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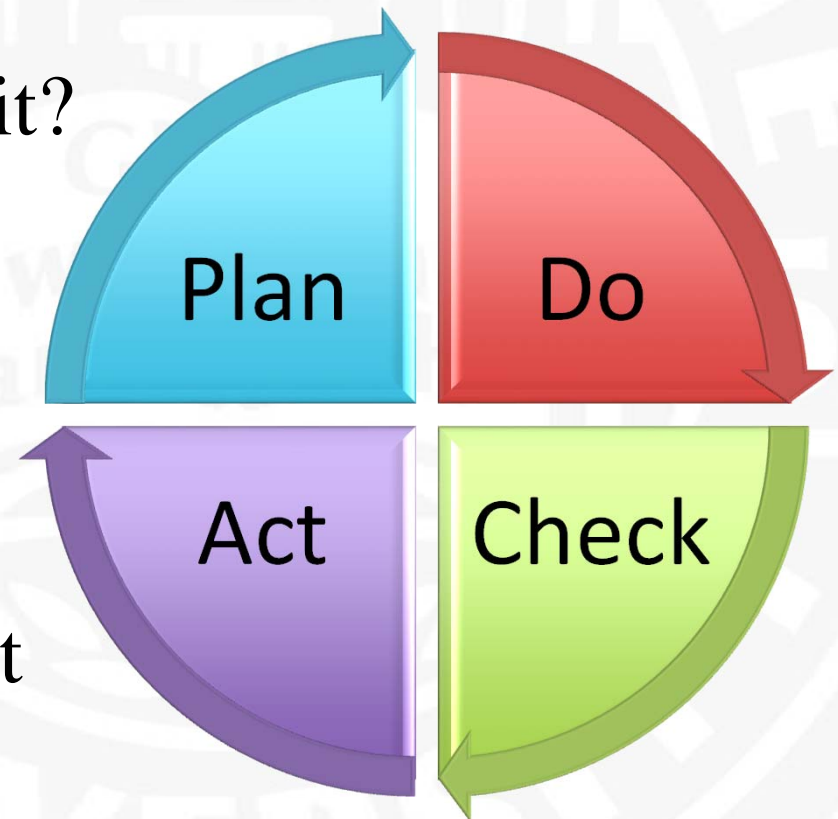
Arturo Ramírez

CIT 2014

What's involved in a decision?

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

Plan
Do
Act
Check

STATE
YOUR PASSION.

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

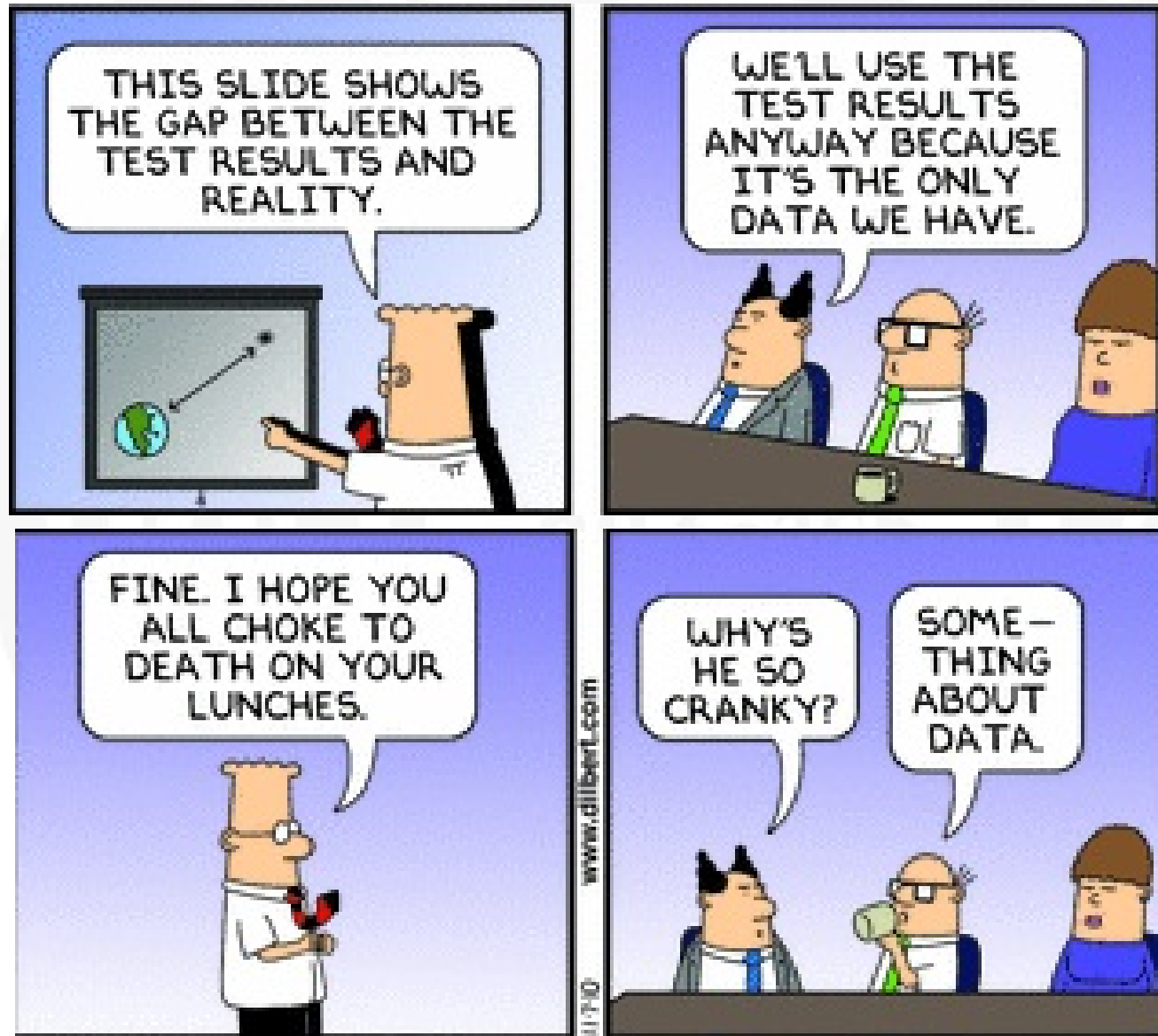We could really use more of this:

PLAN   DO   CHECK   ACT

STATE
YOUR PASSION.

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!

# NFL Players mentioned the most in ESPN's SportsCenter

Tim Tebow
About 1,480 mentions

Tom Brady
About 850 mentions

Aaron Rodgers
About 650 mentions

Michael Vick
About 640 mentions

Drew Brees

Cam Newton

Tony Romo

Peyton Manning
About 800 mentions

Joe Flacco

Rex Grossman

Carson Palmer

Mark Sanchez

Donovan McNabb

Matt Ryan

Calvin Johnson*

Ray Rice

Eli Manning

Matthew Stafford

Rob Gronkowski

Jay Cutler

Sam Bradford

*Includes mentions of "Megatron"

Terrelle Pryor

Ben Roethlisberger

Alex Smith

Victor Cruz

Ray Lewis

Kyle Orton

Ndamukong Suh

Jim Harbaugh

Andy Reid

Plaxico Burress

Wes Welker

Tom Coughlin

Philip Rivers

Andy Dalton

John Fox

Chris Johnson

Bill Belichick

Rex Ryan

250

Coverage of cloth as in a row

200

100

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)
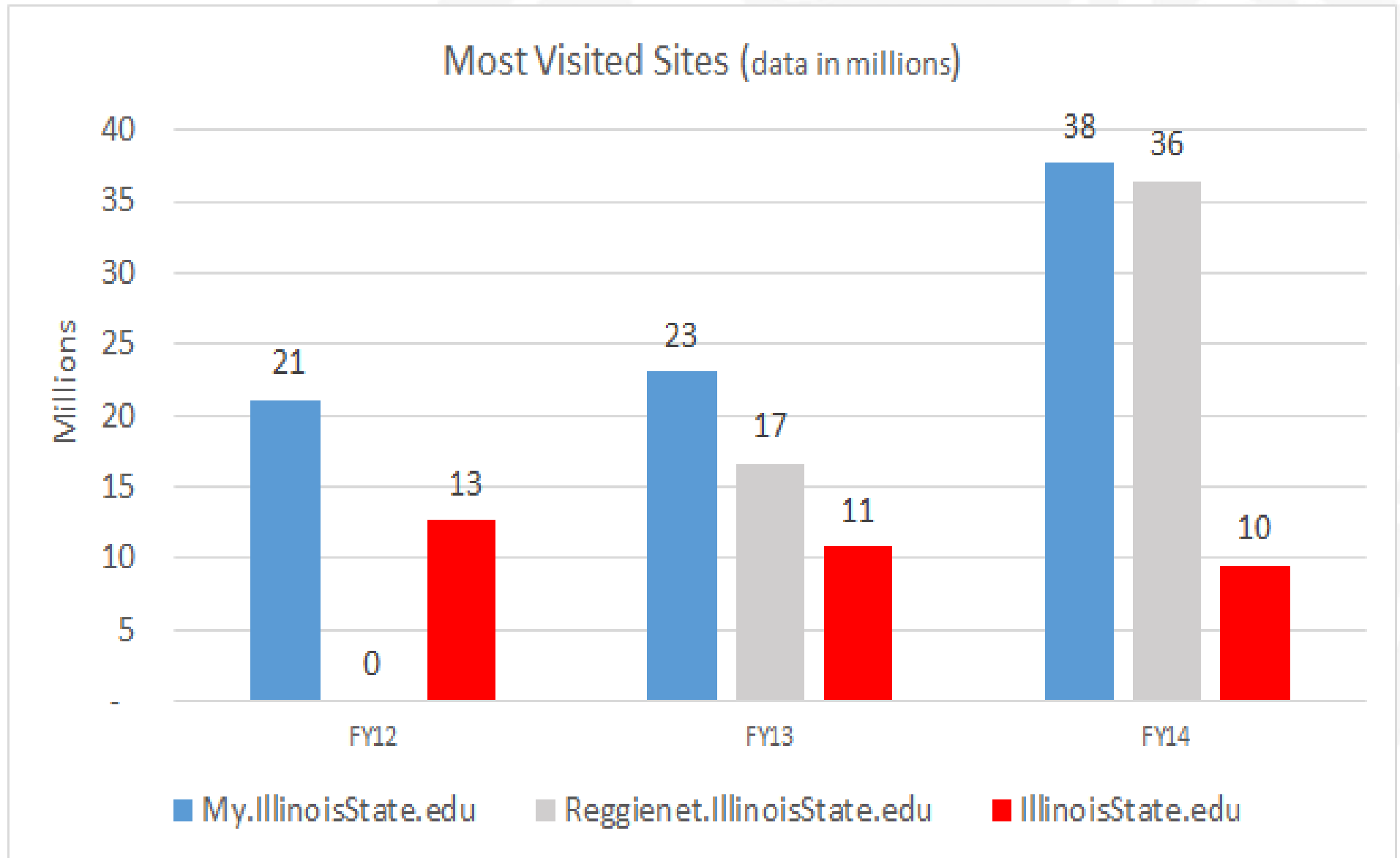
Educating Illinois – Goal 4, Strategy 3

