



Using Informer for Daily Enrollment & Credit Count Analytics



INSTITUTIONAL RESEARCH

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1. The Challenge
 2. Why Informer
 3. Implementation
 4. Results
 5. Lessons Learned
 6. Future Directions

The Problem: Daily Enrollment & Credit Count Complexity



- Who am I and why it matters to Mid
- Before Informer (x-screens) 
- Lack of real-time visibility 
- IR's burden 

26 2024 XPROF (XACF035) - MID Student Profile Report for Term: 2024MI 2024 Winter (Jan-May) Page 1

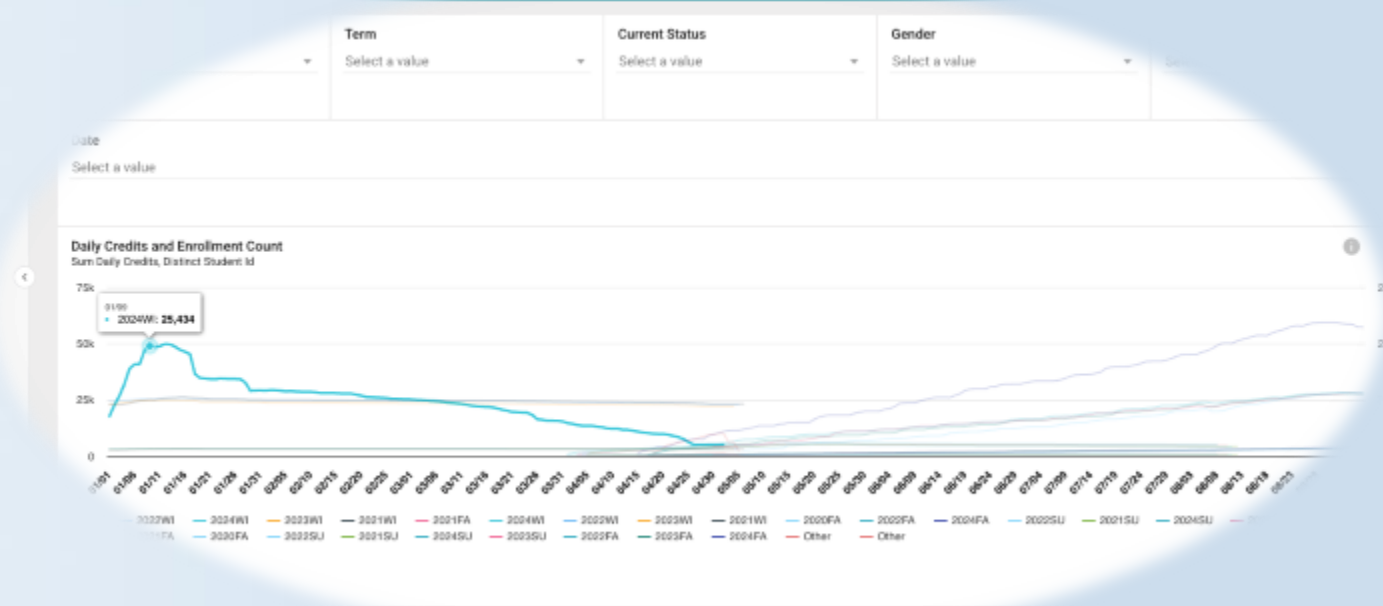
Total Students: 3314 Total Credits: 24768.50

