

You're Hired! Cognitive Strategies to Optimize Employment Dashboards

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COGNITIVE DESIGN STRATEGIES

Focus Attention

- Use a visual hierarchy
- Emphasize important information
- Highlight key numbers
- Use distinctive but familiar objects

Reduce Cognitive Load

- Use a consistent, predictable format
- Streamline the layout
- User-friendly language or pictures
- Organize information in line with the decisions being made

Optimize Memory Limits

- Keep to-be-compared data on the same dashboard
- Start with a summary then drill down to trends and more specific data
- Use multiple dashboards/tabs to keep information in digestible chunks

STAKEHOLDER FEEDBACK

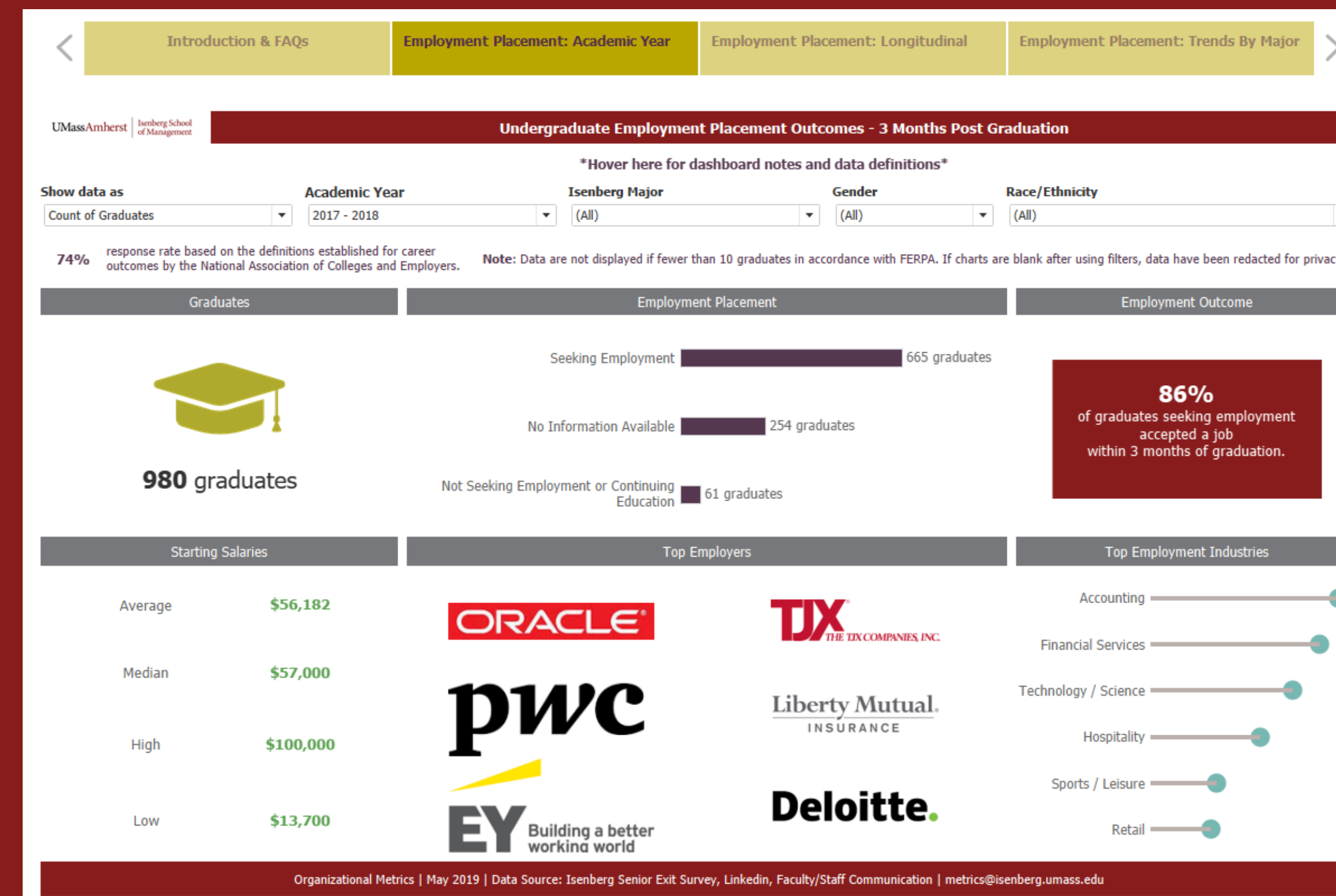
- “Just two days after getting access, it’s already immediately applicable...I was able to clear up in a single quick email something that would have taken me much, much longer to figure out (and much less accurately). The dashboard is awesome and I can’t wait to see what else you have in store for us...”