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

PLAN   DO   CHECK   ACT

Increase 'Gladly we give' participation

Use data and acknowledge your audience

Go the extra mile to show appreciation

Continuous Improvement – new ideas
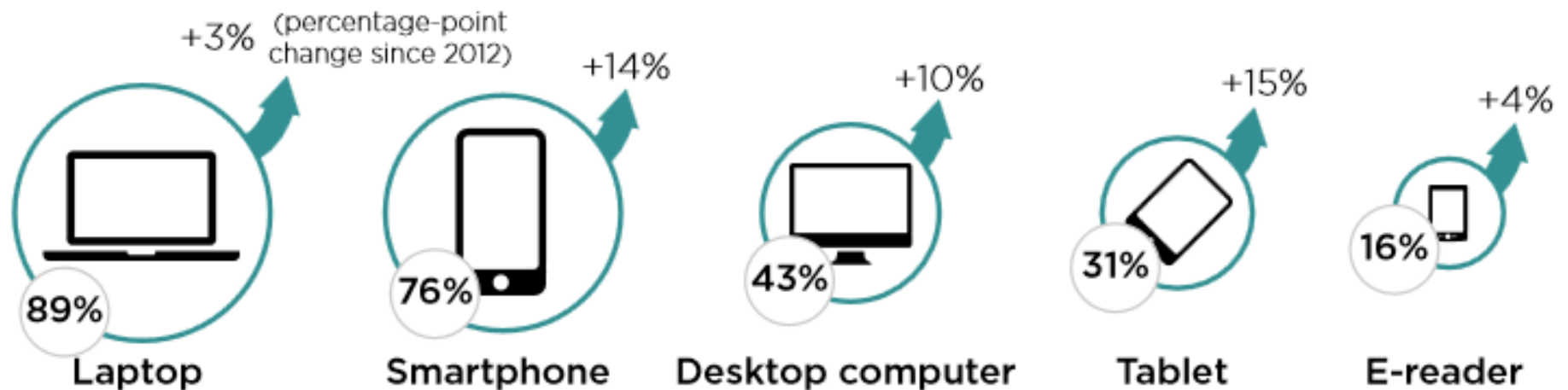
Mobile data is essential

- 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%

DEVICE OWNERSHIP

+3% (percentage-point change since 2012)

