

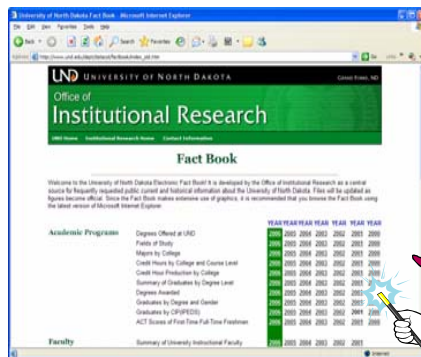
## Just the Facts! Things to Consider When Constructing a Fact Book

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## Overview

- Things to consider for a fact book
- A look at UND's fact book
- Software used to create our fact book
- Contents of fact book
- Ways to let campus know that exists
- Tracking fact book "hits"

## To revise or not to revise?



The screenshot shows the UND Fact Book website with several data tables. The 'Academic Programs' table includes columns for 'Year' and 'Count' for various categories like Degrees Offered at UND, Faculty of Study, Majors by College, Credit Hours by College and Course Level, Credit Hours Produced by College, Summary of Graduates by Degree Level, Degrees Awarded, Graduates by Degree and Gender, Graduates by GPA/ACT, and ACT Scores of First-Time Full-Time Freshmen. The 'Faculty' table shows a summary of University Instructional Faculty.

- Does current fact book need updating?
- Does it need a little sparkle?



## Things to consider

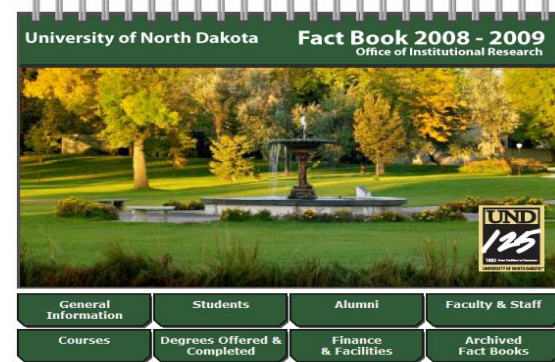
- Consider your audience
- Budget
- Style of Fact Book
  - HTML, PDF, Excel, Paper
  - Contents
  - Semester, one year or multiple years
  - Cover



## [ Things to consider con't ]

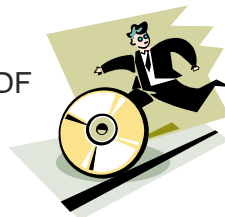
- Ease of Updating
  - Use current office software?
  - Utilize your software knowledge
- Publishing - Benefits of a web fact book
  - can update as reports become available
  - easy to make changes/additions
- Archiving the “old” facts

## [ Our Results! ]



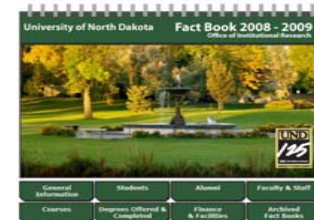
## [ Software ]

- Excel – for tables/charts
- Convert to Adobe Acrobat-PDF
- Dreamweaver or other web software



## [ Sections of a Fact Book ]

- General Information
- Students
- Alumni
- Faculty & Staff
- Courses
- Degrees Offered & Completed
- Finance & Facilities
- Archived Fack Books



## [ General Information Section ]

- Mission
- Strategic Plan Goals
- General UND Links
  - About UND
  - Organization Chart
  - Accreditation
  - Various history (links) of UND
  - Photo Gallery

## [ Student Section ]

- Student enrollment by various categories
- End of term GPAs
- Student tuition & fees
- Continuation/graduation rates
- ACT scores
- Yield rates of freshmen and transfers

## [ Alumni Section ]

- Total Annual Giving
- UND Foundation Assets

## [ Faculty & Staff ]

- Number of Benefited Employees
- Summary of University Instructional Faculty
- Instructional Faculty Aging Chart

