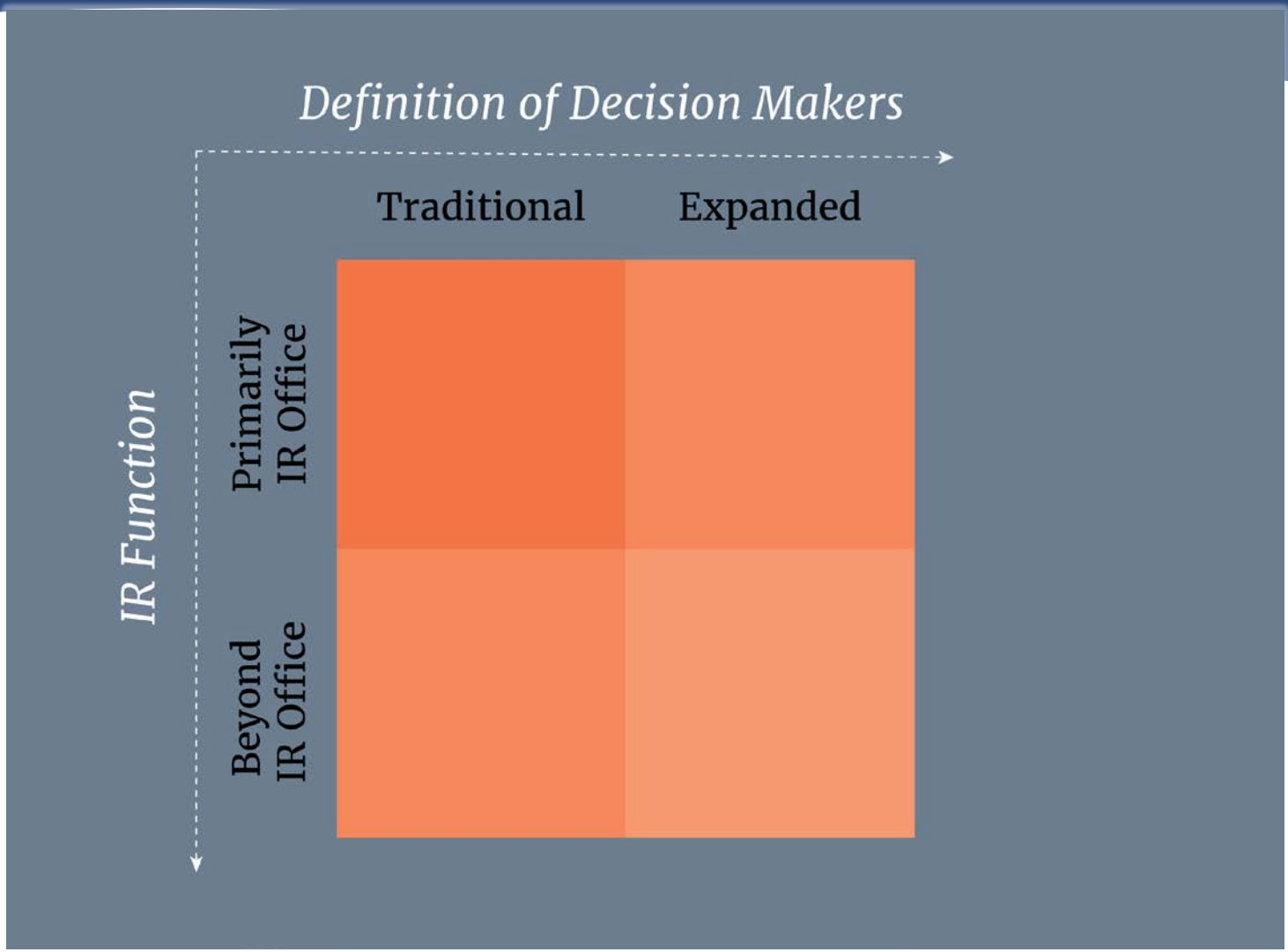
Association for Institutional Research
Data and Decisions for Higher Education

Data-Informed Decision Cultures at Community Colleges: Foundations for Transformation

KC Greaney, Santa Rosa Junior College
Leah Ewing Ross, AIR

Data-Informed Decision Cultures



What Does it Mean to be a Data-Literate Decision Maker?

