

# AIM Dashboard-User Documentation

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## Accessing the Academic Insights Management (AIM) Dashboard

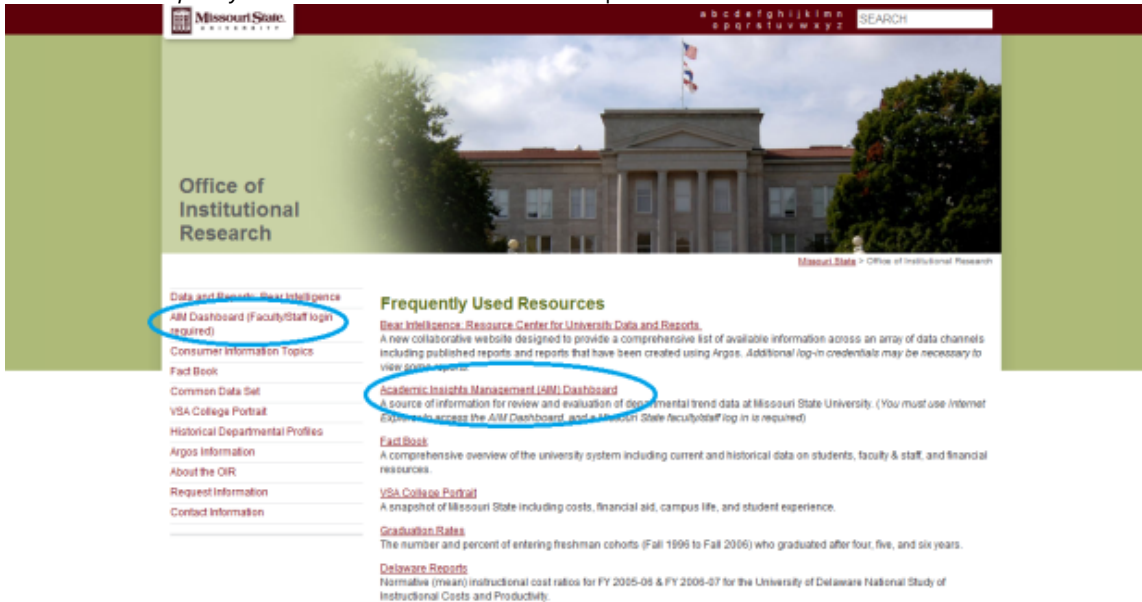
### Getting Started

1. Open Internet Explorer and go to the Office of Institutional Research homepage <http://www.missouristate.edu/oir/>.



(You must use Internet Explorer; the dashboard does not work with Firefox, Safari, or other browsers.)

2. Click either the "AIM Dashboard" link in the navigation list on the left side of the screen, or the "Academic Insights Management Dashboard" link under the *Frequently Used Resources* section in the center portion of the screen.



3. You will then see a log in page. Enter your Bear Pass ID information in order to proceed.



## Log In

Login:

example: abc123

Password:

example: xxxxxxxx

Log In

Get an Account



## What is BearPass?

BearPass is your fast pass to accessing Missouri State resources. This account provides access to email, My Missouri State, Blackboard and more.

[Learn more about BearPass.](#)

[Having trouble logging in?](#)

[I can't remember my password.](#)

[What's my account?](#)

[Need help?](#)

[What is BearPass?](#)

Remember — never share your password with anyone.

To protect your personal data, you must close your web browser before leaving this computer

- Click on the "AIM Dashboard" link under the bold, highlighted *Academic Insights Management (AIM) Dashboard* heading.



The links found under the User Information heading are links to documentation for the dashboard data and assistance in locating information and navigating the dashboard. These are also available within the AIM Dashboard itself.

## Institutional Research

Missouri State > [Institutional Research](#) > AIM Dashboard



Data and Reports: Bear Intelligence

AIM Dashboard (Faculty/Staff login required)

Fact Book

Common Data Set

VSA College Portrait

Historical Departmental Profiles

Argos Information

About the OIR

Request Information

Contact Information

## AIM Dashboard

The Academic Insights Management (AIM) Dashboard is a source of information for review and evaluation of departmental activity at Missouri State University. Information contained within the dashboard has been developed with the purpose of assisting administrators in planning and managing the scope and direction of university departments.

AIM Dashboard information includes:

- Student credit hour production by course level, instructional format and faculty classification.
- Student headcount and degrees conferred by college/department of major.
- Number of sections and average section size by course level and faculty classification.
- Measures of student success such as first fall to second fall retention and learning outcomes such as select assessment scores.
- Measures of faculty scholarship such as peer reviewed scholarly activities and grant activity.

Note about accessing the dashboard:

It must be accessed with Internet Explorer - it does not work with Firefox, Safari, or other web browsers  
Off campus users must access it through a VPN connection

### Academic Insights Management (AIM) Dashboard



AIM Dashboard

### User Information

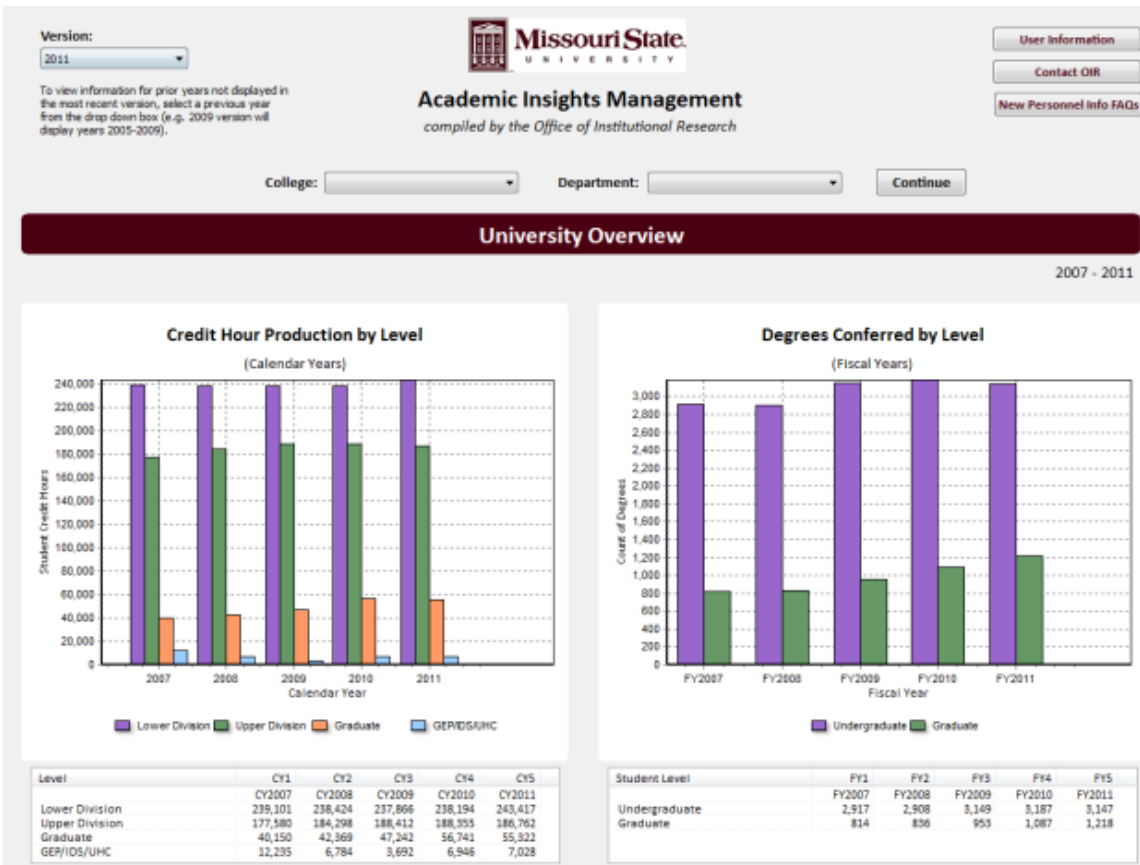
[Table of Contents](#)

