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PIN:

870101

Analytics, Please:

Helping Departments Understand the Data

NATHAN GERBER | UTAH VALLEY UNIVERSITY

Introduction...

Hello
my name is

Nathan Gerber

Nathan.Gerber@uvu.edu

- **Director – Web Development Services
Utah Valley University**
- **25 years building web systems**
- **CMS, IA, UI**
- **OU Campus user since 2003**
- **Assisted several colleges and
universities across the nation in web
site architecture**
- **Fun Fact: I am a new Grandpa!**



Session Overview

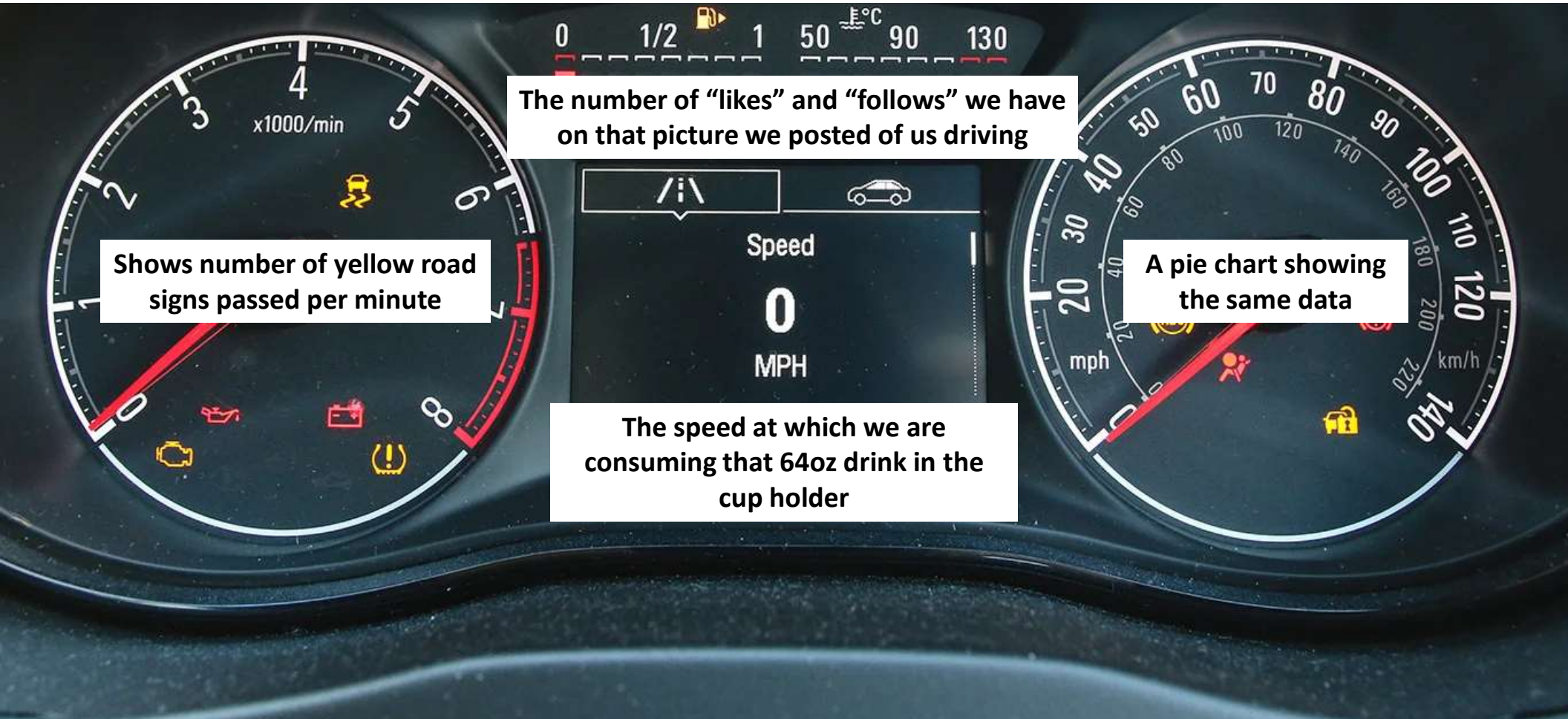
WE WILL BE COVERING THE FOLLOWING:

- Quick intro to website analytics
- Understanding and choosing KPIs
- Identifying levels of analytic reporting
- Review some report dashboard examples
- Show and tell on building dashboards and data sources
- Incorporating analytics into CMS



kahoot.it

If Our Car Dashboard Functioned Like Most Analytic Reports



Jan 1, 2019 - Mar 31, 2019

All Users
100.00% Pageviews

+ Add Segment

Explorer Navigation Summary

Pageviews VS. Select a metric

Day Week Month



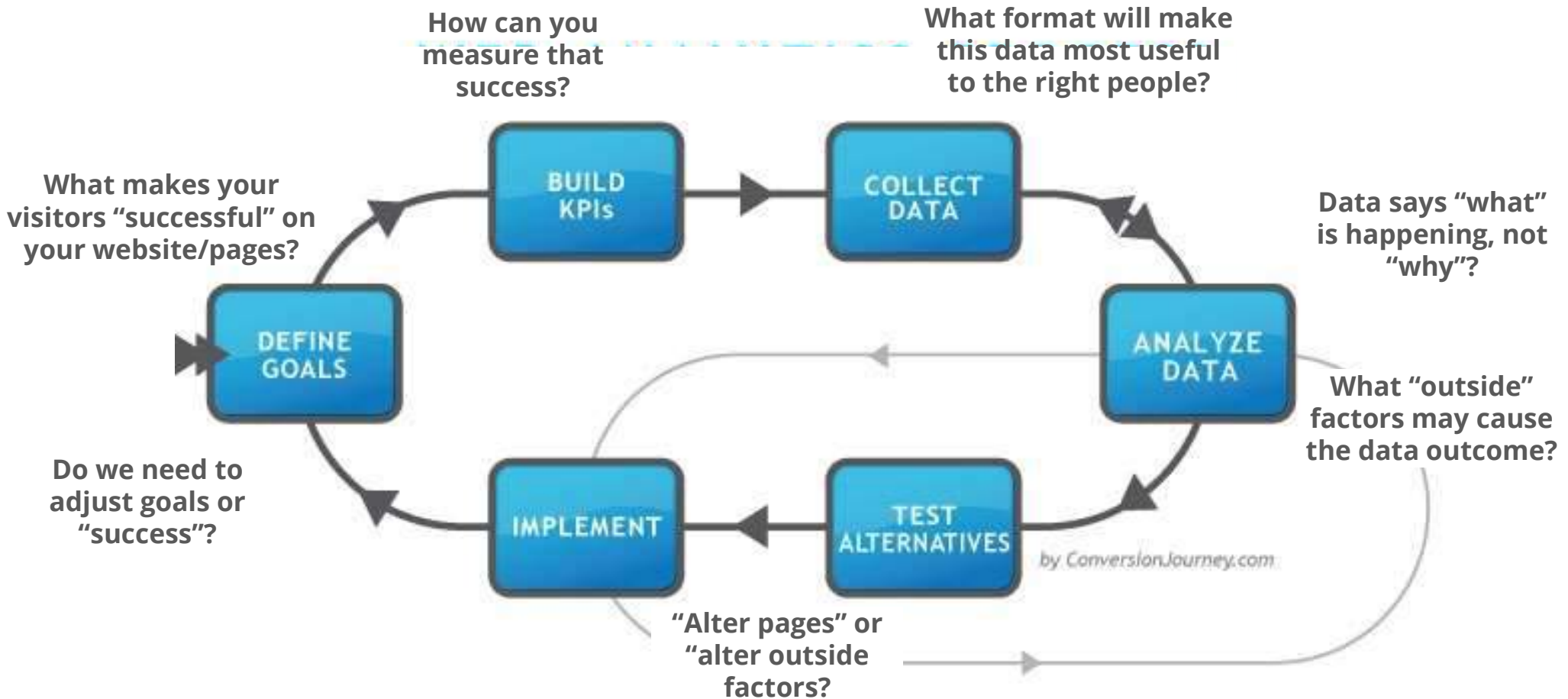
Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	8,669,368 % of Total: 100.00% (8,669,368)	6,977,768 % of Total: 100.00% (6,977,768)	00:01:59 Avg for View: 00:01:59 (0.00%)	3,737,228 % of Total: 100.00% (3,737,228)	56.73% Avg for View: 56.73% (0.00%)	43.11% Avg for View: 43.11% (0.00%)	<\$0.01 % of Total: 100.00% (-<\$0.01)
1. /index.html	1,025,009 (11.82%)	818,228 (11.73%)	00:01:37	727,909 (19.48%)	43.01%	38.98%	\$0.00 (0.00%)
2. /idp/profile/SAML2/Redirect/SLO?execution=e2s1	464,259 (5.36%)	461,212 (6.61%)	00:00:55	406,001 (10.86%)	51.52%	50.67%	\$0.00 (0.00%)
