Leveraging IPEDS Data to Examine MacKenzie Scott’s $560 Million Donation to HBCUs

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Abstract

- This session will demonstrate how researchers leveraged IPEDS data to develop profiles of HBCUs who received donations from philanthropist MacKenzie Scott and how those profiles compared to those of HBCUs who did not receive donations.
The Project

- Rutgers Graduate School of Education Center for Minority Serving Institutions interested in exploring patterns of donations from MacKenzie Scott.

- Wanted to know more about the HBCU schools that received donations from MacKenzie Scott and how they compared to other HBCUs.
The Data Analysis

- To provide a contextual framework for Rutgers’ CMSI, we utilized data from IPEDs to create institutional profiles and comparisons.

- Developed interactive Power BI report that allows users to explore and compare institutional data
  - Institutional data overview
  - Comparison of donation recipients to non-recipients
  - Side by side institutional comparison on key metrics
IPEDS Data Used

- Over 50 variables used; extracted 8 years of data
  - Institutional Characteristics
  - Admissions
  - Enrollment
  - Cost & Financial Aid
  - Retention & Graduation
  - Finance
  - Completions
## IPEDS Variables Used

<table>
<thead>
<tr>
<th>Variable Description</th>
<th>Variable Details</th>
<th>Institution Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admissions total</td>
<td>Full-time retention rate</td>
<td>Part-time graduate enrollment</td>
</tr>
<tr>
<td>Applicants total</td>
<td>Full-time undergraduate enrollment</td>
<td>Percent of undergraduate enrollment that are Hispanic</td>
</tr>
<tr>
<td>Associate's degree</td>
<td>Graduate enrollment</td>
<td>Percent of full-time first-time undergraduates awarded Pell grants</td>
</tr>
<tr>
<td>Average amount of institutional grant aid awarded to full-time first-time undergraduates</td>
<td>Graduation rate - Bachelor degree within 4 years total</td>
<td>Percent of full-time first-time undergraduates - in-state</td>
</tr>
<tr>
<td>Award Level</td>
<td>Graduation rate - Bachelor degree within 6 years total</td>
<td>Percent of first-time undergraduates - out-of-state</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>Grand total</td>
<td>Percent of first-time undergraduates - foreign countries</td>
</tr>
<tr>
<td>CipTitle</td>
<td>HBCU Institution</td>
<td>Percent of undergraduate enrollment that are Race Unknown</td>
</tr>
<tr>
<td>Control</td>
<td>Institution Name</td>
<td>Percent of undergraduate enrollment under 18</td>
</tr>
<tr>
<td>Doctor's degree - professional practice</td>
<td>Institution type</td>
<td>Percent of Undergraduates who are Men</td>
</tr>
<tr>
<td>Doctor's degree - research/scholarship</td>
<td>Latitude</td>
<td>Published in-state tuition and fees</td>
</tr>
<tr>
<td>Doctor's degree - professional practice</td>
<td>Longitude</td>
<td>Revenues from tuition and fees per FTE</td>
</tr>
<tr>
<td>Endowment assets (year end) per FTE enrollment</td>
<td>Master's degree</td>
<td>State abbreviation</td>
</tr>
<tr>
<td>Enrolled total</td>
<td>Revenue from Tuition &amp; Fees per FTE</td>
<td>Undergraduate enrollment</td>
</tr>
<tr>
<td>First-time degree/certificate-seeking undergraduate enrollment</td>
<td>Part-time undergraduate enrollment</td>
<td>UnitID</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Year</td>
</tr>
</tbody>
</table>
Live Demo of Dashboard

- Interactive Power BI report
Dashboard Screenshots

HBCU MacKenzie Scott Giving Report

Click links below to view reports.