[Reference Guide](#)

[User Documentation](#)

- This will take you to the "University Overview" page, which displays summary information in the form of graphs and tables for the entire University, over select reporting time-frames.

*Note: The University Overview page remains unchanged regardless of the parameters chosen at the top of the screen.*



Version:

2011

To view information for prior years not displayed in the most recent version, select a previous year from the drop down box (e.g. 2009 version will display years 2005-2009).

6. Notice in the top left corner, a new feature "Version." In order to view the AIM Dashboard from a historical perspective, instead of the most recent five years, select a previous year from the drop-down menu.

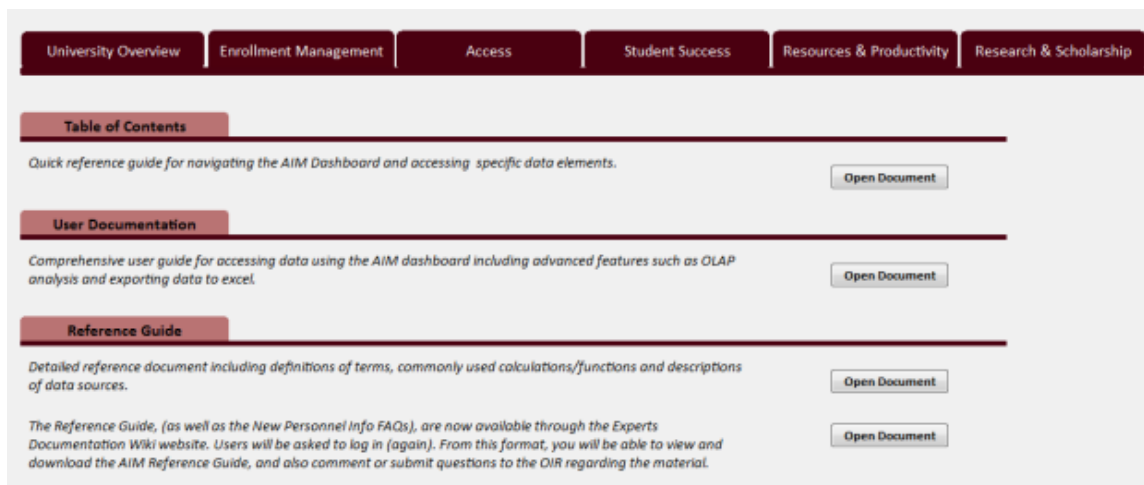
User Information

Contact OIR

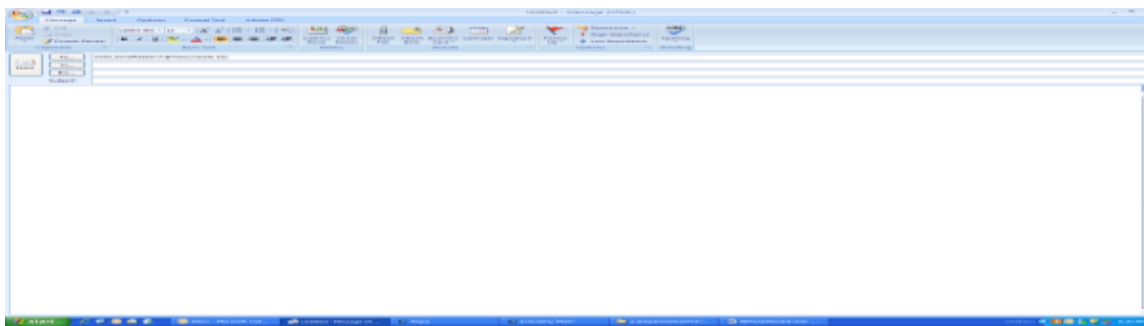
New Personnel Info FAQs

7. In the top right corner, there are a couple of potentially helpful buttons: "User Information," "Contact OIR," and "New Personnel Info FAQs."

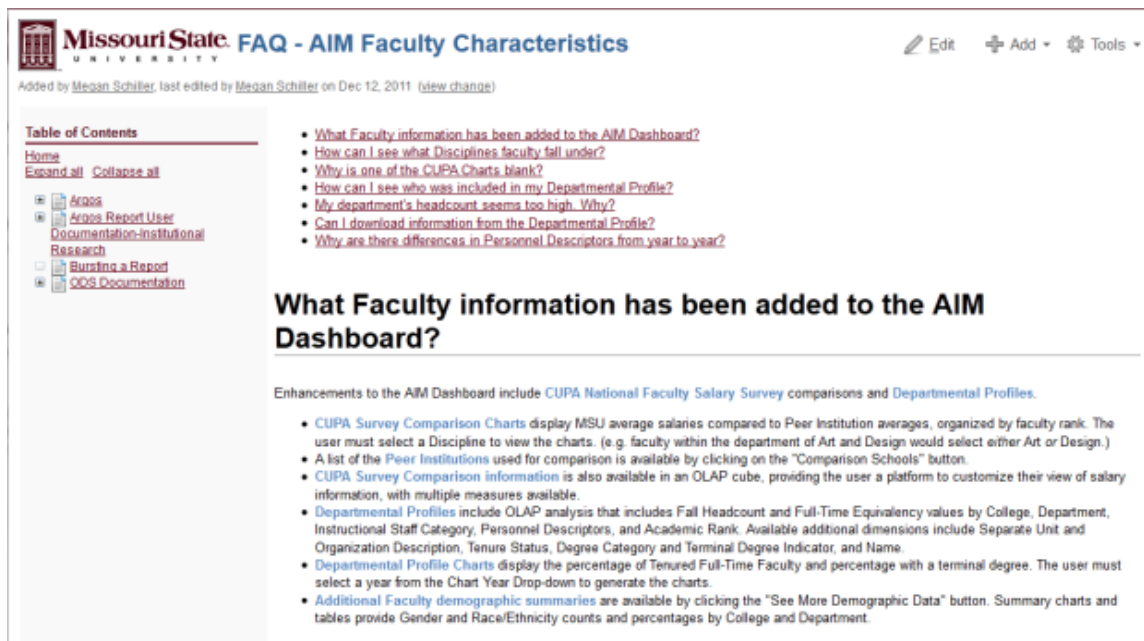
- The "User Information" button opens a tab with links to the Table of Contents, User Documentation and Reference Guide.