Get the poster here

Hierarchy of information tells the story of student employment

User-friendly language and pictures optimize usability for a range of stakeholders

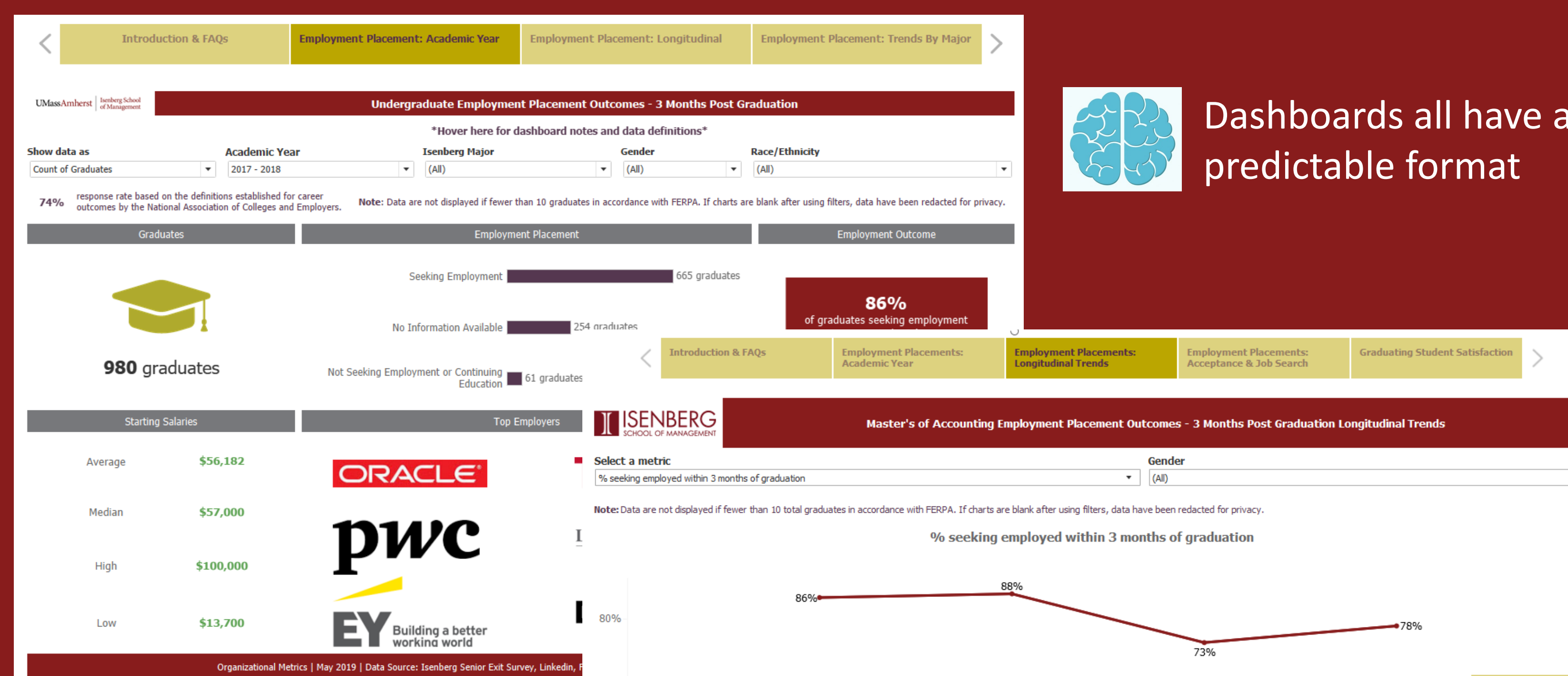


Key numbers are highlighted

Information requiring comparison is all in one place

Employer logos are distinctive and familiar

Dashboards all have a consistent, predictable format



Academic year summary drilled down to more specific data and historical trends

Carnegie Classification	# of Graduates at Colleges/University by Carnegie Classification					
	RI	RII	RIII	Baccalaureate College	Focus Four-Year: Business	Master's College/University
Accounting	8	2				12
Finance	3	1	1	1		8
Hospitality and Tourism Management	6	1				7
Information Systems	1					1
Management Science	3	3	3			13
Marketing	1	3	1			12
Organization of Studies	1	3	2			9
Sport Management	1	2				9
Strategic Management	1			1	1	9
Total	25	15	7	2	1	80

DASHBOARD DESIGN GOALS

Data Access

- Deploy rich survey-derived employment outcomes
- Share current year and longitudinal outcomes
- Allow easy identification of outcomes equity

Stakeholder Usability

- Clear information for stakeholders from senior leadership to prospective student families
- Easy to understand the questions being answered by the dashboard
- Transferable skills across multiple dashboards

ABOUT THE DATA

- Annual employment outcomes survey is distributed to graduating students 3 times a year based on graduation dates
- Supplemental data from LinkedIn and documented student communication with faculty/staff
- Student data joined to survey results for equity analyses on sex, URM status, major
- Data reported in aggregate only
- Average UG survey response rate: ~50%
- Average UG knowledge rate*: ~70%

*Based on the definition established for career outcomes by the National Association of Colleges and Employers.