

# A Thousand Words, Once a Week

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## AICUO's Graph of the Week

**Bob Burke**

Association of Independent Colleges  
and Universities of Ohio



# The Power of the Image

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- Stop them damned pictures!  
My constituents can't read ... but damn it, they can see pictures!

—William Marcy 'Boss' Tweed



Nast, Thomas: "A group of vultures waiting for the storm to blow over:

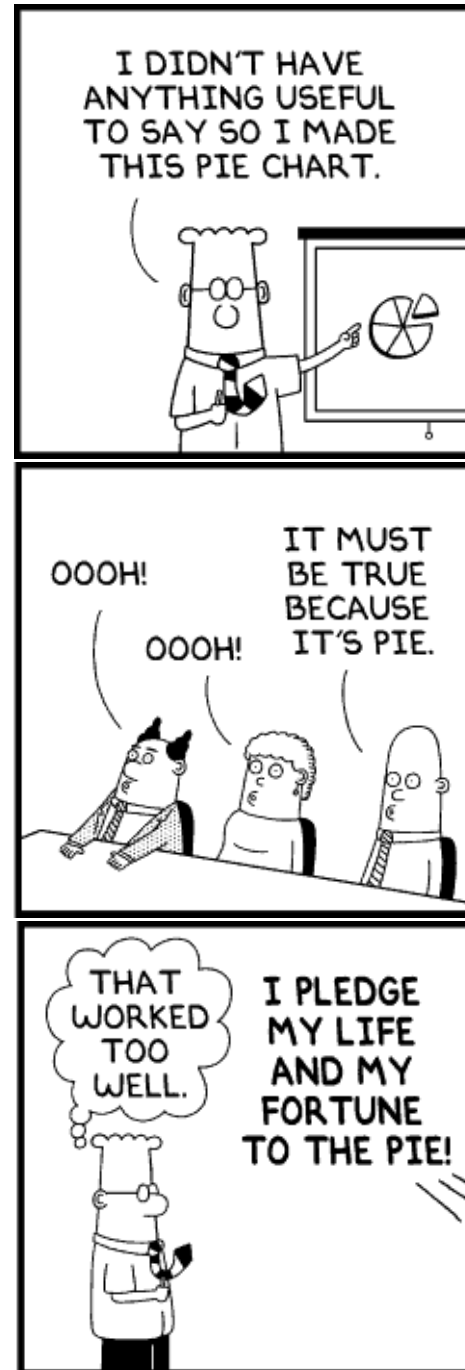
'Let Us Prey' "

*Harper's Weekly*, 23 Sept. 1871

# The Power of the Graph

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- Like fire, can be dangerous
- Sophisticated software can create unsophisticated presentations for unsophisticated audiences



Adams, Scott:  
"Dilbert," 7 March 2009

# Goals of AICUO's Graph of the Week

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- Turn **data** into **information** and **knowledge**, for
  - policymakers
  - press, radio, television, other reporters/analysts
  - other higher education stakeholders
- In an **engaging format** that will
  - draw attention to our message
  - reinforce our position as reliable source of information on
    - our members
    - higher education in general

# Design Philosophy: Keep It Simple

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- Single datum, or a single comparison of various data
  - Single, unmistakable point
- Motto:

RES IPSA LOQUITUR

# Key Design Principle

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- Greatest number of ideas,
  - in the shortest time,
  - using the least ink,
  - in the smallest space
- Edward Tufte, *The Visual Display of Quantitative Information*

# Data sources

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- Anything, everything I can get my hands on
  - AICUO's own surveys
  - IPEDS
  - Other federal sources: Census, HHS, NSF, Supreme Court
  - SHEEO office performance reports, other state public data
  - Others' publications
    - Postsecondary Education Opportunity
    - Delta Cost Project
    - WICHE

# Categories of Graphs

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- **Broad**

- enrollment
- financial aid
- graduations
- finance

- **Focused**

- family income
- STEM
- transfers
- adult learners

- **Comparative**

- Ohio independents with Ohio public
- 4-year with 2-year
- Ohio with other states
- longitudinal

# Distribution

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- No print!
- Exclusively e-mailed
  - Lower cost
  - Faster
  - Required creating listserv for bulk-emails
- [Archived at AICUO web site](#)

# Distribution List

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- Names we already had in hand
  - Campus leaders, senior staff
    - Presidents, provosts, presidents' secretaries, trustees
  - News media
    - Entire press-radio-TV contact list
  - Policymakers
    - Legislators, executive office officials
  - Friends and relatives
    - Other state associations
- Anyone who asks!

# Distribution Calendar

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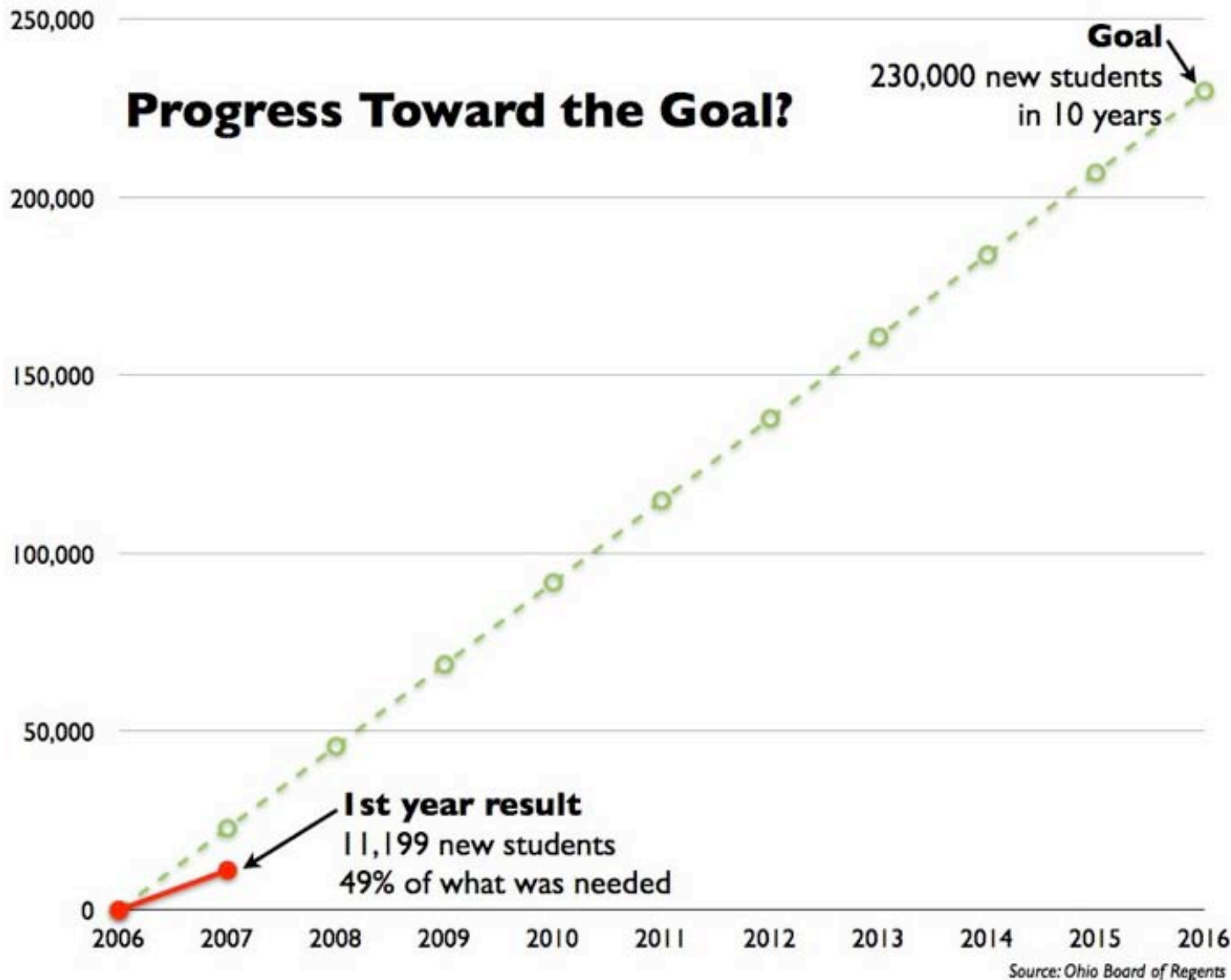
- Rollout: Aug. 21, 2007
- Once weekly, Wednesdays 11 am
  - Mailing list
    - growth: 700 to 897
      - only a handful have asked out
  - Posted on front of AICUO home page