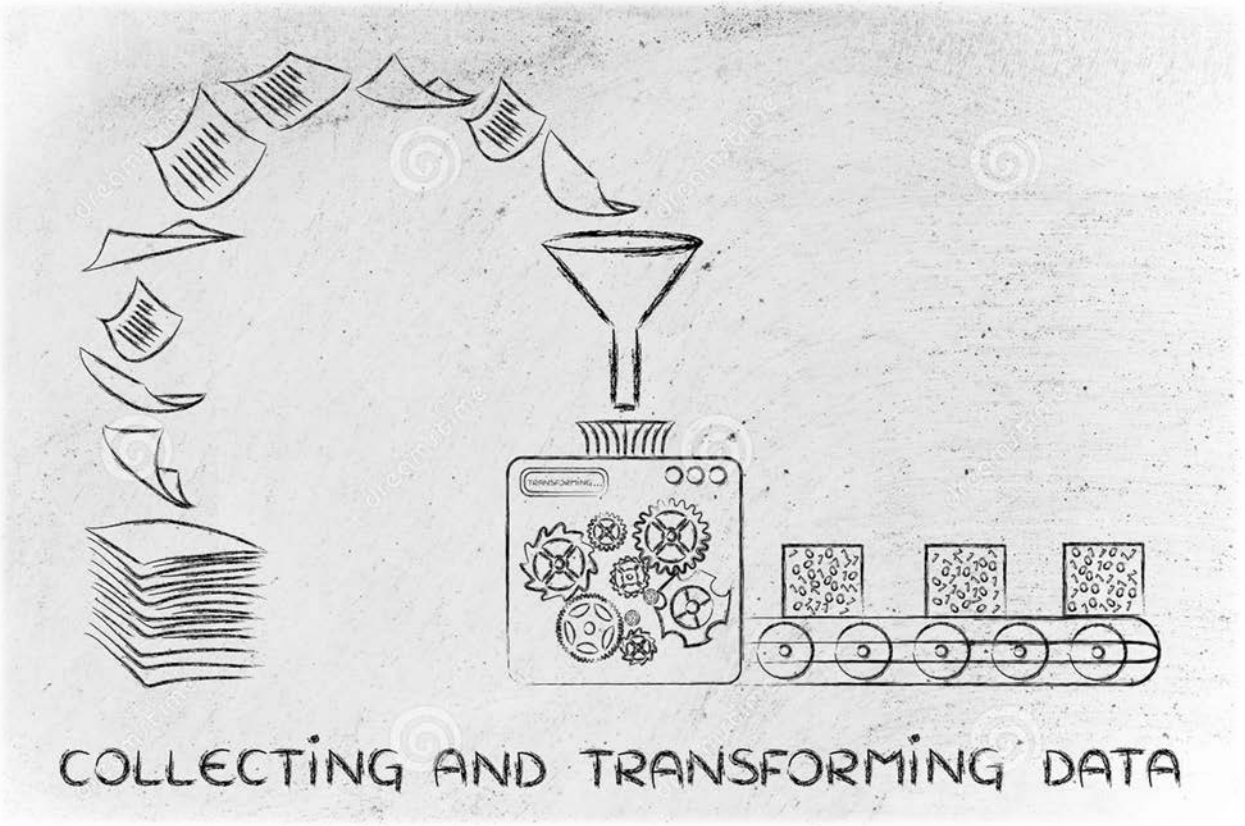
"Between gut instincts, gut feelings and gut reactions my abs get a great workout."

