VSA Analytics

A robust, interactive, custom tool to support the use of national benchmarking data for strategic planning and decision making for institutions of higher education.

- 25 Benchmarking Reports
- 400 Variables
- 4,400 Institutions
Used by
- Institutional leadership
- Accrediting agencies
- Governing boards

Used for
- Decision making (resource allocation and funding)
- Evaluating strategic plans (outcomes)

Topics include
- Enrollment
- Student outcomes
- Student cost and financial aid
- R&D
- Finance
VSA Analytics

A robust, interactive, and custom tool to support college and university leaders' use of data in strategic planning and decision making.

Designed by institutions for institutions, VSA Analytics allows users to create and save multiple peer groups and build graphical benchmarking reports in minutes. The custom platform offers more than 25 benchmarking reports based on a national dataset containing about 400 variables from roughly 4,400 institutions.
VSA Subscriber Offerings

VSA Analytics Benchmarking Tool

The VSA Analytics Benchmarking Tool is a custom platform developed by Precision Campus to deliver key performance metrics on topics related to admissions, enrollments, financial aid, student debt, institutional price, retention, graduation rates, and completion metrics. The reports are based on data from the exclusive VSA Analytics National Dataset.

VSA National Dataset

VSA Analytics has compiled, cleaned, and merged multiple national data sources and integrated them into institution-level datasets for analysis and reporting. Subscribers can download data files. Sources include: selected data from the National Center for Education Statistics’ Integrated Postsecondary Education Data System (IPEDS), the National Science Foundation’s Higher Education Research & Development survey expenditures; the Student Achievement Measure (SAM), and the U.S. Department of Education’s College Scorecard.

Subscriber Resources

VSA Analytics offers webinars that cover how to use the VSA Analytics benchmarking tool, how to develop reports for strategic planning, and how to communicate effectively with data. You may also schedule a personalized demo. You also have access to a data dictionary, the User Guide, information on how to reset your password, and contact information for support staff.
Create Comparison Groups

Type a name for your new comparison group

Group Name

Create

Instructions

To make comparisons between institutions or peer groups, first create each comparison group. Type a group name, and click “Create”. This will take you to a setup wizard. Decide if this is a home institution or a comparison group. If it is a home institution, the wizard will automatically set it up for you.

How to create a comparison group for a single institution.
Select “Home Institution” in the setup wizard. Select a single institution by typing the name of the institution.

Edit Comparison Groups

<table>
<thead>
<tr>
<th>Comparison Group Name</th>
<th>Home Institution/Group</th>
<th>Start in Reports</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Public 4 Yr Institutions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statewide Peers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>USF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>USM institutions</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Your Group: USM institutions

Select which institutions belong to your comparison group using filters.

Institutions in your group
Click on an institution to exclude from your group

- Bowie State University
- Coppin State University
- Frostburg State University
- Salisbury University
- Towson University
- University of Baltimore
- University of Maryland Eastern Shore
- University of Maryland, Baltimore
- University of Maryland-Baltimore County
- University of Maryland-College Park
- University of Maryland-University College

Number of Institutions in your group: 11

Excluded Institutions
1. St Mary's College of Maryland
2. Morgan State University

Save

Student Populations
- Enrollment
- Percent Pell Recipients
- UG Part-time Percent
- UG Underserved Populations Enrollment Percent
- UG Transfer-in Percent

Types of Institutions
Carnegie Classification (Collapsed)

- Institutional Control
  - Private for-profit
  - Private not-for-profit
  - Public

- Institution Level
  - At least 2 but less than 4 years
  - Four or more years

- Land Grant

- State
  - AK
Your Group: FSU Peers

Select which institutions belong to your comparison group using filters.

Institutions in your group
Click on an institution to exclude from your group

- Bridgewater State University
- California State University-Northridge
- Clarion University of Pennsylvania
- Fitchburg State University
- Kean University
- Sonoma State University
- SUNY Buffalo State
- SUNY College at Potsdam
- University of Massachusetts-Dartmouth
- Western Carolina University

Number of Institutions in your group: 10

Student Populations

- Enrollment
- Percent Pell Recipients
- UG Part-time Percent
- UG Underserved Populations Enrollment Percent
- UG Transfer-in Percent

Select by Name
Enter the name of an institution here to add it to your comparison group

Clarion University of Pennsylvania

Add

Types of Institutions

- Carnegie Classification (Collapsed)
- Institutional Control
- Institution Level
- Land Grant
- State
- Tribal
- HBCU
- HSI
- CC Size and Setting

☑ Click here to limit your comparison group to these individually specified institutions.