# How We Decide On Topics

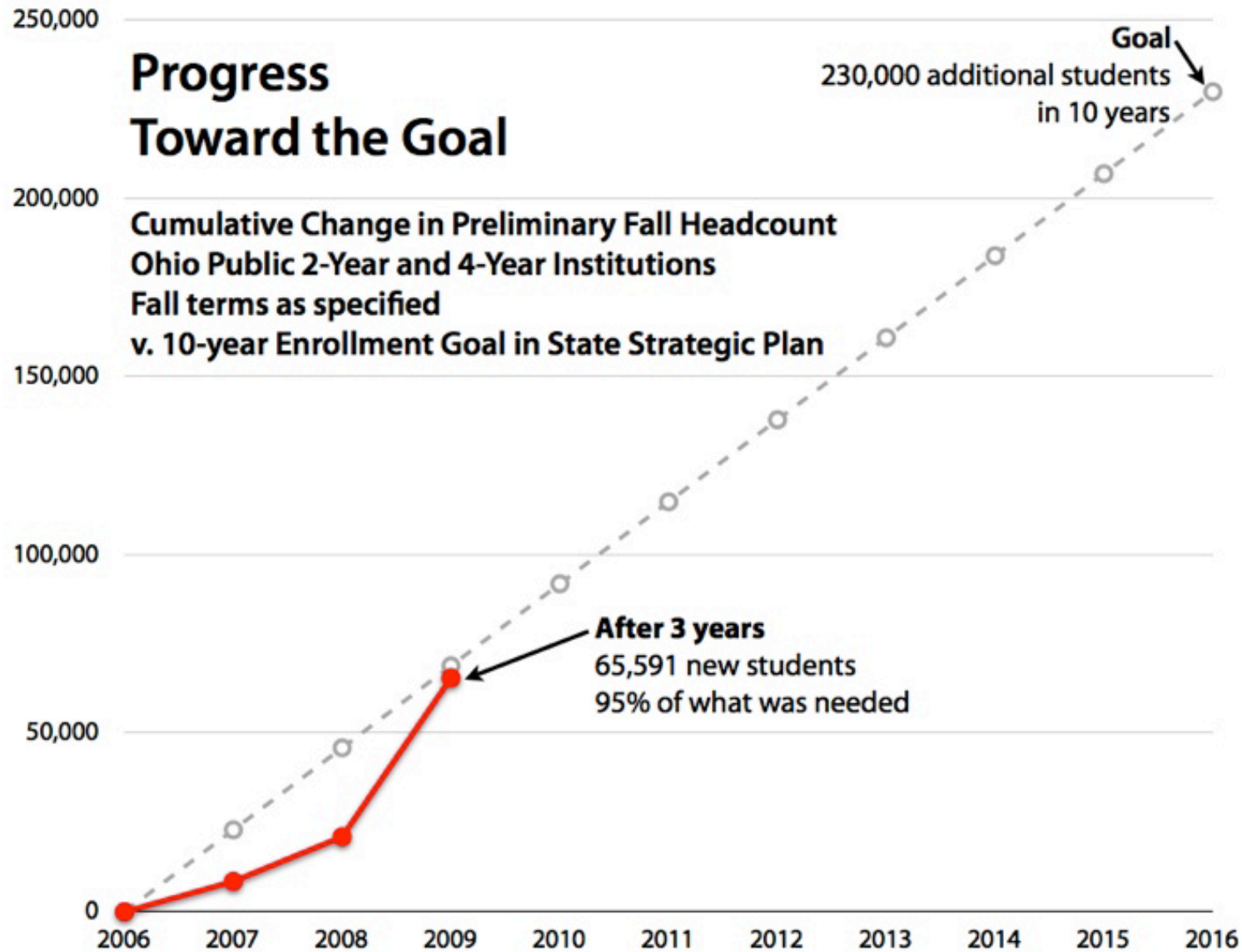
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- Timely analysis for policy debate
- Positioning independent colleges
- Positioning Ohio
- Informing on higher education issues
- Just for fun

# Timely Analysis for Policy Debate



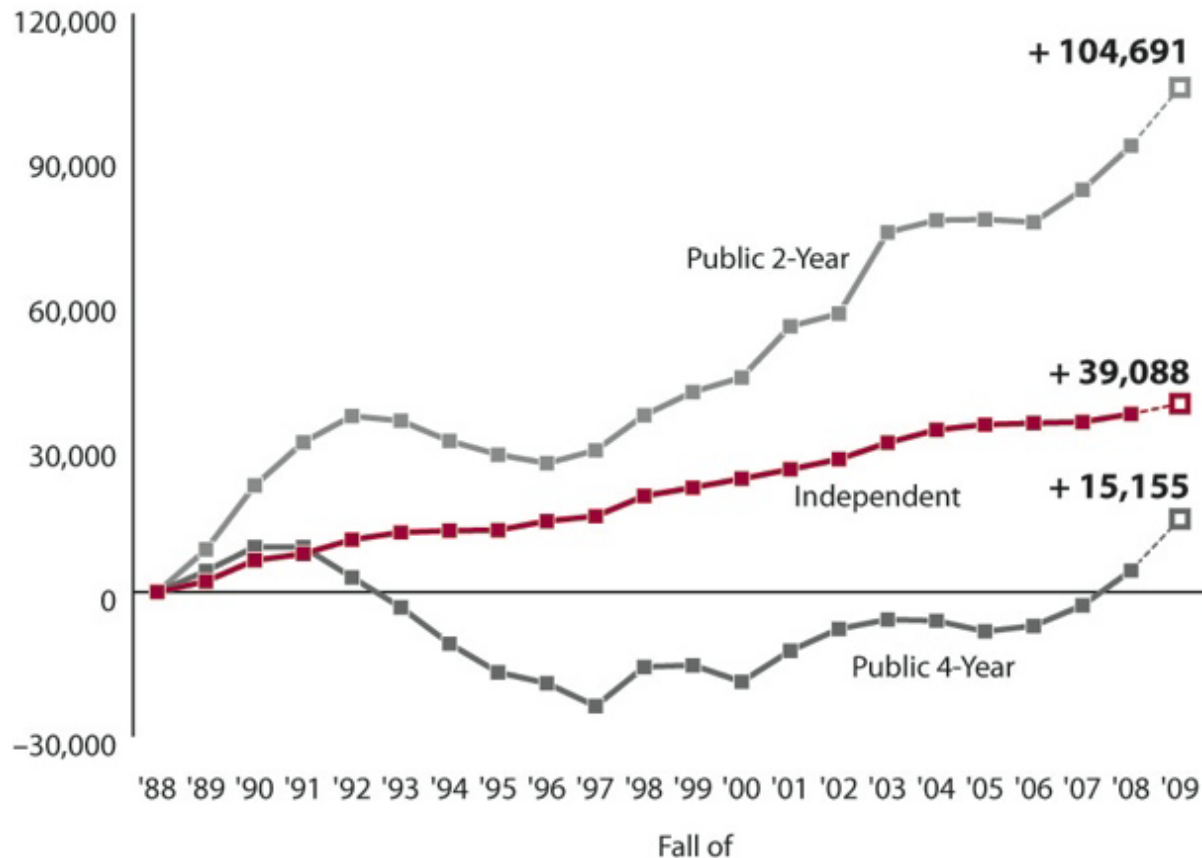
# Two Years Later



Source: Ohio Board of Regents

# Where Was Sudden Increase?

**Cumulative Change in Fall Headcount Enrollment**  
**Ohio Public and Independent Colleges and Universities**  
Fall 1988 to 2008 Actual, 2008 to 2009 Preliminary