	Full-Time Meme			Part-Time Meme			Full-Time Meme			Part-Time Meme			Total		
	Mds	Credits	%Total	Mds	Credits	%Total	Mds	Credits	%Total	Mds	Credits	%Total	Mds	Credits	%Total
Total Students	450	5934.50	13.38	1548	9178.00	47.31	338	4651.50	18.20	958	4804.50	28.91	3314	24768.50	100.00
MID Admit Status															
DU-Dual Enrolled (current)	23	237.00	0.73	781	3500.00	23.53	14	184.00	0.42	408	2337.00	18.15	1428	4354.00	43.99
FP First Time Freshman	17	231.00	0.51	46	323.00	1.19	22	306.00	0.66	23	150.00	0.69	108	1016.00	3.26
DU-Guest - In Home Colleg	13	147.00	0.39	35	201.00	1.09	8	85.00	0.28	18	91.00	0.58	72	546.00	2.17
RE Returning Student	173	4842.00	11.32	654	5801.50	19.73	780	3861.00	8.45	281	2111.50	8.78	1698	15916.00	48.28
TR Transfer (First Time A	20	257.50	0.60	52	344.00	1.57	16	215.00	0.48	18	115.00	0.54	106	932.00	3.20
Grade Level															
Freshman	222	2935.00	6.70	1876	5453.50	32.41	147	2332.50	5.10	738	3073.00	22.11	2203	11820.00	46.48
Sophomore	178	2353.50	5.37	117	2432.00	9.57	132	1835.50	3.98	159	1236.00	4.80	786	7851.00	33.72
Junior	58	444.00	1.51	175	1486.50	5.28	37	483.00	1.12	63	481.50	1.90	325	3097.50	12.81
Senior	11	111.00	0.33	11	111.00	0.33	11	111.00	0.33	11	111.00	0.33	44	444.00	1.80
Residency															
ID-In-District	244	3221.00	7.36	519	3802.50	15.66	211	2935.50	6.37	239	1640.50	7.21	1213	11599.50	36.60
IN-International	0	0.00	0.00	1	4.00	0.03	3	38.00	0.09	0	0.00	0.00	4	42.00	0.12
OD-Out-District	179	2383.50	5.40	1033	5458.50	31.14	106	1451.00	3.20	712	3115.00	21.48	2029	12498.00	41.23
OI-Out-District/In-Watio	21	252.00	0.63	0	0.00	0.00	12	144.00	0.36	0	0.00	0.00	33	396.00	1.60
OS-Out-STATE	0	0.00	0.00	0	0.00	0.00	1	13.00	0.03	0	0.00	0.00	1	13.00	0.03
PR-Needs Proof of In-Dist	6	78.00	0.18	16	113.00	0.48	5	70.00	0.15	7	49.00	0.21	34	310.00	1.93
Age as of: 01/08/24															
Under 18	18	209.00	0.48	670	2931.00	20.22	9	126.00	0.27	480	1849.00	14.63	1180	3117.00	35.41
18 - 21	283	3747.00	8.54	393	2724.50	11.84	203	2805.00	6.13	261	1471.50	7.88	1140	10748.00	34.40
22 - 25	51	471.50	1.54	172	1229.50	5.19	54	726.50	1.63	81	598.00	2.44	358	3317.50	10.80
26 - 30	17	470.50	1.12	124	882.00	3.74	27	362.00	0.81	48	336.00	1.45	236	2051.00	7.12
31 - 35	27	346.00	0.81	76	547.00	2.29	16	234.50	0.48	30	202.00	0.91	149	1378.50	4.58
36 - 40	14	238.00	0.48	25	409.00	1.66	11	149.50	0.33	16	112.00	0.48	98	885.50	2.94
41 - 45	11	143.50	0.33	36	269.50	1.09	9	132.00	0.27	16	108.50	0.48	72	653.50	2.17
46 - 50	6	72.50	0.18	28	186.50	0.84	8	105.00	0.24	11	63.00	0.33	53	427.00	1.60
51 - 55	2	24.00	0.06	8	57.50	0.24	6	49.00	0.18	16	130.50	0.48	48	411.00	1.44
56 - 60	1	12.00	0.03	2	30.00	0.12	0	0.00	0.00	3	19.00	0.08	8	61.00	0.24
61 - 65	0	0.00	0.00	2	12.00	0.06	1	12.00	0.03	3	24.00	0.09	3	24.00	0.09
66 - 70	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	1	4.00	0.02	1	4.00	0.02
Average Age	22.87			21.83			23.25			20.37			21.69		
Residence County															
ALCO-Alabama	0	0.00	0.00	0	0.00	0.00	1	6.00	0.03	1	6.00	0.03	1	6.00	0.03
ALCO-Alger	0	0.00	0.00	0	0.00	0.00	1	11.00	0.03	1	6.00	0.03	2	19.00	0.04
ALCO-Alpena	0	0.00	0.00	4	28.50	0.12	0	0.00	0.00	0	0.00	0.00	4	28.50	0.12
AMTR-Antrim	0	0.00	0.00	3	20.50	0.69	0	0.00	0.00	3	20.50	0.69	3	20.50	0.69
AREV-Arenac	0	0.00	0.00	3	26.50	0.90	0	0.00	0.00	0	0.00	0.00	3	26.50	0.90
AREV-Arenac	1	12.00	0.03	3	26.50	0.90	1	12.00	0.03	0	0.00	0.00	5	51.00	0.15
BEER-Berry	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00
BEER-Berry	9	173.00	0.27	7	43.00	0.23	2	25.00	0.06	3	28.00	0.09	21	219.00	0.63
BEER-Berrien	0	0.00	0.00	1	6.00	0.03	0	0.00	0.00	0	0.00	0.00	1	6.00	0.03
BEER-Berrien	1	12.00	0.03	0	0.00	0.00	2	24.00	0.06	1	6.00	0.03	4	42.00	0.12
BEER-Berrien	2	24.00	0.06	0	0.00	0.00	1	12.00	0.03	1	6.00	0.03	4	44.00	0.13
BEER-Berrien	4	51.00	0.12	0	0.00	0.00	2	25.00	0.06	1	11.00	0.03	7	97.00	0.21
CASH-Cass	1	12.00	0.03	0	0.00	0.00	1	12.00	0.03	0	0.00	0.00	2	24.00	0.06
CHAR-Challeville	0	0.00	0.00	3	14.00	0.09	1	12.00	0.03	1	5.00	0.03	5	31.00	0.15