Specified Institutions
1. Sonoma State University
2. California State University-Northridge
3. Bridgewater State University
4. Fitchburg State University
5. University of Massachusetts-Dartmouth
6. Western Carolina University
### VSA Analytics Menu

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- Student Headcount by Level
- Undergraduate Headcount Demographics by Year
- Undergraduate Headcount Demographics by Institution
- Degree Seeking Undergraduates by Year
- Degree Seeking Undergraduates by Attendance Status
- Student Faculty Ratio

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- Degrees by Year
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- 6 Year Graduation Rate Demographics by Year
- 6 Year Graduation Rate Demographics by Institution
- Completions by Pell Status (Outcome Measures)
- Student Achievement Measures (SAM)
- Degrees by CIP and Institution
- Degrees by CIP and Year

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- Financial Aid by Year
- Financial Aid by Institution
- Student Cost by Year
- Student Cost by Institution
- Three Year Repayment Rate
- Student Debt
Student Headcount by Year

<table>
<thead>
<tr>
<th></th>
<th>Fall 2012</th>
<th>Fall 2013</th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anne Arundel CC</td>
<td>17,650</td>
<td>16,463</td>
<td>15,274</td>
<td>14,680</td>
<td>13,904</td>
<td>13,364</td>
</tr>
<tr>
<td>Maryland CCs</td>
<td>9,063</td>
<td>8,678</td>
<td>8,359</td>
<td>8,100</td>
<td>7,777</td>
<td>7,445</td>
</tr>
<tr>
<td>Total*</td>
<td>26,713</td>
<td>25,141</td>
<td>23,633</td>
<td>22,789</td>
<td>21,681</td>
<td>20,799</td>
</tr>
</tbody>
</table>

*Note: Headcounts are not unduplicated across multiple units.

Includes both undergraduate and graduate students reported to IPEDS as of the Fall Census. The number is the actual reported for each individual institution and represents the average for a comparison group that has more than one institution. Comparison groups represent the average of the group. Source: IPEDS.
Undergraduates by Attendance Status and Institution

Limits: Attendance Status New First Time New Transfer Fall 2016

![Bar chart showing comparison between Towson University and UMCP for New First Time and New Transfer students.

<table>
<thead>
<tr>
<th></th>
<th>New First Time</th>
<th>New Transfer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Towson University</td>
<td>2,755</td>
<td>2,233</td>
</tr>
<tr>
<td>USM</td>
<td>1,541</td>
<td>1,510</td>
</tr>
<tr>
<td>Total</td>
<td>4,988</td>
<td>3,051</td>
</tr>
</tbody>
</table>

Undergraduates include only degree-seeking student headcounts enrolled in the Fall. Headcounts are not unduplicated across institutions. Comparison groups represent the average of the group. Source: IPEDS.
Increase Access to Minority Students
Undergraduate Headcount Demographics by Year

**Limits:** Race: African American/Black

### Undergraduates

<table>
<thead>
<tr>
<th>Unit</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>USM</td>
<td>2,657</td>
<td>2,592</td>
<td>2,779</td>
<td>2,881</td>
<td>3,041</td>
<td>3,130</td>
</tr>
<tr>
<td>University of Maryland-University College</td>
<td>8,719</td>
<td>7,775</td>
<td>9,360</td>
<td>9,983</td>
<td>11,316</td>
<td>11,859</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>11,376</strong></td>
<td><strong>10,367</strong></td>
<td><strong>12,139</strong></td>
<td><strong>12,864</strong></td>
<td><strong>14,357</strong></td>
<td><strong>15,089</strong></td>
</tr>
</tbody>
</table>

*Note: Headcounts are not unduplicated across multiple units.

Undergraduate headcounts are not unduplicated across institutions. Comparison groups represent the average of the group. Source: IPEDS.

