

Association of Public and Land-grant Universities  
Powered by Publics 2024 Core Data Metrics Guidelines



**APLU'S**

**POWERED BY PUBLICS**

SCALING STUDENT SUCCESS

**Core Data Metrics**

**Institutional Data Collection**

**Guidelines**

**March 11, 2024**

# Association of Public and Land-grant Universities Powered by Publics 2024 Core Data Metrics Guidelines

## Vision

Public universities will work collaboratively to share data, identify pain points, and develop strategies to improve access and success for students 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 125 institutions and state systems 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 2023
2. Retention rates – Fall 2022 cohorts returning in 2023

## **Association of Public and Land-grant Universities Powered by Publics 2024 Core Data Metrics Guidelines**

3. Bachelor's degrees – 2022/2023
4. Completion rates at the home institution after 6 years – Fall 2017 cohorts
5. Completion rates at other institutions after 6 years – Fall 2017 cohorts
6. Enrollment status at the home institution after 6 years – Fall 2017 cohorts
7. Enrollment status at another institution after 6 years – Fall 2017 cohorts
8. Status unknown after 6 years – Fall 2017 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 March 11 and close June 30, 2024. If extra time is needed, please send a request to [CDM@aplu.org](mailto: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

# Association of Public and Land-grant Universities Powered by Publics 2024 Core Data Metrics Guidelines

## 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 14 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 125 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.

## **Association of Public and Land-grant Universities Powered by Publics 2024 Core Data Metrics Guidelines**

### **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 125 universities, 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 125 institutions.

**Association of Public and Land-grant Universities**  
**Powered by Publics 2024 Core Data Metrics Guidelines**

**Table 1: Metrics Guide**  
**Core Metrics, Sources, and Definitions**

<b>Measure</b>	<b>Source</b>	<b>Definition</b>
Undergraduate degree-seeking headcount enrollment	Institution	IPEDS definition: Fall, degree-seeking, undergraduate headcount enrollments (regardless of entry status) – for the disaggregated by subpopulations. For 2024 report on students in Fall 2023.
Retention rates	Institution	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 2024 report student who started in Fall 2022 and returned in 2023.
Number of bachelor’s degrees recipients	Institution	Number of bachelor’s degree recipients (first majors only) – for all undergraduates - disaggregated by subpopulations. Academic Year 2022-2023.
<a href="#">SAM</a> 6-year graduation rate at the home institution	SAM	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 2017.
<a href="#">SAM</a> 6-year graduation rate at another institution	SAM	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 2017.
<a href="#">SAM</a> still enrolled at the home institution after 6 years	SAM	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 2017.
<a href="#">SAM</a> still enrolled at another institution after 6 years	SAM	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 2017.
<a href="#">SAM</a> Unknown status after 6 years	SAM	Percent of entering cohort whose status is unknown after 6 years – cohorts are for all students and disaggregated by subpopulations. Cohort starting in Fall 2017.

## **Association of Public and Land-grant Universities Powered by Publics 2024 Core Data Metrics Guidelines**

### **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 2023
2. Retention rates – Fall 2021 cohorts returning in 2023
3. Bachelor's degrees – 2022/2023
4. Completion rates at the home institution after 6 years – Fall 2017 cohorts
5. Completion rates at other institutions after 6 years – Fall 2017 cohorts
6. Enrollment status at the home institution after 6 years – Fall 2017 cohorts
7. Enrollment status at another institution after 6 years – Fall 2017 cohorts
8. Status unknown after 6 years – Fall 2017 cohorts

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 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).

## Association of Public and Land-grant Universities Powered by Publics 2024 Core Data Metrics Guidelines

**Figure 1: CDM Template**

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.

Core Data Metrics Template for Submission of Annual Metrics - 2024 Collection			
Institution Name:			
IPEDS ID:			
Name of individual submitting data:			
Email address:			
Approximate date of submission:			
	Enrollment	Retention	Degrees
	Number of students enrolled in the Fall of 2023	% of students re-enrolled in 2023 after first enrolling in 2022	Number of students receiving bachelor's degrees in 2022/2023
<b>Undergraduate total</b>			
<b>First Time, Full Time</b>			
<b>Transfer, Full Time</b>			
<b>Male total</b>			
<b>Female total</b>			
<b>Pell Recipients</b>			
<b>American Indian or Alaska Native total</b>			
<b>Asian total</b>			
<b>Black or African American total</b>			
<b>Hispanic total</b>			
<b>Native Hawaiian or Pacific Islander total</b>			
<b>White total</b>			
<b>2 or more races total</b>			
<b>R/E Unknown total</b>			
<b>Nonresident Alien total</b>			
Notes: Enrollment of first time full time means that they <b>started</b> at your institution as first time full time (not limited to students who started as first time full time in 2023 - they may have started earlier); the same is true for the transfer full time cohort (they may have started as transfer earlier). Use the same logic for Degrees Awarded - did they <b>start</b> as first time full time or transfer full time? Retention is for students who were <b>new to your institution</b> in Fall 2022. For retention - report a whole number between 0 and 100 to represent the percentage (for example: 87 means 87%; do not report .87; do not report the number of students who were retained).			
You may add additional notes here. Do not add notes or an asterisk in the cells above.			

1. Institutions will submit Fall 2017 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



## **Association of Public and Land-grant Universities Powered by Publics 2024 Core Data Metrics Guidelines**

- b. Completion rates at other institutions
  - c. Enrollment status at the reporting institution
  - d. Enrollment status at another institution
  - e. Status unknown
3. Institutions will then submit 15 Aggregate Reports to a secure CDM Portal:  
<http://data.aplu.org>

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:

<http://www.aplu.org/cdm>


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](mailto: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](mailto: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 1 in order to have their files automatically submitted to SAM. To sign up for SAM, go to: [https://www.studentachievementmeasure.org/sign\\_up](https://www.studentachievementmeasure.org/sign_up)

# Association of Public and Land-grant Universities Powered by Publics 2024 Core Data Metrics Guidelines




### Sign in

Email

Password

Remember me

 My Data [Back to SAM](#) Example User • [Sign Out](#)

Signed in successfully. ✕

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

The institutional data submitted supports the PxF 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.

Get a copy of the CDM guidelines and information about the data collection: <https://www.aplu.org/projects-and-initiatives/center-for-public-university-transformation/powered-by-publics/cput-cdm.html>

This site will be open through June 30, 2024. If extra time is needed, please contact [CDM@aplu.org](mailto:CDM@aplu.org).

- Questions can be directed to [CDM@aplu.org](mailto:CDM@aplu.org).
- Phone support: 202-478-6081

## Example University CDM Data Entry

2/15 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 ✕

# Association of Public and Land-grant Universities Powered by Publics 2024 Core Data Metrics Guidelines

## 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: <http://www.aplu.org/cdm>

### Webinar

- One introductory webinar will take place after the collection opens. The webinar is scheduled for **March 18 at 2:00pm ET.**
- A recording of the webinar will be posted on the website: <http://www.aplu.org/cdm>

### Technical support

- Questions can be directed to [CDM@aplu.org](mailto:CDM@aplu.org).
- Email us to schedule telephone or Zoom support

### Frequently Asked Questions

- See Appendix A

### Timeline

The timeline allows one month for preparation and one month to submit data to the CDM portal. Institutions can submit data for processing through SAM anytime. Virtual check-ins will take place to provide any updates.

March 11- Dissemination of the guidance and collection opens

March 18 - Onboarding webinar

March - June – Virtual support as needed

June 30 – Collection closes

### Feedback Reports

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

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