VOCALIZE DATA DASHBOARD MANUAL

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DASHBOARD DATA USE

LOGGING IN AND CHANGING YOUR PASSWORD

The Data Dashboard is located online: https://login.qualtrics.com/vocalize/login

- The GEAR UP office will assign you a username and password.
- Your username is generally the first part of your email address before the @ symbol. In some cases, your username will be your full email address. If you forget your username, please contact the GEAR UP office.
- **If you forget your password**, or would like to reset it, click the "Forgot Password?" link on the Dashboard/Vocalize login page. You will be asked to enter your username. You will receive an email from Qualtrics with a link to reset your password.

PURPOSE

The purpose of the Data Dashboard to give you up-to-date insight into the progress that your school is making in areas of career and college readiness. Your dashboard houses data about your cluster from multiple sources, including GEAR UP surveys (and survey demographic data), the College & Career Readiness Indicator (CCRI), Oregon Department of Education (ODE), and the National Student Clearinghouse (NSC).

CONFIDENTIALITY & RESPONSIBLE USE

The data housed in this dashboard is considered **confidential** - it represents the attitudes, beliefs, and feelings of individual students, parents, and educators and maintaining the privacy of these individuals must be considered of utmost importance when exploring or sharing these data. Particularly in smaller schools, it is theoretically possible for some students to be identified by their responses - no attempt should be made to do this and no data that can identify a survey-taker should ever be shared. This is particularly relevant when filtering responses (see more in Filtering below), and should be considered before any generalization are made about these data (see more in Survey Response Rates below). It is each user's responsibility to be aware of the confidential nature of this data and make every reasonable attempt to maintain that confidentiality through responsible data usage and sharing. Contact jennica.vincent@oregonstate.edu or natalie.smith@oregonstate.edu with any questions regarding your use or potential distribution of these data.

SURVEY RESPONSE RATES

When interpreting your data, there are a number of factors to take into consideration:

- **Response Rate**: The higher the survey response rate, the more likely it is that the data is representative of the population that was surveyed. The lower the survey response rate, the less accurately the data describes the population surveyed. It is not advisable to make generalizations based on data that has a

response rate lower than 70%, and to consider what types of students, parents, or educators may have been more likely to participate in surveying.

- **Sample Size**: The number of people surveyed, or who answered a specific survey question may affect the percentages significantly. For example, college enrollment rates may vary more widely year to year in a school that typically has 10 seniors vs. a school that typically has 100 seniors.
- **Survey Sample and Timing:** Characteristics about the people who completed the survey (survey sample) may affect the data and how representative it is of a larger group (survey population), and respondents in a given population are ideally surveyed during the same time frame, and around the same time each year. For example, males vs. females, students in 9th grade vs. 12th grade, schools in their first year of implementing GEAR UP vs. after 5 years of implementing GEAR UP. **Remember that filtering data by these types of characteristics can reduce the sample size to a non-representative amount. Consider the representativeness of your sample (sample size compared to the total population; ex. students surveyed vs. total student population) especially when viewing data from past years.**

GLOSSARY OF TERMS

- **Qualtrics:** Qualtrics is the name of the company that owns the software Oregon GEAR UP uses to survey, and the software product (called Vocalize) on which the dashboards are housed.
- **Vocalize:** Vocalize is the name of the software product that houses your data dashboard. This is why you may hear your dashboard referred to as your "Vocalize dashboard" – it would be like saying "Kleenex tissues".
- **Dashboard:** Dashboards are a visual collection of data. They are used to consolidate and display different types of data in one place, and to provide the overall structure for the data. This data dashboard contains multiple *tabs,* which are made up of widgets (graphs and tables) that visualize your data.
- **Tab:** The dashboard is divided into separate pages or *tabs* – each tab contains a different grouping of data and is labeled or categorized as such. The Rigor tab, for example, contains data related to Rigor.
- **Widget:** An individual component of the Data Dashboard that allows you to view and analyze data, such as a graph, table, text box or header. A widget is essentially the box that contains a graph, a table, or text.
- **Filter:** You can use filters to look at only a specific subset of your data results, rather than all the results from all your collected data. All of the widgets have filters. Some filters are locked and cannot be changed – these show you how the data you see are being automatically filtered (normally by the most current school year). Some filters are unlocked and thus you can change the filtering to explore responses for different subsets of respondents. A Grade Level filter, for example, allows you to filter out a particular grade or set of grades of student survey responses. You can use filters to refine individual widgets, or **page filters** that apply to all widgets on a page, to show only results that meet specific criteria (for example, a certain school, or only GEAR UP-served grade levels). Note that by filtering (especially using a page filter), some data may disappear completely from your dashboard – for example, if you filter down to a middle school, the data associated with high school students or high school parents will appear blank. After setting filters, you may reset your graphs to their default settings by clicking "Reset to default".