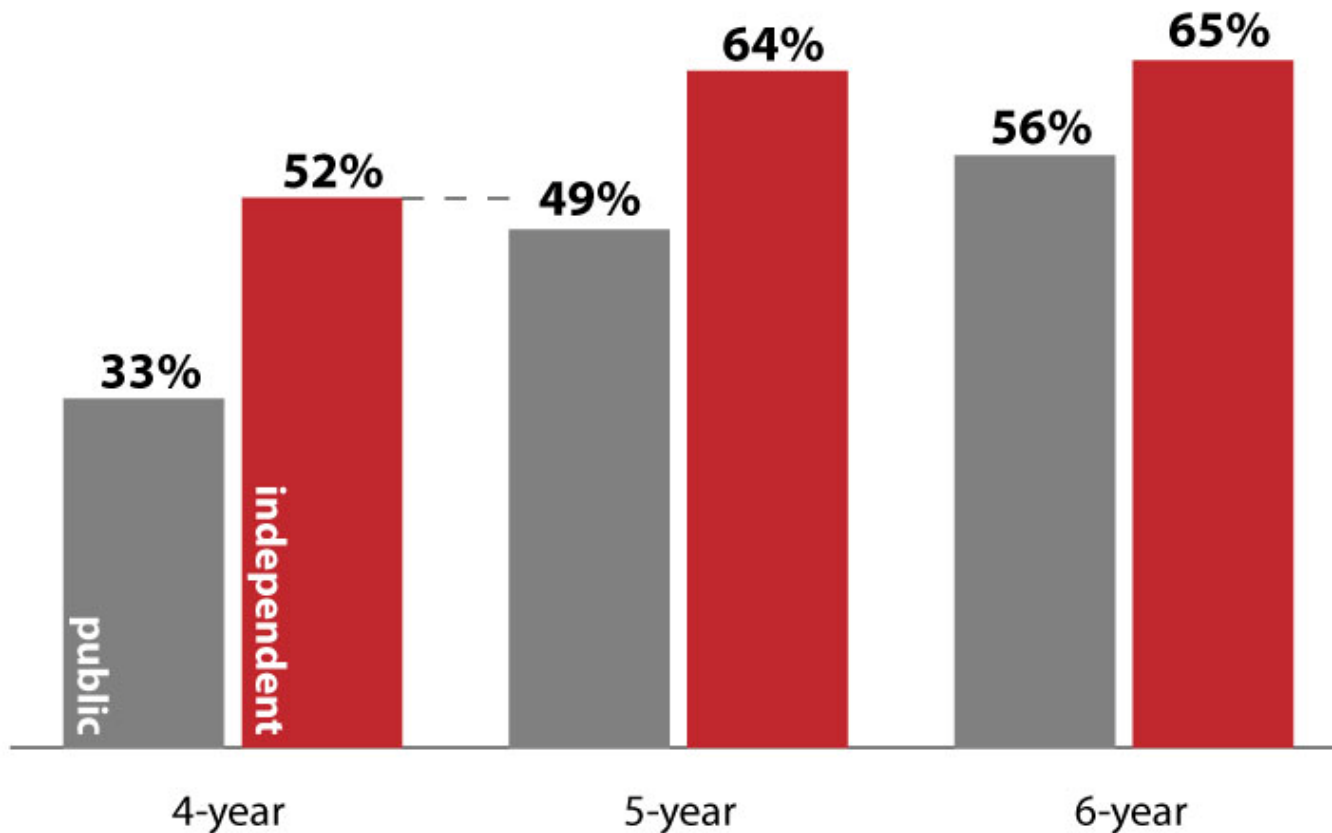


Sources: National Center for Education Statistics, Ohio Board of Regents

# Accountability, By Graph

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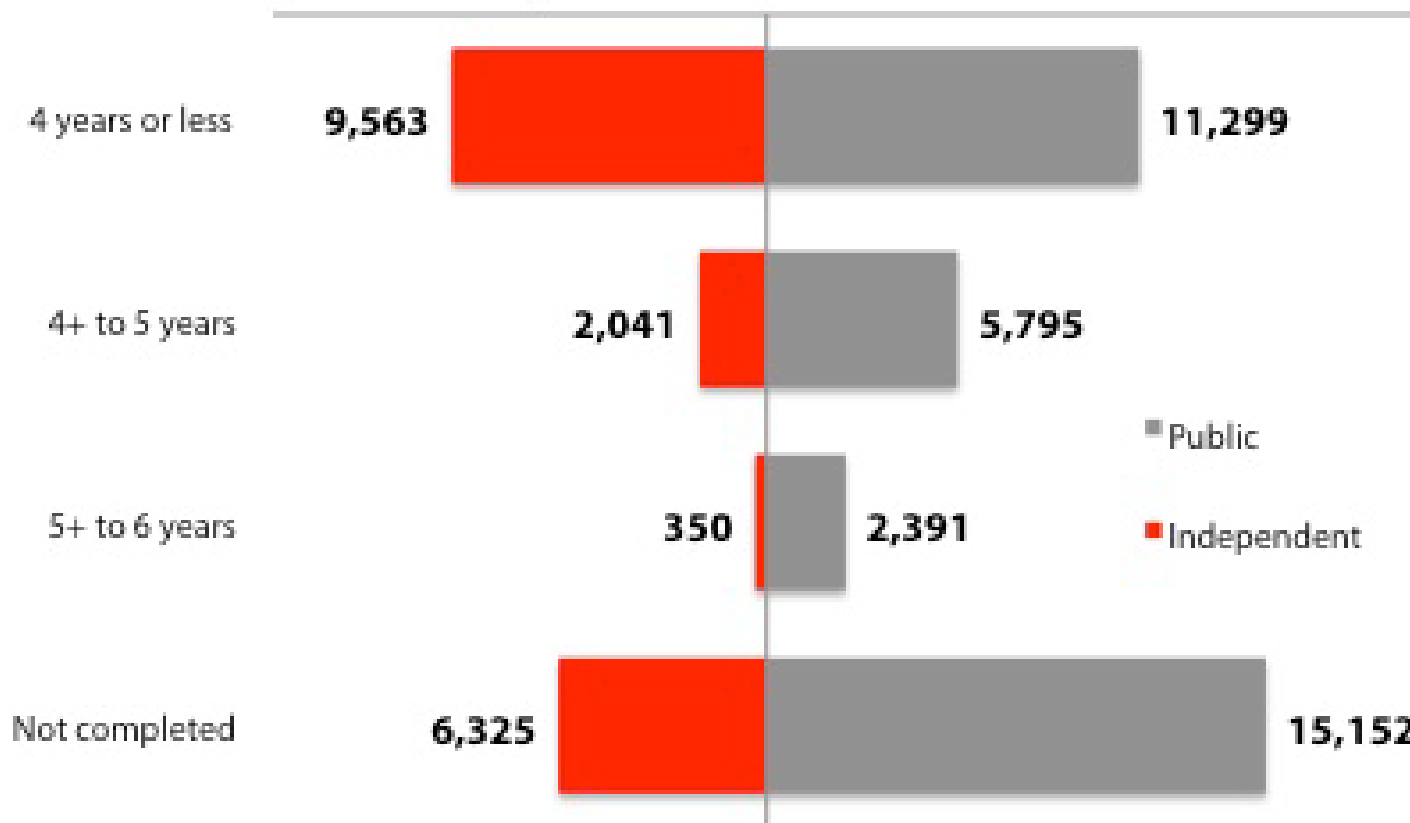
## Baccalaureate Graduation Rates Ohio Public Main Campuses and 4-Year Independents Cohort Entering Fall 2002



