36



Model 2: What do you notice?

Demographics

Class
Major
Race
Athlete



The Express Report

Field Setting Highlight!

Request Your Data File



SUBMIT A REQUEST

SIGN IN

How can we help?

Q Search



FEATURED ARTICLES



PRODUCT IDEAS



COMMUNITY FORUMS

Resource Center

Helpful articles, tips and resources to help you make the most of Involve™.



Request Your Data File



SUBMIT A REQUEST

SIGN IN

Submit a request

Select the form that fits your request.

-
General Inquiry or Support Request
Report An Issue
Request a Report



Request Your Data File



SUBMIT A REQUEST

SIGN IN

Submit a request

Select the form that fits your request.

Request a Report

Your email address*

Subject*

Description*

Please enter the details of your request. A member of our support staff will respond as soon as possible.

Type of Report*

Please list the name and email of anyone additional you'd like to receive the report

Help

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

AutoSave Student-Members-2024-06-12.xls - Compatibility Mode

Search (Cmd + Ctrl + U)

Home Insert Draw Page Layout Formulas Data Review View Automate Acrobat

Get Data (Power Query) Refresh All Stocks Currencies Sort Filter Clear Reapply Text to Columns What-If Analysis Outline Analysis Tools

Update Available We've made some fixes and improvements. To complete the process, the app needs to restart. Restart Now

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	PersonNa	Email	IDNumbe	MemberR	Organizat	Organizat	RoleStatu	RoleStart	RoleEndD	Athlete	Class	GPA	Major	Race	Residenc		
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Organize the Report

Sort Data

Excel File Edit View Insert Format Tools Data Window Help

AutoSave Event-Attendees-2024-06-18

Home Insert Draw Page Layout Formulas **Data** Review View Automate Acrobat

Get Data (Power Query) Refresh All Queries & Connections Properties Workbook Links Stocks Currencies Sort Filter Clear Reapply Advanced Text to Columns

G7

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

Sort

By color:

Filter

By color:

Choose One

- ☒ (Select All)
- ☒ 7th Heaven Rewatch-A-Thor
- ☒ Campus Read-In
- ☒ Food Drive
- ☒ Matilda on the Quad
- ☒ Movie on the Lawn
- ☒ Orientation Back to School C

☒ Auto Apply

Create a Pivot Chart / Pivot Table

45

The screenshot shows the Microsoft Excel interface. The 'Insert' tab is selected in the ribbon. A red arrow points to the 'PivotTable' icon, and another red arrow points to the 'PivotChart' icon. Below the ribbon, a PivotTable is displayed with the following data:

	Count of Race	Alaskan Native	American Indian	Asian	Black or Afric	Hispanic or Latino	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

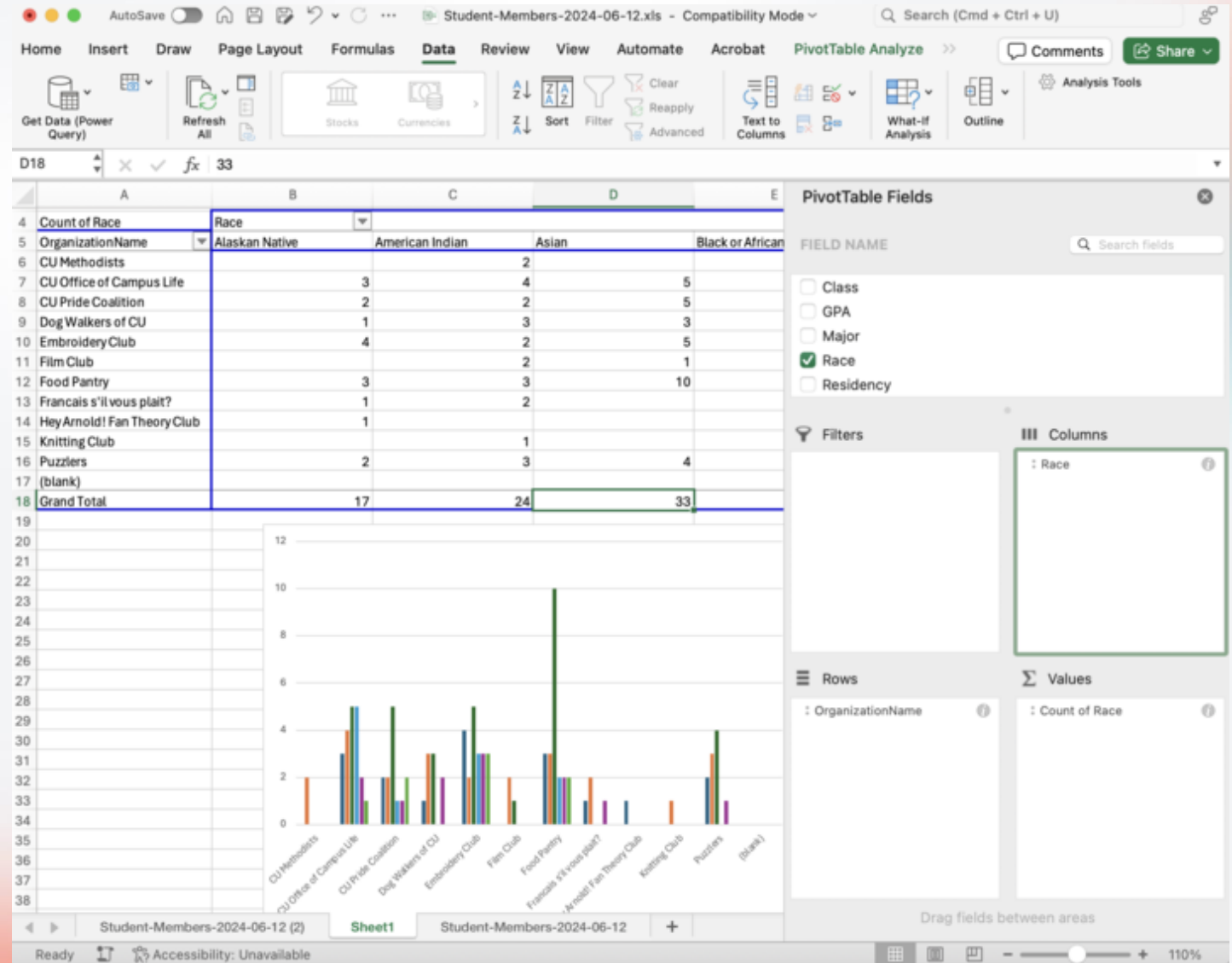
	A	B	C	D	E	F	G	H	I
1	OrganizationName	OrganizationCategories	Members	Officers	EventsHosted	EventsHosted WithAttendees	UniqueEvent Attendees	TotalEvent Attendees	StudentBody Engagement
2	National Pan-Hellenic Council	"Social Fraternities and Sor	17	6	4	1	307	307	1.19%
3	National Residence Hall Honorary	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?

50



Who isn't meeting academic requirements?

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 Walwo	kseale+6736	6736920	Member	Food Pantry	"Service"	Active	5/30/24		No	Freshman	2.0-2.9	English Litera	Asian	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		
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 J	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

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The screenshot shows the Express Report configuration interface with four panels:

- Filters:** Contains three filter items: "EventStartDate...", "Tags", and "HostOrganization". Each item has an information icon (i) to its right.
- Columns:** An empty panel for defining the columns of the report.
- Rows:** Contains two row items: "EventName" and "Class". Each item has an information icon (i) to its right.
- Values:** Contains one value item: "Count of Person...". It has an information icon (i) to its right.

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!