Requirements of Transformation

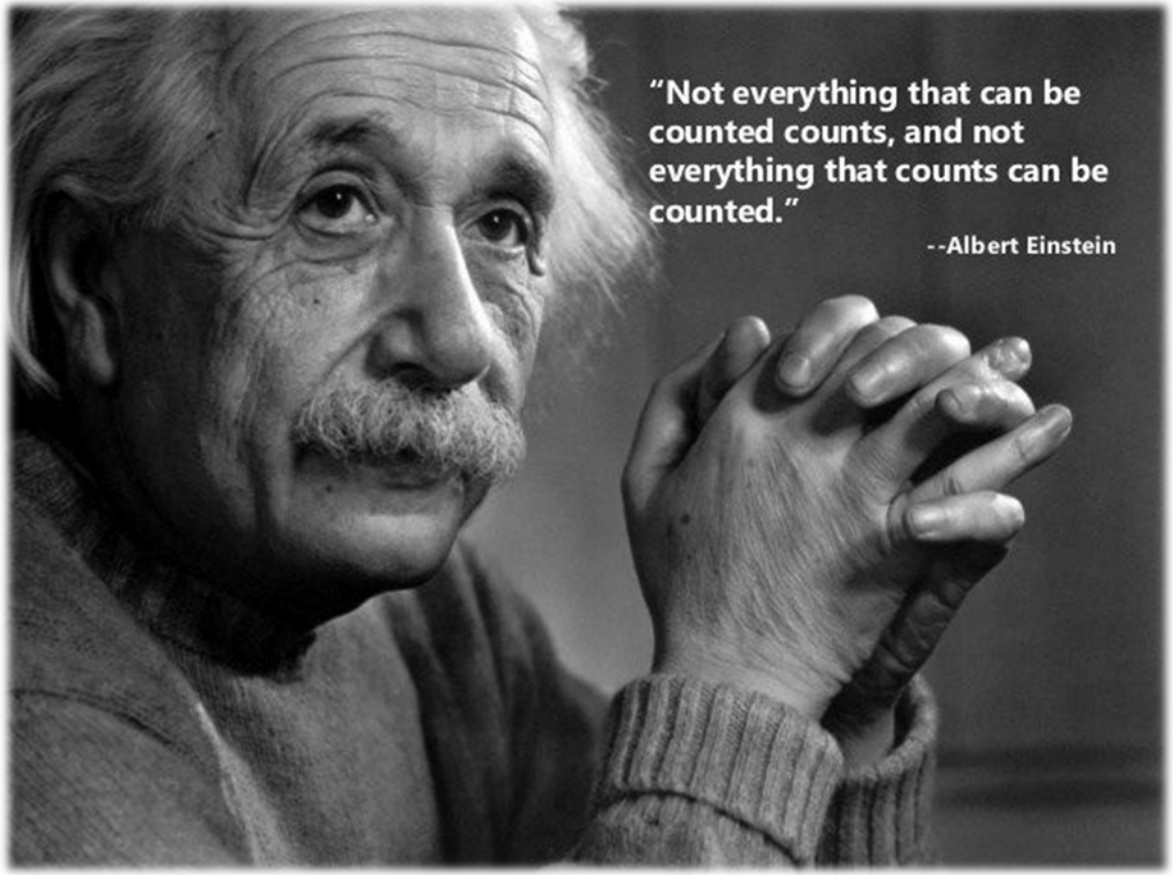
We need staff who understand the art and science of transforming data into information.

The Art and Science of Transforming Data

Data are not valuable if they're not relevant and useful.



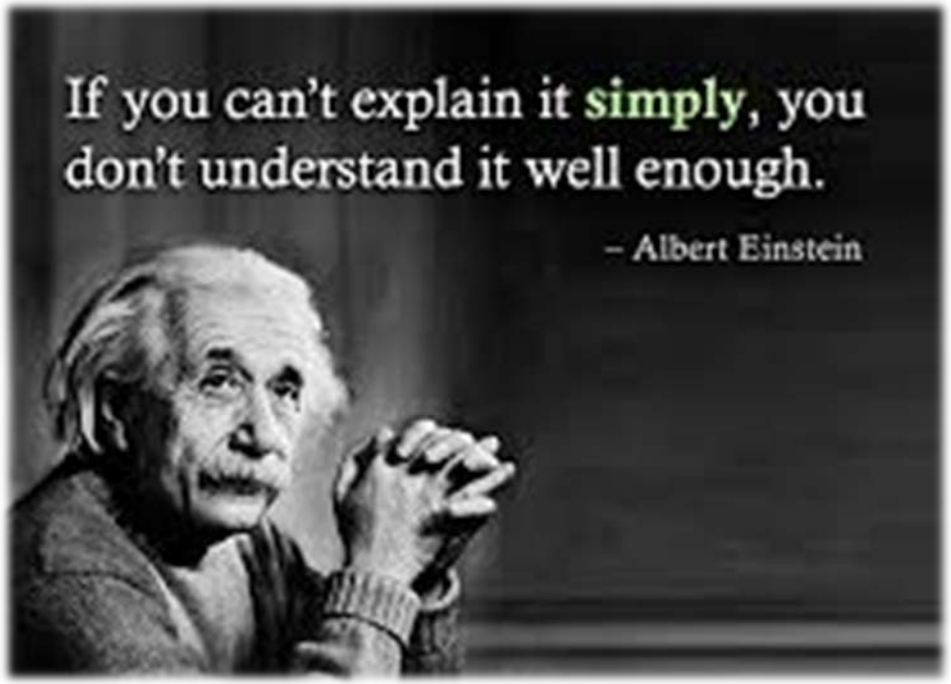
The Science of Transforming Data into Information



The science (or mechanics) of this work is interpretation within the context of the institution, the question posed, and the intended audience.

