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.
4. 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.

5. 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.
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.

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.

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

• 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:
Credit Hour Production by Level
(Most Recent Calendar Year)

66.4%

20.76%

3.04%

Lower Division  Upper Division  Graduate
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 screenshot 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.

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'.
• 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. If you would like to remove a dimension from the display, you may drag it from the row dimensions column, back up the 'Available Dimensions' list.

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

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.
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.

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).

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

To export the raw results to Excel, right click anywhere in the report data. A pop menu will appear, select ‘Export to Excel (OLE)’.
Notes on Student Headcount by Major (OLAP Analysis)

- Select 'Enrollment Management', 'Headcount by Major', and 'View OLAP Analysis'
By default, this cube displays counts of students by both first and second major, resulting in a duplicated headcount.

An unduplicated headcount, without second majors, can be retrieved by changing the parameters to the *Primary Program IND Dimension*. Click on the drop down arrow next to the *Primary Program IND Dimension* and place a red X in the check box next to ‘N’ so that only ‘Y’ is displayed. The cube will now display only first majors in the results.
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.