Using Data Coaches to Score on Your Student Success Goals

California Association for Institutional Research (CAIR) Annual Conference
November 6, 2019

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Bakersfield College

Bakersfield College: Who are we?

- 15th largest California community college (out of 115)
- 36,000 annual headcount
- 67% Hispanic
- 65% Part-time
- 50% First generation
- Originator of the Program Mapper (http://bit.ly/BC-PPM)
- 50 Associate degrees, 56 certificates, and 1 Bachelor's degree

High Expectations of Students

Focused on Research-based Guided Pathways Momentum Points

http://bit.ly/GP_Momentum_Points_CCRC

Attempt **15+ units** in the first term*

Attempt **30+ units** by end of first year

Complete **transfer-level math and English** in the first year

Complete **9 core pathway units** in the first year

* Nine percentage points more likely to receive a degree than those who attempt 12 units, matched sample (Attewell & Monaghan, 2016).

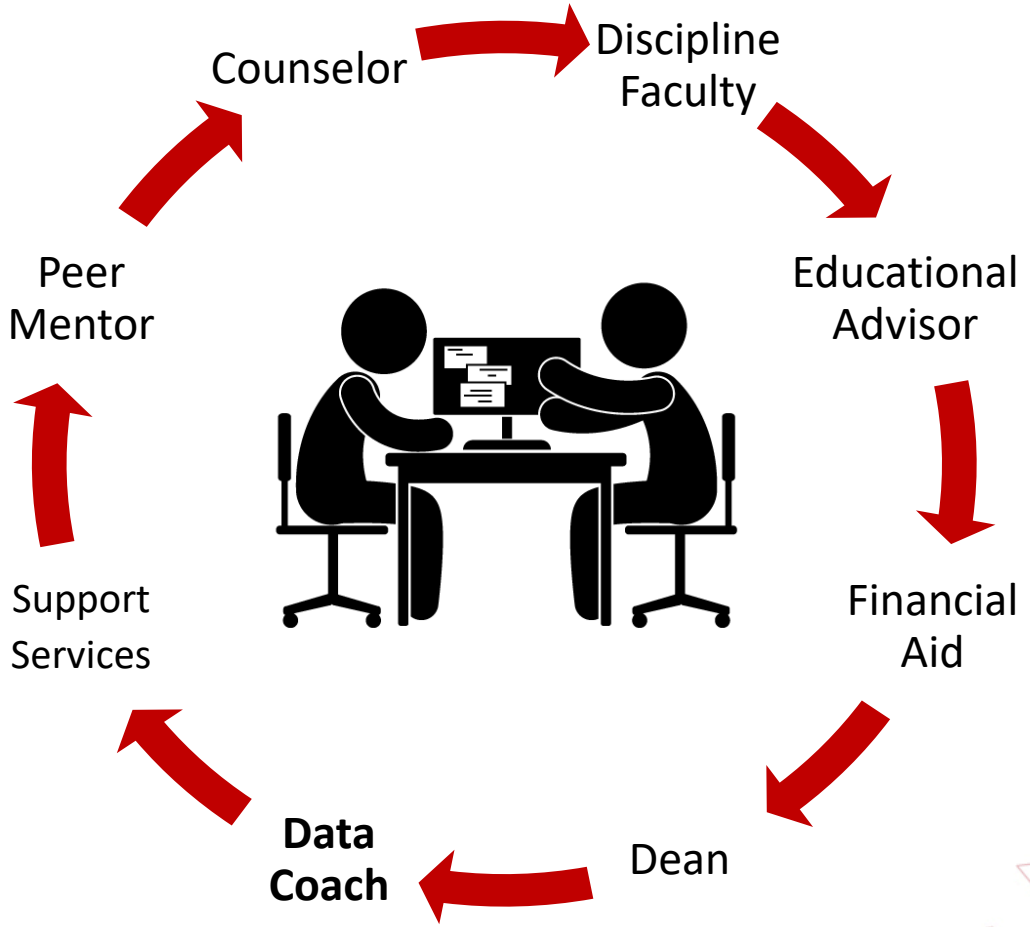
One of the Pillars of Guided Pathways

Pillar III:

Stay on the Path

- Academic Support
- Learning Communities
- Co-Curricular Activities

Completion Coaching Teams– nuts and bolts



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Learning and Career Pathways

Learning and career pathways are groups of careers that share common themes or require similar skills.