89% Laptop

+14%
76% Smartphone

+10%
43% Desktop computer

+15%
31% Tablet

+4%
16% E-reader

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
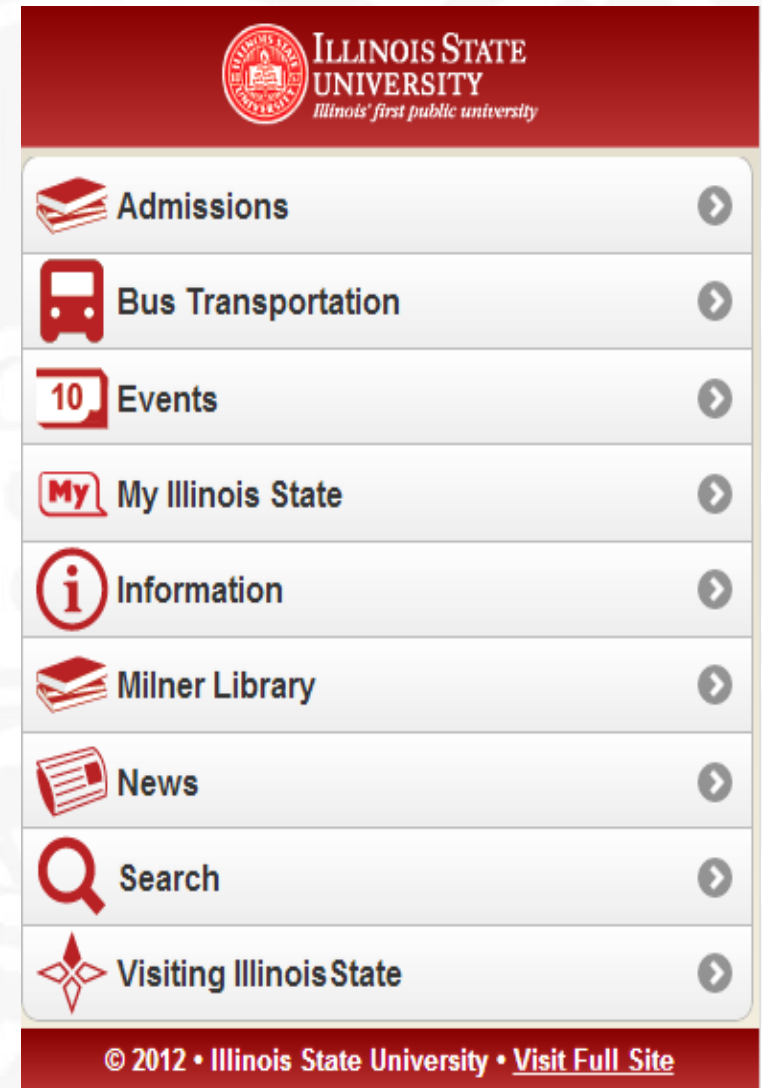
PLAN   DO   CHECK   ACT

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
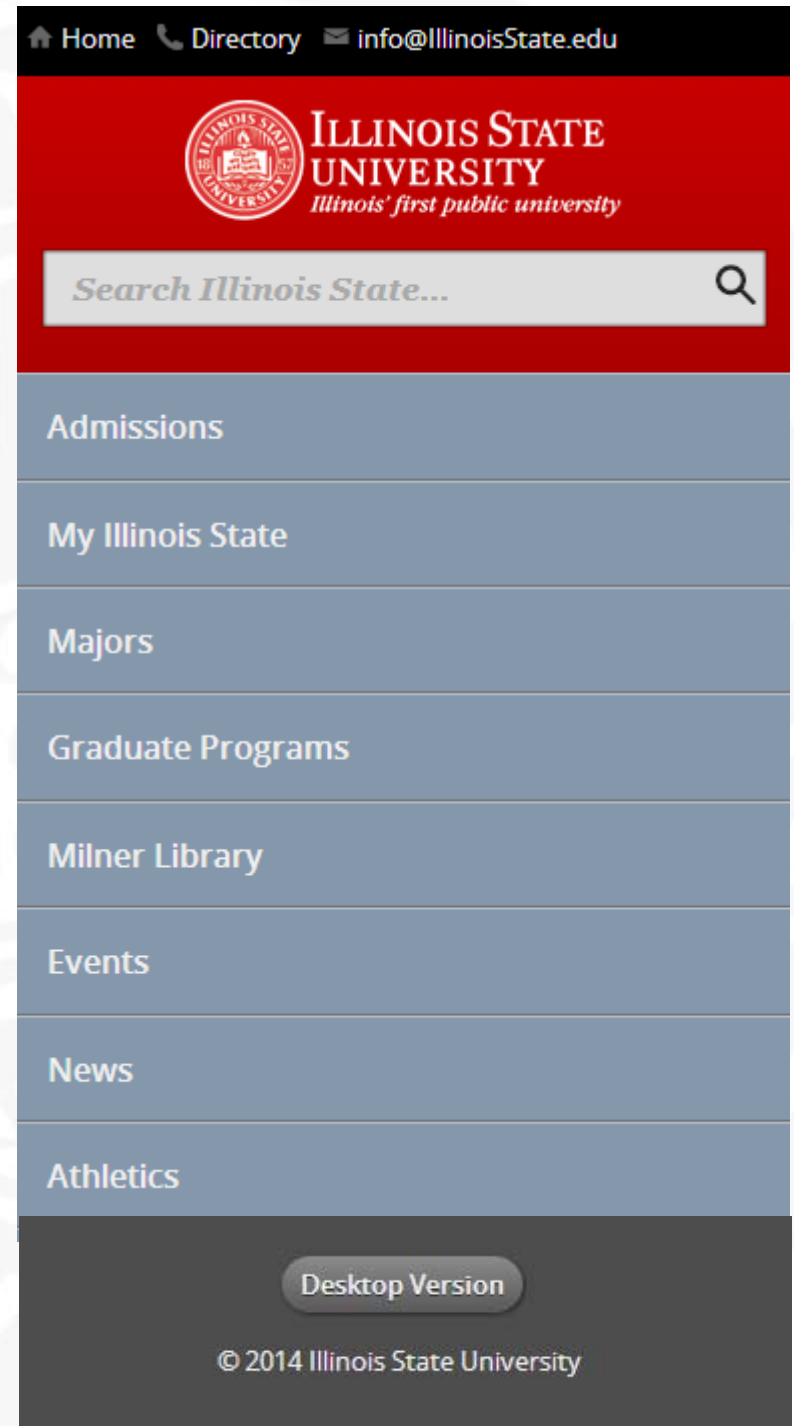
Educating Illinois – Goal 4, Strategy 5