- **Legend:** The legend (sometimes called a "key") tells you what response categories or other categories the colors in the graph are representing. If your legend is truncated (the words are cut off), use your cursor to hover over the graph to see the full response category names.
- **Tables:** Tables display data in tabular form rather than graphical (in a graph).Their columns can be sorted in ascending or descending order by clicking on the title of that column. These will return to their default order when you navigate away from that tab or page or refresh your page.
- **Hover:** To position the cursor over a section of the computer screen without clicking (such as a graph or a menu), causing an action to happen (such as displaying information about the graph, or showing additional menu items). Hovering over graphs in the Data Dashboard reveals the legend and the data values for that item over which you are hovering.
- **X- & Y-Axis:** The X-axis is the horizontal line of the graph, and is often used to measure variables such as time (ex. year) or grade level. The Y-axis is the vertical line of the graph and often displays the response categories, different respondent groups, or the total count or percentage of responses.
- **Scale:** The scale is the relation between the units you're using, and their representation on the graph i.e., the distance between tick marks or the distance between the range of responses shown. Note the scale of the graphs which you are viewing – they may not all be 0 to 100. Size-based comparisons between graphs will not be accurate if they use different scales and the user should focus instead on the data values/percentages.
- **Response Rate:** The response rate is technically the number of people who respond to (not necessarily complete) a survey out of the number of people who were given or should be given the survey. For example, if all 9th grade parents are given a survey and half of them return completed surveys, this represents a 50% response rate. Blank or partial survey responses may be excluded from the number of completed surveys. For student surveys, response rate is often measured as the percentage of students in a grade level or school who completed the survey.

DASHBOARD DATA GUIDELINES

UNDERSTANDING VOCALIZE

When you first visit the Vocalize page, you will come to your Dashboard. This Dashboard will include tabs such as the Welcome tab, a Cluster Profile tab, individual tabs for each of the five R's, and a series of reports. The landing page (welcome tab) contains a navigation menu that is hyperlinked to each available tab.

Each R tab is organized by headings, subheadings, and widgets. These are roughly organized by GEAR UP grant objective – the order of the dashboard data follows the order of the grant objectives within a given "R". For example, "Reaching Higher" has three objectives and the data in the "Reaching Higher" tab is data that informs those objectives, displayed in the order of those objectives (and grouped by categories that describe that data). The "Key Data Report" tab outlines each grant objective by "R", and contains the data from the dashboard that directly informs these objectives.

READING WIDGETS

Data is student-centered. Unless otherwise labeled, the student is the one responding to each survey question or, more generally, about whom the graphs show data. Note that some questions are asked to multiple respondent groups and may appear in the same or different widgets, but are always labeled by response group if not student.

The "i" icon contains important information about the survey question. This can include respondent group(s), verbatim wording of questions as seen on the surveys, survey questions, wording changes across years, or other factors affecting data results.

- If you see data dramatically change from year to year, look here first! Survey question wording, response categories, or data definitions may have changed across years.

Hover over different parts of a graph to see category information and exact percentages.

- For example, if you hover over one bar on a bar graph, you will see a legend explaining what category each color in the bar graph represents, as well as the percentage and number of items in each category. The category for the bar you are hovering over is highlighted in this legend (which may be difficult to see on a projected or dully-colored screen).