Source: National Center for Education Statistics

# Another Way to Look At Graduation-Rate Data

## Bachelor's Degrees Awarded To Full-Time Freshmen Entering Fall 2002 Ohio 4-Year Colleges and Universities

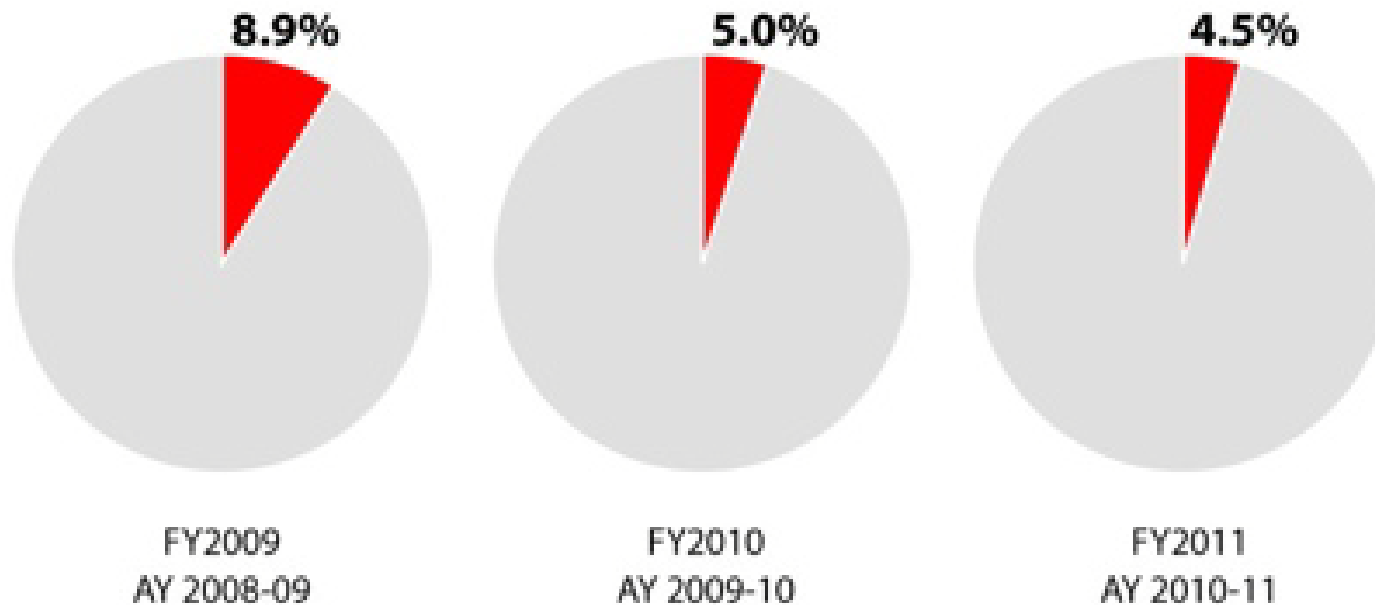


Source: National Center for Education Statistics

# More Policy Analysis: State Budget

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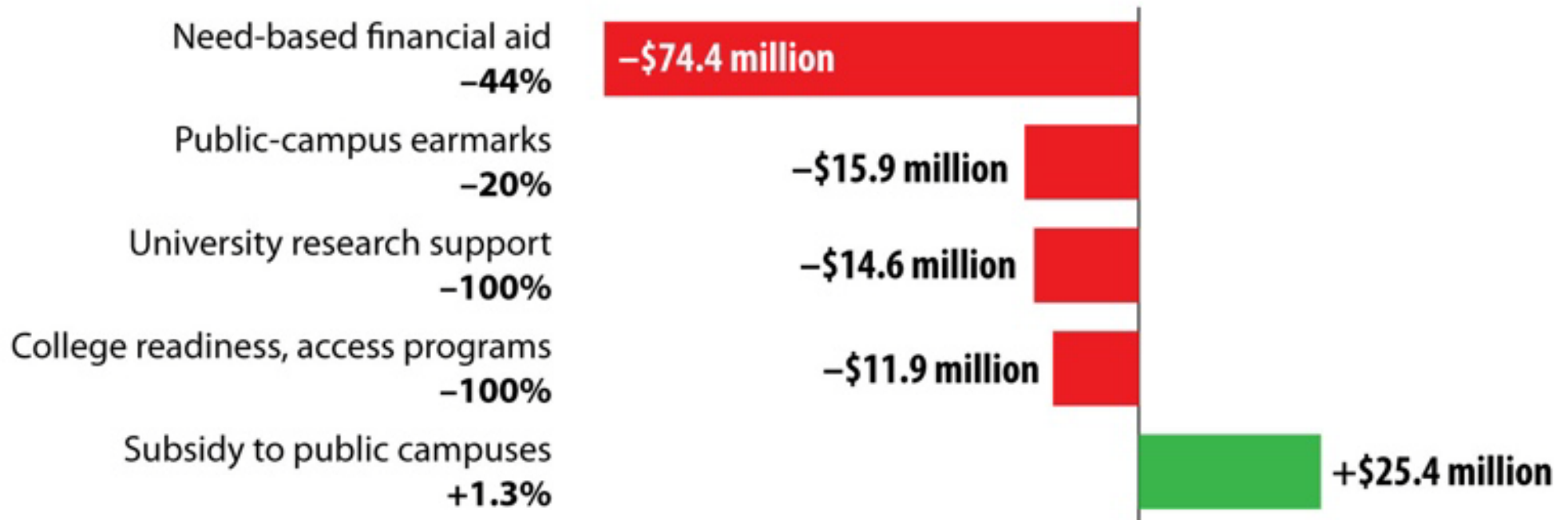
## Financial Aid and Scholarships As Percentage of Ohio Higher Education Budget Fiscal/Academic Years As Noted



Sources: Ohio Office of Budget and Management (FY09);  
Am. Sub. H.B. 1, 128th General Assembly (FY10, 11)

# More Policy Analysis: State Budget

## Changes in State of Ohio Appropriations to Higher Education In Selected Expenditure Areas FY2009 to FY2010 (AY 2008-09 to AY 2009-10)

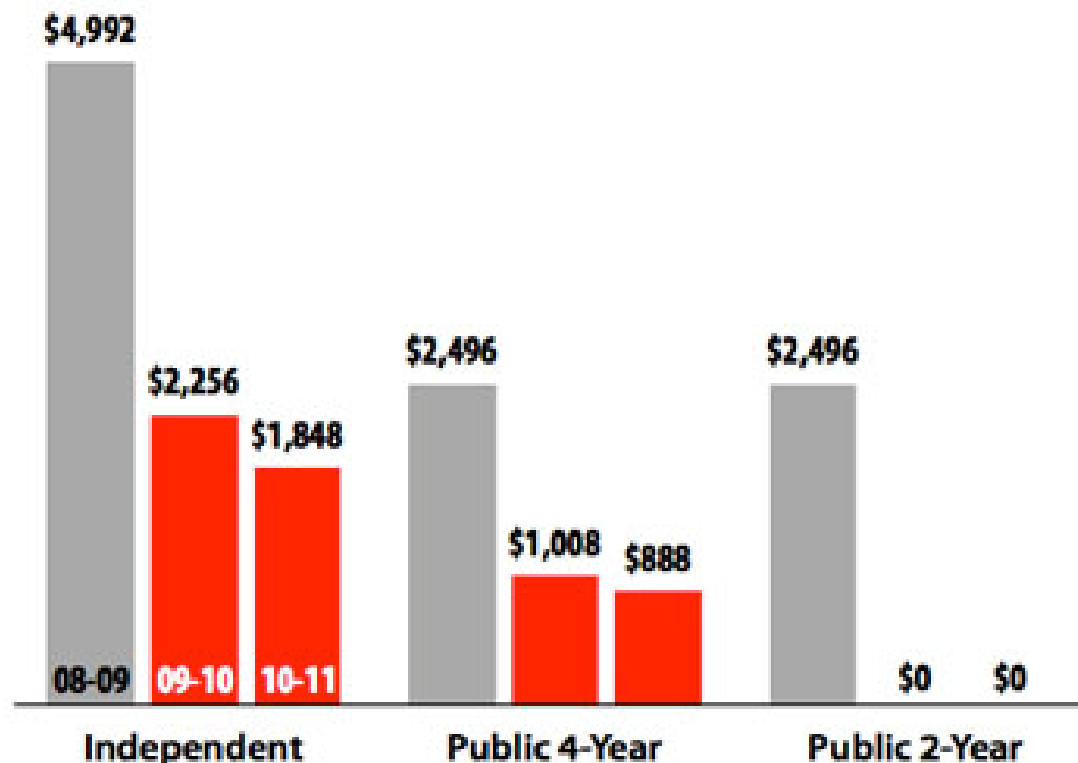


Sources: Am. Sub. H.B. 1 (129th General Assembly),  
Ohio Office of Budget and Management