## Courses Section

- Credit Hours by College and Course Level
- Credit Hour Production by College

## Degrees Offered & Completed Section

- Degrees offered at UND
- Fields of Study
- Majors by College
- Summary of Graduates by Degree Level

## Finance & Facilities Section

- Total Revenue by Funding Source
- Operating Expenses by Type and Function
- Total Acres
- Total Number of Buildings

## Archived Section

- Links to previous years



The screenshot shows the 'Archived Fact Books' section of the UND website. On the left is a navigation menu with categories like 'Institutional Research', 'About OIR', 'University Assessment Website', 'Departmental Annual Report Website', 'Core Data', 'Strategic Reports for Departments', 'Funds', 'Resolutions', 'Peer Institutions', 'Peer Institutions', 'Quick Links to Key Areas', 'Reports', 'Annual Reports', 'College Partner', 'Common Data Set & External Surveys', 'Demographic Maps', 'End of Term Reports', 'Fact Book', 'Graduate/Degree Awards', 'Official Enrollment Reports', 'Presentations and Papers', and 'Progress Report'. The main content area is titled 'Archived Fact Books' and contains a grid of fact book covers. The top row includes 'General Information', 'Handbooks', 'Alumni', and 'Faculty & Staff'. Below this is a row of buttons for 'General Information', 'Degrees Offered & Completed', 'Finance & Facilities', and 'Archived Fact Books'. A text prompt says 'Please select a link below to view an archived fact book.' Below this are two fact book covers: 'Fact Book 2007-2008' and 'Fact Book 2002-2006'. At the bottom right, there is a 'Fact Book Link' text.

## The Fact Book Is Created – What's Next?

- Let people know it exists!
  - Email through listservs
  - Post a notice in the University Newsletter
  - Send out a Fact Book (postcard) “replica”
  - Highlight it in [IR Newsletter](#)

## Tracking Viewers

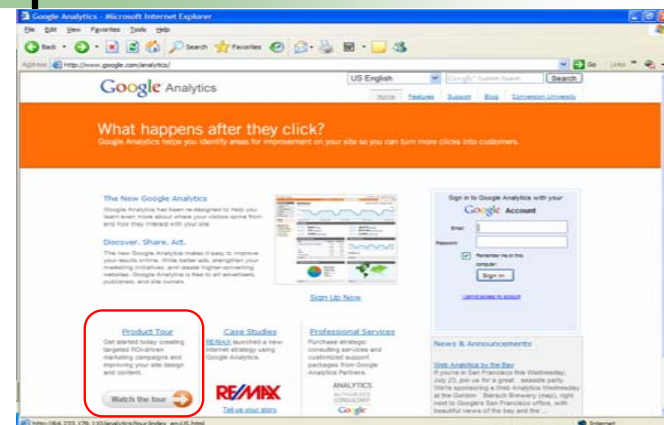


- Google Analytics
- Learn more about where your visitors come from and how they interact with your site.
- Google Analytics is free and easy to setup.

## Getting Started

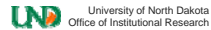
- Set up account with Google Analytics
- Insert tracking code into selected webpages.
- Easy to use report tool.

