Core Data Metrics

Institutional Data Collection

Guidelines

July 1, 2020

2020 Core Data Collection for Powered by Publics
Vision

Public universities will work collaboratively to share data, identify pain points, and develop strategies to improve access and success for students in order to help more students, particularly underrepresented and low-income students, attend college, complete their degrees, and prepare for the workforce—ultimately leading to a transformed higher education sector and a more equitable and prosperous society.

Goals:

- Produce hundreds of thousands more graduates by 2025 with an emphasis on underrepresented minority, low-income, and first-generation students.
- Cut in half the achievement gap by 2025 for underrepresented minority, low-income, and first-generation students while increasing access.
- Share key data, learning, and effective practices to drive innovation and transformation across the higher education sector.

Values

We recognize the higher education sector innovates more effectively when universities work together. More than 130 institutions have formed a community of practice by participating in 14 clusters that are committed to:

- Equitable student outcomes;
- Collaborative learning;
- Transparency, including the sharing of key data; and
- Sharing knowledge and best practices to drive institutional change across campuses.

In pursuit of our goal to share key data, learning, and effective practices across the higher education sector, the Association of Public and Land-grant Universities (APLU) Powered by Publics is collecting institution-level data

An APLU Data Advisory Committee came together to identify key metrics that would support the goals and mission of Powered by Publics. Based on their recommendations and consultations with individual institutions, the Powered by Publics leadership team identified a core set of 8 key measures that will contribute to the analysis of our collective progress in supporting student success for specific groups of students.

Data Sharing

Data from participating institutions will be shared within the cluster, across the clusters, and with APLU. Institutions will report on the following eight core data metrics (CDM):

1. Undergraduate enrollment – Fall 2019
2. Retention rates – Fall 2018 cohorts returning in 2019
4. Completion rates at the home institution after 6 years – Fall 2013 cohorts
5. Completion rates at other institutions after 6 years – Fall 2013 cohorts
6. Enrollment status at the home institution after 6 years – Fall 2013 cohorts
7. Enrollment status at another institution after 6 years – Fall 2013 cohorts
8. Status unknown after 6 years – Fall 2013 cohorts

In order to examine data to identify potential areas of inequity for certain populations, each metric will be disaggregated for 15 subgroups:

- Undergraduates total
- First Time, Full Time
- Transfer, Full Time
- Male (full time and part time)
- Female (full time and part time)
- American Indian or Alaska Native (full time and part time)
- Asian (full time and part time)
- Black or African American (full time and part time)
- Hispanic (full time and part time)
- Native Hawaiian or Pacific Islander (full time and part time)
- White (full time and part time)
- 2 or more races (full time and part time)
- R/E Unknown (full time and part time)
- Nonresident Alien (full time and part time)
- Pell Recipients (full time and part time)

The CDM collection site will be open July 1 and close September 30, 2020. Due to Covid-19 and the crisis that has impacted higher education, institutions that need extra time for this submission will be granted extra time. If extra time is needed, please send a request to CDM@aplu.org.

Included in this document:

- Background, context, and overview
- Metrics guide with details on sources and definitions
- Submission Process
- Training and Support
- Timeline
- Feedback reports
Background, Context, and Overview

What is the function of Powered by Publics (PxP)?

Securing the nation’s long-term prosperity, addressing systemic inequities, and improving the lives of millions will require increasing college access, improving degree completion, and enhancing educational quality on a much grander scale than current initiatives can achieve on their own. While public universities have undertaken and succeeded at numerous important efforts to advance student success, the next challenge is to make systemic changes within the sector. Through collaboration and learning with their peers, public universities have the potential to drive transformational change faster and farther. Given the impact of COVID-19 on the nation’s economy, particularly for the nations underserved whose skillsets may need retooling as many of their jobs may not return, only increases the importance of higher education and initiatives like Powered by Publics.

APLU’s Powered by Publics initiative provides a collaborative infrastructure through the creation of 16 university “transformation clusters,” which have been working to grow, innovate, and sustain effective solutions that are scalable across the public university sector. The clusters are composed of a diverse group of 130 change-ready universities that are engaging in collaborative learning, data sharing, and testing ideas for change. APLU supports the cluster work through staffing, fundraising, and dissemination of promising practices and lessons learned using its national platform.

What is the institutional commitment?

Participating universities have committed to the following:

- Set and monitor institution and cluster-specific degree completion and equity goals.
- Share data within the cluster, across the clusters, and with APLU to demonstrate national progress and increase knowledge within APLU and across the public university sector.
- Assign a cross-functional campus team to participate in collaborative activities a few times a year both virtually and in-person.
- Contribute to a common knowledge base as well as share and promote the work of the clusters through blogs, learning briefs, and other materials.
- As part of the Core Data Metrics data collections, institutions are also expected to participate in the Student Achievement Measure (SAM) – a national initiative that utilizes the National Student Clearinghouse to track student enrollment and completion at other institutions to provide a more complete picture of student success metrics.
Why are we collecting data?