Customizing Graphs

If a legend is displayed next to a graph in a widget, you can click on one or more of the colored legend boxes or response categories to remove that category from the graph. If you click on the legend box again, the category will appear in the graph again. This can be used to isolate certain responses, such as "Strongly agree" and "Agree".

Filtering:

- Click on the filter icon to view and change filters:
- Page filters apply to an entire page, while widget filters only apply to individual widgets on which they are applied. At a minimum, there are "School Name" and "Student Grade Level" filters at the top of each "R" tab.
- To compare widgets, make sure they are both/all filtered the same way.
- When you click on one item in the filter list (e.g. school name), the displays will filter by that item. If you click another item on the list, **BOTH** filters will be applied (meaning that selecting one does not deselect the others). You can click "All" at the top of the filter list to remove filters and deselect items in the list.
- If want to create an average for more than one school, be aware that for survey data this is a weighted average, but for everything else it's an unweighted average. This means that the schools are averaged together as if they're the same size. For most purposes, this should be sufficient - for example looking at overall attendance trends. However, if you need a weighted average for a specific purpose (for reporting for example), please contact the GEAR UP office and we will assist you.
- SPECIAL CONSIDERATIONS:

- Unless you're a school serving grades 7-12 in the same school, the graphs marked with an asterisk will need to be filtered by school. Otherwise you will see an unweighted average.
- For clusters that have more than one middle school, the default for middle school data such as 8th grade math will be all middle schools combined. For clusters with more than one high school, the default for the high school data such as college enrollment will be all high schools combined. You would need to filter by school in order to not see combined data.

COLOR GRADIENTS

For the most part, a stoplight color scheme is used. This generally means:

- **Red** = cause for alarm or attention, or problematic responses
- **Green** = on target or reaching closer to GEAR UP goals, or otherwise desirable responses
- **Yellow** = neutral or "I don't know"

Detailed agreement color scale:

- **Strongly Agree/Often or in many ways**
- **Agree/Yes/Sometimes**
- **Agree a little/Somewhat agree**
- **Neutral/Don't know**
- **Disagree a little/Somewhat disagree**
- **Disagree/No/Rarely**
- **Strongly Disagree/Never**

Other colors used:

- **Light Green** is used to represent students, **Blue** for educators, and **Orange** for parents, when respondent groups are being compared.
- **Dark Green** is used to show school-wide student data, **Yellow** to show GEAR UP averages, and **Purple** to show state averages, when these groups are compared.
- **Gray** indicates absence or emptiness, ex. none.

HOW TO EXPORT/DOWNLOAD DASHBOARD DATA

- Exporting is the best way for you to share data with people who are not users. We will not be creating "generic" logins into the Vocalize Data Dashboard.
- You can download a widget as a JPG or CSV (Excel) file by clicking the export button in the top right corner of the widget: ⬇ (For CSV files, you may need to save the file and open in Excel in order to view it as a table.)

- Printing Data Reports: You can download an entire tab of data as a PDF, JPG, PNG, or CSV (Excel) file by clicking the export button in the top right corner of the page:
  - Most tabs are configured for printing. Reports are configured to print on regular 8.5 x 11 paper with nice page breaks. Follow the printing instructions at the top of each report page.
  - Tabs must be exported one at a time and will export with whatever filters you have applied. Let the tab fully load before exporting.
  - After clicking the export icon, select "Download Dashboard", select the file type and other options you would like for the export as per the instructions given at the top of the report page, and then click Export at the bottom of the pop-up menu.
  - You may also choose to email the dashboard once, or set up recurring emails.
- Keep in mind that the data in the Dashboard may not necessarily match reports, because:
  - This is a live database where data is updated in real time.
  - Filters may be applied on any given tab or report.

TECHNICAL ISSUES AND SUPPORT

BROWSER COMPATIBILITY

Vocalize is optimized for Chrome, but works with Safari, Firefox, and the most recent version of Internet Explorer. Vocalize also works on smartphones and tablets, but is not ideal.