# Ohio's Commitment to Needy Students

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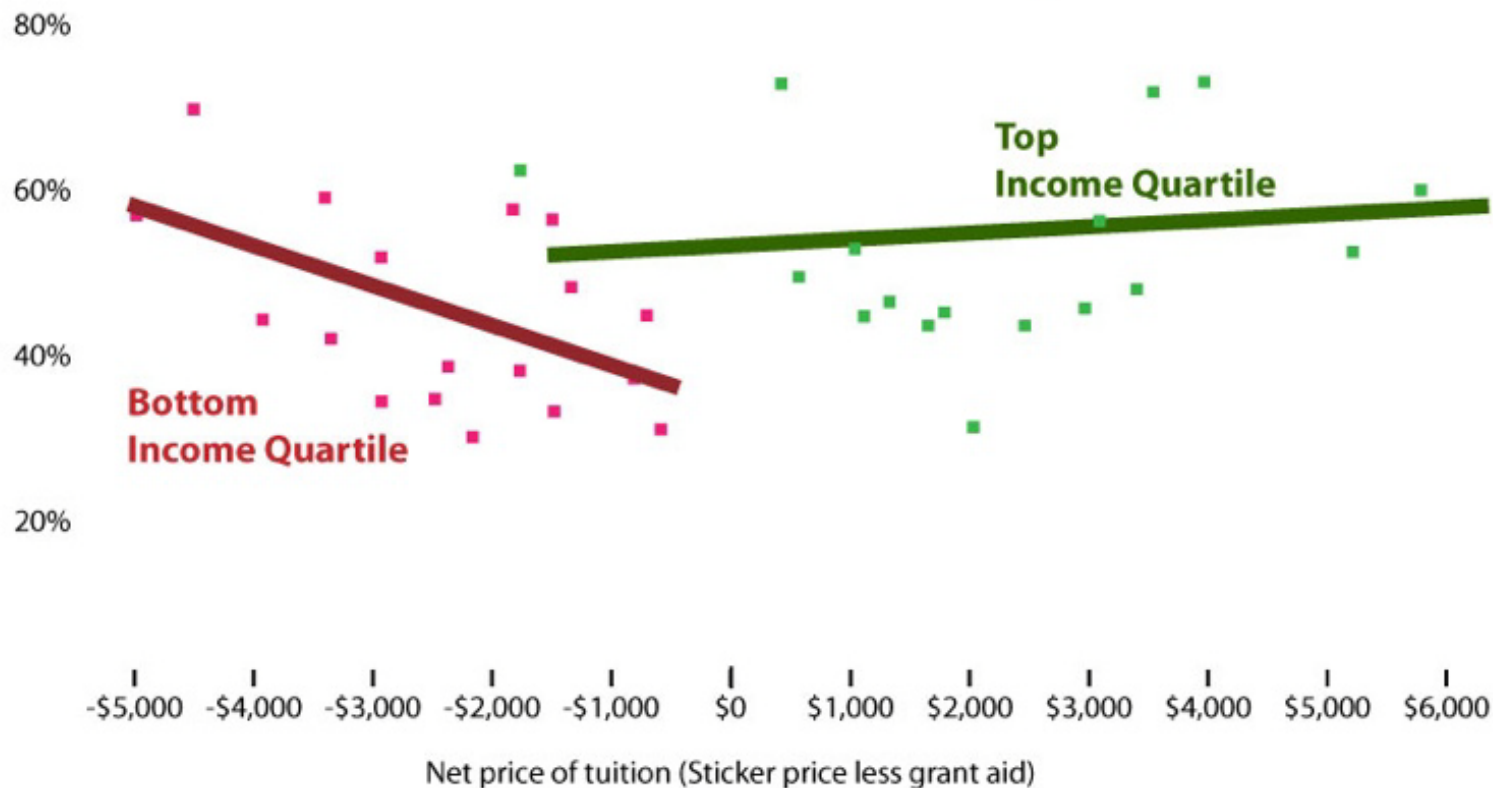
**Ohio Need-Based Financial Aid Grants  
To New Ohio-Resident Full-time Undergraduates  
With Estimated Family Contribution of \$0  
(Maximum Award)  
AY 2008-09 through 2010-11**



*Source: Office of State Grants and Scholarships, Ohio Board of Regents*

# Likely Result of Changed Commitment to Needy Students

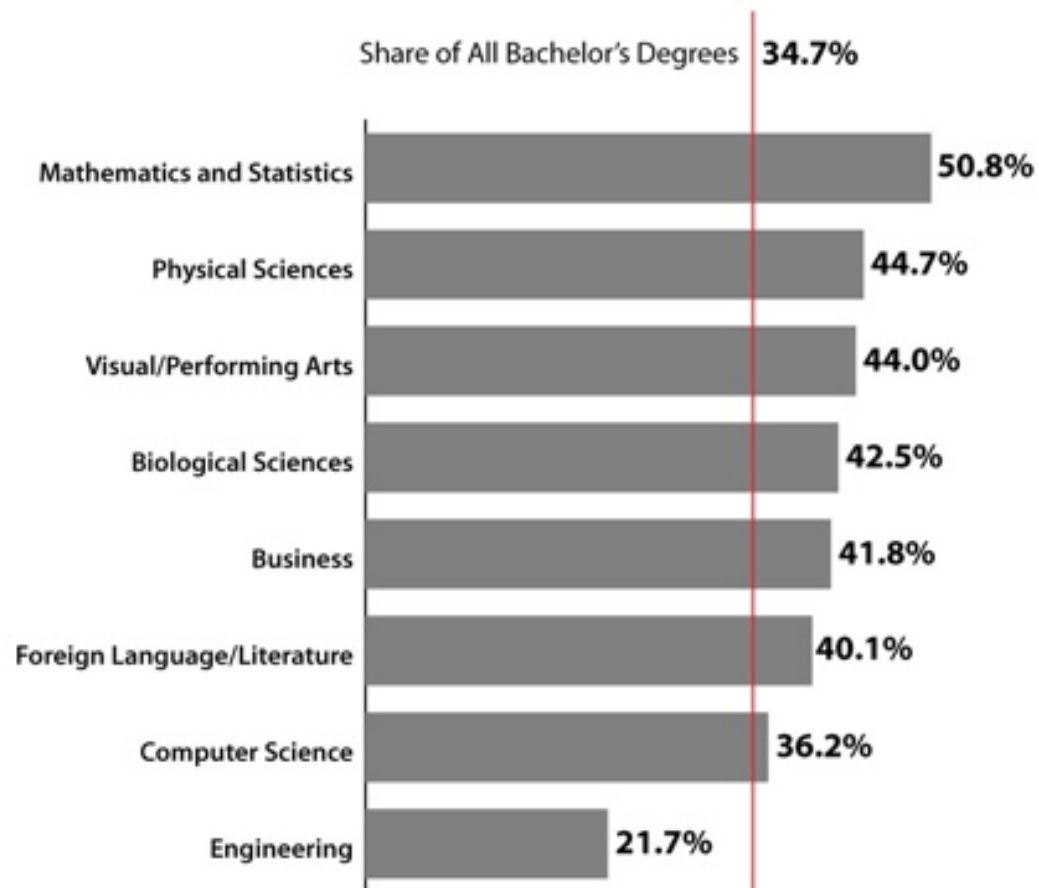
**Four-Year Graduation Rates, Fall 1999 Entering Cohort of Full-Time, Dependent, In-State Freshmen By Income Quartile At Public Flagship Universities**



# Policy Issue: STEM, Other Targeted Majors

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**Share of Bachelor's Degrees Awarded in Ohio  
By Independent Colleges and Universities  
In Selected Majors (First Plus Second)**  
1 July 2008-30 June 2009



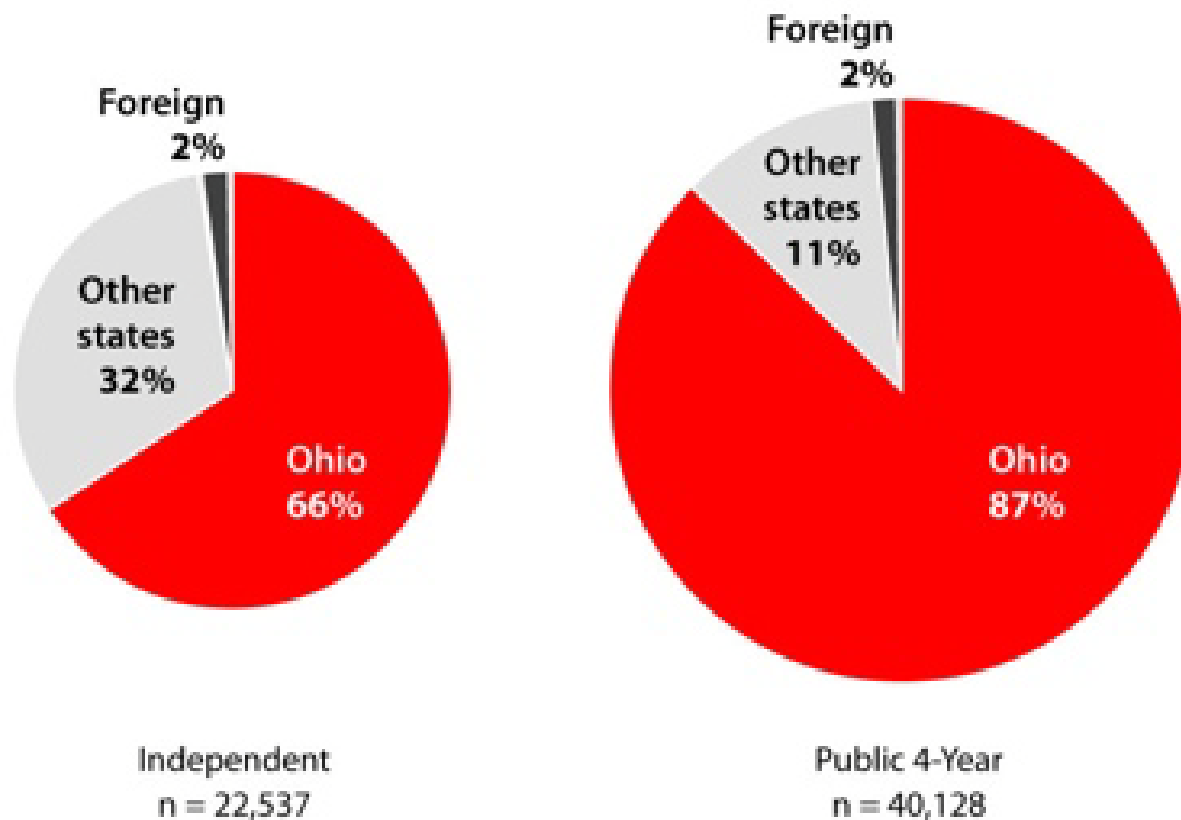
*Note: Of AICUO's 52 member institutions, nine award degrees in engineering.*

