Institutional Research and the Role of the Library

CDPDL Conference Hangzhou, 2016

Rachel Cheng
Chief Information Officer and University Librarian
About Lingnan University

1. The smallest of the 8 public universities in Hong Kong
2. Just over 3000 undergraduate students
3. Around 200 academic staff and 400 non-academic staff
4. With 37 staff in the Library and 40 in ITSC
5. A liberal arts university
What is Institutional Research?

- **Institutional Research**: collecting, analyzing, and converting data into information that supports decision-making in higher education, via Association for Institutional Research.

- **Functions of an IR**: In addition to providing a data-informed foundation for good decision making, institutional researchers use the data they collect for governmental reporting and to benchmark their results against similar institutions.
5 Key Performance Indicators (KPI)

- As requested by the Government, all public universities should identify 5 university-wide indicators to demonstrate good educational experiences in the 2015 Program Reviews

- Lingnan University’s 5 KPIs:
  - Internationalization
  - Experiential Learning
  - Small Class
  - Inter-disciplinary Courses
  - Residential Experiences
The Process Leading to Lingnan University’s IR

Preparatory Works

- Setup a Task Force in Sept. 2010
- Reviewed and Selected a data warehouse / Business Intelligent product: Blackboard BI selected - Feb. 2011
- Server Installation ~ July 2011
- Training, System Refinement & Customizations
- Live in October 2011
Sources of Data

- Data from the Enterprise Resources Planning (ERP) software – Banner for LU
  - Filter, massage and validate data before importing data from the ERP system

- Local Excel files
  - Design Excel templates to assist users uploading data to the data warehouse

- Paper Records
  - Create Excel templates or database interfaces for users to input data
Some Considerations Before Importing Data from ERP to BI

Banner
SATURN Schema

1 Jan 1970

Academic’s Birth Date

Lingnan
BIMGR Schema

Display birth date as Null

Blackboard analytics

Change to null
Number of Exchange Partners

The graph shows the number of exchange partners over the years from 2001 to 2014. The data is categorized by regions:

Overall Outbound Students Exchange

![Graph and Table]

<table>
<thead>
<tr>
<th>Year</th>
<th>First Year Students</th>
<th>On Exchange</th>
<th>Exchange Outbound %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>726</td>
<td>145</td>
<td>19.97%</td>
</tr>
<tr>
<td>2008</td>
<td>707</td>
<td>171</td>
<td>24.19%</td>
</tr>
<tr>
<td>2009</td>
<td>677</td>
<td>174</td>
<td>25.70%</td>
</tr>
<tr>
<td>2010</td>
<td>616</td>
<td>221</td>
<td>35.66%</td>
</tr>
<tr>
<td>2011</td>
<td>597</td>
<td>307</td>
<td>51.42%</td>
</tr>
<tr>
<td>2012</td>
<td>1,137</td>
<td>361</td>
<td>81.75%</td>
</tr>
<tr>
<td>2013</td>
<td>608</td>
<td>397</td>
<td>65.50%</td>
</tr>
<tr>
<td>2014</td>
<td>619</td>
<td>505</td>
<td>81.58%</td>
</tr>
</tbody>
</table>
Exchange Quota vs. Applications for Countries in the Americas

<table>
<thead>
<tr>
<th></th>
<th>Exchange Quota</th>
<th>Application Choice1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>13 (5.4%)</td>
<td>2 (2%)</td>
</tr>
<tr>
<td>Chile</td>
<td>99 (41.4%)</td>
<td>2 (2%)</td>
</tr>
<tr>
<td>Mexico</td>
<td>14 (5.9%)</td>
<td>5 (5%)</td>
</tr>
<tr>
<td>United States of America</td>
<td>113 (47.3%)</td>
<td>92 (91.3%)</td>
</tr>
<tr>
<td>Sub-Total All Partner Schools</td>
<td>229 (100%)</td>
<td>101 (100%)</td>
</tr>
</tbody>
</table>
Challenges Encountered

- Data was spread across numerous sources
  - There was no One Data warehouse
  - Data have to be collected & consolidated from all possible sources
  - Extensive data cleansing work is involved

- Change of workflow

- Change of mindset
  - How to motivate staff members from different units to contribute to the data warehouse and BI system?
So, What Does This Mean for the Library?

- Contribute our data to University’s Institutional Research
- Play to our strengths
  - Collect
  - Organize
  - Manage
  - Present
Faculty and Departmental Information Hubs
## Faculty and Departmental Information Hubs (2)

### Banner Reports

**Finance**
- Report List for Research Grants, Centres & Institutes
- Report List for Departments - UGC Block/Earmarked Grant
- Report List for Year End - UGC Block/Earmarked Grant
- Report List for Capital and AA&I Projects
- All Reports

**Student**
- Report List for Academic Departments
- Report List for Student Assessment
- Report List for Student Registration
- Report List for Taught Postgraduate Programmes
- List for Miscellaneous Reports

### Course Teaching and Learning Evaluation

- [My CTLE](#)
  - Departmental Summary
  - 2015-16 Term 2
    - Office of the Faculty of Arts
### Departmental Statistics

**2015-16**
- Annual Programme Statistics from Registry
  - Chinese
  - Cultural Studies
  - English
  - History
  - Philosophy
  - Translata
  - Visual Studies
- Graduate Employment Survey from SSC
  - Chinese
  - Cultural Studies
  - English