UPDATES & SERVICE OUTAGES

Plan to access the Data Dashboard during regular business hours. Necessary updates will be made outside of the Monday-Friday, 7-5pm workweek whenever possible. If an update needs to occur during business hours, the GEAR UP data team will alert users whenever possible, via email or via an alert banner at the top of the Welcome Page.

When we make changes to the dashboards on the backend, it takes time for those to load. It may take 30-60 minutes for updates to be ready for viewing. When data is being updated, you will see a yellow "Page Loading" bar at the top of each page with data-sourced widgets, indicating that partial results are being displayed. The bar will display the progress as a percentage; 100% means the data has finished loading.

SLOWNESS OR UNUSUAL BEHAVIOR

If you do not see data where you would expect to see data, this could be the result of many factors (for example, if you do not see data in the 12th grade column, 12th graders may not have been surveyed that year). If you are missing necessary data, call or send an email to Natalie (Natalie.Smith@oregonstate.edu) or Jennica (Jennica.Vincent@oregonstate.edu) letting us know the tab and the Widget title and what data is missing.

If you log in and see a blank database with the words "Create Dashboard" at the top and no data, please contact Natalie or Jennica and ask them to update your user record (your record may not have a role selected).

Give at least a 20 second loading time: when initially logging on, viewing new tabs, filtering/unfaltering, etc. If the browser crashes or is extremely slow while trying to load the Dashboard, try clearing your browser cache or try another web browser. It is good practice to clear your browser's cache before using the Data Dashboard, if your browser is not automatically set to do so. **You may need to clear your cache to see the most updated version of the data.**

- Because the Data Dashboard is entirely in your browser, your browser cache (which stores your temporary internet files) can become filled quite quickly, especially if you are utilizing the Dashboard often! We recommend clearing your browser cache or accessing via a different web browser if you are experiencing slowness or any unusual behavior in your account.
- Instructions on how to clear your cache:
    - o Internet Explorer 9, 10 and 11
        - Click the gear icon, select Safety > Delete browsing history. (Or hold Ctrl + Shift + Delete.)
        - Check "Preserve Favorites website data" & "Temporary Internet Files", then click Delete.
        - You will get a confirmation at the bottom of the window once it has cleared your cache.
    - o Firefox
        - Click on the menu icon (three parallel lines) in the upper right corner of the browser window. From the History menu, select Clear Recent History.
        - From the "Time range to clear:" drop-down menu, select the desired range; to clear your entire cache, select "Everything".
        - Next to "Details", click the down arrow to choose which elements of the history to clear. To clear your entire cache, select all items. (You can keep cookies active logins checked.)
        - Click "Clear Now".
    - o Chrome
        - In the browser bar, enter: chrome://settings/clearBrowserData
        - Select the following: Cached images and files
        - From the "Obliterate the following items from:" drop-down menu, you can choose the period of time for which you want to clear cached information. To clear your entire cache, select the beginning of time.
        - Click "Clear browsing data".
    - o Additional browsers and mobile phones: https://kb.iu.edu/d/ahic

If any changes have been made to the Dashboard by GEAR UP staff, the first tab of the Dashboard will show at the top what percent has been updates. Please check there if you are experiencing issues.

QUALTRICS CUSTOMER SUPPORT

Vocalize Manual: https://www.qualtrics.com/support/vocalize/getting-started-vocalize/vocalize-introduction/

If none of the troubleshooting tips from above are successful, and the Vocalize manual doesn't address the issue, the Qualtrics support team is excellent and should be able to help you sort out any problems you are experiencing.

To file a support ticket:

- Click on the link in the upper right corner of your Dashboard that reads "Help & Feedback".
- Scroll to the bottom and click on the link in the lower right that reads "I need to file a support ticket".
- You will see a "Contact Us" survey page. You will need to respond to the questions and submit your ticket.
- Qualtrics should follow up with you via email in 1-2 days with clarifying questions about your issue or with possible solutions.