

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?



Alma H. Preinkert
University of Maryland
Registrar, 1945-1954

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.



Delivering Excellence

- 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

Our Operation

Just like every other registrar's office

- 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

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



We're automated and streamlined. We **did** it!
Not so fast there, **Sparky**.

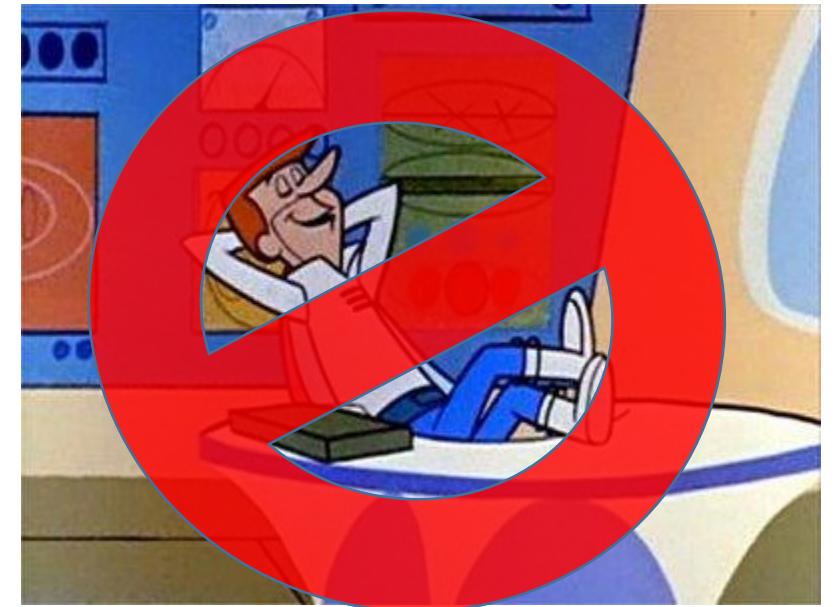
MANAGING THE PROCESS

Transactional processing- Systems driven.

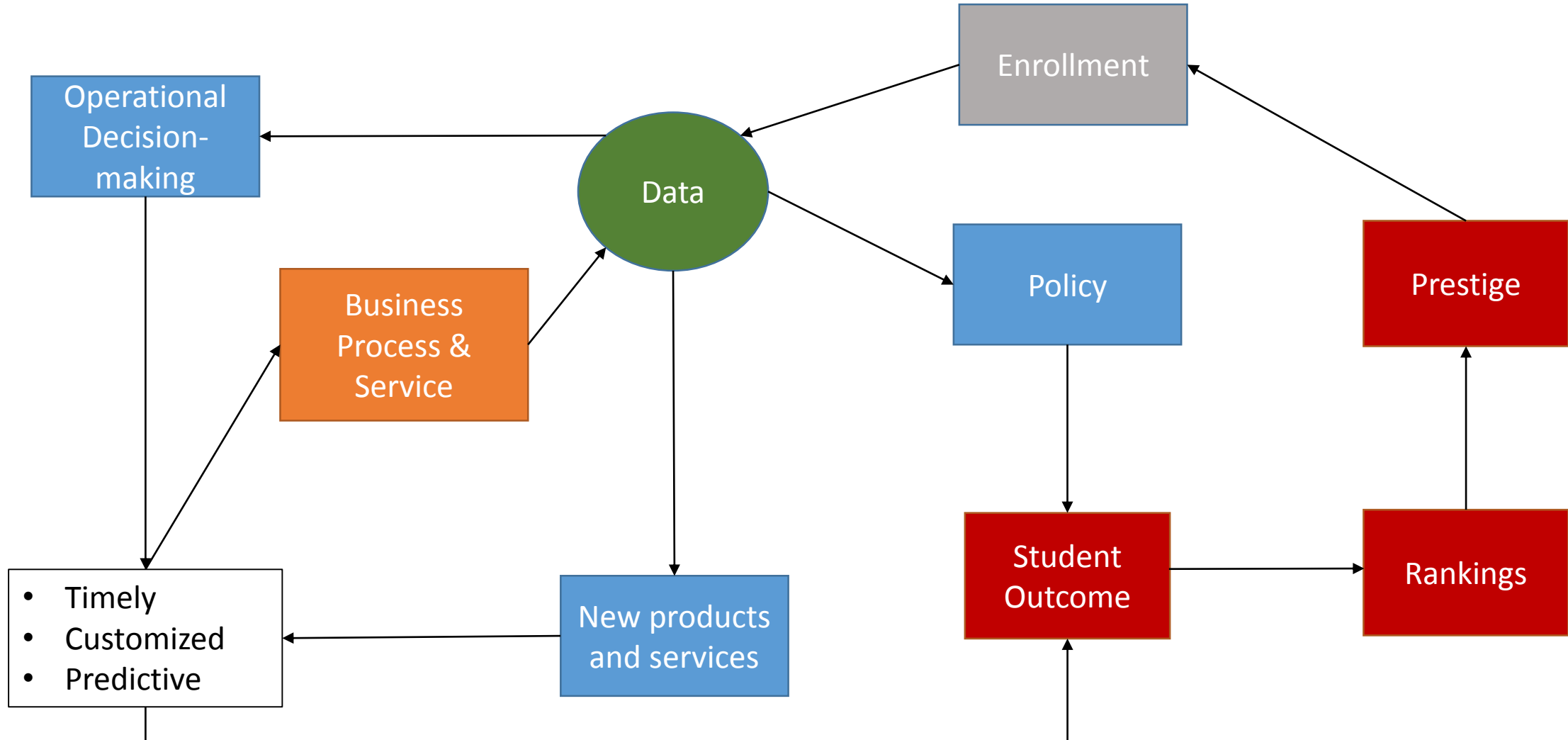
The staff focuses on **quality, outliers, and human interaction.**

New data, more data.

Timely, customized, predictive services and products.



THE ROLE OF DATA



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 do I need to know to for priority registration?*

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?***

I have taken these courses, what major do I qualify for?

Project Stella

Considering the **individual** student.

How can I improve my GPA?

What will happen if I drop XXXX 1234 today?

How can I earn academic honors?

What is the economic cost of changing my major?

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

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