- Institution Summary
- Student Summary
- Key Metrics Comparison
- Institution Comparison
- Institution Location
- Undergraduate Enrollment
- Graduate Enrollment
- Pell Recipients
- 6-Year Graduation Rate
- Pell 6-Year Graduation Rate
- Degrees Awarded
- Endowment per FTE
- Rankings

HBCU Institutions Receiving Donations

<table>
<thead>
<tr>
<th>Institution</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcorn State University</td>
<td>$25M</td>
</tr>
<tr>
<td>Bowie State University</td>
<td>$25M</td>
</tr>
<tr>
<td>Claflin University</td>
<td>$20M</td>
</tr>
<tr>
<td>Clark Atlanta University</td>
<td>$15M</td>
</tr>
<tr>
<td>Delaware State University</td>
<td>$20M</td>
</tr>
<tr>
<td>Dillard University</td>
<td>$5M</td>
</tr>
<tr>
<td>Elizabeth City State University</td>
<td>$15M</td>
</tr>
<tr>
<td>Hampton University</td>
<td>$30M</td>
</tr>
<tr>
<td>Howard University</td>
<td>$40M</td>
</tr>
<tr>
<td>Lincoln University (PA)</td>
<td>$20M</td>
</tr>
<tr>
<td>Morehouse College</td>
<td>$20M</td>
</tr>
<tr>
<td>Morgan State University</td>
<td>$40M</td>
</tr>
<tr>
<td>Norfolk State University</td>
<td>$40M</td>
</tr>
<tr>
<td>North Carolina A&amp;T University</td>
<td>$45M</td>
</tr>
<tr>
<td>Prairie View A&amp;M University</td>
<td>$50M</td>
</tr>
<tr>
<td>Spelman College</td>
<td>$20M</td>
</tr>
<tr>
<td>Tougaloo College</td>
<td>$6M</td>
</tr>
<tr>
<td>Tuskegee College</td>
<td>$20M</td>
</tr>
<tr>
<td>University of Maryland - Eastern Shore</td>
<td>$20M</td>
</tr>
<tr>
<td>Virginia State University</td>
<td>$30M</td>
</tr>
<tr>
<td>Voorhees College</td>
<td>$4M</td>
</tr>
<tr>
<td>Winston-Salem State University</td>
<td>$30M</td>
</tr>
<tr>
<td>Xavier University of Louisiana</td>
<td>$20M</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$560M</strong></td>
</tr>
</tbody>
</table>
Dashboard Screenshots
Dashboard Screenshots

Key Metrics - Comparison of Medians: HBCU Donation Recipients to HBCU Non-Recipients

Control ▼ State ▼
All ▼ All ▼

Applicants
- Non-Recipient △ Recipient
  - 4,048 vs. 4,898
  - 3,903 vs. 4,325
  - 3,615 vs. 3,986

First Time in College Enrollment
- Non-Recipient △ Recipient
  - 38 vs. 35
  - 56 vs. 53
  - 47 vs. 45

Published in-state tuition & fees
- Non-Recipient △ Recipient
  - $7,182 vs. $7,614
  - $5,875 vs. $6,321

Percent of full-time first-time undergrads receiving Pell
- Non-Recipient △ Recipient
  - 82.5 vs. 81.0
  - 67.0 vs. 65.0

Undergraduate Enrollment
- Non-Recipient △ Recipient
  - 3.84 vs. 3.08
  - 2.11 vs. 1.92
  - 2.92 vs. 3.06

Net Revenue per FTE
- Non-Recipient △ Recipient
  - $4,173 vs. $4,784
  - $3,725 vs. $4,371

Full-time Retention Rate
- Non-Recipient △ Recipient
  - 71.0 vs. 72.0
  - 70.0 vs. 71.0

6-Year Graduation rate - Bachelor degree attainment
- Non-Recipient △ Recipient
  - 47.0 vs. 42.0
  - 27.5 vs. 28.0

Source: NCES IPEDS Data Center
Dashboard Screenshots

**Institution Comparison**

**Enrollment**
- **Institution type**: All
- **Institution Name**: Alabama State University

**Enrollment**
- **Institution type**: All
- **Institution Name**: Fayetteville State University

Source: NCES IPEDS Data Center
Dashboard Screenshots

Institution Location and Donation by State

Institution Location and Donation Status

HBCU Donation Recipients by State

Source: NCES IPEDS Data Center.
Q & A

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Links:
- Rutger’s CSMI Report
- Power BI Dashboard