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...”

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
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- 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.