

Introduction

Texarkana College

- FTE – 2339
- Fall – 4596

Not a data person – (Chris Townley is for TC)

- Former IT Faculty and Network Administrator
- Became director in 2021

Introduction

- Texarkana College
 - Data sources history (Mainframe → Banner → Jenzabar)
 - Motivation: HB8

☆ 40 Year Enrollment Trends

Pre 2010: Mainframe
2010 - 2014: Banner
2014 - current: Jenzabar

Dashboard Filters Academic Years Ago is between "0" and "40" Semester is Fall Subject and Course Number : All Subject : All

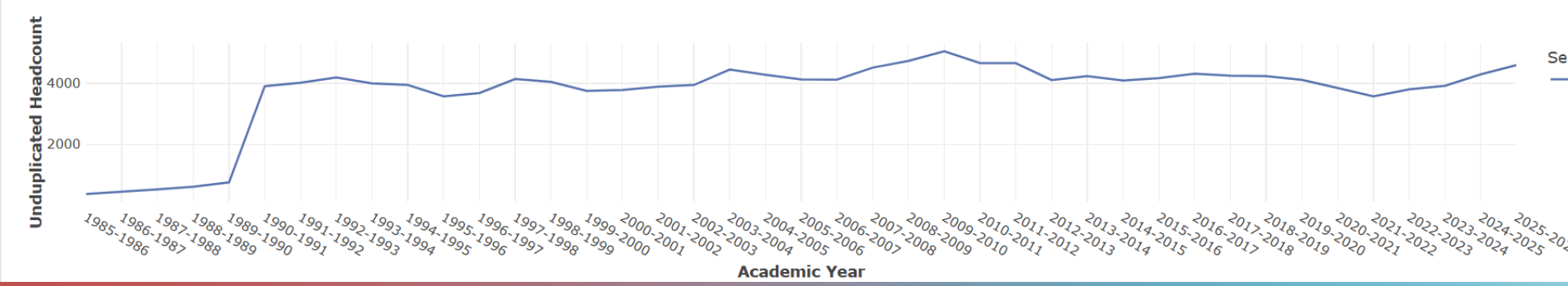
Total Divisions Instruction Mode Full or Part Gender Age Ethnicity Race Awarded Pell ever Admission Basis

Tab Filters

Pivot Table Report

Report Filters Enrolled is Yes

Unduplicated Headcount



Introduction

Switch to Edit Share Subscribe

40 Year Enrollment Trends

Description Tags Filters Definitions

Data Summit Leadership Team

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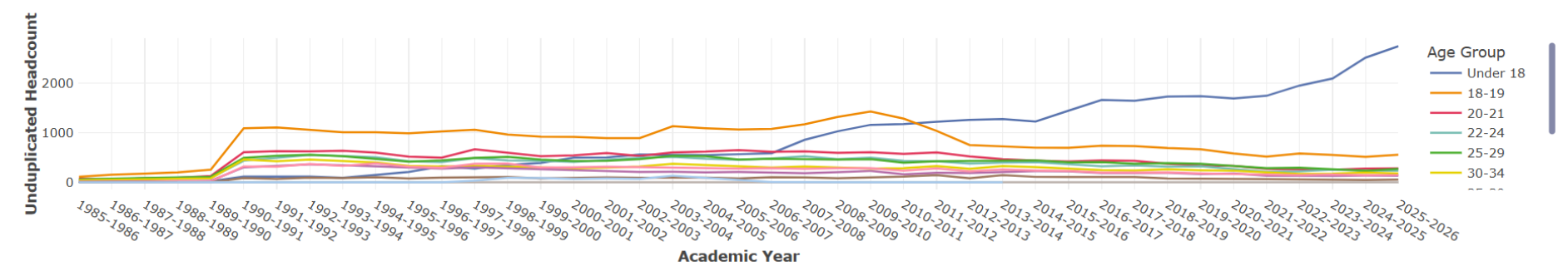
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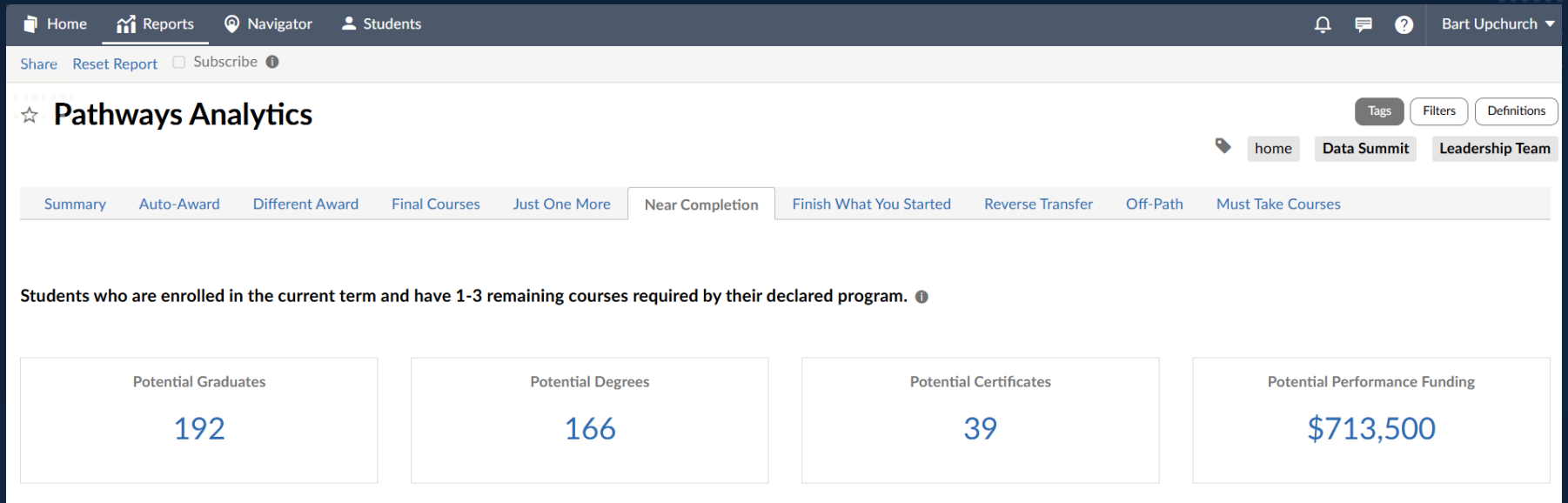