Why We Chose Informer



- Already here
- Colleague integration
- Features



Building the Daily Dashboard

- How it was built



- Key Components



Dual HS student
First Time in Any College
Fix Status
Guest Student
Returning Student
Transfer In Student

American Indian/Alaska Native
Asian
Black or African American
Hawaiian/Pacific Islander
Hispanic/Latino
Race & Ethnicity Unknown
Two or more races
White

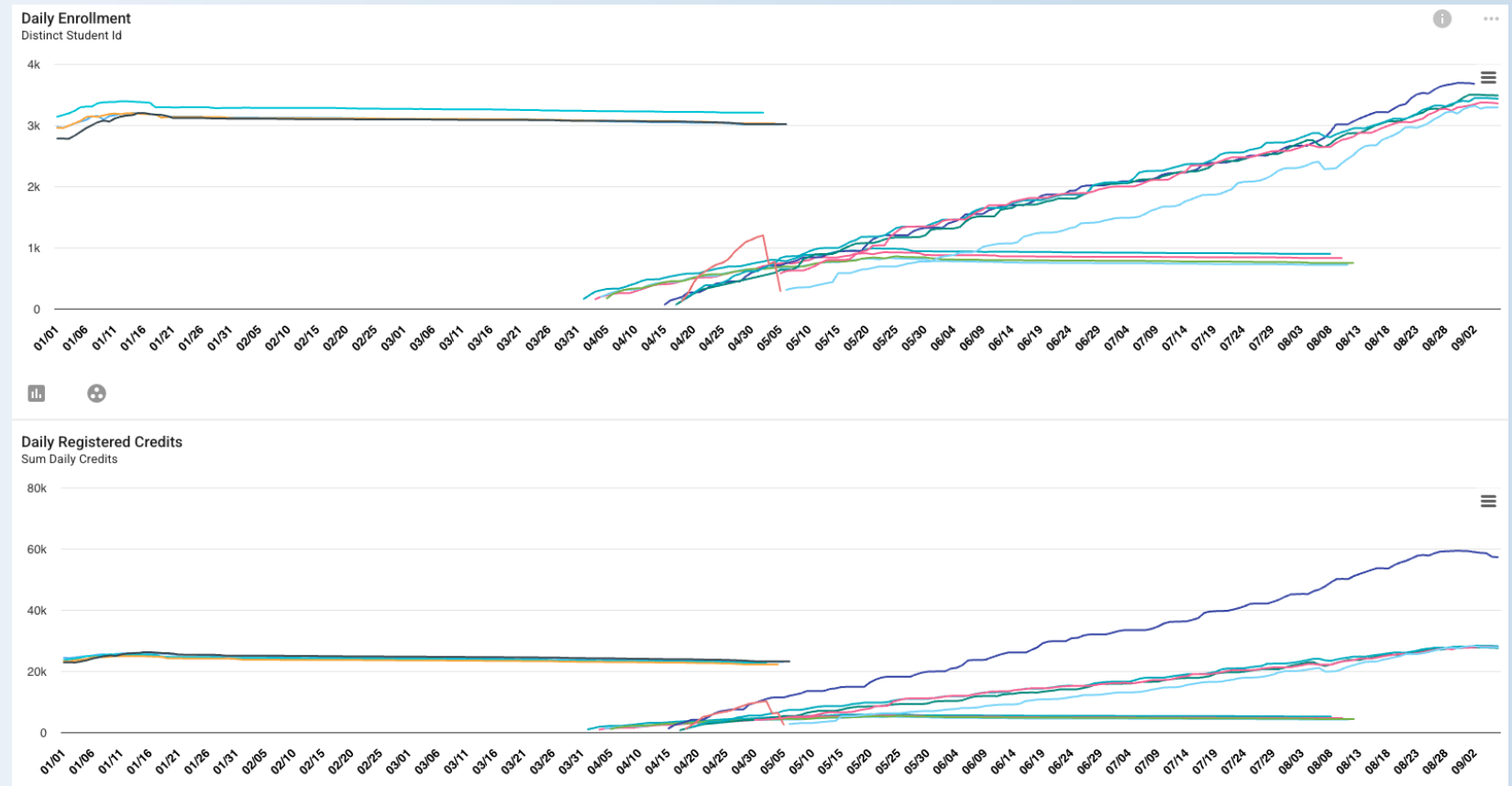
Semester Select a value	Term Select a value	Current Status Select a value	Gender Select a value	Race/Ethnicity Select a value
Date Select a value				

- Practical steps



Immediate Impact

- Updates
- Anecdotes & Metrics
- Transparency > trust



Daily Enrollment Comparison Pivot Table
Distinct Student Id

Days from Semester Start	2020FA	2021FA	2021SU	2021WI	2022FA	2022SU	2022WI	2023FA	2023SU	2023WI	2024FA
-127	119	281			387			305			269
-126	143	324			427			350			316
-125	157	361			470			377			375
-124	191	413			539			394			410
-123	205	467			566			450			426
-122	218	497			609			477			444
-121	220	499			611			480			445
-120	224	504			612			482			444
-119	238	531			661			520			525
-118	285	561			701			539			586
-117	308	576			733			563			622
-116	330	614			826			586			667
-115	346	624			854			633			703
-114	348	624			856			634			706
-113	351	625			859			633			707
-112	377	658			895			684			741
-111	395	699			939			810			764
-110	417	752			971			847			791
-109	434	794			990			889			839
-108	580	795			991			891			838

