

The Student Affairs Data Lake 101

Student Affairs Research & Assessment





Agenda:

- Student Affairs 101
- Data Lakes
 - Overview
- Student Affairs Data Lake
 - Overview
- Data Governance
- How can the Student Affairs Data Lake benefit you?
- Next Steps

Student Affairs 101



The Nuts & Bolts of Student Affairs

5 Areas □ 21 departments □ all focused on student success

Health & Wellbeing:

Center for Wellness Promotion (CWP)

Counseling & Psychological Services (CAPS)

University Recreation (UREC)

Student Health

Student Engagement:

Conferences, Reservations, and Event Services (CRES)

Fraternity and Sorority Life (FSL)

Leadership & Community Engagement (LCE)

Student Centers

Student Involvement

Student Niner Media Advising & Support

Venture Outdoor Leadership

Dean of Students:

Student Assistance and Support Services (SASS)

Student Accountability and Conflict Resolution (SACR)

Basic Needs

Niner Finances

Housing & Residence Life

Strategic & Success Initiatives:

Military & Veteran Services (MVS)

Student Affairs Marketing & Communications (SAMC)

Student Affairs Research & Assessment (SARA)

**Transition & Belonging
Family Programs**



You Already Partner with Student Affairs

Student Affairs at UNC Charlotte supports students beyond the classroom.

If you interact with students, you're already partnering with us.

You see Student Affairs when students...

- **Live on campus**
Housing & Residence Life, dining, campus safety, community standards
- **Get involved or lead**
Student organizations, fraternity & sorority life, leadership programs, campus events
- **Need support or advocacy**
Counseling & Psychological Services, Dean of Students, CARE Team, student conduct
- **Transition, persist, or graduate**
Family programs, advising partnerships, mentoring programs, career readiness
- **Build community and wellbeing**
Wellness education, recreation, health services



Why Student Affairs Matters for Student Success

Student Affairs helps remove barriers so students can focus on learning.

Our work supports outcomes you care about:

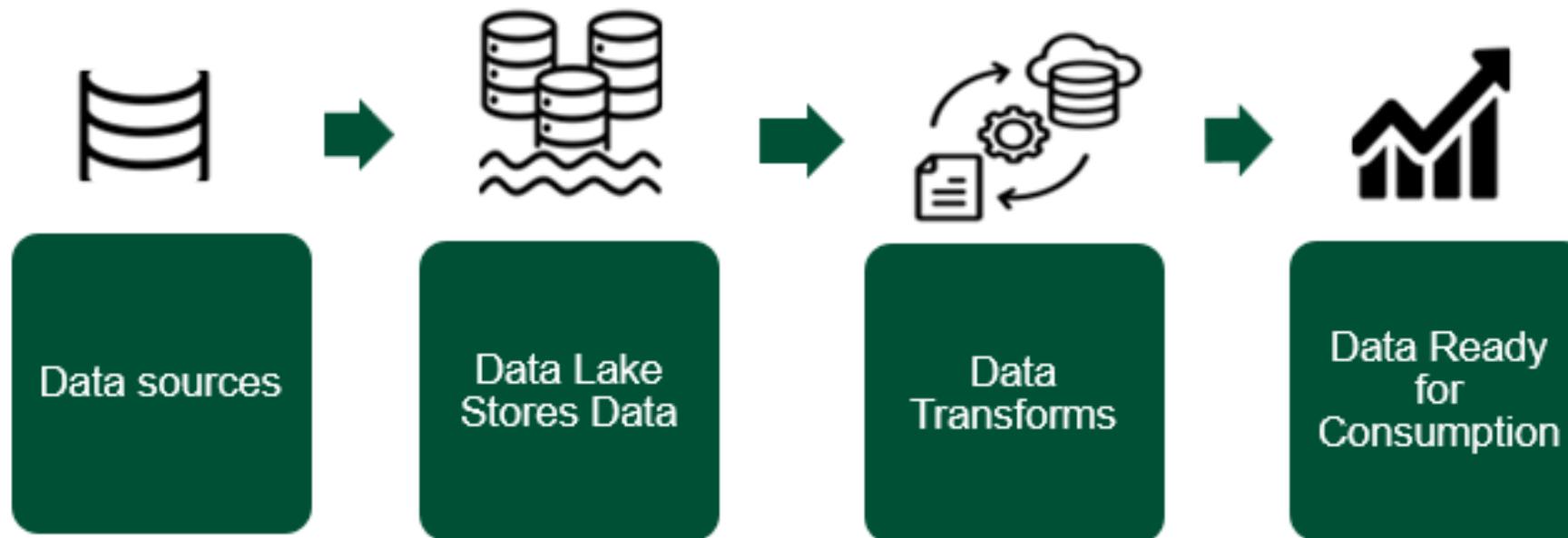
- **Persistence & retention**
Early intervention, mentoring, and student support systems
- **Timely graduation & career readiness**
Leadership development, advising partnerships, co-curricular learning
- **Student wellbeing & classroom readiness**
Mental health support, crisis response, basic needs
- **A connected campus experience**
Engagement and belonging