### Departmental Reports Submitted

**2014-15**
- Annual Programme Report
  - Chinese
  - Cultural Studies
  - English
  - History
  - Philosophy
  - Translation
  - Visual Studies
- Annual Report (Publications)
  - Chinese
  - Cultural Studies
  - English
  - History
  - Philosophy
Faculty and Departmental Information Hubs (4)

<table>
<thead>
<tr>
<th>My Lingnan</th>
<th>Employee</th>
<th>Academics</th>
<th>Reports</th>
<th>Information Hub</th>
<th>IT Corner</th>
<th>ITSC</th>
</tr>
</thead>
</table>

**Business Intelligence (BI) – KPIs for Student Data**
- Dashboard
  - A visual interface for key measures at a glance
- Analytic Reports
  - Self-service charts and tables with drill-down features, e.g., Partner Schools by Continent
  - (Reports on admission scores, DSE results, demographical distributions, etc. are under development)

**Faculty Activity Reporting**
- My eProfile
- Faculty eProfile
- Digital Commons – Faculty Profiles
- PlumX - Faculty Publications Usage & Impact
- Research Project Management System

**Library**
- Online New Book Selection System
- Library Collection Budget & New Publications for Departmental Purchase Reports
- Online New Database Selection System
  - Journals and Databases Annual Reviews and Endorsements
- Usage Statistics Online Platform
  - Departmental Journals Usage & Departmental Databases Usage Reports
- Library Circulation Reports
- Interlibrary Library Loan Usage
Departmental Faculty Publications

Artifact Summary

- Article: 317
- Book Chapter: 160
- Book: 68
- Thesis / Dissertation: 38
- Presentation: 12
- Review: 9
- Paper: 3
- Report: 1
- News: 1

see details

Submissions from 2016

- Catholics and everyday life in Macau, Hon Fai CHEN
- Higher education, changing labour market and social mobility in the era of massification in China, Ka Ho, Joshua MOK and Muluan, Alfred WU
## Faculty Publication Impacts

### Impact by Type: All

<table>
<thead>
<tr>
<th>Year</th>
<th>Type</th>
<th>Title</th>
<th>Year</th>
<th>Type</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>Thesis / Dissertation</td>
<td>The impacts of modernity on family structure and function: a study among Beijing, Hong Kong and Yunnan families</td>
<td>2013</td>
<td>Article</td>
<td>The Undoing of Humanism: Peter L. Berger’s Sociology of Unmaking</td>
</tr>
<tr>
<td>2011</td>
<td>Article</td>
<td>Global aspirations and strategicizing for world-class status: New form of politics in higher education governance in Hong Kong</td>
<td>2011</td>
<td>Review</td>
<td><em>Life in Happy Land</em>: Using virtual space and doing motherhood in Hong Kong</td>
</tr>
<tr>
<td>2008</td>
<td>Article</td>
<td>‘Life in Happy Land*: Using virtual space and doing motherhood in Hong Kong</td>
<td>2009</td>
<td>Article</td>
<td>Getting even or getting equal? Retributive desires and transitional justice</td>
</tr>
<tr>
<td>2009</td>
<td>Article</td>
<td>Getting even or getting equal? Retributive desires and transitional justice</td>
<td>2012</td>
<td>Article</td>
<td>Bringing the State Back In: Restoring the role of the State in Chinese higher education</td>
</tr>
<tr>
<td>2008</td>
<td>Article</td>
<td>Living status and psychological well-being: Social comparison as a moderator in later life</td>
<td>2008</td>
<td>Article</td>
<td>Living status and psychological well-being: Social comparison as a moderator in later life</td>
</tr>
<tr>
<td>2012</td>
<td>Article</td>
<td>Debating totalitarianism: An exchange of letters between Hannah Arendt and Eric Voegelin</td>
<td>2010</td>
<td>Article</td>
<td>The public’s changing perceptions of the condition of social welfare in Hong Kong: Lessons for social development</td>
</tr>
<tr>
<td>2010</td>
<td>Article</td>
<td>The public’s changing perceptions of the condition of social welfare in Hong Kong: Lessons for social development</td>
<td>2009</td>
<td>Article</td>
<td>Self-Perception and Psychological Well-Being: The Benefits of Foreseeing a Worse Future</td>
</tr>
<tr>
<td>2008</td>
<td>Article</td>
<td>Older people’s realisation of generativity in a changing society: The case of Hong Kong</td>
<td>2009</td>
<td>Article</td>
<td>Impact of caregiving on health and quality of life: A comparative population-based study of caregivers for elderly persons and non-caregivers</td>
</tr>
<tr>
<td>2010</td>
<td>Article</td>
<td>When state centralism meets neo-liberalism: Managing university governance change in Singapore and Malaysia</td>
<td>2011</td>
<td>Thesis / Dissertation</td>
<td>A study of positive emotions and turnover intentions among Hong Kong police officers: the mediating role of psychological capital and work well-being</td>
</tr>
<tr>
<td>2009</td>
<td>Article</td>
<td>Public perceptions of income inequality in Hong Kong: Trends, causes and implications</td>
<td>2010</td>
<td>Book</td>
<td>Hannah Arendt, Totalitarianism, and the Social Sciences</td>
</tr>
</tbody>
</table>

### Year-By-Year Impact Analysis

- **Usage**
- **Captures**
- **Citations**
- **Social Media**
- **Mentions**
- **Usage**
Institutional Research and the Role of the Library

Yes, we can contribute a lot in adding our own data to the institutional data warehouse and organizing university’s institutional data.

Rachel Cheng
Chief Information Officer and University Librarian
@CDPDL Conference Hangzhou, 2016