Data loaded 29 SEP 2019 08:00 PM
Undergraduate Headcount Demographics by Institution

Limits: Race African American/Black Hispanic  Fall 2016

<table>
<thead>
<tr>
<th>Undergraduates</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Maryland-University College</td>
<td>4 year publics</td>
</tr>
<tr>
<td>Bowie State University</td>
<td>4,879</td>
</tr>
<tr>
<td>Coppin State University</td>
<td>1,091</td>
</tr>
<tr>
<td>Frostburg State University</td>
<td>1,091</td>
</tr>
<tr>
<td>Morgan State University</td>
<td>1,091</td>
</tr>
<tr>
<td>Salisbury University</td>
<td>1,091</td>
</tr>
<tr>
<td>St Mary's College of Maryland</td>
<td>1,091</td>
</tr>
<tr>
<td>Towson University</td>
<td>1,091</td>
</tr>
<tr>
<td>University of Baltimore</td>
<td>1,091</td>
</tr>
<tr>
<td>University of Maryland Eastern Shore</td>
<td>1,091</td>
</tr>
<tr>
<td>University of Maryland, Baltimore</td>
<td>1,091</td>
</tr>
<tr>
<td>University of Maryland-Baltimore County</td>
<td>1,091</td>
</tr>
<tr>
<td>University of Maryland-College Park</td>
<td>1,091</td>
</tr>
<tr>
<td>Hispanic</td>
<td>4,069</td>
</tr>
<tr>
<td>Total*</td>
<td>2,829</td>
</tr>
</tbody>
</table>

African American/Black: 1,091

USM: 1,091

University of Maryland-University College: 4,879

Hispanic: 1,738

UTRGV: 2,960
Equity and Success
6 Year Graduation Rate Demographics by Year

Limits: Race Black, non-Hispanic

<table>
<thead>
<tr>
<th>Unit</th>
<th>Fall 2008</th>
<th>Fall 2009</th>
<th>Fall 2010</th>
<th>Fall 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide Peers</td>
<td>60%</td>
<td>54%</td>
<td>54%</td>
<td>56%</td>
</tr>
<tr>
<td>USF</td>
<td>65%</td>
<td>69%</td>
<td>69%</td>
<td>74%</td>
</tr>
<tr>
<td>Total</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Completions by Pell Status (Outcome Measures)

Limits: Pell Status: Pell Grant Recipient - 2009-10 Cohort

- 8 Year Completion Rate
- 6 Year Completion Rate
- 4 Year Completion Rate

USF

Statewide Peers

8 Year Completion Rate
6 Year Completion Rate
4 Year Completion Rate

The Outcome Measure reports on outcomes for the 2008-09 full year cohort.

Data loaded 27 AUG 2019 08:00 PM
Student Achievement Measure (SAM)
National First-time, Full-time Bachelor's Model

Source: National Student Clearinghouse Snapshot 20
roll over each bar for detail data

WITHIN 6 YEARS

- Graduated: Reporting institution
- Transferred & Graduated: Other Institution
- Enrolled: Reporting institution
- Transferred & Enrolled: Other Institution
- Current Status Unknown
The Student Achievement Measure tracks students from the starting fall or full year cohort and reports on the status of the students 6 years later (completed at the home institution, completed elsewhere, enrolled at the home institution, enrolled elsewhere, or unknown). Only institutions that volunteered to report these data are included in the dataset. Comparison groups represent the average of the group. Source: The Student Achievement Measure: studentachievementmeasure.org
Student Achievement Measures (SAM)

**Limits:** Student Type First-time Full-time 2016-17

The Student Achievement Measure tracks students from the starting fall or full year cohort and reports on the status of the students 6 years later (completed at the home institution, completed elsewhere, enrolled at the home institution, enrolled elsewhere, or unknown). Only institutions that volunteered to report these data are included in the dataset. Comparison groups represent the average of the group. Source: The Student Achievement Measure: studentachievementmeasure.org
Increase the graduation rate of African American Students
6 Year Graduation Rate Demographics by Year