3. /library/index.html	449,131 (5.18%)	415,366 (5.95%)	00:04:15	394,988 (10.57%)	92.49%	87.21%	\$0.00 (0.00%)
4. /idp/profile/SAML2/Redirect/SSO?execution=e1s3	441,582 (5.09%)	420,649 (6.03%)	00:06:16	272,004 (7.28%)	78.67%	75.18%	\$0.00 (0.00%)
5. /idp/profile/SAML2/Redirect/SLO?execution=e2s2	195,882 (2.26%)	194,413 (2.79%)	00:03:08	8,742 (0.23%)	72.84%	82.25%	\$0.00 (0.00%)
6. /students/index.html	152,689 (1.76%)	132,044 (1.89%)	00:03:04	11,071 (0.30%)	67.54%	59.91%	\$0.00 (0.00%)
7. /idp/profile/SAML2/Redirect/SLO?execution=e1s1	124,816 (1.44%)	124,476 (1.78%)	00:00:28	120,826 (3.23%)	33.78%	33.72%	\$0.00 (0.00%)
8. /StudentRegistrationSsb/ssb/classRegistration/classRegistration	99,305 (1.15%)	67,017 (0.96%)	00:05:37	31,005 (0.83%)	62.34%	50.85%	\$0.00 (0.00%)
9. /catalog/current/departments/degrees-programs.html	94,580 (1.09%)	48,178 (0.69%)	00:01:00	17,575 (0.47%)	27.72%	12.84%	\$0.00 (0.00%)
10. /studentcomputing/index.html	94,574 (1.09%)	93,127 (1.33%)	00:03:35	92,518 (2.48%)	83.91%	83.15%	\$0.00 (0.00%)

