

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

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Dr. Resche Hines
Trivium BI
resche@triviumbi.com

Dr. Angela Henderson
Trivium BI
angela@triviumbi.com

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

Admissions total	Full-time retention rate	Part-time graduate enrollment	Percent of undergraduate enrollment that are Hispanic
Applicants total	Full-time undergraduate enrollment	Pell Grant recipients - Bachelor's degree rate within 6 years	Percent of undergraduate enrollment that are Native Hawaiian or Other Pacific Islander
Associate's degree	Graduate enrollment	Percent of full-time first-time undergraduates awarded Pell grants	Percent of undergraduate enrollment that are Nonresident Alien
Average amount of institutional grant aid awarded to full-time first-time undergraduates	Graduation rate - Bachelor degree within 4 years total	Percent of first-time undergraduates - in-state	Percent of undergraduate enrollment that are Race Unknown
Award Level	Graduation rate - Bachelor degree within 6 years total	Percent of first-time undergraduates - out-of-state	Percent of undergraduate enrollment that are two or more races
Bachelor's degree	Grand total	Percent of first-time undergraduates - foreign countries	Percent of undergraduate enrollment that are White
CipTitle	HBCU Institution	Percent of first-time undergraduates - residence unknown	Percent of undergraduate enrollment that are women
Control	Institution Name	Percent of undergraduate enrollment under 18	Percent of Undergraduates who are Men
Doctor's degree - professional practice	Institution type	Percent of undergraduate enrollment 18-24	Published in-state tuition and fees
Doctor's degree - research/scholarship	Latitude	Percent of undergraduate enrollment 25-64	Revenues from tuition and fees per FTE
Doctor's degree - professional practice	Longitude	Percent of undergraduate enrollment over 65	State abbreviation
Endowment assets (year end) per FTE enrollment	Master's degree	Percent of undergraduate enrollment that are American Indian or Alaska Native	Undergraduate enrollment
Enrolled total	Revenue from Tuition & Fees per FTE	Percent of undergraduate enrollment that are Asian	UnitID
First-time degree/certificate-seeking undergraduate enrollment	Part-time undergraduate enrollment	Percent of undergraduate enrollment that are Black or African American	Year

Live Demo of Dashboard

- ▣ Interactive Power BI report

Dashboard Screenshots

HBCU MacKenzie Scott Giving Report

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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

Institution	Amount
Alcorn State University	\$25M
Bowie State University	\$25M
Clafin University	\$20M
Clark Atlanta University	\$15M
Delaware State University	\$20M
Dillard University	\$5M
Elizabeth City State University	\$15M
Hampton University	\$30M
Howard University	\$40M
Lincoln University (PA)	\$20M
Morehouse College	\$20M
Morgan State University	\$40M
Norfolk State University	\$40M
North Carolina A&T University	\$45M
Prairie View A&M University	\$50M
Spelman College	\$20M
Tougaloo College	\$6M
Tuskegee College	\$20M
University of Maryland - Eastern Shore	\$20M
Virginia State University	\$30M
Voorhees College	\$4M
Winston-Salem State University	\$30M
Xavier University of Louisiana	\$20M
Total	\$560M

Dashboard Screenshots

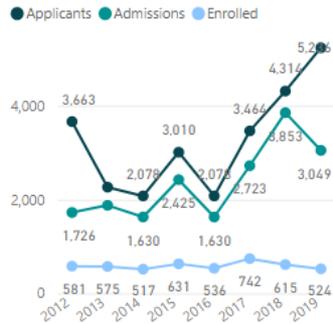


Institution Metrics

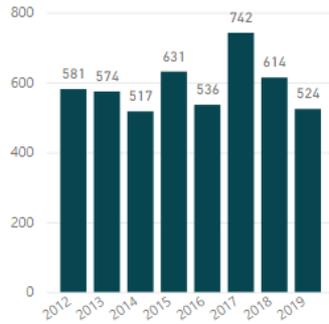
Institution type:
 Control:
 State:
 Institution Name:

\$25M
Amount of Donation

Applicants, Admitted, Enrolled



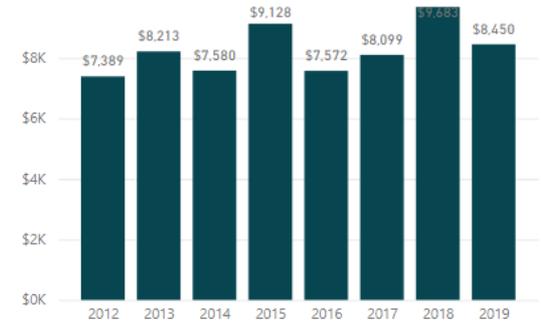
First Time in College Enrollment



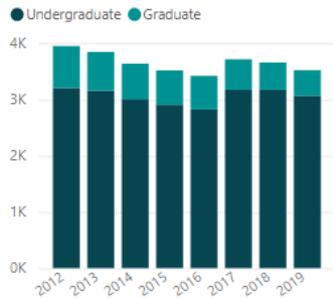
Published in-state tuition & fees



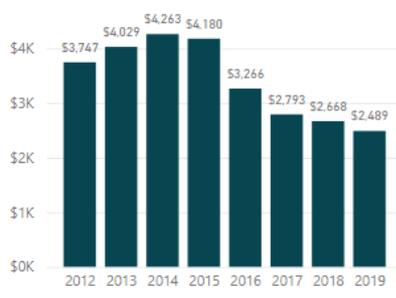
Average institutional grant aid to full-time first-time undergrads



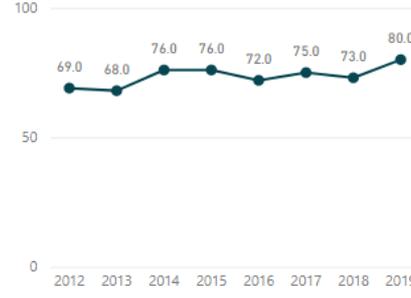
Undergraduate and Graduate Enrollment



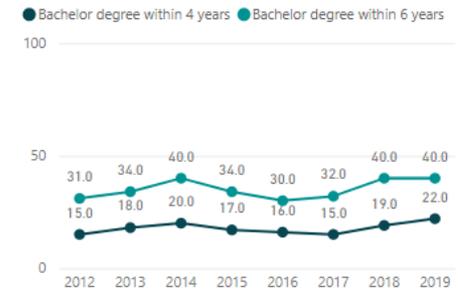
Revenue from Tuition & Fees per FTE



Full-time Retention Rate



Graduation rate - Bachelor degree attainment



Source: NCES IPEDS Data Center.

Dashboard Screenshots

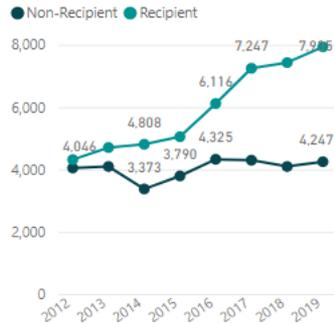


Key Metrics - Comparison of Medians: HBCU Donation Recipients to HBCU Non-Recipients

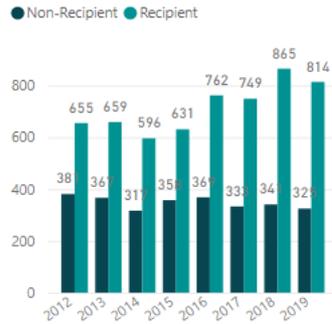
Control State

HBCUs Receiving Donation: **23**
Total HBCUs: **100**

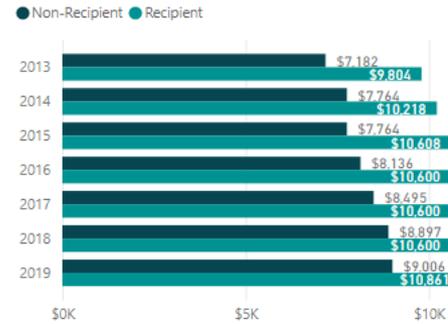
Applicants



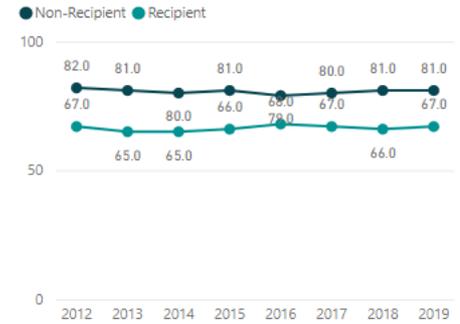
First Time in College Enrollment



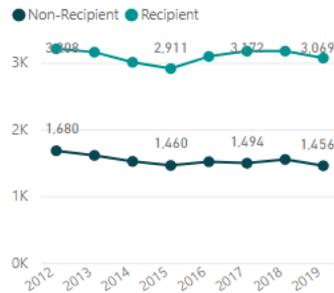
Published in-state tuition & fees



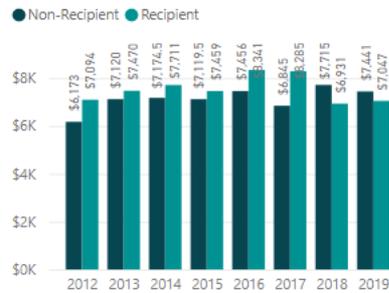
Percent of full-time first-time undergrads receiving Pell