Data Lakes 101

What is a data lake?

- A data lake is a central location that holds a large amount of data eliminating data silos
- Data lakes allow the capability to quickly extract data from multiple data sources → transform the data to make it accessible → meaningful insights and decision-making





Student Affairs Data Lake: The Strategy



Student Affairs Data Lake Overview: The Problem

- Student Affairs leadership needed more immediate access to information
- We did not have a “single source for accurate data” solution for data being collected within the division
 - Data collection was siloed - there was no standard data collection protocol
 - Very little oversight on data collection protocols making it difficult to meaningfully connect Student Affairs data across programs, services, and initiatives – we needed to be able to make meaningful connections that could inform student success



Student Affairs Data Lake Overview: The Solution

- Produce a “single source of accurate data” for the purposes of external reporting and internal continuous improvement
- “Go-to” place for fast, accurate, and reliable Student Affairs information
- Include relational data that can connect to existing institutional data
- Allows for unified datasets that support student success by effectively mapping to University data



Student Affairs Data Lake: The Strategy

- Collaborative process across the division and with OneIT to identify data that would be prioritized

How does the UNC Charlotte Division of Student Affairs contribute to students' sense of community, engagement and retention?

- Focused on quality engagements

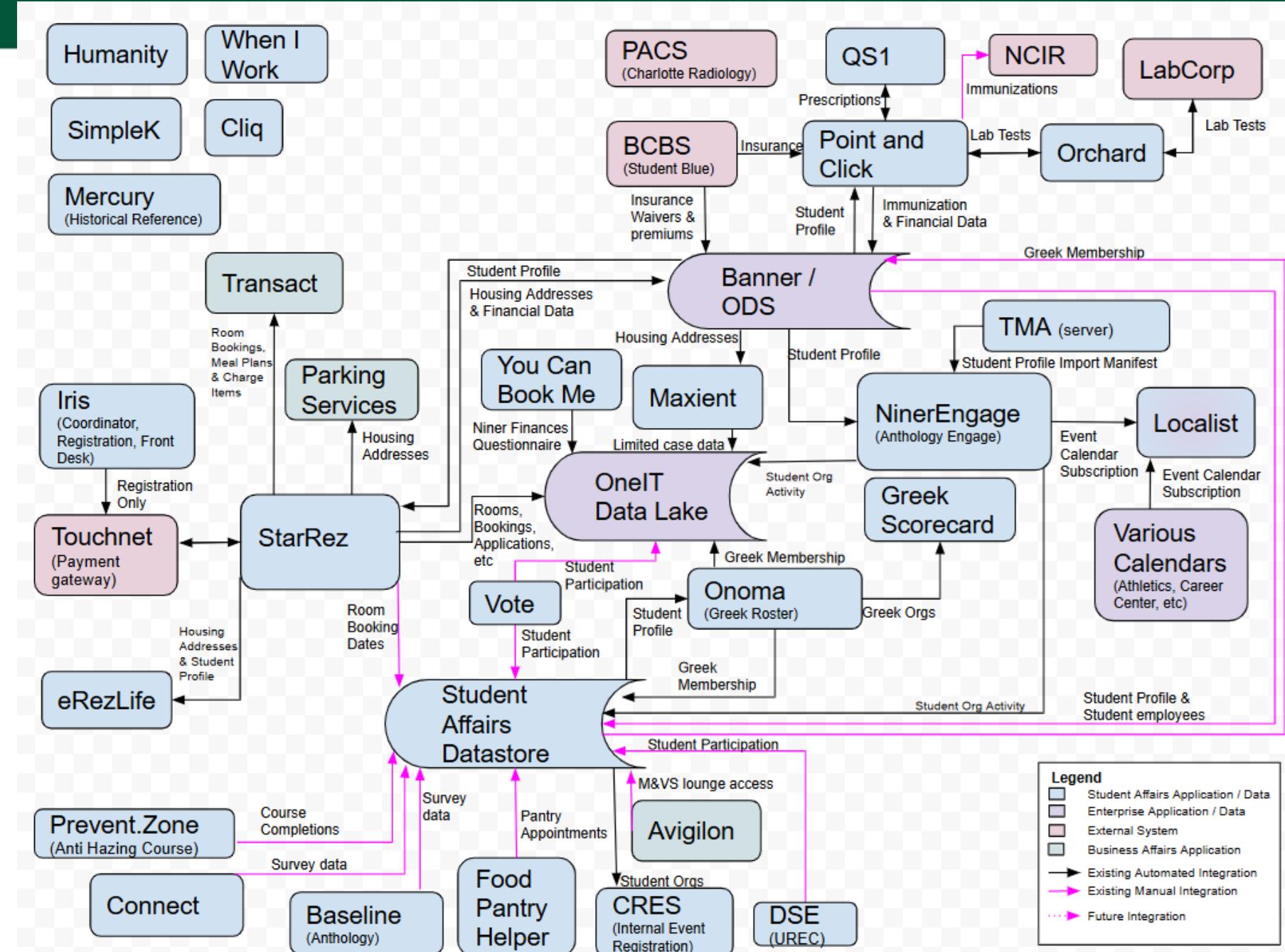
- Developed a standard data collection protocol for the division to promote data quality and integrity =