*Source: National Center for Education Statistics*

# Myth-Busting

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## State of Residence of Full-Time, First-Time, First-Year Students At Ohio 4-Year Colleges and Universities, Fall 2008



Source: National Center for Education Statistics

# Good News, Statewide

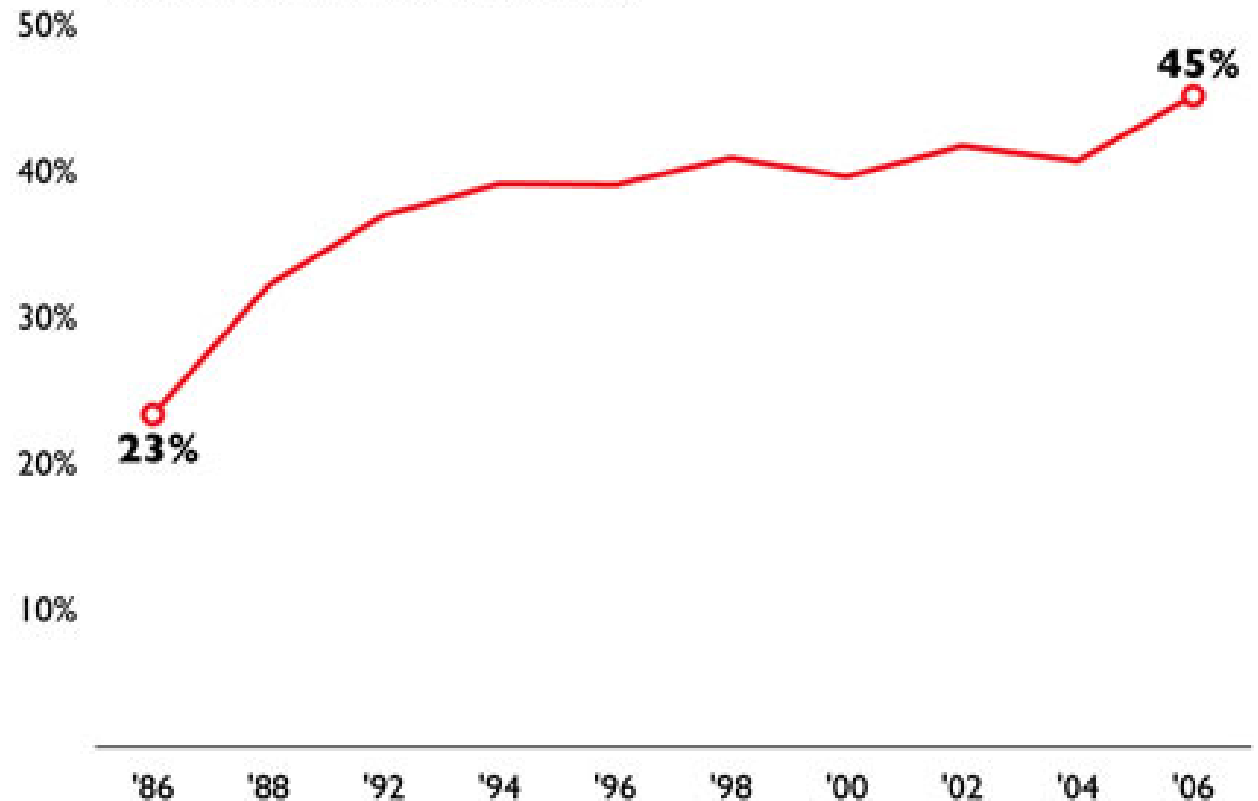
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- Tom Mortensen's Postsecondary Education Opportunity
- General permission to subscribers to republish with credit

## Ohioans' 'Chance for College'

Share of 9th Graders Who Enroll in College by Age 19

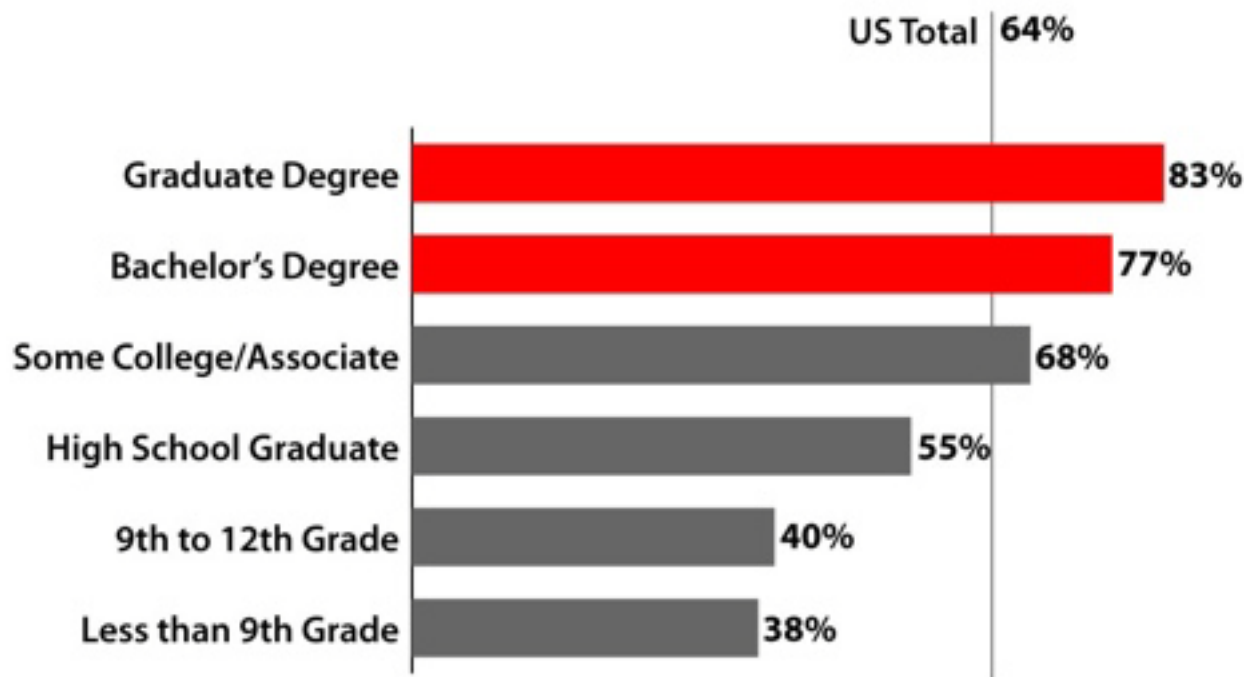
Source: Postsecondary Education Opportunity



# More Broad, General: Noneconomic Benefits of Higher Education

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## Voting Rates For Citizens Age 18 and Over By Educational Attainment 2008 Presidential Election