<http://www.google.com/analytics/>

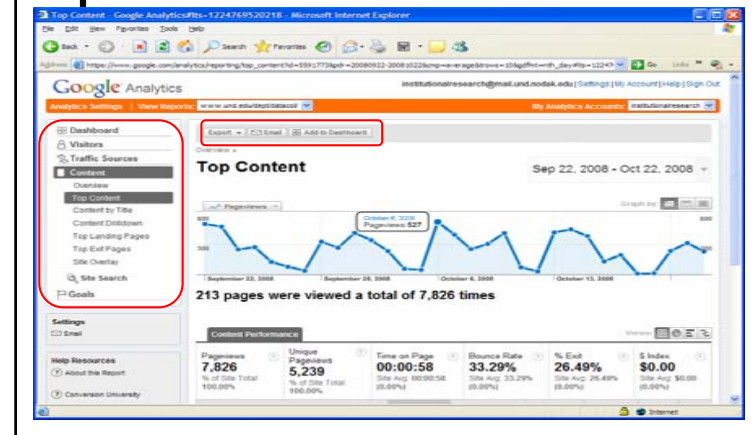


## Tracking Code

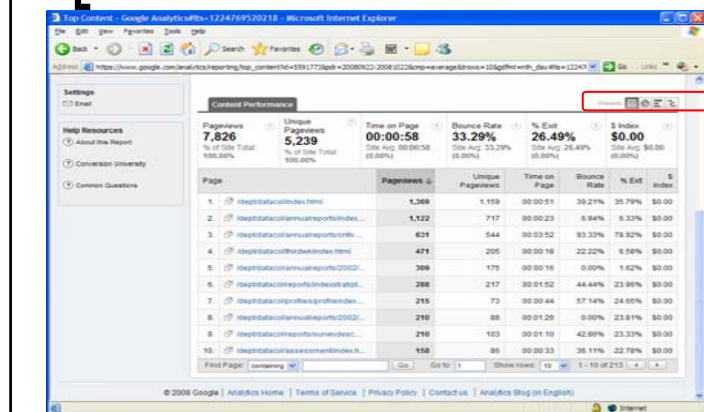
- View Source from your webpage browser's menu and insert the code. It should be immediately before the </body> tag of your page, and should look exactly as it was provided to you:
- ```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol)
? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost +
"google-analytics.com/ga.js
" type='text/javascript'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-xxxxxx-x");
pageTracker._trackPageview();
</script>
```



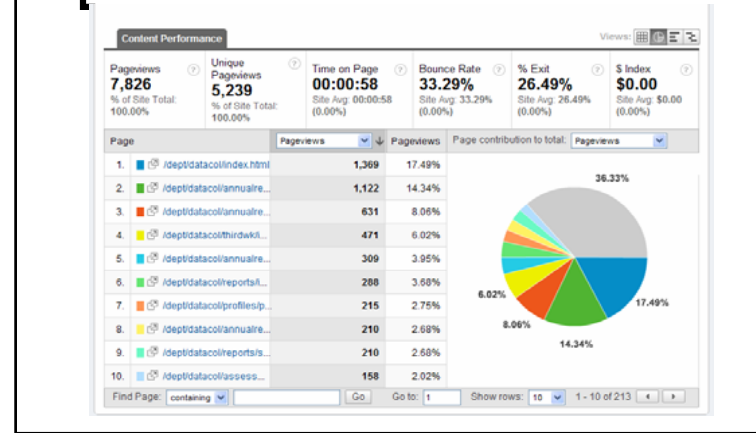
## Report Tool



## Drill down Reports



## Pie Chart View



## Bar Chart View

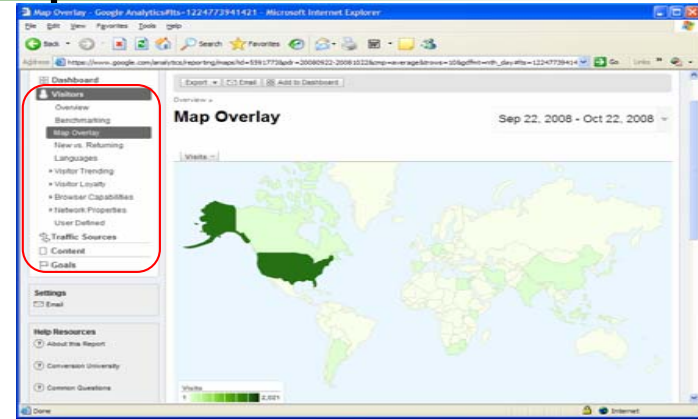
Content Performance

Views: [Grid] [Table] [Bar Chart]

