Mind the gap: Aligning perception with reality using the right data

Arturo Ramírez
CIT 2014
What’s involved in a decision?

- Deming cycle (ITIL)
- We collect tons of data
- What are we doing with it?
  - Report – OK
  - Measure – Good
  - Adjust – Great!
- Continuous Improvement
Perception vs. Reality

Only 10% of Higher Ed institutions use data collected from Analytics to make decisions – *Higher Ed Journal*

- Most decisions made are based on past experience

We could really use more of this:

- PLAN
- DO
- CHECK
- ACT
Wait, data is being collected, right?

• Sure, however… sometimes we forget about Planning, Doing, Checking, etc.

1. Collecting the wrong data or too much data – No Plan
2. Only presenting or circulating the data – Not Doing
3. Using wrong kind of chart, inaccurate visuals – Not Checking
4. Conveying wrong message to decision makers – Not Checking
5. Data is not memorable, not shared, confusing – Nobody Acts
It’s all about the right data!

This slide shows the gap between the test results and reality.

We’ll use the test results anyway because it’s the only data we have.

Fine. I hope you all choke to death on your lunches.

Why’s he so cranky? Something about data.
NFL Players mentioned the most in ESPN’s SportsCenter

The New York Times - 2012
WEB has several data sources

- Google Analytics
- Google Search results
- WEB Inventory – web site details
- OU Campus - CMS publishing information
- Basecamp - Project Management software
- Website Performance and Accessibility compliance
- Usability and User Experience studies
- Web Portal tracking information (My and Welcome2ISU)
- ESPN SportsCenter? – No!
Illinois State Web Traffic - trends

Most Visited Sites (data in millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Site 1</th>
<th>Site 2</th>
<th>Site 3</th>
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<tr>
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<td>FY14</td>
<td>38</td>
<td>36</td>
<td>10</td>
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</tbody>
</table>
Educating Illinois – Goal 4, Strategy 3

Build a culture of philanthropy throughout the University community

A. Increase participation in philanthropic activity
B. Educate current students about philanthropy and the importance of alumni participation
C. Demonstrate the impact of philanthropy through university events, publications, and online media
Increase ‘Gladly we give’ participation.
Use data and acknowledge your audience
Go the extra mile to show appreciation
Continuous Improvement – new ideas
Mobile data is essential

- Our internal Google Analytics shows a steady increase in mobile traffic
- 20 - 25% of all traffic is mobile in some sites
- Student mobile device ownership is up 15%
Educating Illinois – Goal 3, Strategy 4

Advance the University's reputation through initiatives that promote the mission of the institution

A. Develop and refine the University brand through marketing research, integrated communication planning, and the creation of brand resources for faculty and staff
B. Promote faculty, staff, student, and alumni achievements
Mobile – we have a ‘Responsive’ plan

• 90% of prospective students visited a college site in the past 30 days – (Noel Levitz - Report 2013)
• ISU Admissions website – Mobile ready 08/2013
Continuous Improvement - Time to Act

- Admissions is mobile
- What about the Homepage? Fin. Aid?
- Need data to help with tough decisions
- Consistent message and branding is important
ISU Mobile (Check)

- Keep it simple
- Monitor Search terms
- Track user selections
- Test simple layout
- Alert implementation
- Gather data to drive Responsive Web Design Homepage project

Launched March 14, 2014
Educating Illinois – Goal 4, Strategy 5

Promote a safe and environmentally sustainable campus

C. Promote initiatives and procedures designed to enhance safety and security
### Data Source: Google Analytics

ISU Homepage analytics on desktop

Every link from the list is in our mobile page, except for:

- Employment
- iPeople

<table>
<thead>
<tr>
<th>Rank</th>
<th>Link</th>
<th>Visits</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>My Illinois State</td>
<td>957,852</td>
<td>(70.70%)</td>
</tr>
<tr>
<td>2</td>
<td>Search/A-Z</td>
<td>61,690</td>
<td>(4.55%)</td>
</tr>
<tr>
<td>3</td>
<td>Admissions</td>
<td>57,133</td>
<td>(4.22%)</td>
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<td>4</td>
<td>Majors</td>
<td>46,967</td>
<td>(3.47%)</td>
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<td>Employment</td>
<td>41,875</td>
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<td>6</td>
<td>iPeople</td>
<td>27,821</td>
<td>(2.05%)</td>
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<tr>
<td>7</td>
<td>GoRedbirds.com</td>
<td>21,493</td>
<td>(1.59%)</td>
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<td>8</td>
<td>Milner Library</td>
<td>21,218</td>
<td>(1.57%)</td>
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<tr>
<td>9</td>
<td>Graduate Programs</td>
<td>16,329</td>
<td>(1.21%)</td>
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<tr>
<td>10</td>
<td>Maps</td>
<td>10,096</td>
<td>(0.75%)</td>
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</tbody>
</table>
Data Source: Google Search

1.17 Billion People Use Google Search
Unique searchers worldwide in December 2012 (in millions)

- Google: 1,168m
- Baidu: 293m
- Yahoo!: 292m
- Microsoft: 269m
- Yandex: 74m
Educating Illinois – Goal 4, Strategy 1

Review processes and practices to ensure efficiency and effectiveness in the University's operations

B. Systematically review the University's support functions to ensure quality, efficiency, and consistency with the University's mission
Take a page from Google’s book

Google
Sponsored search

Google Sponsored search - Europe
ISU Search

Efficient & Effective Search

Intelligent Interface

Office of Admissions
Admissions.IllinoisState.edu
Phone: (309) 438-2181

Welcome 2 ISU
Welcome2ISU.IllinoisState.edu
Phone: (800) 366-2478

Financial Aid
FinancialAid.IllinoisState.edu
Phone: (309) 438-2231

Home | Admissions | Illinois State
admissions.illinoisstate.edu/
login Apply Now. Visit Campus. Find out why Illinois State is right for you. Connect With Us. Sign up to learn more about Illinois State. ...

Apply to Illinois State | Admissions | Illinois State
admissions.illinoisstate.edu/apply/
... of record high interest in Illinois State, we have completed admissions for our ... will use your Welcome2ISU account to apply for admission, check the ...
Data can be a deceiving curveball!
MLB Strikeouts per game 1960-2010

- Strikeouts per game per team (by batters)
- League average
- Choose a Team

- League average 1924: 2.7
- Players return from World War II.
- Strike zone enlarged from 1963-68.
- Designated hitter rule took effect.
- Pitching had become so dominant in the 1960s that the mound was lowered in 1969.

- 2012 League average: 7.5
More strikeouts - What does that mean?

• Fewer runs?
• Bad umpires?
• Boring games?
• Batters suck?
• Pitchers on steroids?

• Panic decisions… We need batters on steroids!
Don’t be fooled by data

• Yes, data is extremely valuable
• But it should be complemented with experience
• Quantitative vs. Qualitative data

• Usability studies may provide surprising results
  – Value of qualitative data
  – When it comes to websites, you are NEVER the user
  – Example: Mobile menu (the burger)
Popular on YouTube

Doctor Who Series 8
2014: The first TV…
BBC
2,258,588 views

Will Ferrell and Chad
Smith Drum-Off
The Tonight Sh…
16,906,896 views

Celebrities Read Mean
Tweets #7
Jimmy Kimmel Live
12,200,147 views

LeBron and D-Wade

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NBA Playoffs
Shootaround: Where Things Stand

by NETW3RK, DANNY CHAU, ANDREW SHARP and CHRIS RYAN

NBA
The NBA Self-Mailbag

by BILL SIMMONS
Educating Illinois – Goal 1, Strategy 2 & 3

Strengthen the University's commitment to continuous improvement of educational effectiveness as reflected in student learning outcomes