- The "Contact OIR" button will open a link to send an email to the Office of Institutional Research for further assistance with navigating the AIM Dashboard.



- The "New Personnel Info FAQs" button will open a page within the Information Access Wiki website in your default browser, displaying Frequently Asked Questions about the newest Faculty-related tabs recently added to the AIM Dashboard. You may have to log in again, but you may view, export, or print the documentation. You may also comment on the article, and ask new questions.



8. To begin looking at College and/or Department specific information, return to the "University Overview" tab. Then use the "College" and "Department" drop down menus to select your parameters. Click "Continue" to see your results.



You must select a specific College; however, there is the option to select "All Departments" within a College. Also, if you need to change your parameters after making your initial selections, you must return to the 'University Overview' tab.

Missouri State  
UNIVERSITY

**Academic Insights Management**  
*compiled by the Office of Institutional Research*

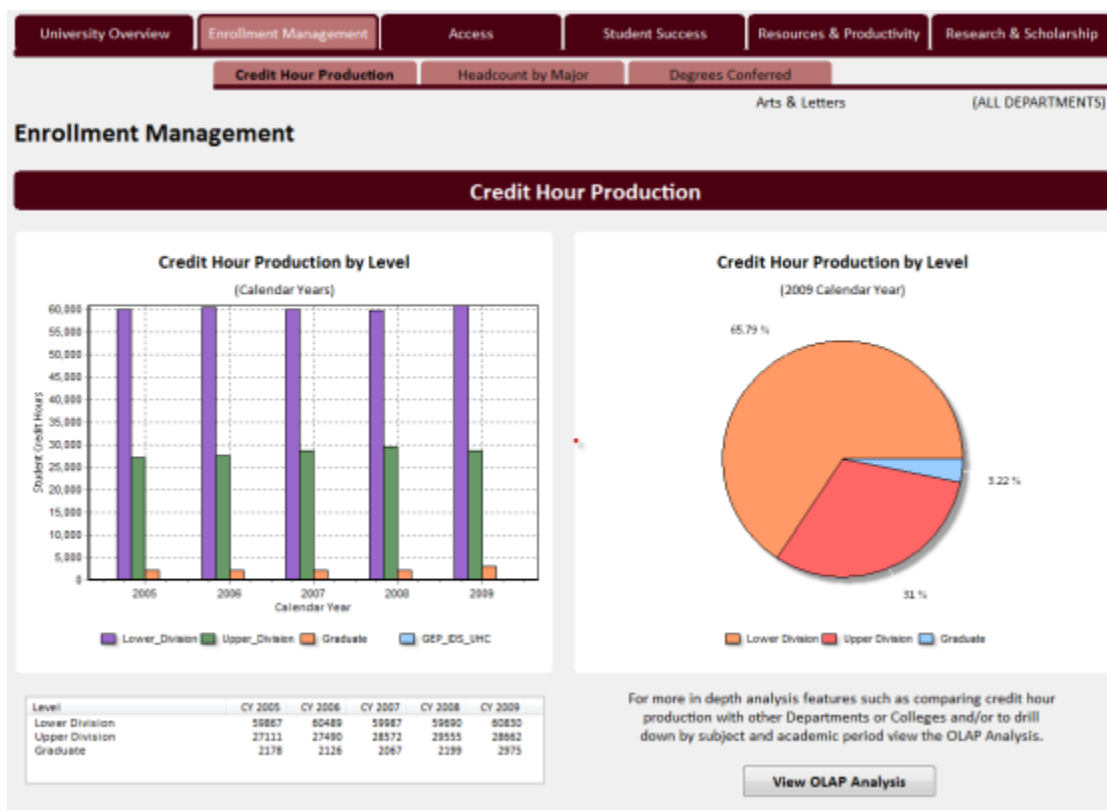
College:  Department:

**Continue**

**University Overview**

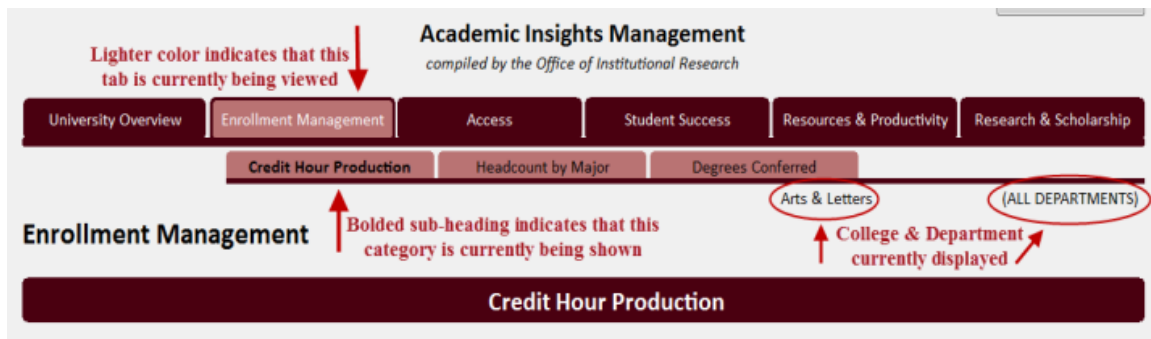
## Navigating the AIM Dashboard

9. After making your College and Department selections, you will be taken directly to the screen shown below.



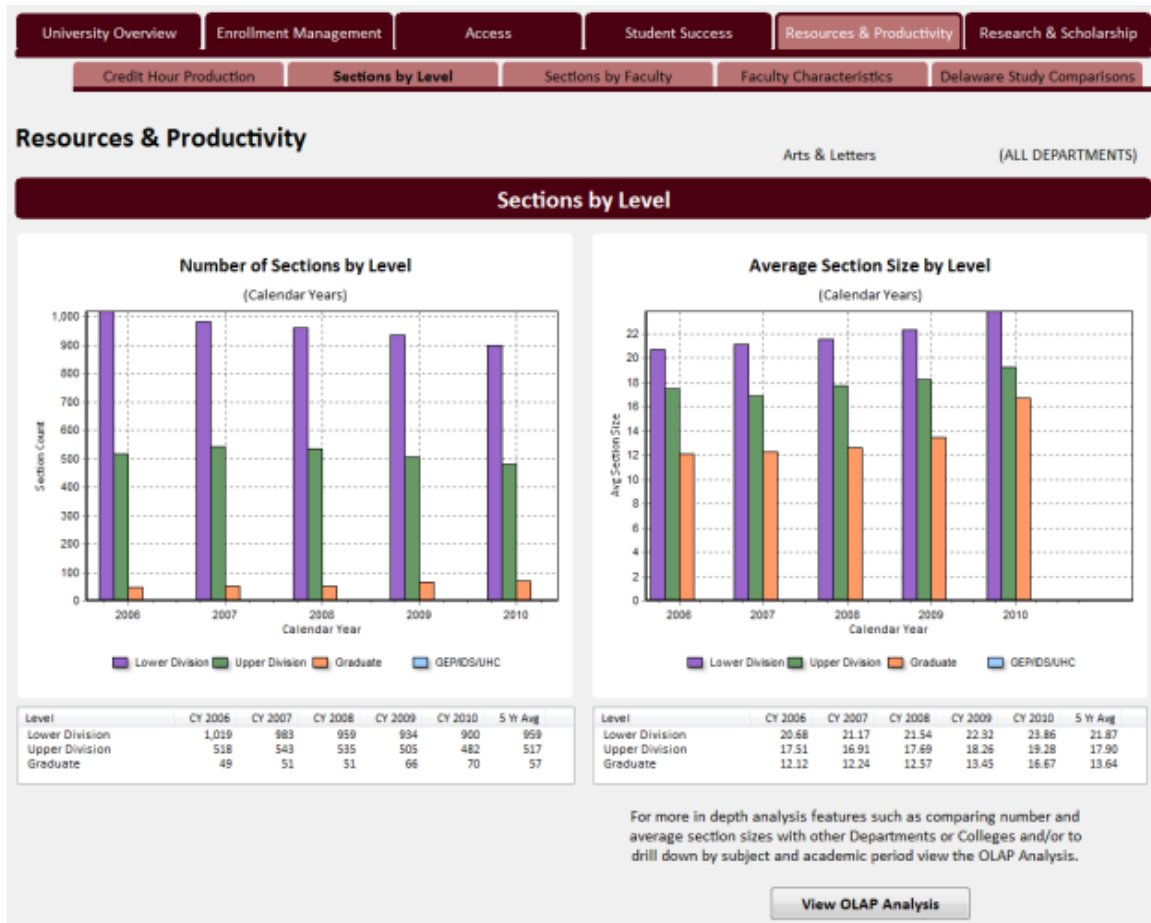
10. From here you will be able to navigate to a variety of tabs throughout the dashboard to display multiple data elements and charts relating to the selected College/Department.

- The highlighted/bolded tabs indicate the categories that are currently displayed.
- The upper right hand side of the screen lists the College and Department that has been selected.



11. As you are navigating the AIM Dashboard you will find links to more detailed information and reports for further analysis.

- An example is shown in the screen shot below from the 'Resources & Productivity' heading tab, 'Sections by Level' subheading tab.
- Click on the link "View OLAP Analysis" at the bottom of the screen to navigate to an OLAP cube containing greater data analysis capabilities including drill down, filtering and cross tabulations for the same type of data available in the charts.



12. Clicking on any of the 'View OLAP Analysis' buttons available throughout the dashboard will bring up a page like the one shown in the screen shot below.

- To return to the previous screen simply click on the button labeled 'Return to ...'

- For more information on working with OLAP data cubes within the AIM Dashboard please see the section next section of this document on 'Advanced Data Analysis Features.'
- For a complete list of the graphs, charts and data tables available in the AIM Dashboard including the heading and subheading tab locations for each data item, please access the Table of Contents.
- A link to the Table of Contents is available by clicking '**User Information**' button.

## Advanced Data Analysis Features

There are several features available for further manipulating or sharing data from the AIM Dashboard including the capabilities to export data from tables into Excel, create screen shots of existing charts and complete interactive data analysis through OLAP Cubes.

### Exporting Data Tables into Excel

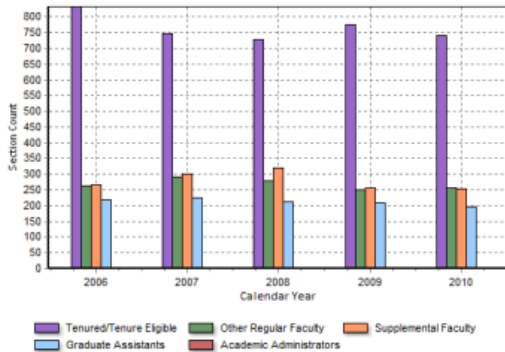
- Any data table located within the AIM Dashboard can be exported into Excel for additional analysis or to incorporate into other reports.
  - To save the table elements in an Excel file simply right click in the table.
  - Click on the 'Save Results' prompt in the pop up.

## Resources & Productivity

### Sections by Faculty Classification

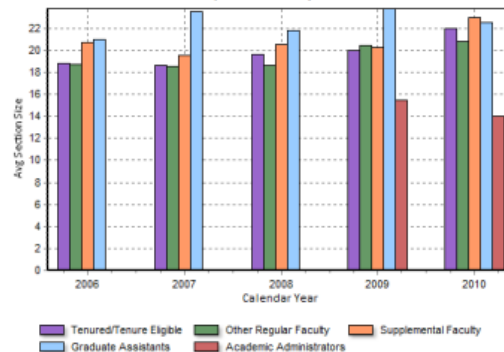
Number of Sections by Faculty Classification

(Calendar Years)



Average Section Size by Faculty Classification

(Calendar Years)



Right click in this portion of the report to export to Excel

- Leave the selections as default and click 'Launch' to continue.