Introduction to Web Analytics



What Are KPIs?

KEY PERFORMANCE INDICATORS (KPIs)

- Must work for the stakeholders to make decisions
- Same KPI may or may not work for every department or division
- First define audience, purpose, and key actions for website or page



Why Transfer – 1st Level

- **Audience:** Potential transfer students to UVU
- **Purpose:** To educate potentials on transfer options
- **Action:** Click on one of the “Learn more” links (9 total), which link to other pages in this site
- **Possible KPIs:** visitor flow to secondary pages, triggers on learn more buttons in GTM, page views on secondary pages (all as % of all visitors to this page)

The screenshot shows the top navigation bar with the UVU logo and 'TRANSFER TO UVU' text. Below is a search bar. The main heading is 'WHY TRANSFER TO UTAH VALLEY UNIVERSITY?'. There are three columns: 'QUALITY PROGRAMS', 'REAL WORLD LEARNING', and 'ACADEMIC SUPPORT', each with a short paragraph. Below this is a section titled 'FEATURED PROGRAMS AT UTAH VALLEY UNIVERSITY' with a 2x3 grid of program cards. Each card has an image, a title, a short description, and a 'LEARN MORE' button.

QUALITY PROGRAMS
At Utah Valley University students have more than 55 award-winning bachelor degree programs from which to choose. Whether it is business, the performing arts, or science and engineering, there's a place for you at UVU.

REAL WORLD LEARNING
At UVU, we believe that the best learning should take place outside of the classroom. We call this engaged learning. Through internships and partnerships around the world, students graduate with both a degree and a resume.

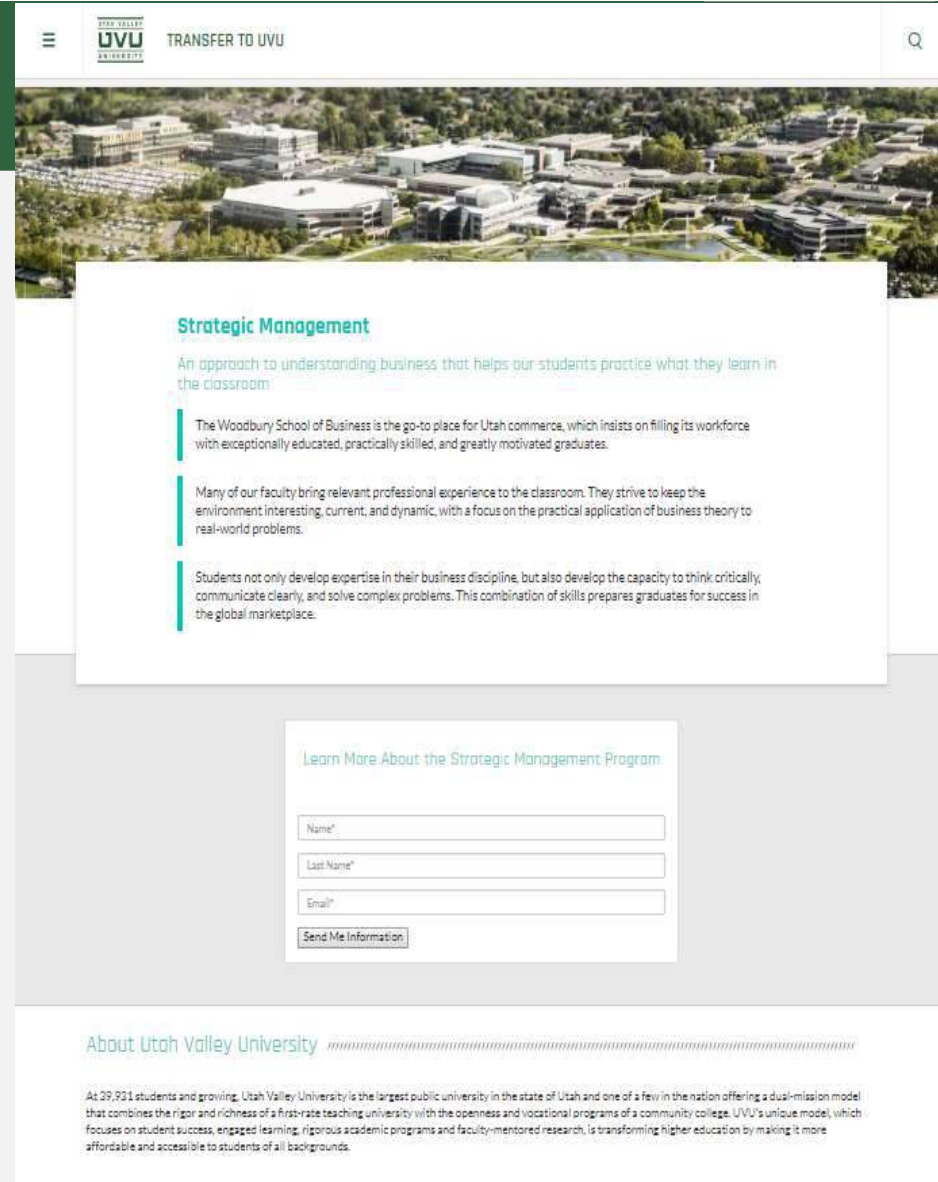
ACADEMIC SUPPORT
At UVU our mission is student success. We offer an inclusive environment and resources through graduation. From personalized guidance counselors to tutors and financial support, UVU is here to get you to the finish line.