Trends Table



Enrollment Totals Trend Table

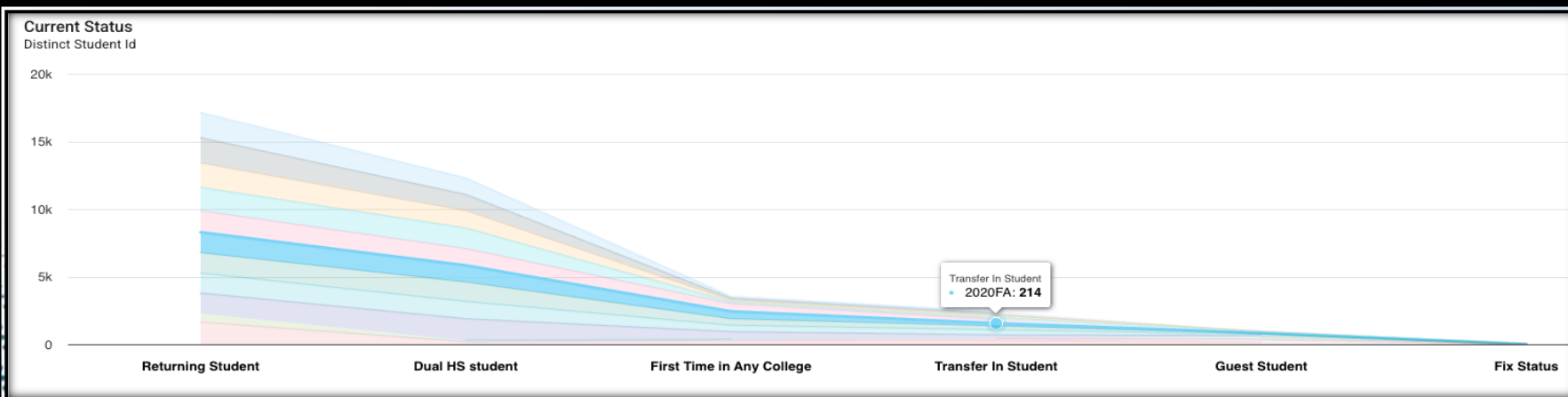