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
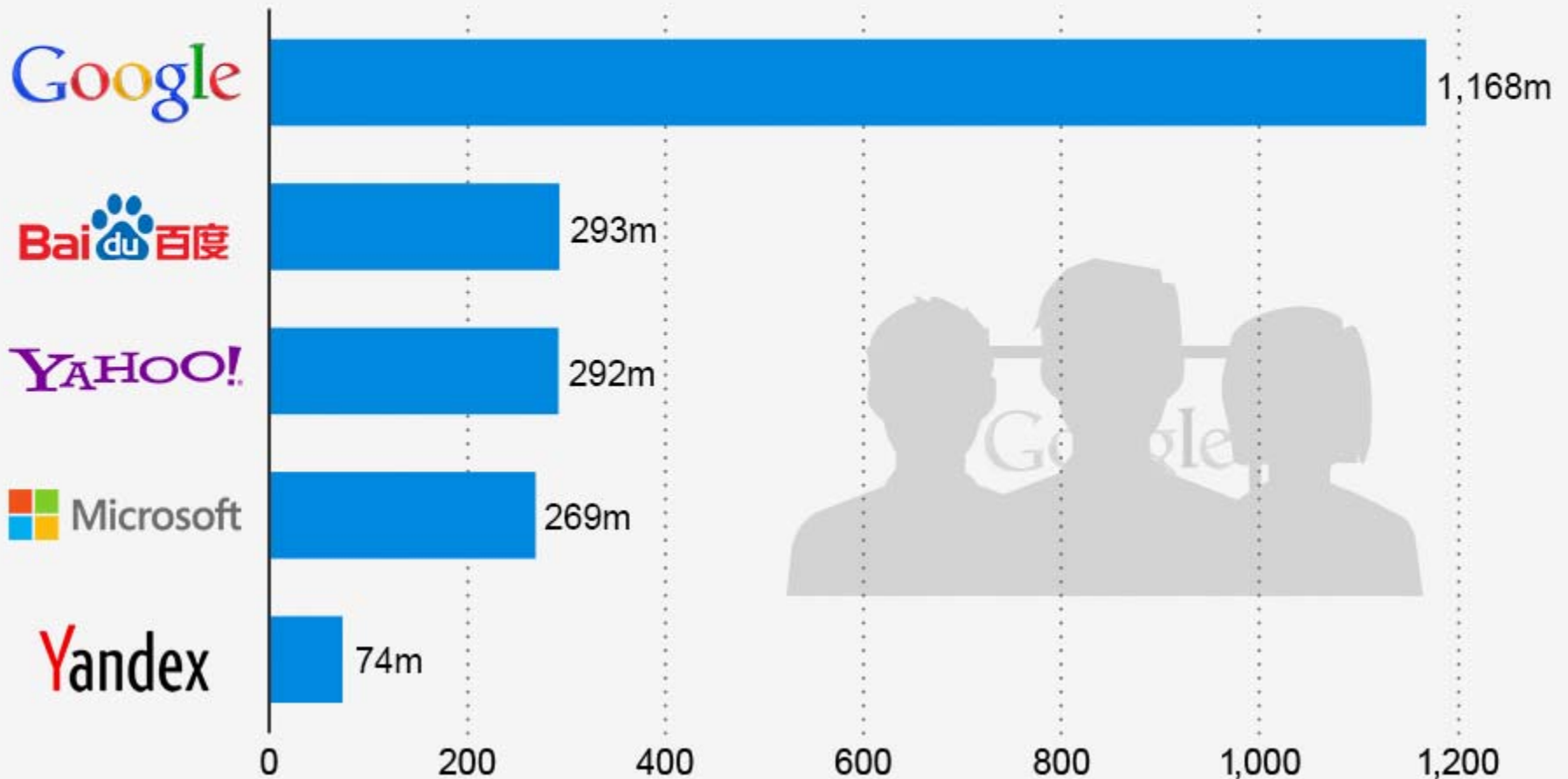
1.	My Illinois State	957,852	(70.70%)
2.	Search/A-Z	61,690	(4.55%)
3.	Admissions	57,133	(4.22%)
4.	Majors	46,967	(3.47%)
5.	Employment	41,875	(3.09%)
6.	iPeople	27,821	(2.05%)
7.	GoRedbirds.com	21,493	(1.59%)
8.	Milner Library	21,218	(1.57%)
9.	Graduate Programs	16,329	(1.21%)
10.	Maps	10,096	(0.75%)

