BUILDING CAPACITY IN DATA AND ANALYTICS

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ATD Kickoff Institute
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Problem and Promise

- ATD model requires colleges to collect share, analyze and utilize meaningful quantities of data
- Daunting task for small IR offices
- Challenging for many colleges
- ATD tools and innovative college experiences
Culture of Evidence...

“The outcome of a deliberate strategy to make decisions through the analysis of data”

Campus Technology
Analytics...

Information resulting from the systematic analysis of data or statistics
Assumptions about Analytics

1. Faculty and staff are eager to discuss student performance data
2. Knowing there is a problem ensures that it will be fixed
3. We know how to fix the problems
4. Everyone is eager to make changes to improve success
5. Practices and policies can be changed when needed
6. Studying everything leads to better decisions

Phillips & Horowitz (2017) *Creating a Data-Informed Culture in Community Colleges*
Types of Analytics...
SPEED ROUND

■ Think about the last time you used data to make a decision at work.

■ What was that data?

■ Sharing...
Strategy For Building Capacity

Requires an integrated strategy for change that:

- *Incorporates a “changing role” for Institutional Research*
- *Builds capacity and increases productivity*
- *Builds partnerships and promotes internal education*
Changing Role for IR

Promote a vision for the IR office and function as:
- Innovator
- Change Agent

Move out of the office:
- Transition from data cruncher and gatekeeper to data/information facilitator and leader

Share responsibility
Changing Role for IR

Build a Data Team:
- Start with strong cooperation between IR and IT
- Incorporate data offices: Registrar's Office, Financial Aid, and others?
- Recruit Faculty: Math, English, and/or Social Science faculty?
- Identify and bring in others who have data skills
- Add a data novice?
Changing Role for IR

Partner with the Data Team to:
- *Identify key student success metrics that everyone should know*
- *Include lead and lag measures and stay focused*
- *Ensure displays tell story quickly*
- *Develop strategy to share and inform*
- *Provide evaluation support*
Building Staff Capacity

Create Partners:
- Faculty release time to work in IR office
- IT to leverage technology
- Center for Applied Research
- Four-Year partners
- Student interns

Educate:
- Use your coaches!
- Utilize ATD Resources: Webinars, Summit, & Data Discovery Guide
- AIR Data and Decisions Academy
Building Capacity: ATD Resources and Guidance

- Coaches
- ATD Data Discovery Guide
- ATD Data Webinars
- ATD Data & Analytics Summit
- Reporting tools and templates
- Network College Experiences
Early Momentum KPIs: Number and Percentage of FTEIC* students who earned at least 6 or at least 12 credential-bearing credits during the first term; Earned at least 15, 24, or 30+ credits in year 1

<table>
<thead>
<tr>
<th>Cohort</th>
<th>Fall 2013</th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Total FTEIC Students*</td>
<td>4,373</td>
<td>100%</td>
<td>3,931</td>
<td>100%</td>
<td>4,192</td>
</tr>
<tr>
<td>Earned 6+ college credits in 1st term</td>
<td>2,092</td>
<td>48%</td>
<td>2,385</td>
<td>61%</td>
<td>2,640</td>
</tr>
<tr>
<td>Earned 12+ college credits in 1st term</td>
<td>598</td>
<td>14%</td>
<td>862</td>
<td>22%</td>
<td>1,008</td>
</tr>
<tr>
<td>Earned 15+ college credits in year 1</td>
<td>1,650</td>
<td>38%</td>
<td>1,747</td>
<td>44%</td>
<td>1,892</td>
</tr>
<tr>
<td>Earned 24+ college credits in year 1</td>
<td>1,157</td>
<td>13%</td>
<td>676</td>
<td>17%</td>
<td>759</td>
</tr>
<tr>
<td>Earned 30+ college credits in year 1</td>
<td>143</td>
<td>3%</td>
<td>183</td>
<td>5%</td>
<td>210</td>
</tr>
</tbody>
</table>
ATD Data Resources: NSC Reports
Building capacity to use data:
Data-informed decision-making steps

1. Identify potential problem areas
2. Gather data – quantitative & qualitative, trend or comparison for perspective
3. Share data
4. Provide forums to discuss, deepen understanding, build support
5. Identify strategies/interventions that are promising
6. Add accountability to ensure action
7. Implement and evaluate
8. Share and institutionalize what works
9. Celebrate successes and learn from missteps
Exercise: Building Capacity to Use Data

■ Individual Reflection (2 min)
  – Each person will review Top 20 or Math Course data table and identify key point(s)

■ Table Discussion (15 min)
  – Together the table will respond to data discussion questions

■ Group share (10 min)