|                                                          |                                                                 |                                                                  |                                                             |                                                        |                                       |
|----------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------------|--------------------------------------------------------|---------------------------------------|
| Pageviews<br><b>7,826</b><br>% of Site Total:<br>100.00% | Unique Pageviews<br><b>5,239</b><br>% of Site Total:<br>100.00% | Time on Page<br><b>00:00:58</b><br>Site Avg. 00:00:58<br>(0.00%) | Bounce Rate<br><b>33.29%</b><br>Site Avg. 33.29%<br>(0.00%) | % Exit<br><b>26.49%</b><br>Site Avg. 26.49%<br>(0.00%) | \$0.00<br>Site Avg. \$0.00<br>(0.00%) |
|----------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------------|--------------------------------------------------------|---------------------------------------|

| Page                                 | Pageviews | Individual Page performance: Pageviews |
|--------------------------------------|-----------|----------------------------------------|
| 1. /dept/datacol/index.html          | 1,369     | 17.49%                                 |
| 2. /dept/datacol/annualreports...    | 1,122     | 14.34%                                 |
| 3. /dept/datacol/annualreports...    | 631       | 8.06%                                  |
| 4. /dept/datacol/thirdwkindex...     | 471       | 6.02%                                  |
| 5. /dept/datacol/annualreports...    | 309       | 3.95%                                  |
| 6. /dept/datacol/reports/indexs...   | 288       | 3.68%                                  |
| 7. /dept/datacol/profiles/profile... | 215       | 2.75%                                  |
| 8. /dept/datacol/annualreports...    | 210       | 2.68%                                  |
| 9. /dept/datacol/reports/survey...   | 210       | 2.68%                                  |
| 10. /dept/datacol/assessment/...     | 158       | 2.02%                                  |

## Visitors – Map Overlay



## Site Usage

Google Analytics

2,073 visits came from 24 countries/territories

Detail Level: City | Country/Territory | Sub-Continent Region | Continent Dimension: None


|                                                       |                                                         |                                                                       |                                                              |                                                             |
|-------------------------------------------------------|---------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------|-------------------------------------------------------------|
| Visits<br><b>2,073</b><br>% of Site Total:<br>100.00% | Pages/Visit<br><b>3.78</b><br>Site Avg. 3.78<br>(0.00%) | Avg. Time on Site<br><b>00:02:41</b><br>Site Avg. 00:02:41<br>(0.00%) | % New Visits<br><b>11.77%</b><br>Site Avg. 11.77%<br>(0.00%) | Bounce Rate<br><b>33.29%</b><br>Site Avg. 33.29%<br>(0.00%) |
|-------------------------------------------------------|---------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------|-------------------------------------------------------------|

| Country/Territory | Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate |
|-------------------|--------|-------------|-------------------|--------------|-------------|
| 1. United States  | 2,021  | 3.81        | 00:02:41          | 10.04%       | 32.76%      |
| 2. Ireland        | 8      | 1.00        | 00:00:00          | 100.00%      | 100.00%     |
| 3. Canada         | 7      | 1.14        | 00:00:44          | 85.71%       | 85.71%      |
| 4. Philippines    | 6      | 1.67        | 00:01:55          | 100.00%      | 50.00%      |
| 5. China          | 4      | 1.75        | 00:00:09          | 25.00%       | 25.00%      |
| 6. Kenya          | 4      | 3.00        | 00:02:56          | 50.00%       | 50.00%      |
| 7. Puerto Rico    | 4      | 8.25        | 00:08:29          | 75.00%       | 25.00%      |
| 8. India          | 2      | 3.00        | 00:00:19          | 100.00%      | 50.00%      |
| 9. South Africa   | 2      | 1.00        | 00:00:00          | 100.00%      | 100.00%     |
| 10. Sri Lanka     | 1      | 13.00       | 00:24:12          | 100.00%      | 0.00%       |

## Thank you for attending!

Questions



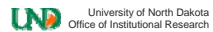


**Just the Facts!  
Things to Consider When  
Constructing a Fact Book**

*This presentation can be found at*  
<http://www.und.nodak.edu/dept/datacol/presentations/index.htm>

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