What is Missing?

The Art of Transforming Data into Information



The art of this work is to derive relevant, contextualized information and communicate that information in a manner in which it is easily understood, and to make recommendations if appropriate.

These Concepts in Action

AIR's Statement of Aspirational Practice for IR

- Student-Focused Paradigm
- Expanded Definition of Decision Makers
- Concept of an IR Function
- Chief IR Officer

it's the role that matters – titles vary

American River College

Governance Redesign

Santa Rosa Junior College

Citizen Researcher Campaign: Data to the People!

SANTA ROSA JUNIOR COLLEGE

Citizen Researchers Campaign: Data to the People!

KC Greaney
Director of Institutional Research

SRJC: Institutional Culture

- Multi-site, single college district founded in 1918
- Nearly 40,000 students enrolled annually, producing 19,000 FTES
- On President #5 in 100 years
- A pioneer in creating Student Information Systems (SIS)
- Data ownership kept within IT requiring programmers to access
- Recent changes will hopefully shift institutional culture

Being data-driven means having…

a self service culture

Business units have necessary data access as well as within-team analytical skills to drive insights, actions, and impact.

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Making Data Accessible

Efficient

- Interactive, online data resources allow research offices to provide vast quantities of data to stakeholders, in a customizable format allowing users to extract the precise numbers they need
- Can relieve IR offices of many routine data requests
- Efficient for IR staff in retrieving data

Democratic

- With accessible data, this approach supports AIR's Statement of Aspirational Practices, which expands the definition of Decision Maker to include Students, Staff and Faculty

Promotes Data Driven Culture

- All stakeholders will have access to data to inform decisions

Citizen Researcher Campaign: Data to the People!

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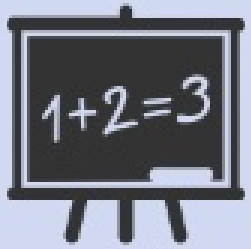
Being data-driven means having…



a broad data literacy

All decision-makers have appropriate skills to use and interpret data.

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Improving Data Literacy at SRJC

Approach:

1. Provide meaningful, useful viz's – not reports
   - Responsive to requests; this is an on-going iterative process
2. Data coaching
   - "Professional Development Day" training sessions
   - President's Cabinet
   - Committees
   - New Faculty Orientation
   - Student Classroom Presentations
   - On request, 1:1 to help stakeholders find the data they need
3. Data Leadership
   - Promote discussions of AIR's "Statement of Aspirational Practices"

Being data-driven means having…

an objective, inquisitive culture

"Do you have data to back that up?" should be a question that no one is afraid to ask and everyone is prepared to answer—Julie Arsenault.

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Ex: Data Visualizations

- Time to degree:

https://research.santarosa.edu/time-degree-matric

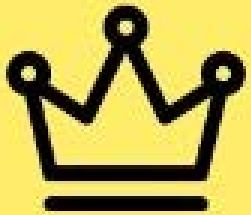
- Grades:

https://fact-book.santarosa.edu/grades-credit-courses

- Cohort Completion Rates:

https://fact-book.santarosa.edu/cohort-completion-rates-0

Being data-driven means having…



strong data leadership

A head of data to evangelize data as strategic asset with budget, team, and influence to drive cultural change.

What Does Landscape Look Like at Your College?

- We're eager to hear:
  - Does this content resonate?
  - How do you promote data use?
  - What opportunities do you see given your institutional culture?
  - What barriers do you face?
  - What questions do you have?

PLEASE FILL OUT AN EVALUATION FOR THIS SESSION

CLICK on the EVALUATION LINK IN YOUR CAIR APP

November 14, 2:45 PM - 4:30 PM

Catalina C3

No Ratings Rate now >

DESCRIPTION

Evaluate this session

Predictive analytics are being utilized more and more frequently in higher education as we aim to determine ways we can better determine which students are likely to be successful on our campus. With holistic data becoming more readily available and advanced statistical techniques becoming more higher-education friendly, it's clear that innovative uses of data are not merely some passing fad. Yet, for campus stakeholders, figuring out ways to start making use of data and conducting predictive analyses can be a daunting task. In this bootcamp, we will work with live datasets together to determine

THANK YOU!

California Association for Institutional Research CAIR

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