Introduction

Introduction

What reporting software are institutions currently using to view college data?

- ZogoTech
- Tableau
- Excel
- Other



Phase 1 – HB8 Funding

- HB8 Funding Model overview
 - Identification of undeclared completions

Degree & Certificate

- 2021: 694
- 2022: 697
- 2023: 800
- 2024: 1445
- 2025: 936

Funding Spreadsheet

	Performance Tier Inputs	Standard Value	High-Demand Field Value
22			
23	<i>Dollars per Weighted Outcome Completion</i>		
24	15 SCH Dual Credit	\$ 3,500	N/A
25	GAI Transfer with 15 SCH	\$ 3,500	N/A
26	GAI Co-enrollment with 15 SCH	\$ 3,500	N/A
27	Institutional Credential leading to Licensure or Certification (I	\$ 1,000	\$ 1,250
28	Occupational Skills Award	\$ 1,000	\$ 1,250
29	Certificate	\$ 1,750	\$ 3,500
30	Advanced Technical Certificate (ATC)	\$ 1,750	\$ 3,500
31	Certificate Credential of Value Premium	\$ 437	N/A
32	Associate Degree	\$ 3,500	\$ 4,500
33	Associate Degree Credential of Value Premium	\$ 875	N/A
34	Bachelor's Degree	\$ 3,500	\$ 4,500
35	Bachelor's Degree Credential of Value Premium	\$ 875	N/A
36	<i>Outcome Completion Weights</i>		
37	Academic Disadvantage	0.25	0.25
38	Economic Disadvantage	0.25	0.25
39	Adult Learner	0.50	0.50

<https://www.highered.texas.gov/community-college-finance/funding-models-tools-and-resources/>

Phase 2 – National Student Clearinghouse

- Expand reporting beyond institutional data
 - Imported NSC data for transfer tracking
 - Questions: What happens when students leave?

Phase 2 – National Student Clearinghouse

Top 25 Four-Year Transfer Schools and Majors



+ School Name /	Major 1	Unduplicated Headcount (Top 25 "School Name") ↓
+ TEXAS A&M UNIVERSITY - TEXARKANA		2,721
+ SOUTHERN ARKANSAS UNIVERSITY		493
+ UNIVERSITY OF ARKANSAS AT FAYETTEVILLE		388

Phase 3 – Excel Datasheets

- Leadership requested more dashboards
 - 3-Year Program Comparison
 - Program Review & Grade Distribution spreadsheets
 - Board Dashboard