Save Results

Write headers ☒ Use format "Variable.Field" ☐

ACADEMIC PERIOD

COAL

COBA

CE

COED

GR

CHHS

CHPA

CNAS

UC

VALUE\_DESCRIPTION

Fall\_2006

Fall\_2007

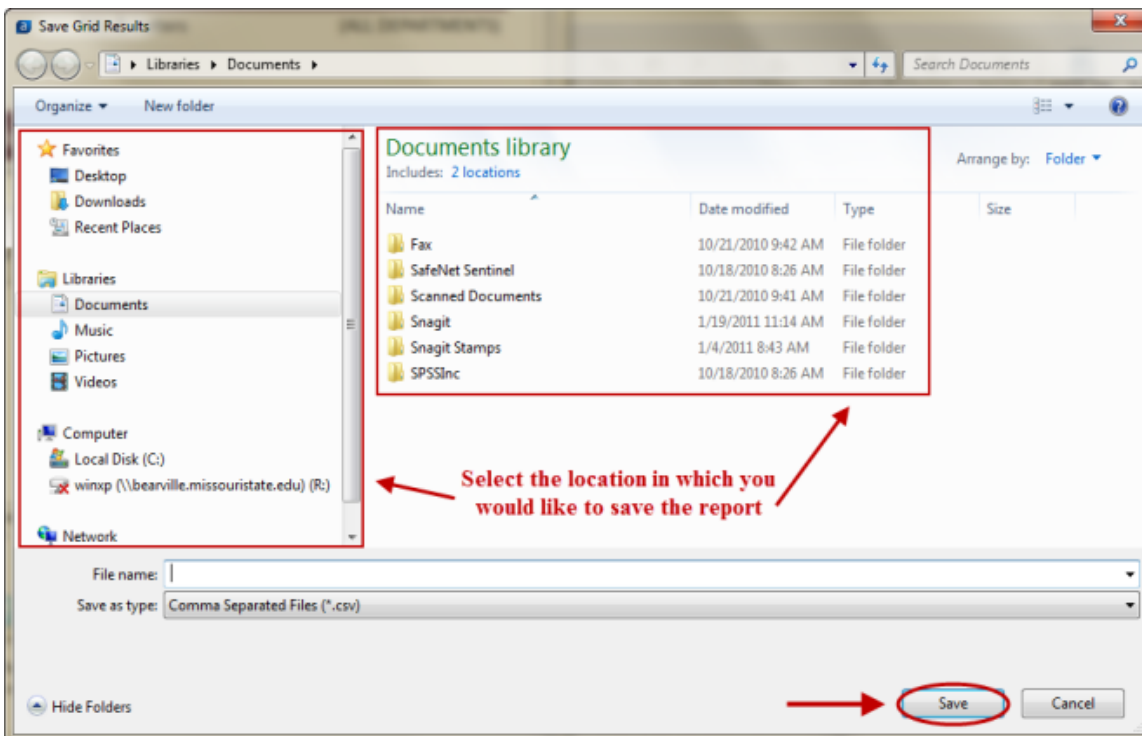
Fall\_2008

Some fields have been disabled since they have NULL values. To enable these fields select a row from the corresponding control on the previous screen.

Save Launch Cancel

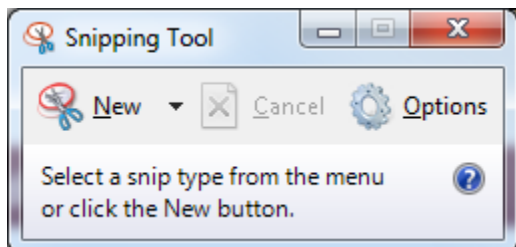
- A prompt will pop up and allow you to navigate to the appropriate place on your computer for storing this report.\* Navigate to the appropriate location and click 'Save.'
- Your report will automatically open after it has been saved.

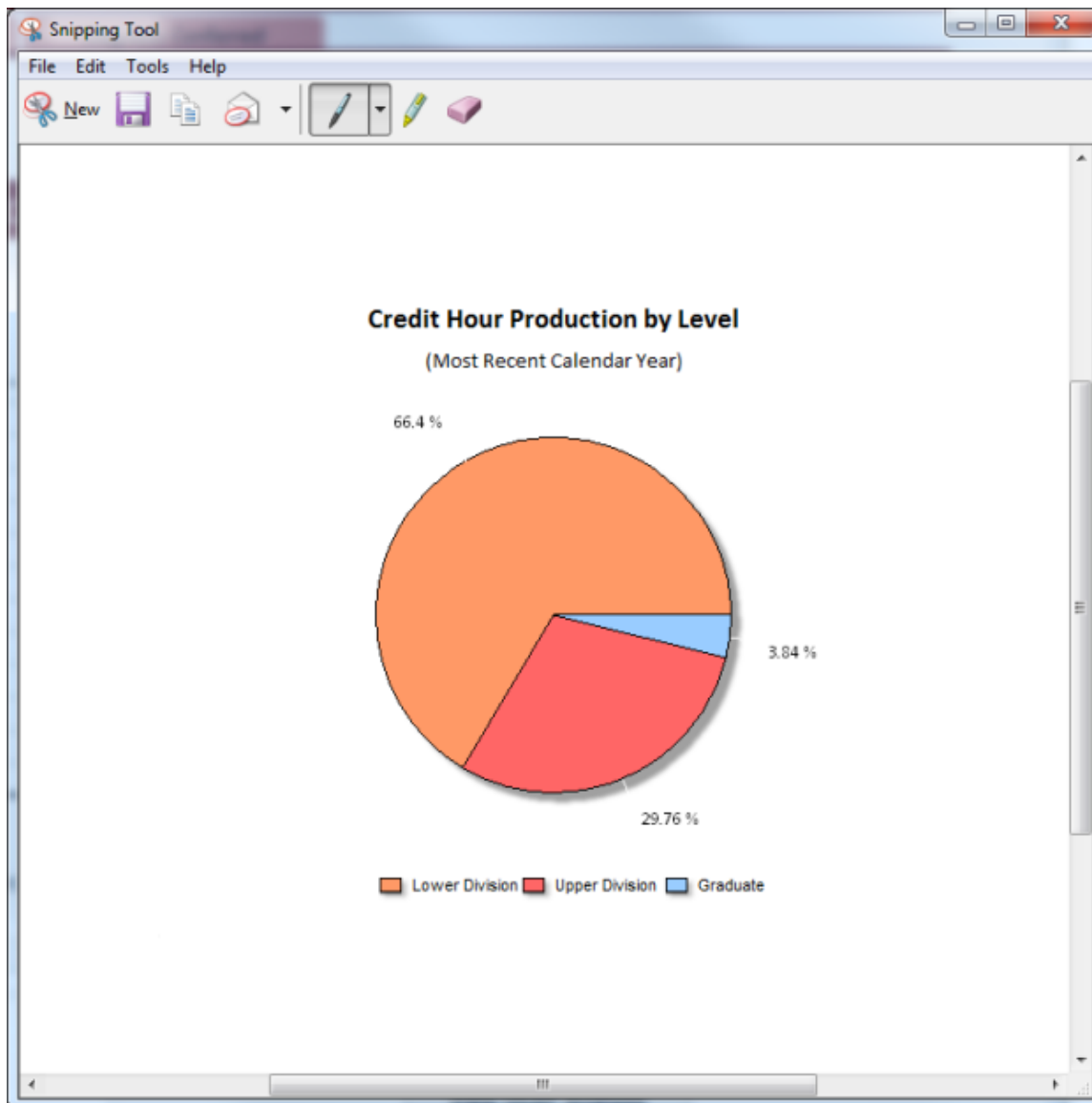




## **Creating Screen Shots of Charts**

- Another way to share information from the AIM Dashboard would be to create a screen shot of a chart and paste it into a Microsoft Word or Excel file.
- For this example we will use the first chart on the Enrollment Management tab – Credit Hour Production.
- To complete this task, select the appropriate chart from the AIM Dashboard. With this page full screen on your desktop click the 'Print Screen' button on your keyboard.
  - In Windows 7, In the Start menu, search for "Snipping Tool," and use a New > Rectangular Snip to drag your cursor around the chart you want to copy:



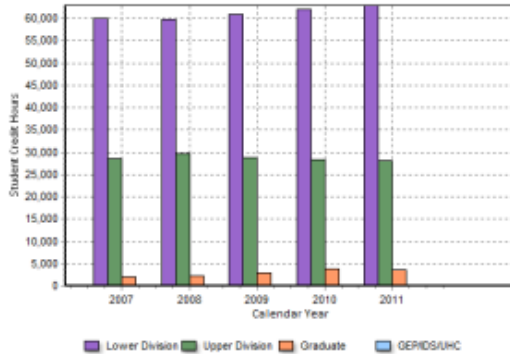


**Enrollment Management**

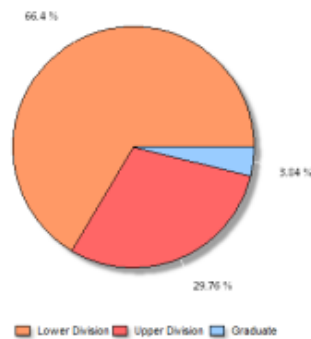
2007 - 2011

**Credit Hour Production**
**Credit Hour Production by Level**

(Calendar Years)


**Credit Hour Production by Level**

(Most Recent Calendar Year)

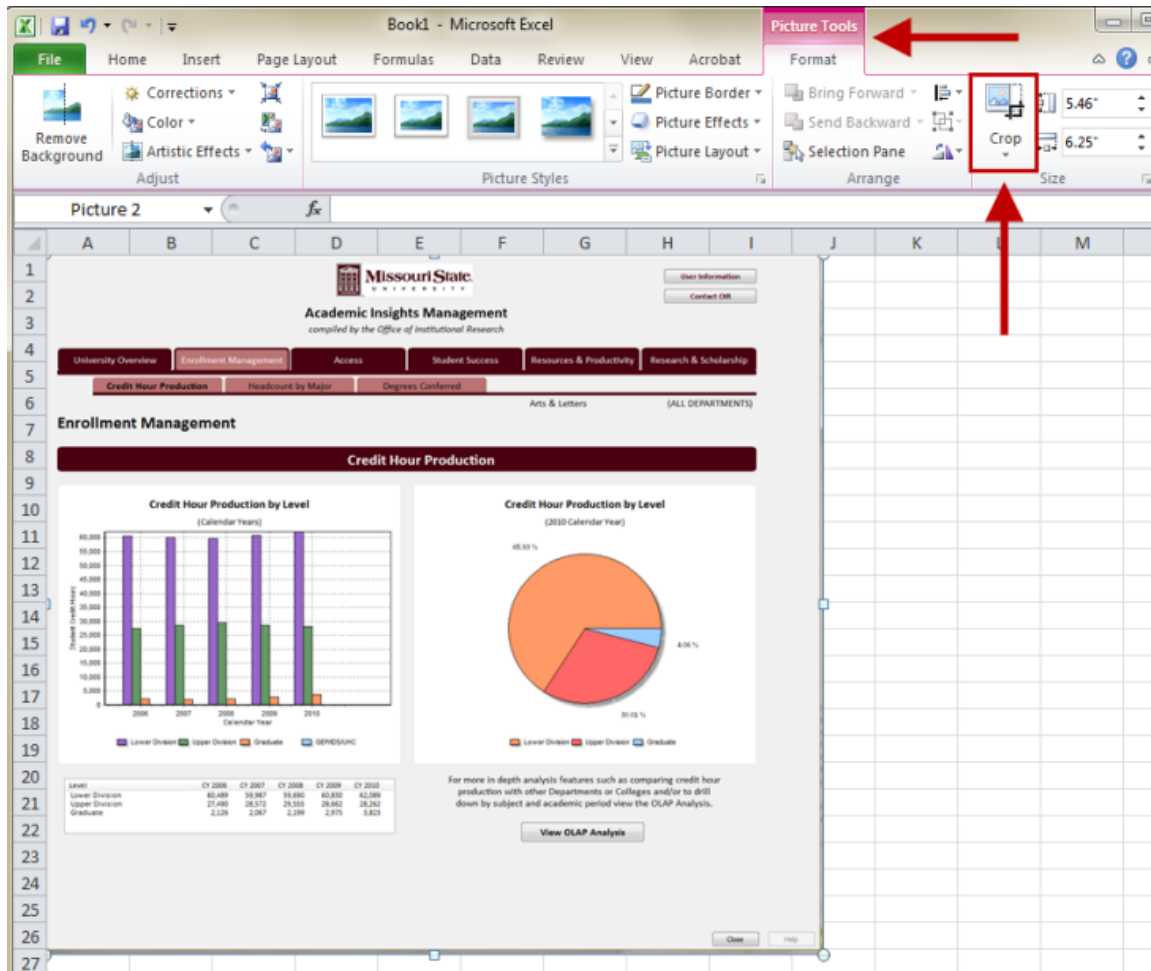


Level	CY1	CY2	CY3	CY4	CY5
	CY2007	CY2008	CY2009	CY2010	CY2011
Lower Division	58,987	59,690	60,830	62,089	62,928
Upper Division	28,572	29,535	28,662	28,262	28,199
Graduate	2,667	2,199	2,975	3,823	3,640

For more in depth analysis features such as comparing credit hour production with other Departments or Colleges and/or to drill down by subject and academic period view the OLAP Analysis.

