

# Minnesota

## Best Practices for Data Display

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# Who is OHE?

- A cabinet-level state agency.
- Provide students with financial aid programs and information to help them gain access to postsecondary education.
- Serve as Minnesota's clearinghouse for data, research and analysis on postsecondary enrollment, financial aid, finance and trends.

# Who is OHE?

- Administer the \$150 million Minnesota State Grant Program.
- Other state scholarship programs, tuition reciprocity programs, a student loan program, Minnesota's 529 College Savings Plan.
- License private postsecondary institutions.
- Administer an early college awareness programs and initiatives for youth (GEAR UP).

# What is our mission?

- To advance the promise of higher education to all Minnesotans and provide the critical information that guides higher education decisions.

# What types of colleges are in MN?

- There are two governing bodies for public colleges.
- The Board of Regents governs the University of Minnesota system 5 campuses – 68,000 students.
- The Board of Trustees governs the Minnesota State Colleges and Universities – 7 universities and 30 colleges – 200,000 students.
- 106,000 students in a variety of private for and non-profit institutions.

# Who is our audience?

- Our agency has two websites
- The main site is for agency data and programs  
<http://www.ohe.state.mn.us/>
- Another site is for students and parents  
<http://www.getreadyforcollege.org/>

# How do we communicate?

- Our agency controls the message, agenda and topics of interest.
- Best to provide information in topic-specific areas. As most people want to know quantitative data, such as, how many women are enrolled. What percent of high school graduates enroll in college?

# Communication Examples

3 cases

## Example 1: What college information does OHE have?

- Created a page [Data by Postsecondary Institution](#) to search for Minnesota postsecondary institutions and find institution-specific data.
- Here you can find available data about a particular institution, including financial aid participation, tuition, enrollment and contact information.

# Why re-create the wheel?

- Individual college pages link to College Navigator page on that institution.
- Created a table in Microsoft Access with institution and College Navigator URL.

Example for Augsburg College:

- <http://nces.ed.gov/collegenavigator/?s=MN&id=173045>

# What does Access table show?

InstitutionID	Instname	CollegeNavigator_URL
4	Academy College	<a href="http://nces.ed.gov/collegenavigator/?s=MN&amp;id=172866">http://nces.ed.gov/collegenavigator/?s=MN&amp;id=172866</a>
13	Adler Graduate School	<a href="http://nces.ed.gov/collegenavigator/?s=MN&amp;id=374024">http://nces.ed.gov/collegenavigator/?s=MN&amp;id=374024</a>
12	Alexandria Technical College	<a href="http://nces.ed.gov/collegenavigator/?s=MN&amp;id=172918">http://nces.ed.gov/collegenavigator/?s=MN&amp;id=172918</a>
16	American Academy of Acupuncture and Oriental Medicine	<a href="http://nces.ed.gov/collegenavigator/?s=MN&amp;id=446002">http://nces.ed.gov/collegenavigator/?s=MN&amp;id=446002</a>
17	American Indian Opportunities Industrialization Center	<a href="http://nces.ed.gov/collegenavigator/?s=MN&amp;id=172927">http://nces.ed.gov/collegenavigator/?s=MN&amp;id=172927</a>
24	Anoka Technical College	<a href="http://nces.ed.gov/collegenavigator/?s=MN&amp;id=172954">http://nces.ed.gov/collegenavigator/?s=MN&amp;id=172954</a>
25	Anoka-Ramsey Community College (Cambridge)	<a href="http://nces.ed.gov/collegenavigator/?s=MN&amp;id=17296301">http://nces.ed.gov/collegenavigator/?s=MN&amp;id=17296301</a>
26	Anoka-Ramsey Community College (Coon Rapids)	<a href="http://nces.ed.gov/collegenavigator/?s=MN&amp;id=172963">http://nces.ed.gov/collegenavigator/?s=MN&amp;id=172963</a>

## Example 2: What is a more traditional data specific strategy?

- Data are organized on topic specific pages, such as the **Graduation Rate** page showing data on graduation and retention rates of undergraduates in Minnesota's postsecondary institutions.
- Sometimes an **Insight** newsletter is also created on a topic. The newsletter is released as a press release to the listserv.

## Example 3: What is our newest communication strategy?

- Let's Talk College on Facebook created March 25, 2010 along with a Youtube page.

<http://www.facebook.com/pages/Saint-Paul-MN/Lets-Talk-College/111266198886438>

# Need more information?

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