

UC StatFinder

Admissions and Persistence Data at Your Fingertips

Sam Agronow, Ph.D.
Paula Zeszotarski, Ph.D.
Institutional Research,
University of California Office of the President

Helen Jang
MPR Associates, Berkeley, CA

What is It?



- ◆ Public Web-Based System for Locating Undergraduate Admissions, Enrollment, Persistence, and Graduation Statistics
 - Tables Universitywide and By UC Campus
 - **NEW:** Statistics for Individual California High Schools and California Community Colleges
 - Reports by County (Interactive County Map)
 - Financial Aid Tables by Year

Why Create It?



- To be More Transparent to the Public Regarding Statistics Surrounding UC Admissions Outcomes
- Help Students Evaluate Chances of Being Admitted to Various UC Campuses
- Help High Schools and Community Colleges Evaluate the Success of their Students at UC
- Be Accountable to CA Legislature and Others on Student Outcomes

Who Created It?



- ◆ **UC Office of the President:**
Undergraduate Admissions in Student Affairs -
Maintained by Institutional Research Office
- ◆ **Contractor:** MPR Associates, Berkeley, CA - creator
of Data Analysis System (DAS) for U.S. Dept. of
Education

Project Phases



PHASE 1 - COMPLETED!:

Undergraduate Applicants, Admits, Enrolls

- ◆ October 30, 2007 onward: Fall 1994 through Fall 2008

PHASE 2 - COMPLETED!:

Undergraduate Persistence, Graduation, GPAs, and Additional Admission Statistics

- ◆ September 3, 2008: Fall 1992 onward

PHASE 3 - COMPLETED!:

Reports by School, by County (Interactive Map), and Financial Aid tables

- ◆ September 10, 2009: 2000-01 onward

FERPA Privacy Protection in StatFinder



- ◆ **In School Reports -**
 - **Full** UC Data report provided if there are at least **5 ENROLLEES** to UC campuses from a high school in a given year
 - **Limited** UC Data report provided if there are at least **5 APPLICANTS** to UC from a high school in a given year
- ◆ **In Data Tables -**
 - Public site protected by aggregation

Small Cell Aggregation - 1



Cell Sizes Below Threshold...

American Indian	Applicants	Admits	Enrollees
SAT 600-699	20	10	2
SAT 700-800	50	35	20

are aggregated on Web Site.

American Indian	Applicants	Admits	Enrollees
SAT 600-699	70	45	22
SAT 700-800			

Small Cell Aggregation - 2



Difference between Apps and Admits...

African American	Applicants	Admits	Enrollees
SAT 600-699	100	80	25
SAT 700-800	40	39	12

is aggregated on Web Site.

African American	Applicants	Admits	Enrollees
SAT 600-699	140	119	37
SAT 700-800			

Demonstration of Current System LIVE

<http://statfinder.ucop.edu>

Utilization of Site (so far)



- ◆ 10,000+ unique users & 110,000+ hits during three peak months (March, April, and November) when undergraduate admissions is of heightened interest.
- ◆ Average 5,000 unique users & 55,000 hits in other months. Over 750,000 hits per year.
- ◆ Most users are students and parents evaluating their chances of admission to UC campuses
- ◆ Utilization up over previous as result of new BY SCHOOL REPORTS

Positive Feedback



- ◆ *San Diego Union*: “A Giant Step to Transparency’ ” and “An Awesome Website”
- ◆ *NY Times*: Compared with NSSE and Dept. of Ed. site as a tool for comparing campuses
- ◆ *Daily Cal Blog*: “**I-Phone** of Admissions Data”

Usefulness to Users



- ◆ *ADMISSIONADVICE.COM*: I thought I would post a great data source that allows one to slice and dice quantitative admissions data. What it shows is that even Cal and UCLA can be safeties (80+% admission rates) for many ELC kids at top API high schools (aka 'competitive') taking rigorous curriculums.
- ◆ *COLLEGECONFIDENTIAL.COM*: Based on your first generation status, GPA, and test scores, it looks like Statfinder says you have the approximate chance of getting into the following UCs: Berkeley: 72.2%, Davis: 98.9%, San Diego: 98.6%, Santa Barbara: 99%. So, it's safe to assume you'll get into at least Davis and Santa Barbara. Your list is realistic.

A Tool for Transparency and Accountability



- ◆ **Transparency in undergraduate admissions**
 - Users can generate own tables in multiple ways, including by UC campus, to understand who is admitted
- ◆ **Accountability in undergraduate education and program evaluation**
 - Data available to support evaluation of programs – When fully built can answer questions like what are graduation rates or time-to-degree for “Engineering Majors”
 - Data elements are not limited to what appear on profiles Suggested by Voluntary System of Accountability, et al. User can choose own data elements for evaluation

CSU, CCC and CPEC Sites:

CSU Academic Performance Reports with Data Similar
to UC Statfinder:

<http://www.asd.calstate.edu/performance/index.shtml>

CCC Chancellor's Office Data Mart (But Not by School Data):

[http://www.cccco.edu/ChancellorsOffice/Divisions/TechResearchInfo/MIS/DataMartandReports/
tabid/282/Default.aspx](http://www.cccco.edu/ChancellorsOffice/Divisions/TechResearchInfo/MIS/DataMartandReports/tabid/282/Default.aspx)

California Postsecondary Education Commission (CPEC) -
Enrollments by School:

<http://www.cpec.ca.gov/OnLineData/OnLineData.asp>



Check it Out At:



<http://statfinder.ucop.edu>