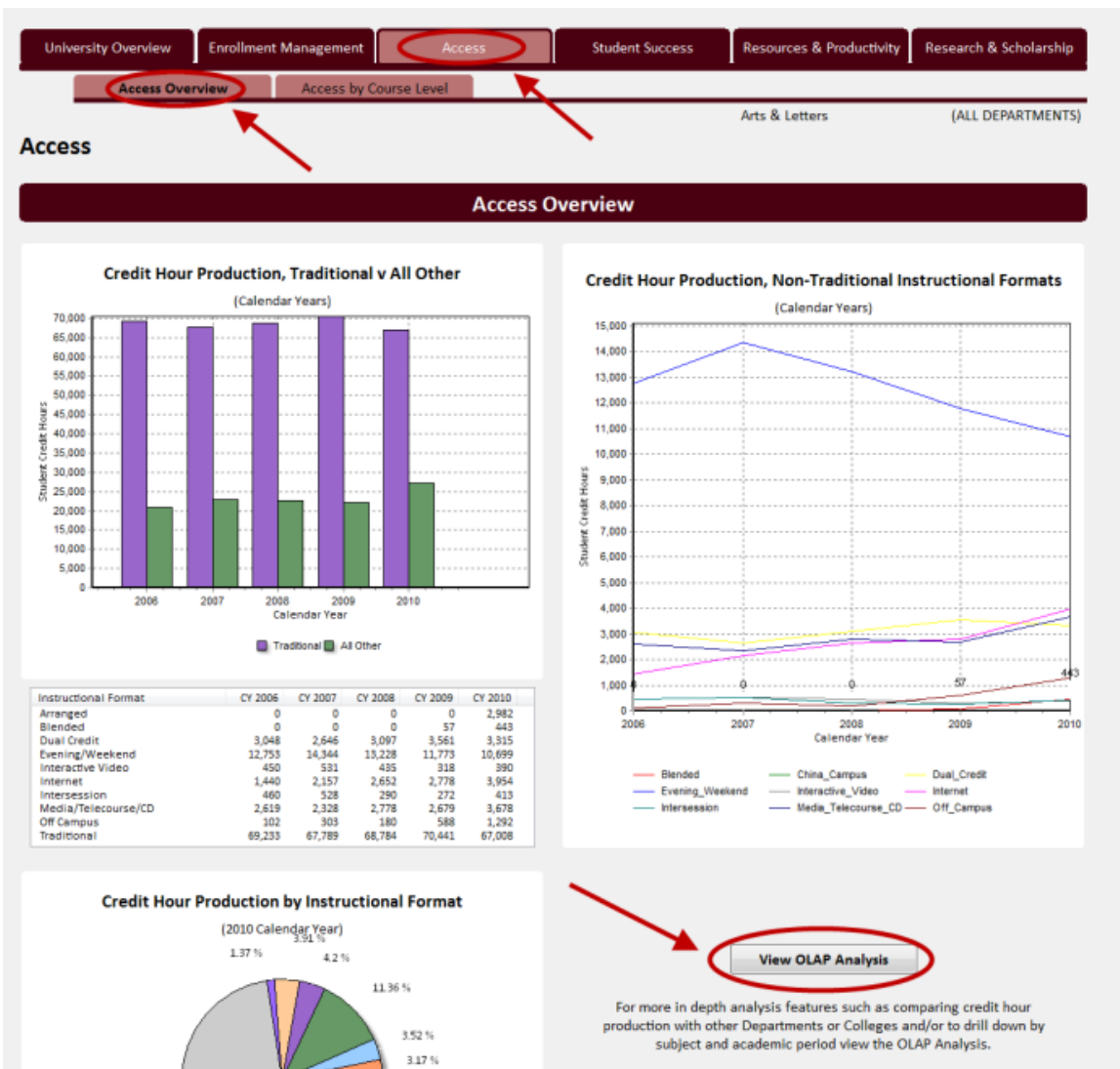
[View OLAP Analysis](#)

- Now, go to Microsoft Excel, open a new workbook page, and press Ctrl+V on your keyboard. This will give you an image that looks similar to the screen shot below.
  - To crop the image, select the tab labeled 'Picture Tools – Format' at the top of the screen and then choose the button labeled 'Crop.'
  - By selecting a point on the edges of the image and dragging it toward the area you want displayed, the crop tool will allow you to remove, or cut out, extra parts of the screen shot that you do not want to display.



## Performing Data Analysis Using OLAP Cubes

- Follow the steps listed below to utilize the advanced features of the OLAP data cube.
  - For the purpose of this example, the Access Overview OLAP Analysis will be used.
- This can be accessed by selecting the tabs identified in the screen shot below.
- Click on 'View OLAP Analysis' at the bottom right hand of the screen to proceed.



- Select the desired College and Department from the drop down menus.
- In these cubes, you also have the option of selecting all colleges and departments.
- After the Department selection is made, data will automatically populate in the cube.

Missouri State UNIVERSITY

Academic Insights Management  
compiled by the Office of Institutional Research

User Information Contact OIR

University Overview Enrollment Management **Access** Student Success Resources & Productivity Research & Scholarship

**Access**

College: Arts & Letters Department: (ALL DEPARTMENTS)

Return to Access

#### Access (OLAP Analysis)

- The gray buttons in the green bar along the top of the table are the column dimensions, and the gray buttons along the left side of the table are the row dimensions\* In this example, the only column dimension automatically selected is 'Calendar Year'.\* In this example, the only row dimension automatically selected is 'Instructional Format'.

College:  Department:

### Access (OLAP Analysis)

Available Dimensions  
 Academic Period  Course Level  College  Department  Subject  Course Number  Section Number

Columns  
 Calendar Year

Instructional Format

**Row Dimensions**

**Column Dimensions**

	2006	2007	2008	2009	2010	Total by ROWS
Instructional Format	Credit Hours	Credit Hours	Credit Hours	Credit Hours	Credit Hours	Credit Hours
	Value	Value	Value	Value	Value	Value
Arranged	0	0	0	0	2,982	2,982
Blended	0	0	0	57	443	500
Dual Credit	3,048	2,646	3,097	3,561	3,315	15,667
Evening/Weekend	12,753	14,344	13,228	11,773	10,699	62,797
Interactive Video	450	531	435	318	390	2,124
Internet	1,440	2,157	2,652	2,778	3,954	12,981
Intersession	460	528	290	272	413	1,963
Media/Telecourse/CD	2,619	2,328	2,778	2,679	3,678	14,082
Off Campus	102	303	180	588	1,292	2,465
Traditional	69,233	67,789	68,784	70,441	67,008	343,255
Total by COLUMNS	90,105	90,626	91,444	92,467	94,174	458,816

- If you would like to view additional dimensions in the display, direct the mouse over the dimension you want to view, press and hold the left mouse button, and drag the dimension from the 'Available Dimensions' list over to the list of row dimensions.\* In this example, Course Level has been added to the row dimensions column, back up the 'Available Dimensions' list.

### Access (OLAP Analysis)

Available Dimensions  
 Academic Period  College  Department  Subject  Course Number  Section Number

Columns  
 Calendar Year

Instructional Format

Course Level

**Row Dimensions**

**Column Dimensions**

	2006	2007	2008	2009	2010	Total by ROWS
Instructional Format	Credit Hours	Credit Hours	Credit Hours	Credit Hours	Credit Hours	Credit Hours
	Value	Value	Value	Value	Value	Value
Arranged	0	0	0	0	2,982	2,982
Blended	0	0	0	57	443	500
Dual Credit	3,048	2,646	3,097	3,561	3,315	15,667
Evening/Weekend	12,753	14,344	13,228	11,773	10,699	62,797
Interactive Video	450	531	435	318	390	2,124
Internet	1,440	2,157	2,652	2,778	3,954	12,981
Intersession	460	528	290	272	413	1,963
Media/Telecourse...	2,619	2,328	2,778	2,679	3,678	14,082
Off Campus	102	303	180	588	1,292	2,465
Traditional	69,233	67,789	68,784	70,441	67,008	343,255
Total by COLUMNS	90,105	90,626	91,444	92,467	94,174	458,816


Drag criteria from Available Dimensions into Row Dimensions to add data to the cube

- The second dimension will be listed underneath the first dimension in the hierarchy. To display the data from the second dimension, click the plus sign with the gray background.

