NCWIT TRACKING TOOL
INFORMATION SHEET
FOR ACADEMIC ALLIANCE MEMBERS

The NCWIT Tracking Tool is an online evaluation tool to help academic departments evaluate efforts for recruiting and retaining undergraduate students, by collecting and charting enrollment and outcome data (i.e., attrition, retention, completions) by major (i.e., computer science, information systems). The Tracking Tool is only appropriate for 4-year colleges now, but will be expanding to 2-year colleges in the future.

What do you need from my organization?
NCWIT requests that all Academic Alliance member organizations *provide enrollment data (declared majors) from your first year of membership to the current year*. NCWIT will ask you to update your data each academic year. Academic Alliance member organizations are only asked to report on their declared majors (enrollments). This means you will only need to complete the Institutional Information and part of Section 3 in the Tracking Tool.

However, to utilize the tool's full potential, users also have the option to input data on additional outcomes such as application rates and graduation rates to help them understand recruitment and retention trends. This additional data helps departments develop a well-rounded view of how women undergraduates are faring at different points in their school's trajectory. NCWIT strongly encourages schools to include data on additional outcomes in order to track and understand diversity trends in your applicants, acceptances, new enrollments, attrition, retention, and graduation rates. Users interested in submitting this additional data should use the excel data template for NCWIT Extension Services clients.

Different schools have different methods of getting this information. Sometimes a department will have in internal person who can pull this data. Other times, someone in your department may need to work with the Institutional Research (IR) office to complete the Tracking Tool.

Which departments on my campus should participate?
We ask each Academic Alliance member organization to collect data from any NCWIT-affiliated computing departments on their campus. Some schools only have one affiliated department, while others might have 3 or 4 (or more!). You will be able to enter data for each of your majors separately.

Why should my school use the Tracking Tool?
You can use the Tracking Tool to visualize your undergraduate recruiting and retention data. Even better is that you can compare each of your computing majors to comparison data from 1) other schools with the same types of degrees, 2) other schools with the same majors, and 3) national data sources such as IPEDS and Taulbee. You can log in at any

time to export these charts for grant proposals or other university work. See your data visualized in a dynamically-created longitudinal trend chart! Examples of these charts are at the end of this document.

What does NCWIT get out of this?
Did you know that there is no national data source that reports on enrollments in computing by gender? With such a gap, NCWIT decided to create a tool that could help chart national progress in women's computing enrollments and other important measures of recruitment and retention. By inputting your data into the Tracking Tool, we at NCWIT will be able to measure progress towards our goal of improving female participation in computing majors. And you help NCWIT understand and develop solutions to a national social problem!

Confidentiality of your Data
Data is confidential to NCWIT and the NCWIT External Evaluator and cannot be viewed in identifiable form by any other users. Each individual school can access and view their own data, but will only be able to see data from other schools when it has been combined together to be anonymous. NCWIT may share aggregated and anonymous results from this tool with the general public in order to show NCWIT's impact. This information will only be reported publicly in an anonymous format and will not be used by NCWIT to evaluate or report on any individual institution.

Didn't my school already provide some of this data to NCWIT?
Yes, many departments have already provided some of this data to the NCWIT external evaluator. In fact, as of 9/1/2015, we have already imported data from prior NCWIT data collection efforts from 429 different majors at over 150 different AA schools. Your data may already be waiting patiently in the Tracking Tool, ready for you to visualize it and add to it! Each time you login to the Tracking Tool you will see the data that your organization has already provided (if any). We suggest that you login to the Tracking Tool prior to compiling your data so that you know which years of data are needed for your institution. NCWIT created a spreadsheet to show a quick view of the how many years of data are available in the tool as of May 2015. You can download the *NCWIT Tracking Tool Data Available as of May 2015* spreadsheet (available on the NCWIT Tracking Tool homepage) to quickly view the years of data already in our records.