FEATURED PROGRAMS AT UTAH VALLEY UNIVERSITY

- BEHAVIORAL SCIENCE**
Prepare to make a difference in other's lives and your own.
[LEARN MORE](#)
- ELEMENTARY EDUCATION**
School districts are waiting for UVU elementary education graduates.
[LEARN MORE](#)
- BIOLOGY**
Individualized learning through experiential teaching.
[LEARN MORE](#)
- COMPUTER SCIENCE**
Students from this program graduate with 100 percent job placement.
[LEARN MORE](#)
- STRATEGIC MANAGEMENT**
An approach to understanding business that helps our students practice what they learn in the classroom.
[LEARN MORE](#)
- ACCOUNTING**
A devoted community preparing students for experience and success in the business world.
[LEARN MORE](#)

Why Transfer – 2nd Level

- **Audience:** Potential Strategic Management transfer students to UVU
- **Purpose:** To get potential transfer students to request more information (RFI)
- **Action:** Submit a completed form for information
- **Possible KPIs:** Measure completed forms compared to all visitors on this page
- **Some challenges:** What if the form submission goes to a different system?



The screenshot shows the UVU website for the Strategic Management program. At the top, there is a navigation bar with the UVU logo and the text "TRANSFER TO UVU". Below the navigation bar is a large aerial photograph of the UVU campus. The main content area features a white box with the following text:

Strategic Management

An approach to understanding business that helps our students practice what they learn in the classroom.

The Woodbury School of Business is the go-to place for Utah commerce, which insists on filling its workforce with exceptionally educated, practically skilled, and greatly motivated graduates.

Many of our faculty bring relevant professional experience to the classroom. They strive to keep the environment interesting, current, and dynamic, with a focus on the practical application of business theory to real-world problems.

Students not only develop expertise in their business discipline, but also develop the capacity to think critically, communicate clearly, and solve complex problems. This combination of skills prepares graduates for success in the global marketplace.

Below the text is a form titled "Learn More About the Strategic Management Program" with the following fields:

Name*
Last Name*
Email*
Send Me Information

At the bottom of the page, there is a section titled "About Utah Valley University" with a decorative line of asterisks. The text below reads:

At 29,931 students and growing, Utah Valley University is the largest public university in the state of Utah and one of a few in the nation offering a dual-mission model that combines the rigor and richness of a first-rate teaching university with the openness and vocational programs of a community college. UVU's unique model, which focuses on student success, engaged learning, rigorous academic programs and faculty-mentored research, is transforming higher education by making it more affordable and accessible to students of all backgrounds.

Choosing Levels of Reports

DEPENDS ON STRUCTURE OF KEY STAKEHOLDERS

Divisional Reports (Schools, Colleges, AVPs)

- High level
- Combines multiple departments or areas
- Not easily actionable outcomes (too high level)
- Can be great conversation starters with administrators