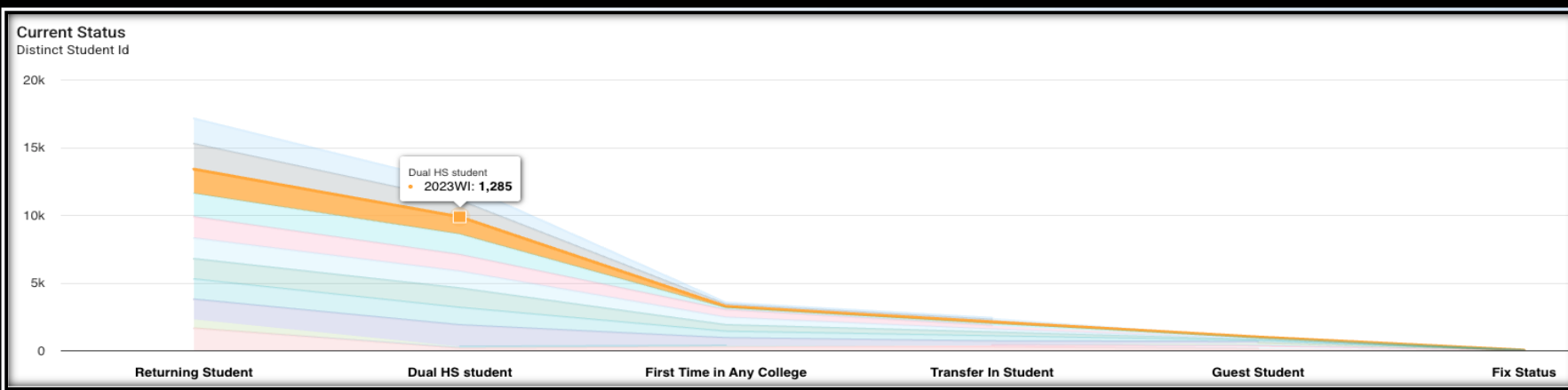
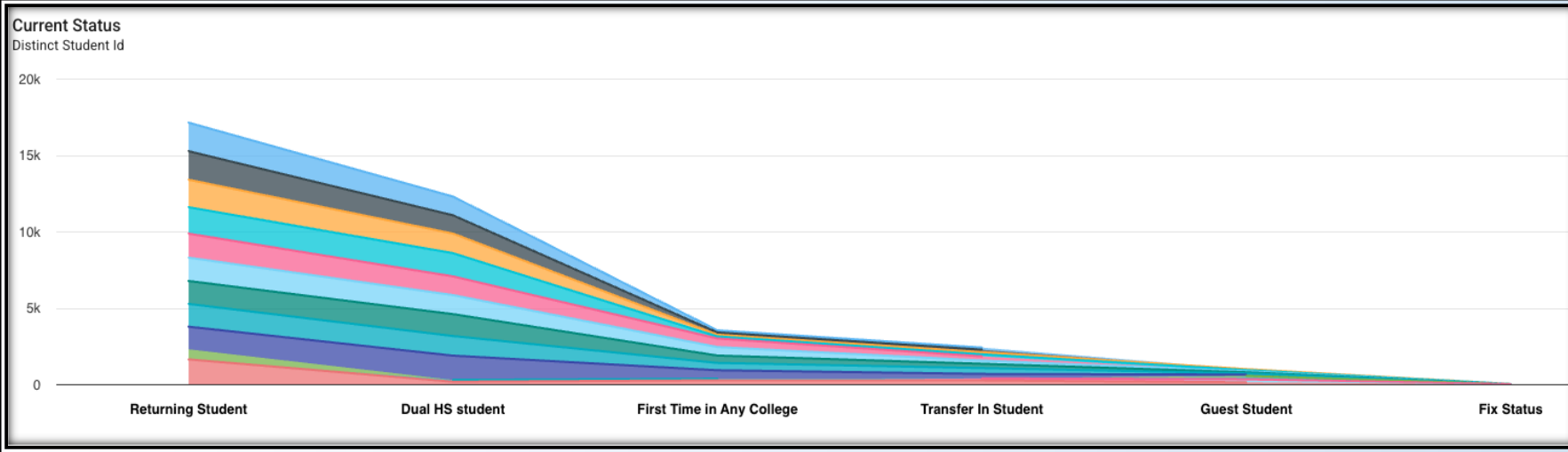
Semester