D. Develop and assess student learning outcomes facilitated by out-of-class and co-curricular learning experiences

Increase opportunities for students to engage in high-quality, high-impact educational experiences

B. Increase partnerships across campus and with other educational, civic, and corporate entities that support student learning and development
WEB Portfolio Project – IT 363

WEB Portfolio Management

Scoring Diagram

Project Timeline

Site Users Diagram (Under dev)
WEB’s Basecamp

Agile Project
• Management
• Collaboration
• Communication
• Planning

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<tr>
<th>ALL PROJECTS A-Z</th>
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<td>Alumni</td>
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<td>New Project</td>
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<td>Homepage Mobile</td>
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<td>Honors</td>
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Metcalf
http://www14.iwss.ilstu.edu/

Latest project updates

May 21  Brooks B. completed a to-do: Center the button underneath calendar feed
May 21  Brooks B. completed a to-do: Add bullets under Nivo slider
May 20  Jacob D. added a to-do and assigned it to Brooks B. and due on May 20, 2014: Center the button underneath feed

See all updates

Discussions

Jacob D.  Add images for homepage marquee sliders...
          -  Apply now  •  Annual Theme: "How can we help?"

Brooks B.  Increase font size of text within calendar feed.
          -  Unable to change font size :

Jacob D.  Update main logo to Thomas Metcalf School. See...
          -  Logo:
            Group > Reference > Graphics > Metcalf > logo
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<td>CIT Conference</td>
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<td>CIT Conference - Waiting to show changes at</td>
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WEB Project Planning

Web & Interactive Communications (WEB) is charged with design, development, and support for campus websites. WEB customizes editing tools, provides training, and collaborates with other units to ensure the University is able to provide strategic, thoughtful, and targeted messaging. WEB is also responsible for creating and maintaining web-based interfaces to public and authenticated university data. Such interfaces include My.IllinoisState.edu, Welcome2ISU, the Campus Map, the Events Calendar, and more.

In managing the Web presence for Illinois State University, WEB provides branding and consistency in user experience throughout websites for all vice presidential areas, colleges, and units. The office also provides assistance in marketing, in conjunction with University Marketing and Communications, for specific department services and initiatives.

Starting a WEB Project
Learn more about how to put in a request for a project with WEB.

Tracking a Project Status
Find out how you can track the status of a project at WEB.
# Accessibility comparison

**Illinois State**

Date: March 18, 2014 11:22  
Pages: 18  Depth: 2  Ruleset: ARIA Strict  
URL: http://illinoisstate.edu

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<th>Warnings</th>
<th>Manual Checks</th>
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<tbody>
<tr>
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<td>3%</td>
<td>45%</td>
<td>5%</td>
<td>31%</td>
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<td>1.2</td>
<td>18.2</td>
<td>2.1</td>
<td>2.1</td>
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**Educause Website**

Date: March 17, 2014 22:54  
Pages: 121  Depth: 2  Ruleset: ARIA Strict  
URL: http://educause.edu  
Span sub-domains: educause.edu

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</thead>
<tbody>
<tr>
<td>Percentage of Results</td>
<td>29%</td>
<td>3%</td>
<td>45%</td>
<td>4%</td>
<td>20%</td>
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<tr>
<td>Average Rules/Page</td>
<td>11.8</td>
<td>1.1</td>
<td>18.6</td>
<td>1.6</td>
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Performance testing

- Pingdom.com assessment of Admissions site
  - Faster than 89% of all websites tested, 1.02 seconds
Illinois State’s IT Strategic Plan

• Goal 1 - Ensure that the University’s investment in IT supports the vision and goals of Educating Illinois

• Goal 2 - IT decisions will be based on collaborative planning and data-informed assessment

http://itgovernance.illinoisstate.edu/itsp/goals.shtml
Thank you!

• Questions?