Phase 3 – Excel Datasheets



3-Year Enrollment Comparison Program-Level

Program	Course Description	Year			% Diff from 2024	% Diff from 2025
		2024 Enrollment (Seats)	2025 Enrollment (Seats)	2026 Enrollment (Seats)		
ABDR		43	38	50	16.28%	31.58%
ARTS		207	262	221	6.76%	-15.65%
ARTV		32	34	36	12.50%	5.88%
AUMT		87	79	105	20.69%	32.91%
BIOL		1554	1523	1725	11.00%	13.26%
BUSI		144	202	145	0.69%	-28.22%
CHEM		144	131	67	-53.47%	-48.85%
CNBT		53	62	76	43.40%	22.58%
CRJU		59	55	59	0.00%	7.27%
CSME		205	305	282	37.56%	-7.54%
CTIS		14	14	15	7.14%	7.14%

Reset All Filters

1. Select Division

- Health Science
- Liberal & Performing Arts
- Orientation
- Science, Technology, Engineering & Math
- Workforce Education

2. Select Program

- ABDR
- ACCT
- AERM
- AGRI
- ARTS
- ARTV

Course Description

- A La Carte Cooking
- AC/DC Motor Control
- Academic Prep
- Administrative Office Procedures I
- Advanced Barber Styling I
- Advanced Barber Styling II
- Advanced Collision Repair Welding
- Advanced Cosmetology Applications

Course Number

- ABDR 1201
- ABDR 1203
- ABDR 1307
- ABDR 1349
- ABDR 1411
- ABDR 1419
- ABDR 1431
- ABDR 1441

Enrollment

Contact Hrs

Graphs to Course-Level

Graph to Program-Level

Program-Level Trends - Enr

Program-Level Trends - Contact

Enrollment by ... +

Phase 3 – Excel Datasheets

☆ LT Comparison by Program

[Description](#)
[Tags](#)
[Filters](#)
[Definitions](#)

[Data Summit](#)
[Leadership Team](#)

Choose Semester

Filter Dual Credit by changing declared degree

Dashboard Filters

[Academic Years Ago is between "-1" and "2"](#)
[Declared Degree : All](#)
[Division : All](#)
[Semester is Fall](#)

[Enrollment](#)
[Contact Hrs](#)
[Graphs to Course](#)
[Graphs to Program](#)
[Program Trends - Enrollment](#)
[Program Trends - Contact](#)
[Enrollment by Division](#)
[Program PIT - Chart](#)
[Program PIT - Table](#)

Tab Filters

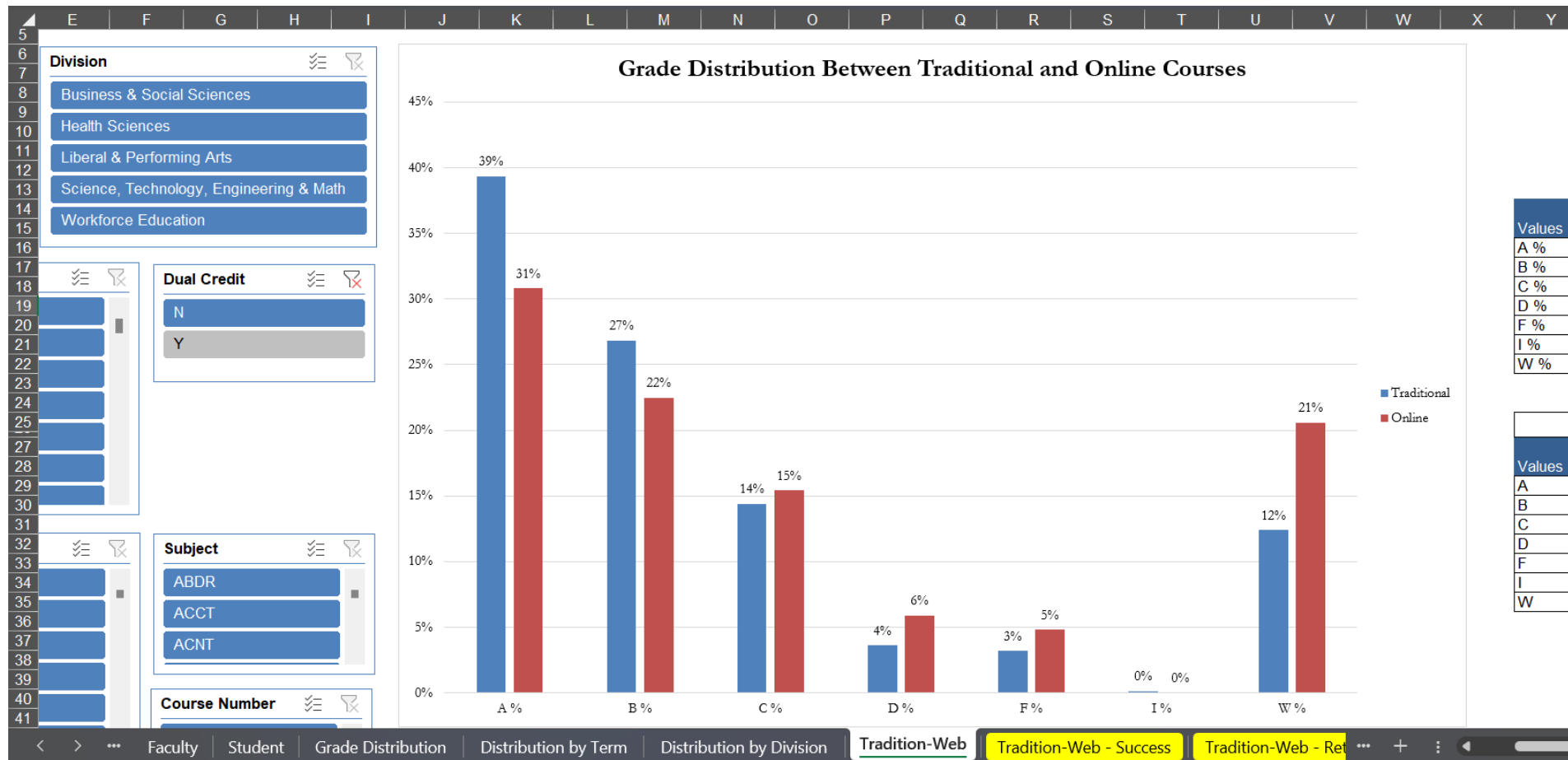
[Course Type : All](#)
[Session : All](#)
[Subject and Course Number : All](#)
[Subject : All](#)