Data Source: Google Search

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

Search Engine	Searchers (millions)
Google	1,168m
Baidu 百度	293m
YAHOO!	292m
Microsoft	269m
Yandex	74m

0   200   400   600   800   1,000   1,200

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

PLAN   DO   CHECK   ACT

Take a page from Google's book

Google
Sponsored search

Google Sponsored
search - Europe

ISU Search

Efficient &
Effective
Search

Intelligent
Interface

Data can be a deceiving curveball!

MLB Strikeouts per game 1960-2010

Strikeouts per game per team (by batters)

— League average

[Choose a Team ▼]

Pitching had become so dominant
in the 1960s that the mound
was lowered in 1969.

**2012
League average
7.5**

**2.7
League average
1924**

Mitchell report
on steroids.

Strike zone enlarged
from 1963–68.

U.S. enters
World War I.

Players return
from World War II.

Designated hitter
rule took effect.

9 — 8 — 7 — 6 — 5 — 4 — 3 — 2 — 1 — 0

1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010

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
28,585,992 subscribers

▶ **SUBSCRIBE**

Home   **Videos**   Playlists   Channels

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

DOCTOR WHO 0:16
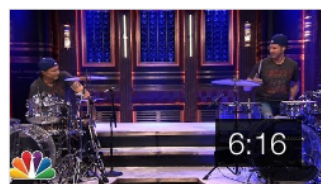
Will Ferrell and Chad Smith Drum-Off
The Tonight Sh…
16,906,896 views

6:16
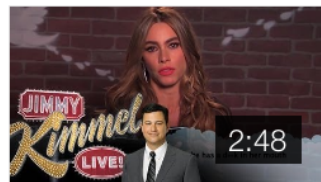
Celebrities Read Mean Tweets #7
Jimmy Kimmel Live
12,200,147 views

2:48

LeBron and D-Wade

☰ | SEARCH   →

NBA Playoffs Shootaround: Where Things Stand

by NETW3RK, DANNY CHAU, ANDREW SHARP *and* CHRIS RYAN

NBA

The NBA Self-Mailbag

by BILL SIMMONS

ILLINOIS STATE UNIVERSITY
HOMECOMING
RALLY THE REDBIRDS

SEPT**29**-OCT**5**

☰ Menu

Search Site...

GAME DAY

OCTOBER 4, 2014

TOWN AND GOWN
5K

HOMECOMING
PARADE

FOOTBALL GAME
TAILGATING

HOMECOMING
ROYALTY

VISITOR
INFO

✔Hotels
✔Parking

✔Campus Maps
✔Local Life

Continuous Improvement in Technology
Conference 2014 at Illinois State University

Search CIT Conference...