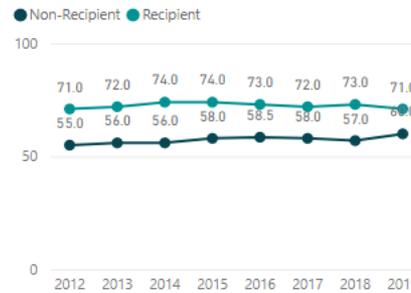
Undergraduate Enrollment



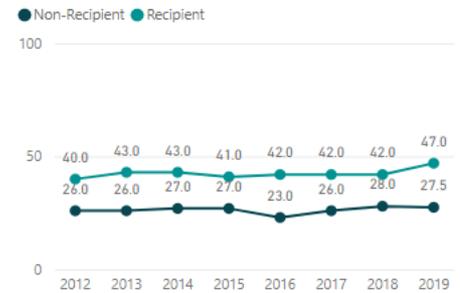
Net Revenue per FTE



Full-time Retention Rate



6-Year Graduation rate - Bachelor degree attainment



Source: NCES IPEDS Data Center.

Dashboard Screenshots

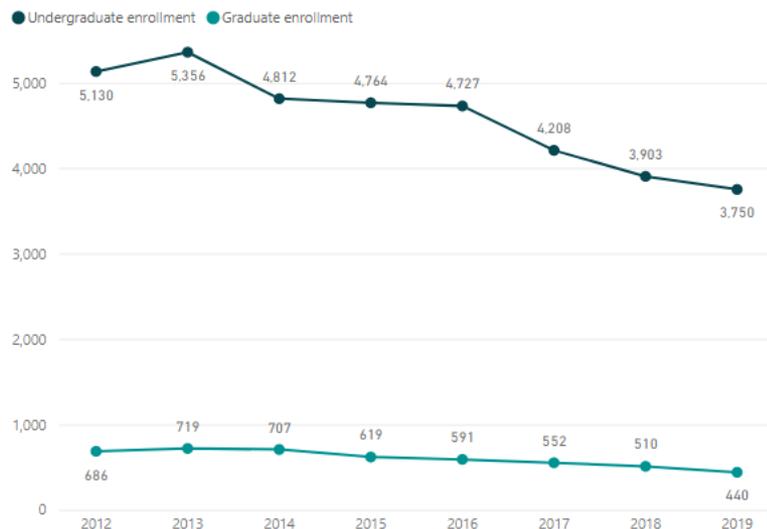


Institution Comparison

- Enrollment
- Graduation
- Pell
- Pell Graduation
- Endowment
- Degrees

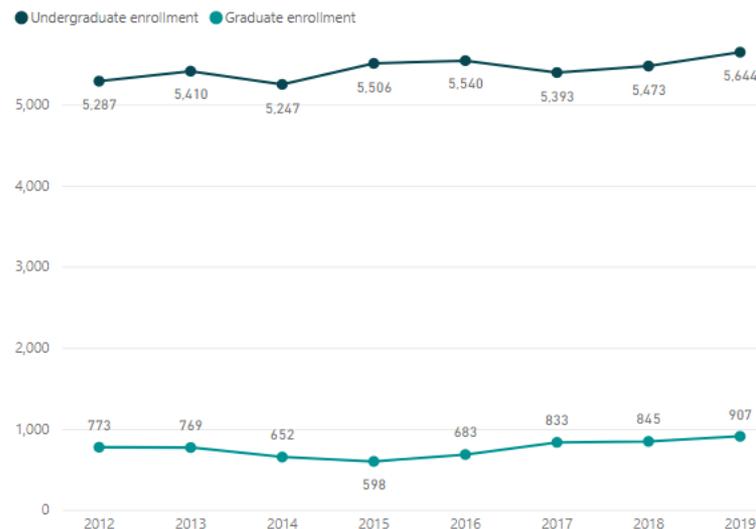
Institution type: All
Institution Name: Alabama State University

Enrollment



Institution type: All
Institution Name: Fayetteville State University

Enrollment



Source: NCES/IPEDS Data Center.

