CHARTS, VISUALS, INFOGRAPHICS...OH MY!

Jenna M. Smith,
Coordinator of Assessment & Marketing
“Big Data” movement
Pressure to translate data quickly
Less time to grab a person’s attention:
\(\text{average adult attention span is less than 2.8 seconds.}\)
Social media influence
The evolution of the one-pager
Raise your hand if...

• You lost interest in art because you couldn’t replicate what the teacher was showing you?
• Are classically trained in graphic design?
• Draw sketches to make sense of a topic?
• Doodle in meetings?
WHAT DO YOU REMEMBER?

Sixty-three percent
Flag
United States
Group of people
Thunderstorm
fifty percent
“90% of information transmitted to the brain is visual. Visuals are processed 60,000 times faster than text.”

“40% of people respond better to visual information than text.”

“50% of status updates now include an image, and posts with images far outperformed those with just text alone.”

“On Instagram, users post 40 million photos per day with 8,500 likes and 1,000 comments per second.”

“There are an astounding 3 billion views on YouTube daily.”

J.K. Rowling, admitted recently that she drew Harry Potter’s world before she wrote it.

MY EXPERIENCE

AS A STUDENT...

- Undergrad everyone wanted to study with me.
- Used acronyms, flashcards, color and process visuals to get through my graduate degree.

AS AN EMPLOYEE...

- During my career in events, I translated everything into drawings and tables.
- Spent the last five years drawing my notes on scraps of paper.
- Attended the Creative Problem-Solving Institute in June 2014 and learned the Visual SenseMaking technique used by Humantific.
1. Draw a circle
2. Draw a square
3. Draw a person
4. Draw a building
Hi, I’m Jenna from Niagara Falls, N.Y.

LET’S PRACTICE!

• Find a partner
• Learn 5 things about them
• Represent those 5 things visually
• Turn off your inner art critic.
• Draw what comes to mind first.
• Look for trigger words.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>EXAMPLE</th>
<th>TYPE</th>
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</thead>
<tbody>
<tr>
<td>What</td>
<td>tool, document, office</td>
<td>Things</td>
</tr>
<tr>
<td>Who</td>
<td>user, student, staff</td>
<td>People</td>
</tr>
<tr>
<td>How</td>
<td>connect,</td>
<td>Verbs</td>
</tr>
<tr>
<td>Why</td>
<td>mission, goal, target</td>
<td>Reason</td>
</tr>
<tr>
<td>When</td>
<td>first, next, year</td>
<td>Steps</td>
</tr>
<tr>
<td>Where</td>
<td>department name, campus</td>
<td>Location</td>
</tr>
<tr>
<td>How Much</td>
<td>plus, some, number</td>
<td>Quantity</td>
</tr>
</tbody>
</table>

Adapted from a presentation by Humantific at CPSI 2014
• Pair up

• Highlight the trigger words

• Turn words into visuals
Think **NUGGETS** of information or **SNACK-SIZED**.
Results of MyPlan

Why MyPlan?
Career Services believes that early continuous engagement with students leads to career success. MyPlan is an early exploratory self-assessment tool that helps students better understand their career interests, skills and values as it relates to academic majors and potential career paths.

The Impact of MyPlan at UB

Since the introduction of Finish in 4, 3,400 students total completed MyPlan.

1,482 finish in 4 students took MyPlan in their first year.

More students are understanding themselves through MyPlan.
Utilization of MyPlan increased 83%.
Early utilization of service matters.
46% of students took MyPlan in their first year.

MyPlan encouraged students to seek additional help.
The number of first-year students seeking career counseling increased.

The Result

More than 94% of all respondents reported that attending the MyPlan Debrief...

- Developed a better idea of how their work values relate to their decision-making process.

- Student Testimonial:
  “MyPlan helped me make a connection between my interests and values and how it relates to my future career path.”

- Was useful in helping them better understand their interests.

- Student Testimonial:
  “MyPlan taught me how to view my interests in a different perspective related to possible careers for my major.”

- Increased their understanding of the skills associated with their major.

- Student Testimonial:
  “It made me realize how compatible I am with my major.”

- Encouraged them to begin considering the connection between majors and careers.

- Student Testimonial:
  “I will assess my core values, then try to find an internship and vocational training in a job setting that relates. It helped me make sure I am doing what I want to do.”
UB Career Services Impact

Services Provided to Students
UB Career Services believes in individualized services for each student. Below depicts, the percentage of each personalized service used by students.

- Counseling Appointments (37%)
- Express Resume/Cover Letter Reviews (41%)
- Self-Assessments (22%)

Improvements
First UB team to complete the yellow belt Six Sigma training.

THE RESULT:
- Other UB teams followed Career Services’ example and engaged in Six Sigma training.
- Days to post jobs on Bullseye decreased.

Collaborations
Work with various schools, departments, offices at UB and beyond, to enhance the experience of the UB student.

<table>
<thead>
<tr>
<th>PARTNER</th>
<th>RESULT</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Arts &amp; Sciences</td>
<td>CAS Career Conversations</td>
</tr>
<tr>
<td>School of Management</td>
<td>Joint Employer Cultivation</td>
</tr>
<tr>
<td>Alumni</td>
<td>UB Smoczn’</td>
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<tr>
<td>Student Advising Services</td>
<td>At-risk Student Outreach</td>
</tr>
<tr>
<td>Finish in 4</td>
<td>MyPlan</td>
</tr>
</tbody>
</table>

*See Finish in 4 Collaboration results on next page.
5 SIMPLE STEPS

THINK OUTSIDE
THE SQUARE

1. Audience
   What do you know about the audience?

2. Highlight
   Review information and highlight key points that apply to your audience.

3. Sketch
   What does the information look like visually? Sketch it out.

4. Play
   Decide which tool you want to use and play around with those tools.

5. Review
   Have a person not connected to the project review it.
• Good **COLORFUL** pens, markers, highlighters.
• Scrap paper

*NOTE: I prefer blank paper over lined paper because in elementary school I was taught to stay within the lines and I can never get past that.*
Select the infographic format you would like to use.

- **Infographic**: Create longform infographics to draw more page views to your blog or website. [Read more.]
- **Report**
- **Banner**
- **Presentation**
# Resources for Visual Analytics

<table>
<thead>
<tr>
<th>Visual Analytics</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blog - VisCandy - David Cracknell</td>
<td><a href="http://vizcandy.blogspot.com/">http://vizcandy.blogspot.com/</a></td>
</tr>
<tr>
<td>EDUCAUSE - Analytics</td>
<td><a href="http://www.educause.edu/library/analytics">http://www.educause.edu/library/analytics</a></td>
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QUESTIONS?

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