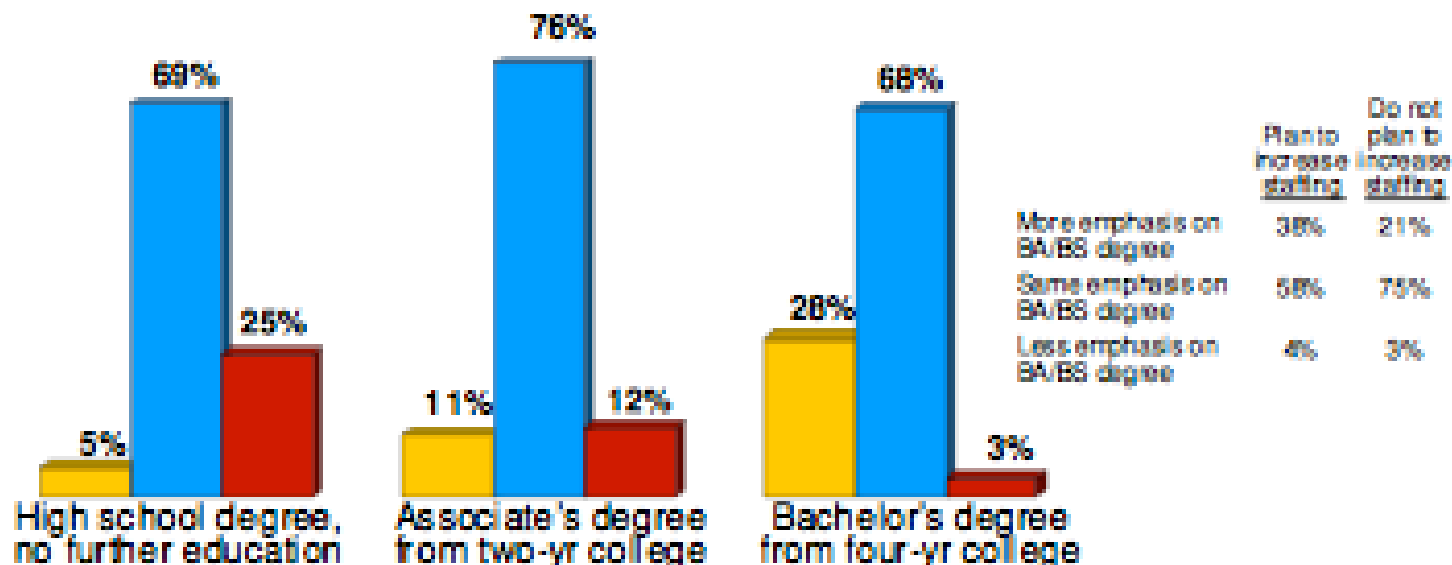
*Source: U.S. Census Bureau, via Postsecondary Education Opportunity*

# Improving Others' Presentations: Before

Employers expect increased emphasis on hiring people with a bachelor's degree.

Expectations of Company's Emphasis on Education Level of Hires

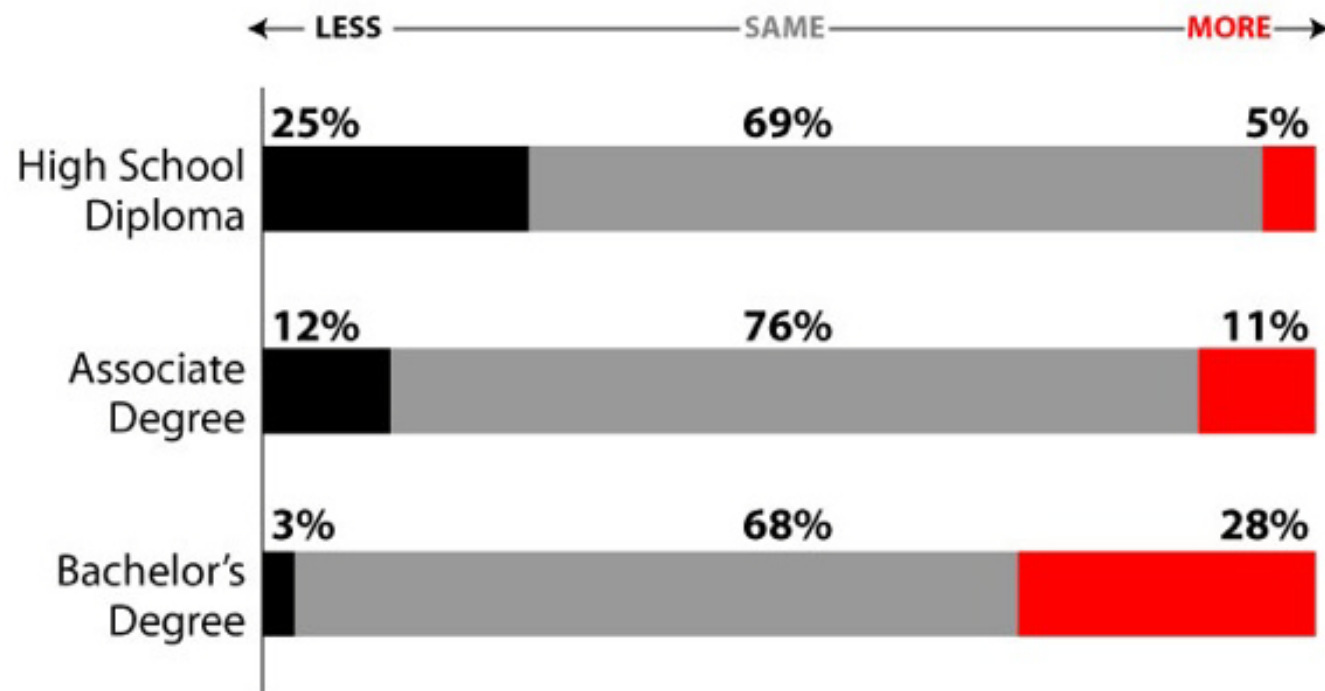
- Will put MORE emphasis on hiring people with this level of education
- Will put the same emphasis as before on hiring people with this level of education
- Will put LESS emphasis on hiring people with this level of education



# Improving Others' Presentations: After

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## Projected Change in Emphasis On Educational Attainment of Hirees US Companies, 2009



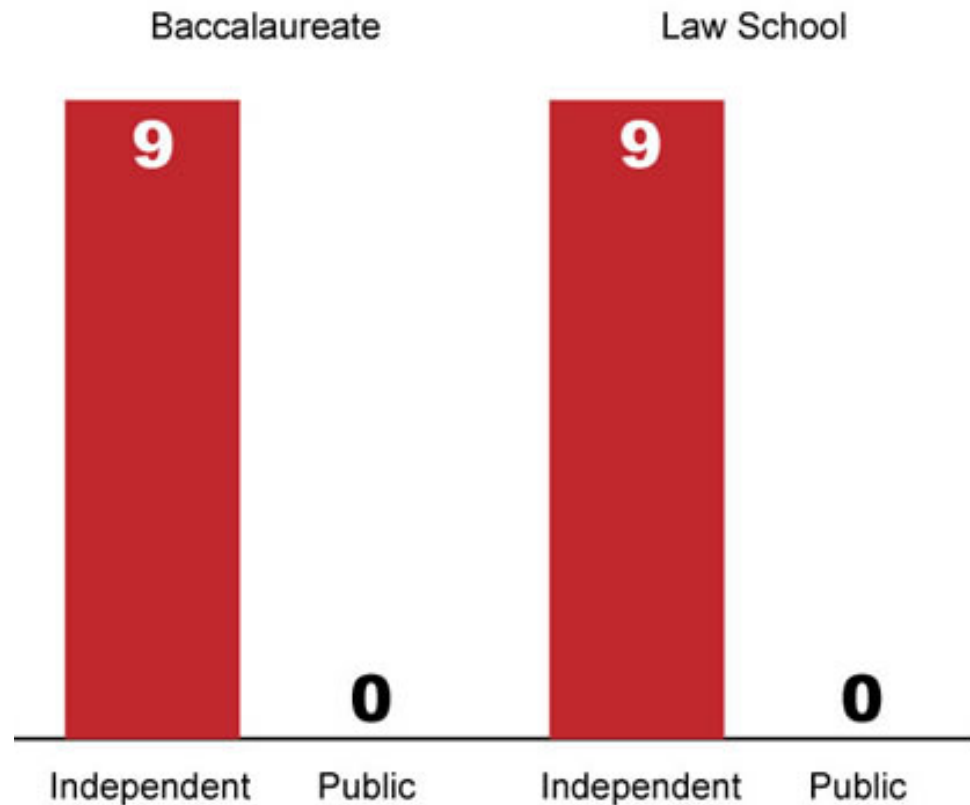
Source: Hart Research Associates, "Raising the Bar:  
Employers' Views On College Learning In the Wake of the Economic Downturn"  
Study performed for the American Association of Colleges and Universities, 2010

# Fun, Sometimes

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- But always with a point

## Educational Background U.S. Supreme Court Members as of July 1, 2008



Source: U.S. Supreme Court

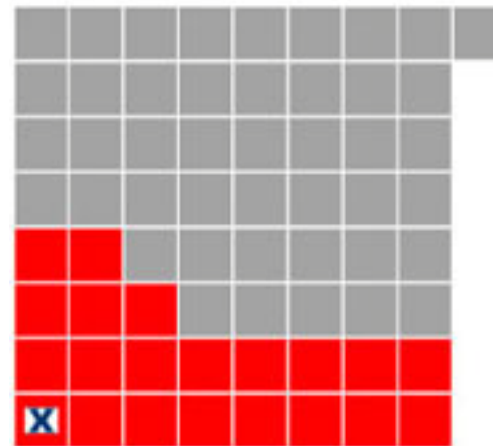
# Recent fun

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- A graph last month
- Inspired by NCAA basketball results