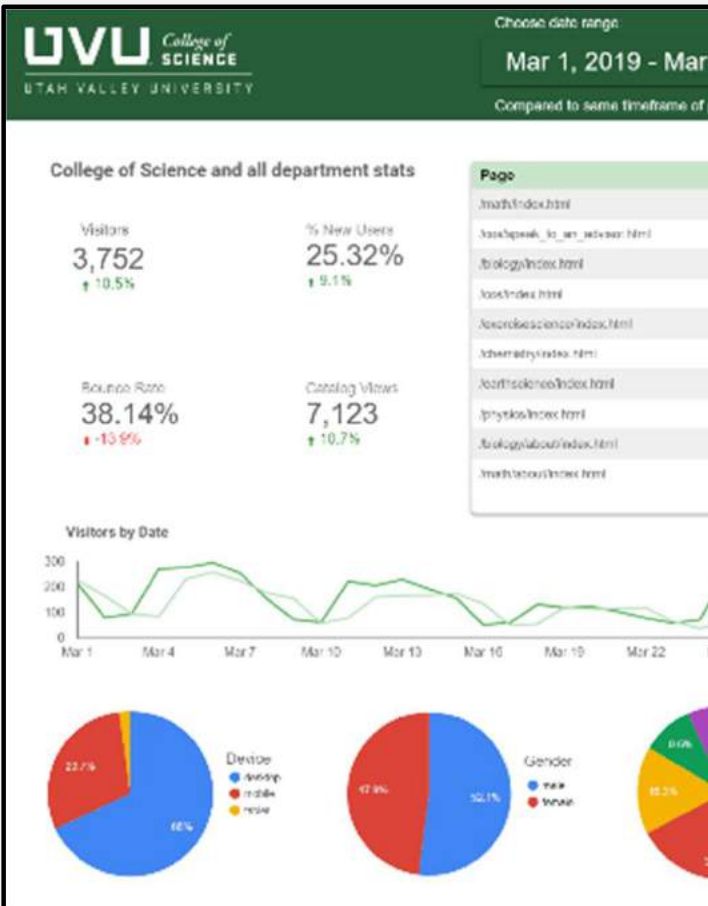
Departmental Reports (Depart., Programs, Centers)

- Mid-level
- Combines multiple programs or areas
- More actionable
- Can drive conversations of audience experience/success

Campaign or Action Reports (one campaign/single action)

- Detail-level
- Focuses on specific effort or campaign
- Very actionable
- Can define detailed effort and granular success

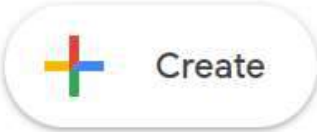
Customized Reports



BEHIND THE SCENES

TIME TO PULL BACK THE CURTAIN

Google Data Studio

 Create Recent **Reports** Data Sources Explorer

Choose date range:


Jun 1, 2019 - Jun 30, 2019 ▼

Compared to same timeframe of previous year.

Date range Properties

DATA STYLE

Default date range

 Last month ▼

GDS: Setting Up Elements

Division and all department stats



Edit Filter

Name: Catalog PageViews COS ALL | Data source: _UVU - Raw Data

Include | **RBC Page** | RegExp Contains | */catalog/current/departments/biology/|^/catalog/current/departments/b

Total
1,168

Chart > Scorecard

DATA

STYLE

Data Source

_UVU - Raw Data

BLEND DATA

Metric

Catalog Views

Default date range

Auto

Custom

Last month

Comparison date range

Previous year

Filter

Scorecard Filter

Catalog PageView...

ADD A FILTER

Google Analytics segment

ADD A SEGMENT

Available Fields

Type to search

Acquisition Campaign

Acquisition Channel

Acquisition Medium

Acquisition Source

Acquisition Source / ...

Ad Content

Ad Distribution Netwo...

Ad Format

Affiliation

Affinity Category (reac...