What kind of information will you need from my school, exactly?
The Excel data templates (available on the NCWIT Tracking Tool homepage) provide you with a template for how the data is to be inputted into the Tracking Tool. For general information about what is asked about in each section of the Tracking Tool, see below.

AA Required: SECTION 3
The tool tracks the following enrollments by gender and race/ethnicity for an academic school year:
- How many students have declared a major
    - This is the total headcount of all undergraduates enrolled in a program

AA Optional: SECTION 3
Academic Alliance members may also enter data in Section 3 that tracks key retention outcomes for a cohort of students by gender.
- How many students are enrolled in the same major or a different major at the beginning of the next academic year
- How many students graduated before the beginning of the next academic year
- How many students left the institution without graduating before the beginning of the next academic year

AA Optional: SECTION 1
The tool can also be used to track diversity trends among the following outcomes:
- How many full-time students applied to the department major
  - These are new freshman applicants and new transfer students
- How many full-time students were accepted into the department major
  - Of the new applications received, how many of those students were accepted
- How many full-time students are newly enrolled in the department major
  - Of the new students that were accepted, how many of those students actually enrolled in the department major

AA Optional: SECTION 2
- How many students have declared a major
  - This is the total headcount of all undergraduates enrolled in a program
- How many students were still enrolled in the same major (retention) at the beginning of the next academic year
- How many students were enrolled in a different major (attrition) at the beginning of the next academic year
- How many students graduated before beginning the next academic year
- How many students left the institution without graduating before the next academic year

Note: If your department decides to complete Section 2, you will not need to complete Section 3.

COMPARISON OPTIONS
The tracking tool can provide online graphs so users can easily compare their department's record to the overall Academic Alliance and other national averages. For example, the charts can show:
- How the female enrollment (declared majors) rate in your department compares to the Academic Alliance average
- How women's graduation rate in your department compares to the national average (IPEDS and Taulbee)
- How the female acceptance rate in your department compares to the Academic Alliance average