The purpose of collecting these core data metrics (CDM) is to highlight progress toward shared objectives and identify areas for improvement in student outcomes. APLU will use the data to monitor progress toward the completion and equity goals for each cluster, as well as evaluate how well we are meeting our overall objectives for Powered by Publics.

The value of this data sharing for institutions is threefold.

First, we cannot improve what we cannot measure. Evaluating these data annually will allow institutions to identify common gaps and areas for improvement which they can address in their cluster’s collaborative work. The data will also help APLU continuously assess progress and adapt as needed.

Second, data-sharing is part of a shared commitment to transparency. As change-ready universities we acknowledge that if we are to bolster public trust in higher education, we must be honest with each other about our progress and hold ourselves accountable for outcomes. By sharing data with each other, we are more likely to identify pain points and solutions that can be shared with the broader public higher education community.

Third, collection at this scale, across 130 universities and state systems, will allow APLU to amass a robust dataset in a timelier manner than existing systems. Having such a dataset will allow PxP institutions to monitor their progress as well as benchmark amongst themselves, particularly for student sub-groups of interest such as low-income and minority students.

Security and Confidentiality

While no student-level data is collected, the institution level data is collected and stored behind firewalls with access limited to APLU staff and contractors and PxP institutions. No institutional data will be shared outside of the PxP initiative. Reported data will be at the cluster level or for all 130 institutions.
### Table 1: Metrics Guide

**Core Metrics, Sources, and Definitions**

<table>
<thead>
<tr>
<th>Measure</th>
<th>Source</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate degree-seeking headcount enrollment</td>
<td>Institution</td>
<td>IPEDS definition: Fall, degree-seeking, undergraduate headcount enrollments (regardless of entry status) – for the disaggregated by subpopulations. For 2020 report on students in Fall 2019.</td>
</tr>
<tr>
<td>Retention rates</td>
<td>Institution</td>
<td>Retention rate of degree-seeking, undergraduate students who started in the fall and subsequently re-enrolled in the following year – for all undergraduates - disaggregated by subpopulations. For 2020 report student who started in Fall 2018 and returned in 2019.</td>
</tr>
<tr>
<td>Number of bachelor’s degrees recipients</td>
<td>Institution</td>
<td>Number of bachelor’s degree recipients (first majors only) – for all undergraduates - disaggregated by subpopulations. Academic Year 2018-2019</td>
</tr>
<tr>
<td><strong>SAM</strong> 6-year graduation rate at the home institution</td>
<td><strong>SAM</strong></td>
<td>Percent of entering cohort who completed a credential at the reporting institution within 6 years – cohorts are for all students and disaggregated by subpopulations. Cohort starting in Fall 2013.</td>
</tr>
<tr>
<td><strong>SAM</strong> 6-year graduation rate at another institution</td>
<td><strong>SAM</strong></td>
<td>Percent of entering cohort who completed a credential at another institution within 6 years – cohorts are for all students and disaggregated by subpopulations. Cohort starting in Fall 2013.</td>
</tr>
<tr>
<td><strong>SAM</strong> still enrolled at the home institution after 6 years</td>
<td><strong>SAM</strong></td>
<td>Percent of entering cohort who are still enrolled at the reporting institution after 6 years – cohorts are for all students and disaggregated by subpopulations. Cohort starting in Fall 2013.</td>
</tr>
<tr>
<td><strong>SAM</strong> still enrolled at the home institution after 6 years</td>
<td><strong>SAM</strong></td>
<td>Percent of entering cohort who are still enrolled at another institution after 6 years – cohorts are for all students and disaggregated by subpopulations. Cohort starting in Fall 2013.</td>
</tr>
<tr>
<td><strong>SAM</strong> Unknown status after 6 years</td>
<td><strong>SAM</strong></td>
<td>Percent of entering cohort whose status is unknown after 6 years – cohorts are for all students and disaggregated by subpopulations. Cohort starting in Fall 2013.</td>
</tr>
</tbody>
</table>
Submission Process

Each institution will designate a Primary Contact (PC) who will be responsible for uploading the appropriate data files to APLU. The PC will be given access to a secure APLU-created CDM portal. The secure portal is associated with the SAM website; thus, uploaded files will also fulfill SAM submission requirements. If an institution does not participate in the National Student Clearinghouse’s Student Tracker, APLU will work with the institution to create a separate template for submission of the data to APLU. Below are screen shots for accessing and uploading data files.

Institutions will submit data on the following metrics:

1. Undergraduate enrollment – Fall 2019
2. Retention rates – Fall 2018 cohorts returning in 2019
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- Native Hawaiian or Pacific Islander (full time and part time)
- White (full time and part time)
- 2 or more races (full time and part time)
- R/E Unknown (full time and part time)
- Nonresident Alien (full time and part time)
- Pell Recipients (full time and part time)

The first three metrics (enrollment, degrees, and retention) will be reported using a single standard excel template with 15 rows (for each subgroup) and 3 columns (one for each metric).
The remaining 5 metrics will be processed using the Cohort Query provided by the National Student Clearinghouse (NSC). Institutions will submit 15 cohort files (one for each subgroup) to NSC to be processed like any other Student Achievement Measure (SAM) submission.