Available Dimensions						
Academic Period	College	Department	Subject	Course Number	Section Number	
Columns						
Calendar Year						
Instructional Format	Calendar Year	2006	2007	2008		
Course Level	Instructional Format	Credit Hours	Credit Hours	Credit Hours		
		Value	Value	Value		
Arranged		0	0	0		
Blended		0	0	0		
Dual Credit		3,048	2,646	3,097		
Evening/Weekend		12,753	14,344	13,228		
Interactive Video		450	531	435		
Internet		1,440	2,157	2,652		
Intersession		460	528	290		
Media/Telecourse...		2,619	2,328	2,778		
Off Campus		102	303	180		
Traditional		69,233	67,789	68,784		
Total by COLUMNS		90,105	90,626	91,444		

\* The plus sign will become a minus sign and the second dimension data will be displayed.

Available Dimensions						
Academic Period	College	Department	Subject	Course Number	Section Number	
Columns						
Calendar Year						
Instructional Format	Calendar Year	2006	2007	2008	2009	
Course Level	Course Level	Credit Hours	Credit Hours	Credit Hours	Credit Hours	
		Value	Value	Value	Value	
Arranged		0	0	0	0	
	Lower Division	0	0	0	0	
	Upper Division	0	0	0	0	
	Graduate	0	0	0	0	
Blended		0	0	0	57	
	Lower Division	0	0	0	0	
	Upper Division	0	0	0	57	
	Graduate	0	0	0	0	
Dual Credit		3,048	2,646	3,097	3,561	
	Lower Division	3,045	2,646	3,097	3,561	
	Upper Division	3	0	0	0	
Evening/Weekend		12,753	14,344	13,228	11,773	
	Lower Division	7,231	7,779	7,123	6,064	
	Upper Division	4,564	5,550	5,021	4,444	
	Graduate	958	1,015	1,084	1,265	

- To change measures, click on the ruler  button. This will bring up the Measure Manager which provides options to view a variety of value representations. Once you have made your selections, click the green check mark to proceed.

Available Dimensions: Academic Period, College, Department, Subject, Course Number, Section Number

Columns: Calendar Year

Instructional Format: Course Level, Instructional Format

Measure manager:

- General: Calculation type (Summa), Display caption (Credit Hours), Value representation (Value: Percent by Column, Operation)
- Filter: (empty)
- Formula: (empty)

2009

Credit Hours	Value
0	0
0	0
0	0
0	0
57	57
57	57
3,561	3,561
3,561	3,561
0	0
11,773	11,773
6,064	6,064
4,444	4,444
1,265	1,265
318	318
117	117
201	201
2,778	2,778
1,422	1,422
903	903
453	453
272	272
172	172
100	100
2,679	2,679

Upper Division: 331, 335, 133

Media/Telecourse/CD: 2,619, 2,328, 2,778

- To filter or limit the amount of information displayed within a category, click on the drop down arrow associated with the dimension of interest.\* For this example, click on the arrow on the *Instructional Format* button. This will bring up the Dimensions Editor window.

Columns: Calendar Year

Instructional Format	2006	2007	2008
Credit Hours	Credit Hours	Credit Hours	Credit Hours
Value	Value	Value	Value
Arranged	0	0	0

- You may click the boxes next to the individual selections to make modifications, or use the first three icons along the bottom of the window to apply function to all elements displayed in the window.\* The green check mark indicates that the selection will be displayed



and the data will be visible.\* The blue X indicates the option will be displayed, but the data will be masked (not visible). Totals will include masked data even though it is not displayed.\* The red X indicates that both the option and the data will be filtered out (not displayed).

**Dimension editor : Instructional Format**

Caption: Instructional Format

Enable prev. forecast value: ☐    Forecasting method: Triple Exponential Smoothing

Enable next forecast value: ☐

Check boxes apply corresponding function to individual elements

Buttons apply corresponding function to all elements

Click to confirm changes

Instructional Format	2010
Credit Hours	Value
Arranged	0
Blended	57
Dual Credit	3,561
Evening/Weekend	11,773
Internet	318
Intersession	2,982
Media/Telecourse...	443
Off Campus	3,315
Traditional	10,699
Total by COLUMNS	390
	3,954
	413
	3,678
	1,292
	67,008
	94,174

- After changes, the results appear as shown below. Dimensions that have been filtered will display in pink.

Columns				
Calendar Year				
Instructional Fo	Calendar Year	2006	2007	2008
		Credit Hours	Credit Hours	Credit Hours
Course Level	Instructional Format	Value	Value	Value
Arranged		0	0	0
Blended		0	0	0
Evening/Weekend		12,753	14,344	13,228
Internet		1,440	2,157	2,652
Intersession		460	528	290
Traditional		69,233	67,789	68,784
Total by COLUMNS		87,384	87,995	88,486

- To export the raw results to Excel, right click anywhere in the report data. A pop menu will appear, select 'Export to Excel (OLE)'.

Access (OLAP Analysis)

Available Dimensions

Academic PeriodCollegeDepartmentSubjectCourse NumberSection Number

Columns

Calendar Year

Instructional Format

Course Level

Calendar Year	2006	2007	2008	2009	2010	Total by ROWS
Instructional Format	Credit Hours	Credit Hours	Credit Hours	Credit Hours	Credit Hours	Credit Hours
Course Level	Value	Value	Value	Value	Value	Value
Arranged	0	0	0	0	2,982	2,982
Blended	0	0	0	57	443	500
Evening/Weekend	12,753	14,344	13,228	11,773	10,699	62,797
Internet	1,440	2,157			3,954	12,981
Intersession	460	528			413	1,963
Traditional	69,233	67,789	68,		7,008	343,255
Total by COLUMNS	87,384	87,995	88,		9,204	442,269

Export to Excel (OLE)

UndoCtrl+Z

CutCtrl+X

CopyCtrl+C

PasteCtrl+V

Select AllCtrl+A

## Notes on Student Headcount by Major (OLAP Analysis)

- Select 'Enrollment Management', 'Headcount by Major', and 'View OLAP Analysis'



- To display both the first and second major totals for a college or department, drag the *Primary Program IND* dimension from the Available Dimensions list down to the list of row dimensions below any other dimensions in the row.
  - The 'Y' row displays a count of first majors.
  - The 'N' row displays a count of second majors.

Available Dimensions

Department Program Program Desc Student Level Gender

Student Campus China Campus I Day/Eve IND

Columns

Academic Period

College Primary Program IND

Primary Program IND

College Primary Program IND

Arts & Letters

Business Administration

Education

Extended Campus, The

Academic Period

Fall 2006 Fall 2007 Fall 2008

Headcount Headcount Headcount

Value Value Value

2,556 2,602 2,584

110 99 119

2,446 2,503 2,465

4,441 4,618 4,740

61

4,679

1,938

4

1,934

2,318

432 467

1,746 1,805 1,851

Drag 'Primary Program IND' from Available Dimensions to Row Dimensions

The 'Y' row shows 1st majors  
The 'N' row shows 2nd majors