Limits: Race African American/Black

<table>
<thead>
<tr>
<th>Fall 2008</th>
<th>Fall 2009</th>
<th>Fall 2010</th>
<th>Fall 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>My institution</td>
<td>38%</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>My statewide peers</td>
<td>34%</td>
<td>37%</td>
<td>35%</td>
</tr>
</tbody>
</table>
Statewide per comparisons and historical trends of degrees awarded in STEM
Bachelor's Degrees by CIP and Year


![Line graph showing degrees awarded at USM and University of Maryland-Baltimore County from 2012-13 to 2016-17.](image)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>USM</td>
<td>123</td>
<td>134</td>
<td>143</td>
<td>149</td>
<td>157</td>
</tr>
<tr>
<td>University of Maryland-Baltimore County</td>
<td>206</td>
<td>226</td>
<td>257</td>
<td>283</td>
<td>286</td>
</tr>
<tr>
<td>Total</td>
<td>329</td>
<td>360</td>
<td>400</td>
<td>432</td>
<td>443</td>
</tr>
</tbody>
</table>

Degrees are disaggregated at the 2-digit CIP. Only bachelor's degrees are reported here. Comparison groups represent the average of the group. Source: IPEDS.
Student Cost of Attendance
Net Price
Financial Aid

Case Study: University of Texas, Rio Grande Valley
### Student Cost by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>4 year publics</th>
<th>My statewide peers</th>
<th>UTRGV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-13</td>
<td>$21,027</td>
<td>$19,488</td>
<td>$16,001</td>
</tr>
<tr>
<td>2013-14</td>
<td>$21,506</td>
<td>$19,641</td>
<td>$16,245</td>
</tr>
<tr>
<td>2014-15</td>
<td>$22,192</td>
<td>$20,418</td>
<td>$16,903</td>
</tr>
<tr>
<td>2015-16</td>
<td>$22,659</td>
<td>$20,733</td>
<td>$19,300</td>
</tr>
<tr>
<td>2016-17</td>
<td>$23,194</td>
<td>$21,596</td>
<td>$19,750</td>
</tr>
</tbody>
</table>

**Total:**
- 4 year publics: $56,516
- My statewide peers: $57,392
- UTRGV: $59,513
- Total: $62,692
- My statewide peers: $64,540
Student Cost by Institution

Limits: 2012-13

Cost of Attendance and Net Price

<table>
<thead>
<tr>
<th>Unit</th>
<th>2012-13</th>
<th>Net Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 year publics</td>
<td>$21,027</td>
<td>$11,581</td>
</tr>
<tr>
<td>My statewide peers</td>
<td>$19,488</td>
<td>$10,075</td>
</tr>
<tr>
<td>UTRGV</td>
<td>$16,001</td>
<td>$2,485</td>
</tr>
</tbody>
</table>
Financial Aid by Year

Average Pell Amount

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4 year publics</td>
<td>$4,021</td>
<td>$4,067</td>
<td>$4,116</td>
<td>$4,140</td>
<td>$4,161</td>
</tr>
<tr>
<td>My statewide peers</td>
<td>$4,093</td>
<td>$4,068</td>
<td>$4,100</td>
<td>$4,151</td>
<td>$4,146</td>
</tr>
<tr>
<td>UTRGV</td>
<td>$4,276</td>
<td>$4,396</td>
<td>$4,451</td>
<td>$4,372</td>
<td>$4,455</td>
</tr>
</tbody>
</table>
### Student Debt

#### Median Debt

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4 year publics</td>
<td>$18,579</td>
<td>$19,342</td>
<td>$20,023</td>
<td>$19,795</td>
<td>$19,461</td>
</tr>
<tr>
<td>My statewide peers</td>
<td>$17,120</td>
<td>$17,954</td>
<td>$18,255</td>
<td>$18,185</td>
<td>$17,360</td>
</tr>
<tr>
<td>UTRGV</td>
<td>$10,250</td>
<td>$11,000</td>
<td>$11,680</td>
<td>$10,539</td>
<td>$10,054</td>
</tr>
</tbody>
</table>

2016-17:
- UTRGV: $10,054
- 4 year publics: $19,461
- My statewide peers: $17,360
APLU and AASCU supported

VSA Advisory Board

Technical Users Group

Webinars

Technical Support

Denise Nadasen
dnadasen@aplu.org