DATA SCIENCE AND THE EVOLVING ROLE OF THE REGISTRAR
PRESENTATION PLAN

• The work of the registrar
• Looking for value
• Data science
• The evolving role
What is the work of the registrar?
A registrar’s mission 75 years ago: “The student is the primary reason for the existence of the registrar’s office. No plan of operation should be set up, nor administrative procedure adopted which precludes the possibility of giving full consideration to the problems of the individual student.”

(Preinkert, 2005, pg 1).

Advocated finding the best way to achieve the mission.

Using “mechanical” tools for maximizing efficiency.

Registrar’s office as a valued organization in the institution.
Academic Standing
Assistance in Change of Grade or Program
Assistance in Leave of Absence
Academic Forgiveness Petitions
Veterans Administration Benefits/Certification
Determining Class Rank
Safeguarding of student records
Supporting enrollment and registration/schedule revision
Verifying registration and degree completion
Fulfilling diploma and transcript requests
Managing curriculum records
Handling the opening and closing of terms

Review of PA Residency for Reclassification
Student personal data updates (Name, Address, Phone, SSN)
Managing university Academic Calendar
Processing of Re-enrollment
Verifying compliance of Act 48
Support in credit evaluation from CLEP testing
Managing of Course Descriptions
Degree and Enrollment Verifications
Assisting military populations (including both U.S. veterans and current service members)
And many other functions

Our Operation
Just like every other registrar’s office
How are you adding **value**?

Is our work **changing**?
‘HOW’ WE DO THE WORK

- Overall function- institutional context
- Evolution of the operation
  - Inline
  - Online
  - Automation
  - In-person > Phone > Fax > Email > Anytime/Anywhere

Image source: KnowYourMeme.com
We’re automated and streamlined. We did it!
Not so fast there, Sparky.
MANAGING THE PROCESS

Transactional processing- Systems driven.

The staff focuses on quality, outliers, and human interaction.

New data, more data.

Timely, customized, predictive services and products.
THE ROLE OF DATA

Operational Decision-making

- Timely
- Customized
- Predictive

Business Process & Service

Data

Enrollment

Policy

New products and services

Student Outcome

Prestige

Rankings
Data science in the Office of the University Registrar at Temple University.
• Data is the **center** of operations
• Data from **multiple** sources—SiS, Parchment, SalesForce, Public domain, Survey/Research, etc.
• So, **what**? Do something.
• **Engineering** experimental processes and services
• **Creating** knowledge chunks
• **Algorithmic** learning
Project Stella

Considering the individual student.

Inquiry > Process Inquiry > Knowledge Chunks > Synthesize Response > Validate Response > Learned Knowledge
At what point does a student need intervention during the web registration process?*

What course taking behavior leads to timely graduation?*

Will I need any kind of approvals before I register for my classes online?

I have taken these courses, what minor or certificate do I qualify for?**

What economic cost of changing my major?

Given my academic history, what is the most appropriate graduate program?**

How can I improve my GPA?

How can I earn academic honors?

What will happen if I drop XXXX 1234 today?

* Questions that may require special attention and support.
** Questions that involve specific course information.
THE EVOLVING ROLE

• Market-driven
  • Quality experience
  • Competitiveness
  • Credentials

• Changing demographics
  • More sophisticated students
  • More “streamlined” thinking- Googlized
  • The “now” generation

• Institutional context
  • Strategic goals
  • Need to demonstrate value
  • Need to demonstrate ROI
  • Revenue generation

• New role
  • Manage a wide array of knowledge resources
  • Finding new ways to add value
  • Entrepreneurial- proactiveness, innovativeness, risk-seeking
  • Considering the individual student in a mass market
  • Being data oriented
La fin