1. Institutions will submit Fall 2013 cohort files using NSC’s secure portal.
2. The Cohort Query will process each cohort file and return an Aggregate Report to the institution with the 5 institutional metrics for that cohort.
   a. Completion rates at the reporting institution
   b. Completion rates at other institutions
   c. Enrollment status at the reporting institution
   d. Enrollment status at another institution
   e. Status unknown
Institutions must participate in NSC’s Enrollment Reporting, Degree Verify, and Student Tracker services to utilize the Cohort Query process. For more information, go to NSC’s Student Tracker page: https://www.studentclearinghouse.org/colleges/studenttracker/cohortquery/ or see the Cohort Query Guide or the Sample Cohort Query Report.

Upload process

The Primary Contact (PC) at each institution will be given a username and password to access a secure CDM portal to submit data. The portal can be accessed from the CDM website located on APLU’s Powered by Publics website:


The CDM website will have documentation as well as an entry point to the secure portal. The portal is secure. Only authorized users will have access to the system. If you don’t have access and you believe that you should, please email: cdm@aplu.org.

To upload files, the PC will login using the assigned credentials. When first logging into the portal, the PC will be asked to reset the password. The PC may request additional users gain access. To do so, send an email request to cdm@aplu.org, include your name and title as well as the name and title of the individual who needs access, and copy your Powered by Publics cluster lead. When approved, the new user will be access and emailed a link to access the portal with instructions to establish secure entry.

On the site, users can: 1) upload files for each of the 15 cohorts and a file for the template, 2) view the list of files that have been uploaded, or 3) re-upload files to replace existing ones. Newer files will replace older files. See screen shots below for logging in, viewing, and uploading data files.

To increase efficiency and reduce burden on the institutions, the first-time full-time and transfer full-time cohort files will be submitted to SAM automatically for institutions that are members of SAM. These institutions may go into their SAM accounts to view or manage their files or add additional cohorts to their submissions. Institutions should sign up for SAM prior to September 30 in order to have their files automatically submitted to SAM. To signup for SAM, go to: https://www.studentachievementmeasure.org/sign_up
Sign in

Email
Password
Remember me
Sign in
Forgot your password?

Welcome to the Core Data Metrics (CDM) Portal – in support of APLU’s Powered by Publics

The institutional data submitted supports the P2P goal to measure progress towards cluster equity and completion goals, to identify areas of focus that support student success for low-income and minority students, and to support transparency and our community of learning. As change-ready universities we acknowledge that we can bolster public trust in higher education through transparency. No student level data is collected. All institutional data are stored behind firewalls with access limited to APLU staff and contractors.


This site will be open through September 30, 2020. If extra time is needed, please contact CDM@aplu.org.

- Questions can be directed to CDM@aplu.org.
- Phone support: 202-478-6681.

Example University CDM Data Entry

Edited Profile

2/3 Files Submitted

Subgroups

Undergraduates Total
File: 2012_example_university_undergraduates_total_cohort.txt
Uploaded: 06/01/2020

First Time, Full Time
File: 2012_example_university_first_time_full_time_cohort.txt
Uploaded: 06/01/2020

Transfer, Full Time

Male Total

Upload file: Transfer, Full Time cohort report

Select file
Cancel
Upload
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Training and Support

Website

The following website provides information (including a PDF copy of this guide) about the data collection as well as a link to the portal: https://www.aplu.org/projects-and-initiatives/center-for-public-university-transformation/powered-by-publics/cdm.html

Webinars and virtual support

• One introductory webinar will take place after the collection opens on July 1.
• Virtual check-in meetings will occur approximately every 2 weeks while the collection is open. These are designed to provide guidance and answer questions.

Technical support

• Questions can be directed to CDM@aplu.org.
• Phone support: 202-478-6081
• Office Hours: Please participate in virtual meetings twice a month

Frequently Asked Questions


Timeline

The timeline allows one month for preparation, and two months to submit data to the CDM portal. Institutions can start the SAM process anytime. Regular virtual meetings will take place the second Wednesday and fourth Thursday of each month to check in and provide any updates.

    July 1 - Dissemination of the guidance and collection opens
    July 15 - Onboarding webinar
    July 30 - Collection check in #1
    August 12 - Collection check in #2
    August 27 - Collection check in #3
    September 9 - Collection check in #4
    September 24 – Final check in
    September 30 – Collection closes
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Feedback Reports

Each institution will receive a report with the data for your institution and aggregated data for each of the 14 clusters.

Institutions that subscribe to [VSA Analytics](#) will have access to these data through their subscription. In VSA Analytics institutions can create institutional-specific peer groups and custom benchmarking reports. Core Data Metrics will only be available to PxP participating institutions in VSA Analytics.