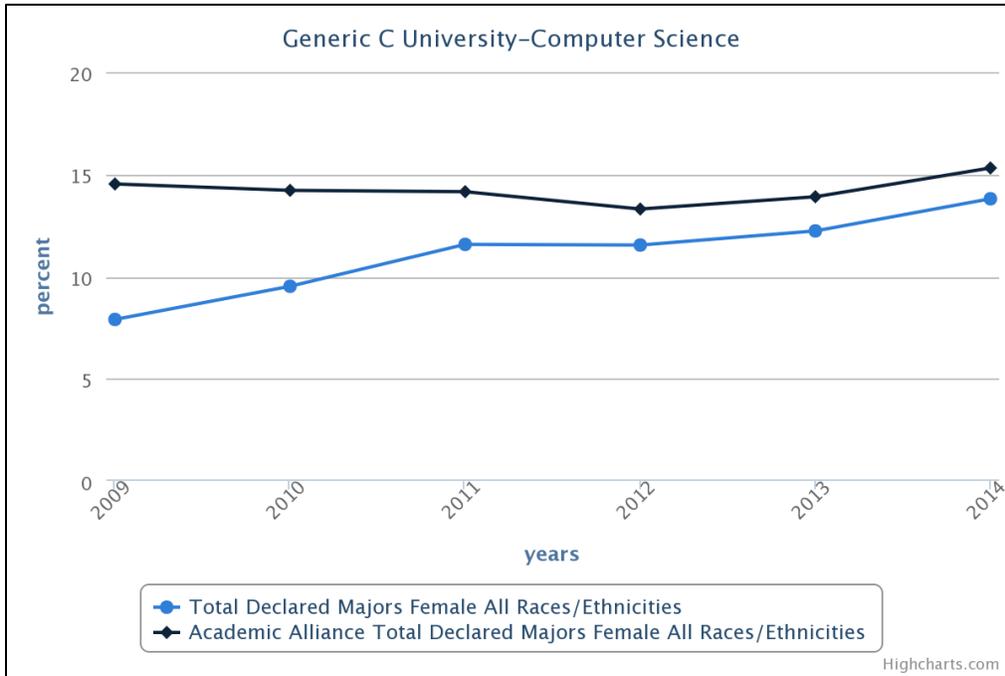Below are examples of tracking tool charts accessible to users.
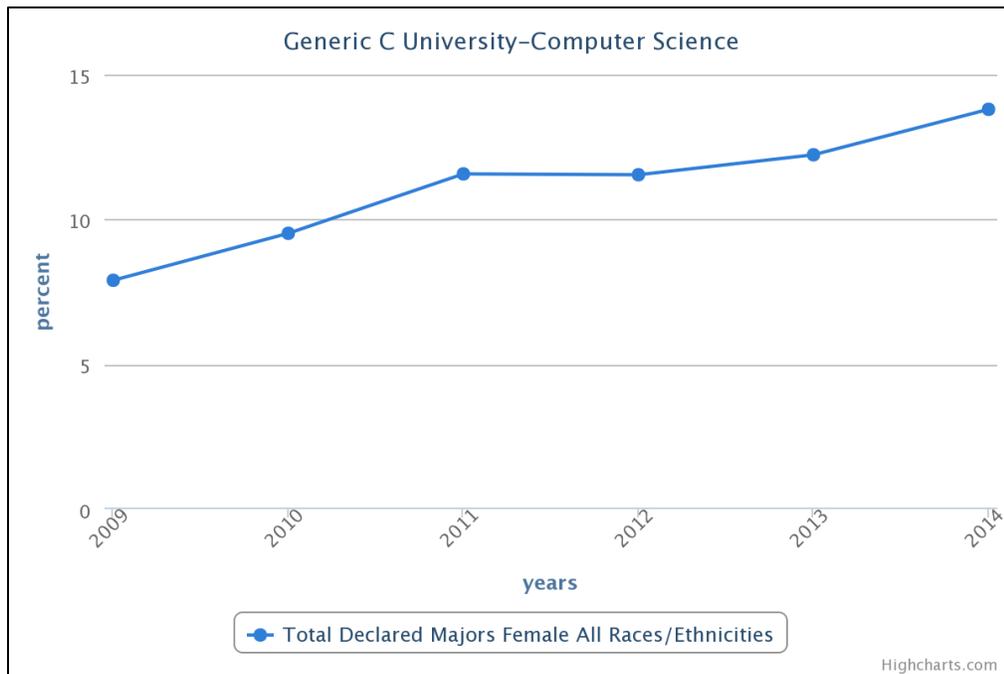
Women's Representation among Declared Majors in Computer Science