Semester	Year To Date		
	2023	2024	%Chg
Fall	3467	3679	6.1
Summer	1035	1093	5.6
Winter	3320	3498	5.4
Overall Count Distinct Student Id	5401	5770	6.8

Registered Credits by Date





Semester

Semester, Day Of Year	Year To Date		
	2023	2024	%Chg
06/25	14,038.50	30,852.00	119.8
06/26	14,449.50	31,589.00	118.6
06/27	14,838.50	31,959.00	115.4
06/28	15,434.00	31,981.00	107.2
06/29	15,792.00	32,007.00	102.7
06/30	15,804.00	32,005.00	102.5
07/01	15,813.00	32,499.00	105.5
07/02	15,817.00	33,023.00	108.8
07/03	15,892.00	33,363.00	109.9
07/04	15,897.00	33,365.00	109.9
07/05	16,081.00	33,389.00	107.6



Lessons from Our Dashboard Project



- Collaboration with Jen 
- Data Governance – [DIGIT](#)
- User Training 
- Change Management 
- Publicly Facing Dashboards 





What's Next for Informer at Mid?

Expand the scope

e.g., adding retention or completion analytics, or year-over-year comparisons

Self-service

Suggest rolling out self-service dashboards for other departments, empowering them to answer questions independently.

Predictive Analytics

- Forecasting enrollment
- Simulating credit count scenarios
- Early alerts dashboards

CTA

**This is just the beginning—
analytically-driven decisions can
transform how we serve students
at Mid.**





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