Age

App ID

App Installer ID

App Name

App Version

Browser

Browser Size

Browser Version

Campaign

CREATE NEW FIELD

GDS: Filters

Edit Filter

Name: Catalog PageViews COS ALL

Data source: _UVU - Raw Data

Include: abc Page

RegExp Contains: ^/catalog/current/departments/biology/|^/catalog/current/departments/b



```
^/catalog/current/departments/biology/|^/catalog/current/departments/biology-graduate-  
programs/|^/catalog/current/courses/biology/|^/catalog/current/courses/botany/|^/catalog/current/courses  
/biotechnology/|^/catalog/current/courses/microbiology/|^/catalog/current/courses/zoology/|^/catalog/curr  
ent/departments/chemistry/|^/catalog/current/courses/chemistry/|^/catalog/current/departments/earth-  
science/|^/catalog/current/courses/environmental-  
management/|^/catalog/current/courses/geology/|^/catalog/current/courses/geography/|^/catalog/current/  
courses/meteorology/|^/catalog/current/departments/exercise-science-and-outdoor-  
recreation/|^/catalog/current/courses/exercise-science/|^/catalog/current/courses/physical-education-  
sports/|^/catalog/current/courses/physical-education-teacher-  
ed/|^/catalog/current/courses/recreation/|^/catalog/current/departments/mathematics/|^/catalog/current/  
courses/mathematics/|^/catalog/current/courses/statistics/|^/catalog/current/departments/mathematics-  
graduate-  
programs/|^/catalog/current/departments/physics/|^/catalog/current/courses/astronomy/|^/catalog/current  
/courses/physical-science/|^/catalog/current/courses/physics/|^/catalog/current/colleges-schools/college-of-  
science.html
```

Sending the Reports



Report_1H3vR2vuCTLBgDlvbIJhEQMdsOHATWko.pdf
239 KB

View the interactive report on Google Data Studio: [Campaign Report](#)

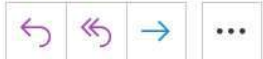


Monthly Google Analytic Report for Your Division



Nathan Gerber

To Nathan Gerber



5:11 AM

Hi Nathan,

Here is your monthly Google Analytics Report for your Division: Student Life

<https://datastudio.google.com/open/1rIGzTQuMiJ2zGBwCSTsYYFJoFAuLNVZp>

A couple points to keep in mind:

- This report comes to you at the beginning of every month and reports on last month's activity
- Please remember, you can adjust the date range to see the data that is most important to you
- We can customize a report if you have additional data needs, just let us know
- If you have any questions, please contact us at websupport@uvu.edu

Web Support Team

Web Development Services
Utah Valley University

800 West University Parkway | Orem, UT 84058-5999
LC221E | WebSupport@uvu.edu | 801 863 7975

Using Dashboards With CMS (OU Campus)

- Embed into OU page
- Embed into OU portal
- Users can get access to report without having analytics account
- Date range can be changed to get the data that is needed

The screenshot shows the OU Campus CMS interface. The breadcrumb trail is "Content > Pages > /reports/department.pcf". The main content area displays a report for the Department of Physics, titled "Department of Physics Reports" for the period "Jan 1, 2019 - Mar 31, 2019". The report includes a "Department Info" section with statistics: 1,054 students (22.01% of total), 37.14% of the total, and 1,124 students (22.01% of total). There are two pie charts showing data distribution. The interface includes navigation tabs for "DIVISION REPORT", "DEPARTMENT REPORT", and "CAMPAIGN REPORT". There are also several "Edit Region" and "Edit Section 1 Header" buttons.

The screenshot shows the source code of the dashboard report in the OU Campus CMS. The breadcrumb trail is "Content > Pages > /reports/department.pcf". The main content area displays the source code for the report, which includes the following HTML and XML code:

```
20 <ouc:div label="header1" group="Everyone" button-text="Edit Section 1 Header">
21   <ouc:editor cssmenu="/_common/ou/editor/styles.txt"/>
22   </ouc:div>
23 </header>
24 <region class="padding-0">
25 <ouc:div label="cont1-1" group="Everyone" button-text="Edit Region">
26   <ouc:editor cssmenu="/_common/ou/editor/styles.txt"/>
27   <iframe class="frame-style frame-style-dep" scrolling="no" src="https://datastudio.google.com/embed/
Mj8ksQEE/page/wlrI" frameborder="0" style="border:0" allowfullscreen="1"/></iframe>
28 </ouc:div>
29 </region>
```

In Summary...



Always remember, data tells us what is happening, not why



Focus on analytics to get departments what they need for their decisions



Dashboards can be customized to almost any analytics data needed



Multiple data sources can be used to make the dashboard more robust



Allow ongoing access to data without GA or GTM access

THANK YOU!

Q&A

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