From Paper to Cell Phones: The Evolution of Institutional Fact Books

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About Texas State

• Students from around the world
  • Students from every U.S. state with Texas and California as the leaders

• Fall enrollment of 38,808 students
  • 41% increase over past 10 years

• Hispanic Serving Institution
  • Increased 137% in past 10 years
About our Office

10 Years Ago

- Campus of 27,486
- Focus on Academic Affairs
- 6 Full-time Staff

Today

- Campus of 38,808
  - Added system office support
- Focus on Academic Affairs
  - Added financial and human resources support
- 8 Full-time Staff

Common tools used until the mid-1980’s

Changes in Reporting

- The audience
- The number of reports
- The nature of the reports
- The “urgency”
Our Goal

• Rapid development and updates
• Flexible
• Easy to use
• Easy to understand
• Platform independent
• Quick to Access

Obstacles & Challenges - Staffing
Obstacles & Challenges – Multiple Systems

Our Solution
Some Tableau Pros and Cons

**Pros**
- Allows multiple data sources
- Short learning curve
- Strong support community
- Platform Independent

**Cons**
- Cost
- Unfamiliar report format
- Data is “hidden”
- Perception of “Magic Bullet”

From Numbers to Data Visualization
Data Visualization is Story Telling

Some Current Examples

- Facts and Highlights
- Self-Service Tools
Issues with Existing Approach

• The Kitchen Sink Dilemma
• Ties to “printable” format
• Mobile Access

A look at the future
Looking further ahead

• More story focused
• More “multi-purpose” reports
• More mobile friendly designs
• Ensure accessibility

Questions
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