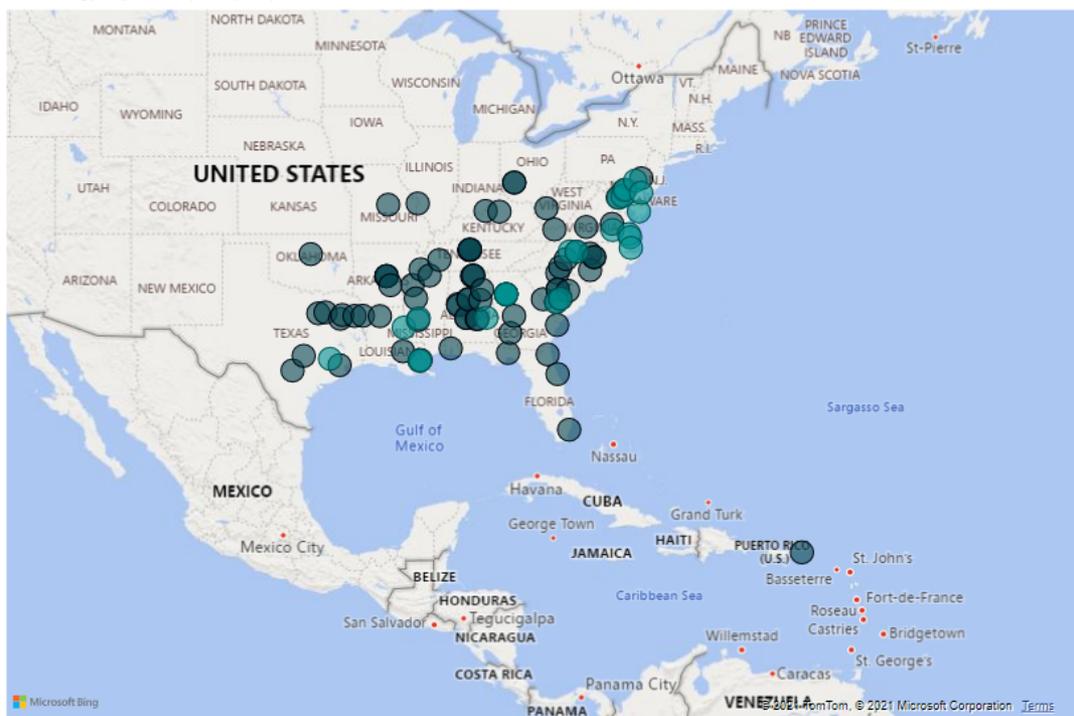
Dashboard Screenshots



Institution Location and Donation by State

Institution Location and Donation Status

Institution type ● Non-Recipient ● Recipient



HBCU Donation Recipients by State

State	Institution Name	Amount
AL	Tuskegee University	\$20,000,000
DC	Howard University	\$40,000,000
DE	Delaware State University	\$20,000,000
GA	Clark Atlanta University	\$15,000,000
GA	Morehouse College	\$20,000,000
GA	Spelman College	\$20,000,000
LA	Dillard University	\$5,000,000
LA	Xavier University of Louisiana	\$20,000,000
MD	Bowie State University	\$25,000,000
MD	Morgan State University	\$40,000,000
MD	University of Maryland Eastern Shore	\$20,000,000
MS	Alcorn State University	\$25,000,000
MS	Tougaloo College	\$6,000,000
NC	Elizabeth City State University	\$15,000,000
NC	North Carolina A & T State University	\$45,000,000
NC	Winston-Salem State University	\$30,000,000
PA	Lincoln University	\$20,000,000
SC	Claflin University	\$20,000,000
SC	Voorhees College	\$4,000,000
TX	Prairie View A & M University	\$50,000,000
VA	Hampton University	\$30,000,000
VA	Norfolk State University	\$40,000,000
VA	Virginia State University	\$30,000,000
Total		\$560,000,000

Source: NCES IPEDS Data Center.

Q & A



Dr. Resche Hines
Trivium BI
resche@triviumbi.com

Dr. Angela Henderson
Trivium BI
angela@triviumbi.com

Links:

- ▣ [Rutger's CSMI Report](#)
- ▣ [Power BI Dashboard](#)