Pivot Table Report

Report Filters: [Enrolled is Yes](#)

Subject / Class Title	Academic Year			2025-2026			Grand Total
	2023-2024	2024-2025	% Change	Unduplicated Headcount	Unduplicated Headcount	% Change	
ABDR	13	22	69%	13		-41%	40
ACCT	58	49	-16%	47		-4%	144
ACNT	49	60	22%	93		55%	181
AERM		6		65		983%	70

Phase 3 – Excel Datasheets



Phase 3 – Excel Datasheets

TAX, VALUATION, REVENUE AND TUITION

Texas Association of Community Colleges - FY 2024 Tax and Valuation

	TC		State Avg.
2023 M&O Tax Rate	0.1324	●	0.127432085
Total Tax Rate	0.2017	●	0.160456064

Texas Association of Community Colleges - Fall 2023 Tuition & Fees

	TC		State Avg.
In-District/SCH	\$103	●	\$105
Out of District/SCH	\$163	●	\$162
Non-Resident/SCH	\$222	●	\$224

Phase 4 – Custom Web Dashboards

- Legacy custom dashboard used by President
 - Recreated in ZogoTech
 - Year-over-year registration comparisons

Phase 4 – Custom Web Dashboards

<https://my.texarkanacollege.edu/mapps/admissions/regChart4yr.aspx>



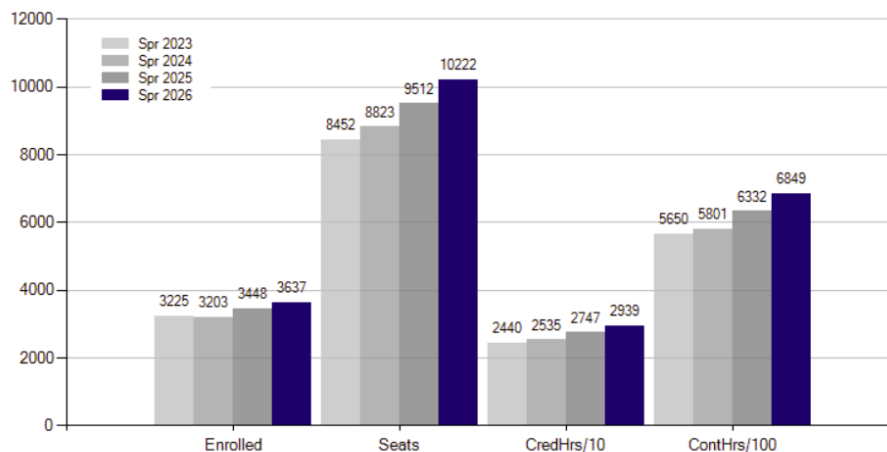
Registration Comparison

Term: Type: DC: Align:

TC Total Enrollment Comparison

	2023 Spr	2024 Spr	2025 Spr	2026 Spr	Diff 2023	% Diff 2023	Diff 2024	% Diff 2024	Diff 2025	% Diff 2025
Enrolled	3,225	3,203	3,448	3,637	412	12.8%	434	13.5%	189	5.5%
Seats	8,452	8,823	9,512	10,222	1,770	20.9%	1,399	15.9%	710	7.5%
CredHrs	24,403	25,359	27,477	29,399	4,996	20.5%	4,040	15.9%	1,922	7.0%
ContHrs	565,032	580,196	633,212	684,964	119,932	21.2%	104,768	18.1%	51,752	8.2%

*Orientation enrollment not included in "All Classes" totals.



Phase 4 – Custom Web Dashboards

Home Reports Navigator Students

Switch to Edit Share Subscribe ?

☆ myTC Chart

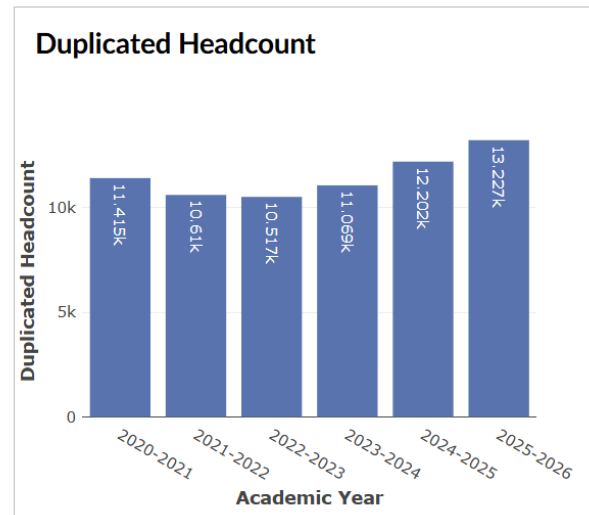
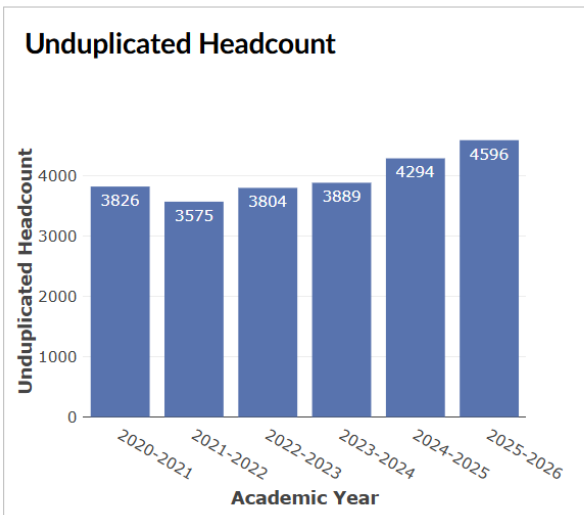
Dashboard Filters Academic Years Ago is between "-1" and "5" Division : All Semester is Fall

Chart Table DC - Chart DC - Table NonDC - Chart NonDC - Table PIT - Chart PIT - Table

Tab Filters

Student Classes Pivot Table Template

Report Filters Enrolled is Yes Subject is not ORIN



Phase 5 – Texas Student Success Center

- KPI Dashboards (TACC)
 - Early Momentum Metrics (EMMs)
 - Focus on FTIC student success measures

Phase 5 – Texas Student Success Center

- Earned 6+ credits in Term 1
- Completed Math in Year 1
- Completed Reading in Year 1
- Completed Writing in Year 1
- Completed All Subjects in Year 1
- Persisted from Term 1 to 2
- Earned 15+ credits in Year 1
- Earned 30+ credits in Year 1

Phase 5 – Texas Student Success Center

- **Key Performance Indicator Dashboards**
- <https://tacc.org/tsc/key-performance-indicator-dashboards>
- <https://public.tableau.com/app/profile/tx.success/vizzes>

Phase 6 – Future Plans

- Dual Credit metrics
 - [CCRC/UT Texas Dual Credit Dashboard \(Beta\) | Tableau Public](#)
- Financial forecasting in Board Dashboard
- Advisor-specific dashboards
- LMS integrations
- Texas License
 - [Licensing Files Download Page](#)

Implementation Guidance

- Assess data quality/history
- Engage stakeholders for key metrics
- Ensure accessibility & usability
- Plan for scalable, flexible future expansion