☰ Menu

Home ✔

Register Now

Schedule

About the Conference

⸺⸺⸺⸺ SAVE THE DATE ⸺⸺⸺⸺
May 28, 2014

The 2014 CIT Conference will be held May 28, 2014, at the

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

PLAN   DO   CHECK   ACT

WEB Portfolio Project – IT 363
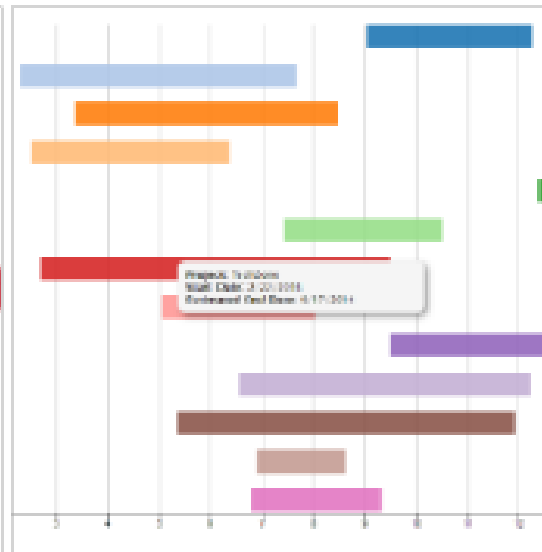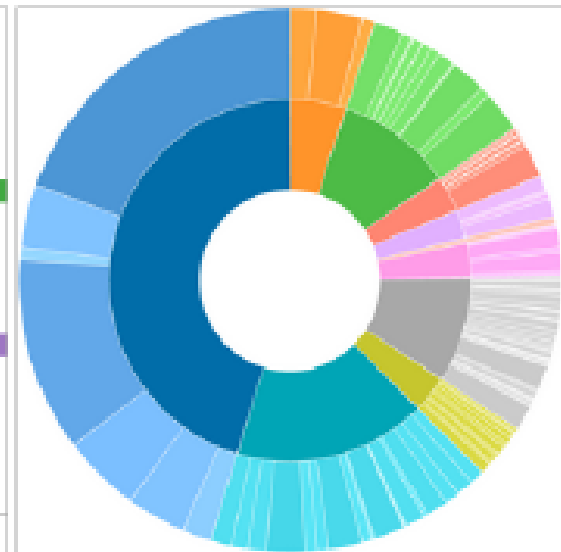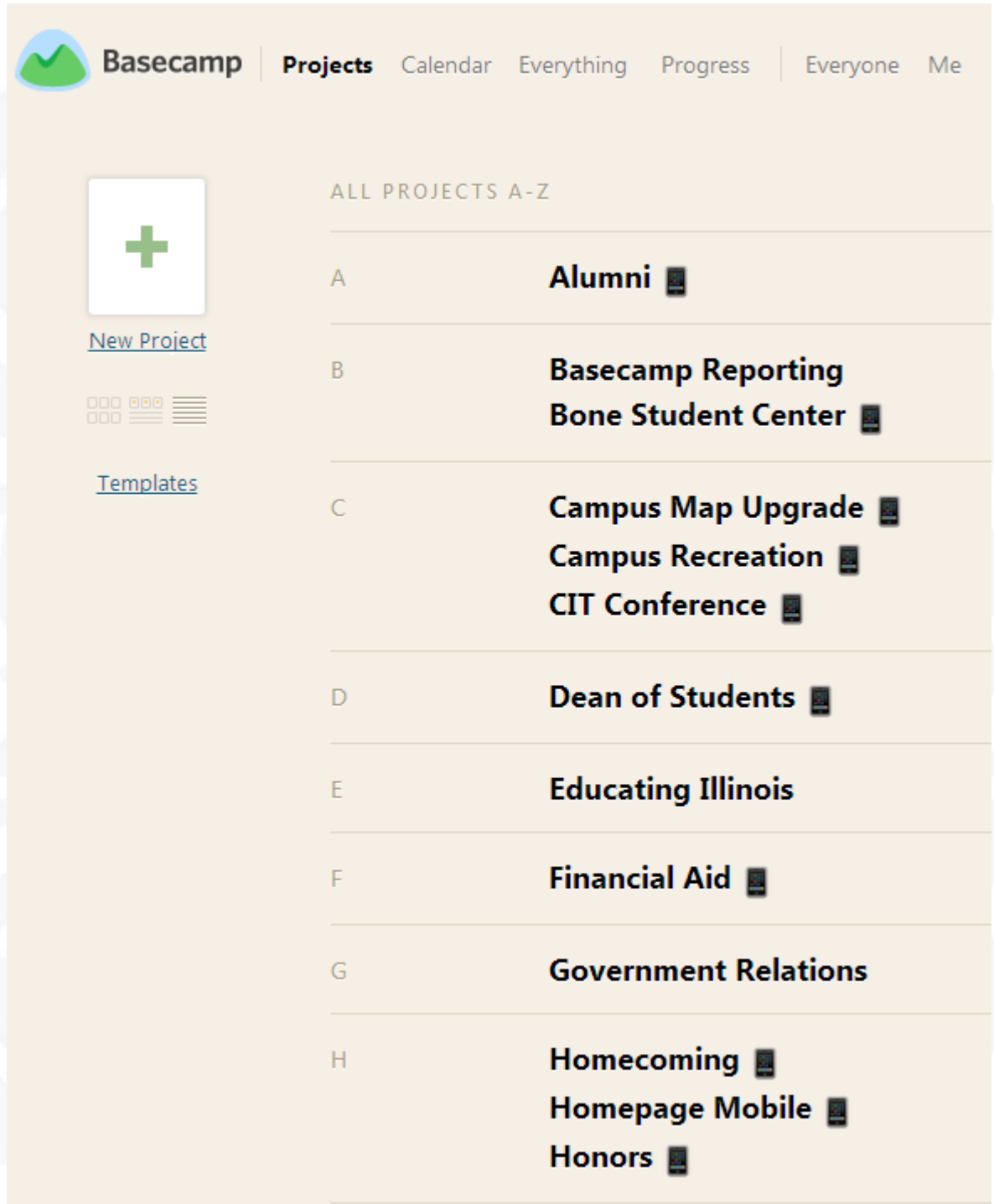
WEB's Basecamp

Agile Project

- Management
- Collaboration
- Communication
- Planning

Basecamp   Projects   Calendar   Everything   Progress | Everyone   Me

🔍 Jump to a pro

Metcalf ☆

http://www14.iwss.ilstu.edu/

27 Discussions   **16 To-dos**   **10 Files**   **2 Text documents**   **1 Forwarded email**   **Events**

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   Post a new message

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

🏠 | **Project Reporting Tool** | Project Prioritization | Start a Project | Track a Project