Student Affairs Data Lake: The data

The Student Affairs Data Lake: The Big Picture

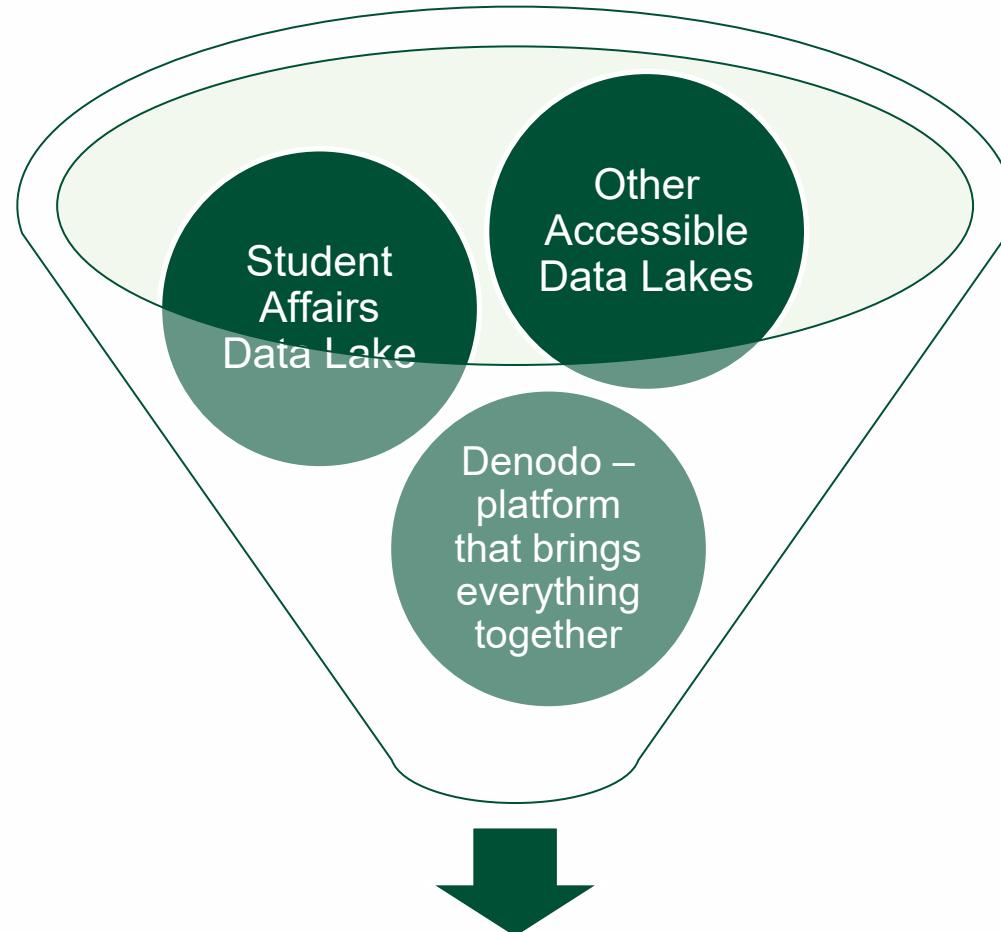




Student Affairs Data Lake: The data

- On-campus housing
- NinerEngage – student orgs, all program/initiative participants throughout the division
- Student Health Center utilization
- Counseling utilization
- Student conduct engagement
- Student visits to food pantry
- Greek life membership
- Student Affairs student employees
- Recreation facility usage and memberships
- Veterans lounge door access
- Campus elections

Student Affairs Data Lake: The data



Impact on Student Success

26 Data Lakes currently being maintained by OneIT:

- Atkins Library
- Banner ODS
- Cornerstone
- Grouper
- Insight
- Niner Central
- Niner Research
- SKIDATA
 - Slate
- Student Affairs
 - Canvas
- EAB Navigate/CONNECT
 - ...and more



Data Governance



Data Governance Overview for the Student Affairs Data Lake

For requests to use data from the [Student Affairs Data Lake](#) when requestors are external to the division:

- [Student Affairs Data Lake Data Request Process Guide](#)
- [Student Affairs Data Lake Data Request Form](#)
 - [Student Affairs Data Dictionary](#)
- [Data Request Review:](#)
 - **Student Affairs Data and Research Oversight Committee**
- [Student Affairs Data Lake Data Use License Agreement](#)

How can the Student Affairs Data Lake benefit you?

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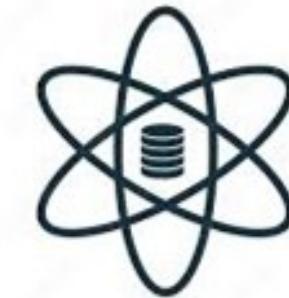
Student Learning & Development



Data Analytics



Research





How can the Student Affairs Data Lake benefit you? (cont)

Student Learning & Development: the data lake connects co-curricular engagement, support services utilization, and academic outcomes:

Advising + student engagement + support services utilization → which combinations of experiences correlate with progression through gateway courses

Data Analytics: the data lake enables us to track students across semesters and academic years allowing us to better understand student's growth over time. The data infrastructure supports ad hoc analysis and predictive analytics:

Which student engagement and wellbeing indicators are the strongest predictors of retention within students' declared major?

Research: The data lake allows for longitudinal cohort analysis and matched comparison analysis:

To what extent do distinct patterns of tutoring use, academic advising, and student engagement predict academic success and persistence in high-enrollment gateway courses?



Research and the Student Affairs Data Lake

How it supports research agendas:

- Enables large-scale, longitudinal datasets
- Supports mixed-methods and interdisciplinary research
- Strengthens grant proposals with robust institutional data

Research examples:

- Which Student Affairs engagement and support experiences predict persistence beyond the second year in engineering programs?
- Can early co-curricular and advising engagement predict retention in computing related majors and inform proactive interventions?
- How does use of academic and student affairs support services influence persistence in health-related majors?
- How does participation in honors, undergraduate research, and leadership experiences affect long-term academic and post-graduation outcomes?
- Which combinations of academic and co-curricular experiences most effectively support student success across colleges?



Better questions lead to better decisions.

- The Data Lake supports cross-divisional inquiry
- Faculty and staff expertise shapes how data are interpreted and used
- Student Affairs brings context and lived-experience data
- Together, this leads to better questions and better decisions

This is how we move from data to action. Do you have a question you'd like to explore? If you're asking it, others probably are too. Let's chat.

What's Next?



Student Affairs Data Lake: What's Next?

- [Student Affairs Faculty Fellow Program](#) – launching in spring 2026
- OneIT is continuing to build data views to inform impact of student affairs programs, initiatives, and services on student success
- This is an ongoing process: Additional data sources are being identified for inclusion in the data lake:
 - Star Rez: HRL
 - Point & Click: Student Health, CAPS, & CWP

A photograph of a brick clock tower with a large circular clock face. The tower is part of a larger building, likely a university building, with glass windows and a green roof. The sky is overcast with dark clouds. The entire image is framed by a thin gold border.

Questions?

Student Affairs Research & Assessment





Connect with us!

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