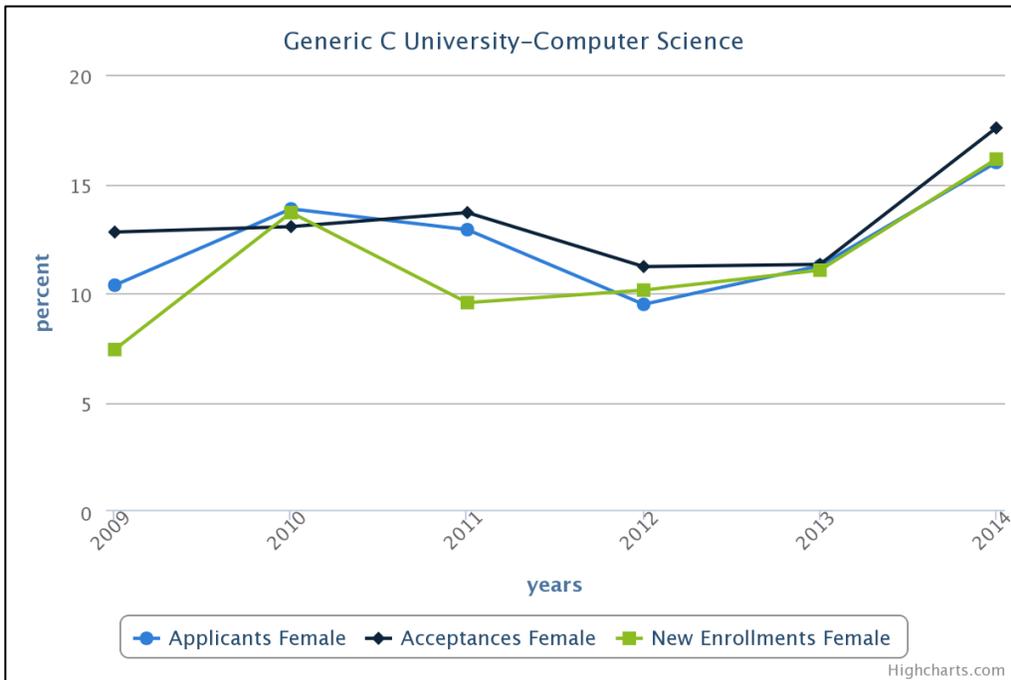**Figure 1: Female Declared Majors Trend in Computer Science (2009-2014)**
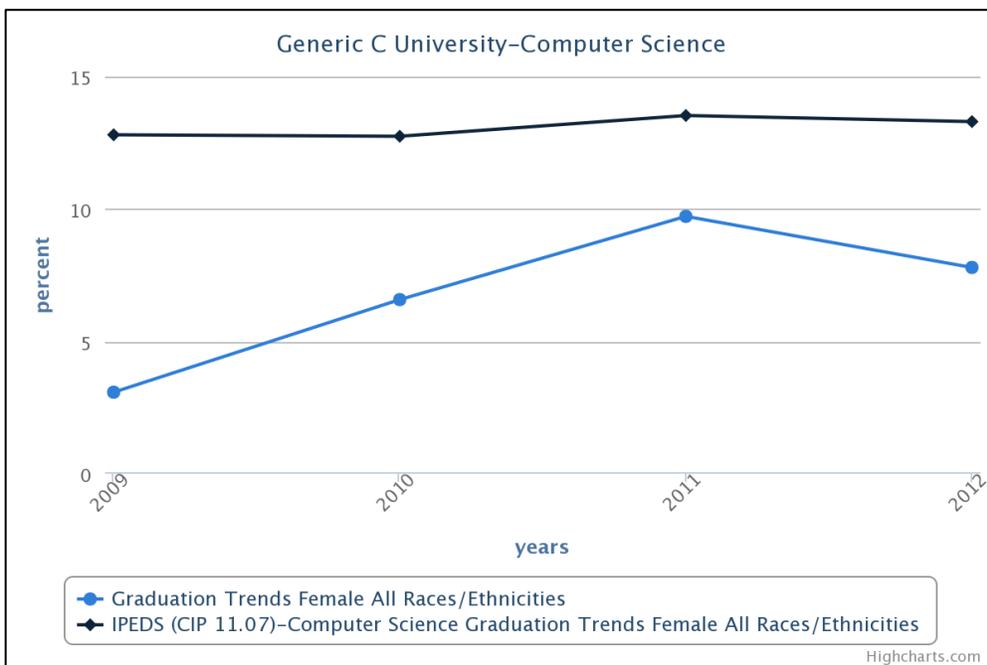
Women's Representation among Graduating Students in Computer Science

Figure 2: Comparison of Female Graduation Trends in CS & IPEDS Graduation Data

Women's Comparison of Declared Majors in Computer Science

Figure 3: Comparison of Female Declared Majors & Academic Alliance Member Schools

Women's Representation of Applicants, Acceptances, and Newly Enrolled Students in Computer Science

Figure 4: Female Percentage of Applicants, Acceptances, and Newly Enrolled Students