Current WEB and Interactive Communications Projects

View scale | Month ▼ | Sort order | Name ▼

Description	December 2013	January 2014	February 2014	March 2014	April 2014
Alumni					Alumni
Basecamp Reporting				Basecamp Reporting	
Bone Student Center					
Campus Map Upgrade		Campus Map Upgrade			
Campus Recreation			Campus Recreation		
CIT Conference				CIT Conference - Waiting to show changes at	
Dean of Students			Dean of Students		
Educating Illinois				Educating Illinois	
Financial Aid			Financial Aid		
Government Relations					Government Relations
Homecoming					
Homepage Mobile			Homepage Mobile		
Honors			Honors		

WEB Project Data

Accessibility comparison

Illinois State

Date: March 18, 2014 11:22

Pages: 18   Depth: 2   Ruleset: ARIA Strict

URL: http://illinoisstate.edu

	Violations	Warnings	Manual Checks	Hidden	Passed
Percentage of Results	17%	3%	45%	5%	31%
Average Rules/Page	6.9	1.2	18.2	2.1	2.1

Educause Website

Date: March 17, 2014 22:54

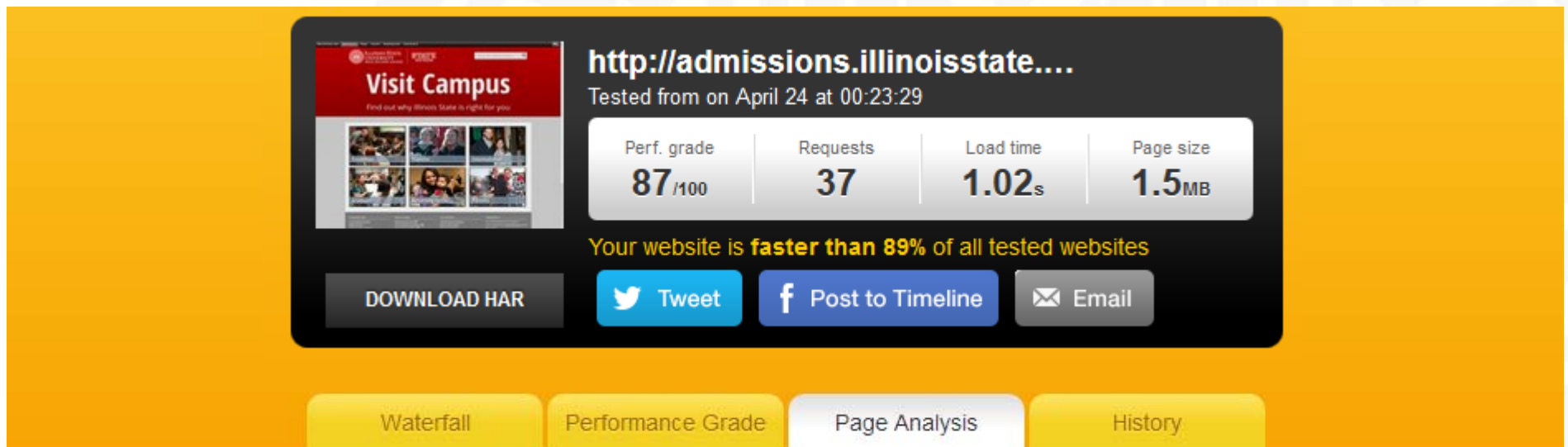Pages: 121   Depth: 2   Ruleset: ARIA Strict

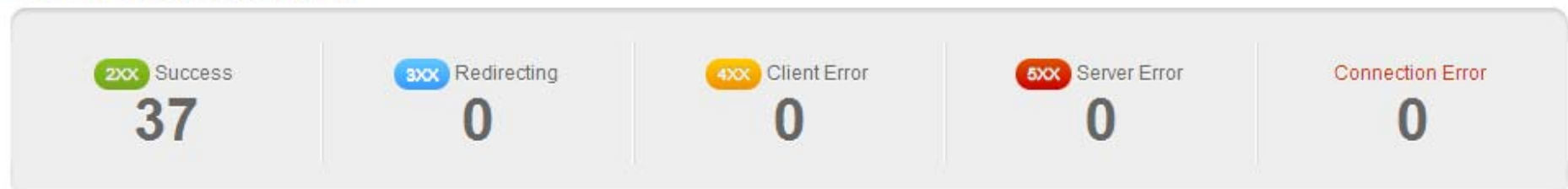URL: http://educause.edu

Span sub-domains: educause.edu

	Violations	Warnings	Manual Checks	Hidden	Passed
Percentage of Results	29%	3%	45%	4%	20%
Average Rules/Page	11.8	1.1	18.6	1.6	1.6

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

STATE
YOUR PASSION.

Thank you!

- Questions?