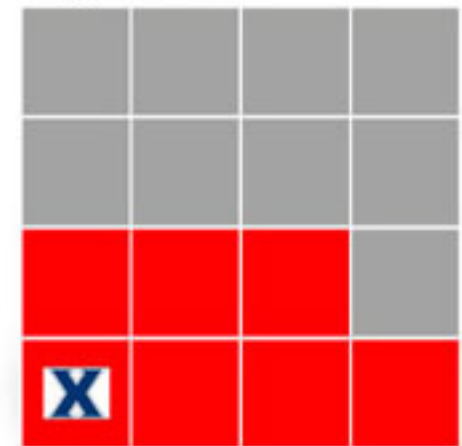
## Independent Colleges Represented in NCAA 2010 Division I Men's Basketball Tournament First Round and Regional Semifinal ("Sweet 16")

First Round



21 of 65: **32%**

Regional Semifinal



7 of 16: **44%**

*Source: National Collegiate Athletic Association*

# Data For Two Charts

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- Family income data from Board of Regents
  - AY07-08 full-time undergraduates at public; Choice at independent
  - Sources are FAFSA; if no FAFSA, then ACT-SAT survey question

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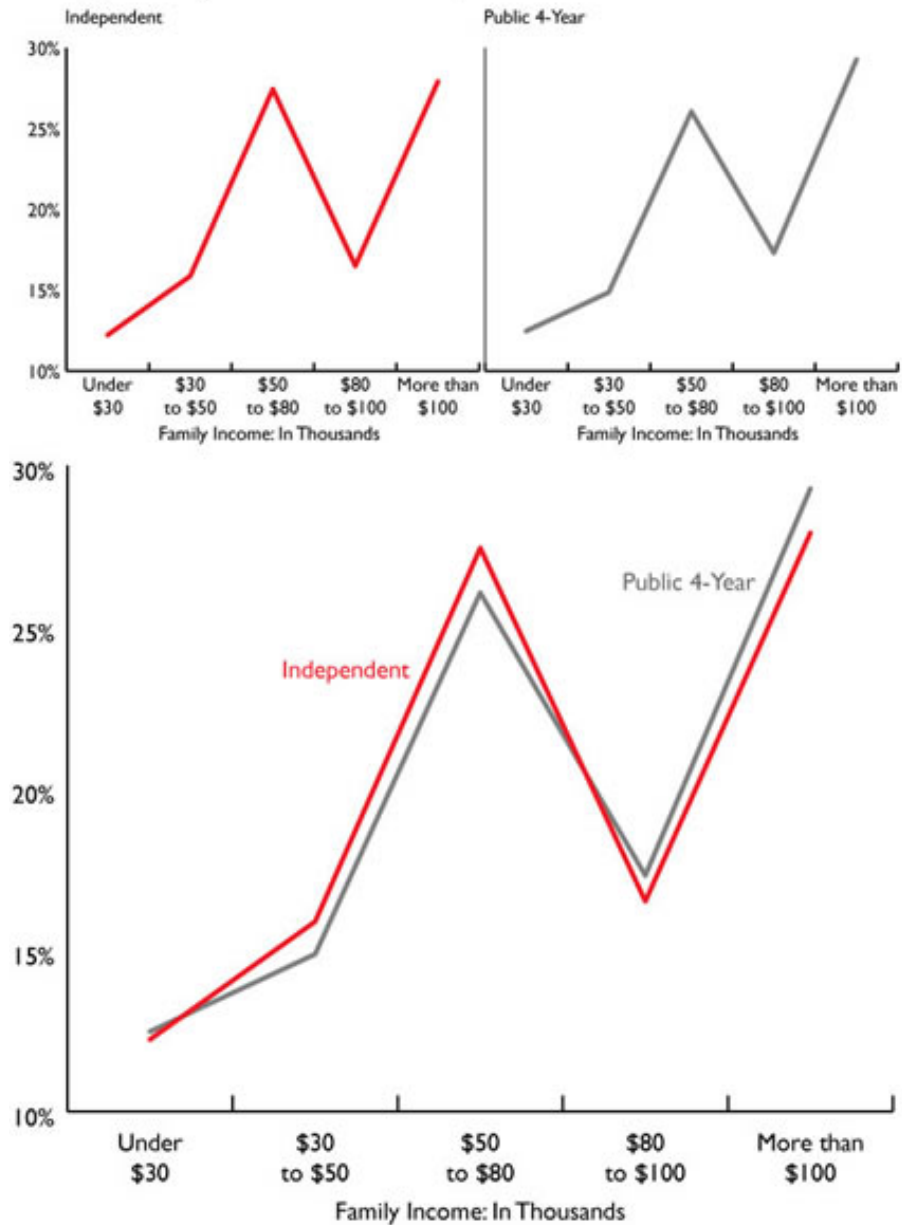
	Less than \$30K	\$30K to \$50K	\$50K to \$80K	\$80K to \$100K	More than \$100K
Public main 4-year	<b>12,437</b>	<b>14,825</b>	<b>25,974</b>	<b>17,255</b>	<b>29,190</b>
Independent 4-year	<b>5,275</b>	<b>6,849</b>	<b>11,835</b>	<b>7,120</b>	<b>12,036</b>

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# Comparison No. 1

- The point:  
Public and independent 4-year undergrads have nearly identical family income profiles
- But ...  
A complex picture

**Distribution of Full-Time Undergraduates by Family Income Cohort, Academic Year 2006-07**



Source: Data from Free Application for Federal Student Aid and surveys by ACT and SAT, compiled by Ohio Board of Regents

# Comparison No. 2

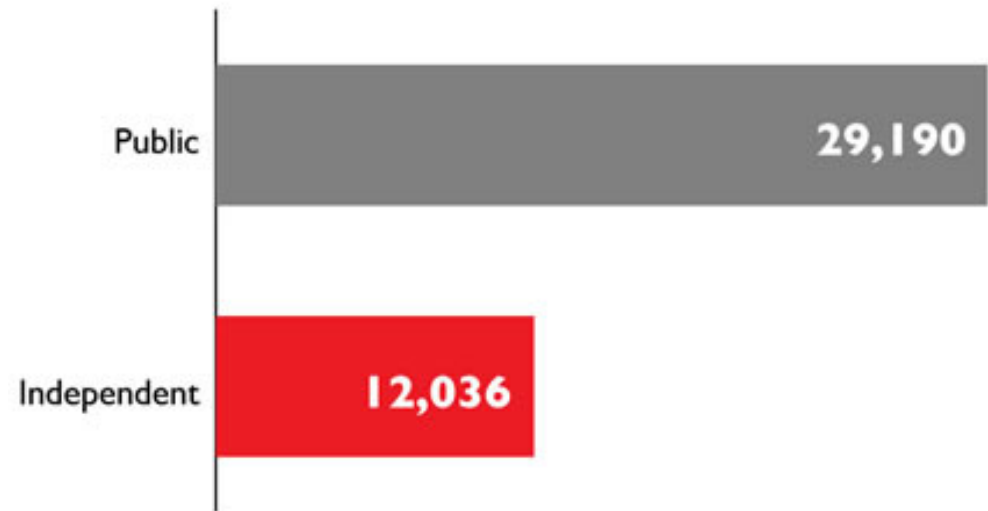
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- Identifies and simplifies policy issue articulated by new administration:

Objection to state funds going to students who have no financial need

- The point:  
Not funding students at independent colleges does not mean state does not fund education of wealthy students!

**Full-time Undergraduates  
With Annual Family Incomes above \$100,000  
At Ohio Public 4-year and Independent Campuses  
Academic Year 2006–2007**



*Source: Data from Free Application for Federal Student Aid and surveys by ACT and SAT, compiled by Ohio Board of Regents*

# Just a Starting Point

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- Begins political discussion, policy debates
  - Drive home key messages
  - Dispel myths
- Data for potential news stories
- Can use this model in many ways, not just in government and public relations
  - Presidents use charts
    - New presidents to understand
    - All presidents for strategic planning
  - Internal campus audiences
  - University development

# Evidence of Effectiveness

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- Imitation: sincerest form of flattery
  - [Indiana](#), [Kentucky](#), [Tennessee](#) associations have adopted
  - Chronicle of Higher Ed  
Table of the Week
  - Foundations (Fordham)

# Join Our Mailing List

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- Send an e-mail to
  - [graphoftheweek@aicuo.edu](mailto:graphoftheweek@aicuo.edu)