Health Sciences

Health Sciences programs study human biology, medical care, and support to help keep people healthy and offer assistance in emergencies. They may be employed by private business, government, or work independently.

EXPLORE →

Business

Business programs study finance and management to help businesses and offices function smoothly and plan for the future. They may be employed by private business, government, or work independently.

EXPLORE →

Agriculture, Nutrition, & Culinary Arts

Agriculture, Nutrition, & Culinary Arts programs scientifically study plants, animals and food preparation to help us be healthy and food secure. They may be employed by private businesses, government, of work independently.

EXPLORE →

Science, Technology, Engineering, & Math

STEM programs scientifically study ourselves and the physical world to help us produce medicines, buildings, and other technologies that improve our lives.

EXPLORE →

Public Safety

Public Safety programs study the legalities that protect us to help keep us safe today and plan for our future.

EXPLORE →

Social & Behavioral Sciences

Social & Behavioral Sciences programs study people to help solve social issues, improve quality of life, and plan for our future. Graduates may be self-employed, or employed by private businesses or the government.

EXPLORE →

Industrial Technology & Transportation

Industrial Technology & Transportation programs study drafting, mechanics, and construction to help build homes, businesses, and cars, and keep them all functioning. They may be employed by private business, government, or work independently.

EXPLORE →

Education

Education programs study children and learning to help teachers be able to work with a diverse student population. They may be employed by private business, government, or work independently.

EXPLORE →

Arts, Humanities, & Communication

Arts, Humanities, & Communication programs study human creativity and languages to help us express ourselves and communicate effectively. They may be employed by private business, government, or work independently.

EXPLORE →

Affinity Groups

- Athletes
- African American Initiatives
- Students with Disabilities
- Extended Opportunities Programs and Services (EOP&S)
- Foster Youth
- Dreamers
- Veterans
- Kern Promise

Affinity Group: Population of students who have share an identity and/or have specific needs

Implementation of Data Coaching

- Achieving the Dream (ATD) and need to access more data
- Targeted and timely data for decision making
- BC expanded, so did its need for data
- OIE leverages data coaches as force multipliers

Data Coaches Play Many Roles

- **Data Champions** who collaborate with Completion Coaching Teams to determine data needs
- **Data Ambassadors** who extract meaningful data from Cognos, Starfish, Tableau
- **Data Gatekeepers** who protect sensitive or private data
- **Data Disciples** who format, and/or filter data via Excel or Starfish
- **Data Superheroes** who communicate and/or disseminate the data to the Completion Coaching Team and to other who may benefit from the data

The Foundation of Data Coaching

- Accountability
- Understanding students and their environments
- Proactive, intrusive guidance
- High expectations
- Equity

Data Coach Skill Set

- Analytical skills
  - Familiarity with or interest in learning Excel
- Curiosity and ability to see the story behind the data
- People and communication skills
- Commitment
- Enthusiasm

Time Commitment for Data Coaches

- Training sessions
  - Three training sessions each semester
- Meeting LCP completion coaching team
- Meeting with dean
- Time to filter data by momentum points/contact students

Data Coach Compensation

- Faculty – stipend
- Classified staff – overtime
- Managers – no stipend
- Educational advisors – no stipend
- What happens if their involvement declines? Who keeps them accountable?
  - OIE?
  - Dean?

Managing 30+ Data Coaches

- Department Assistant who tracks:
  - FERPA training
  - Attendance at the training workshops
- Point person
  - Facilitates the training workshops
  - Liaison between Data Coaches and OIE
- Administrative leadership
  - Planning
  - Coordination with institutional strategy

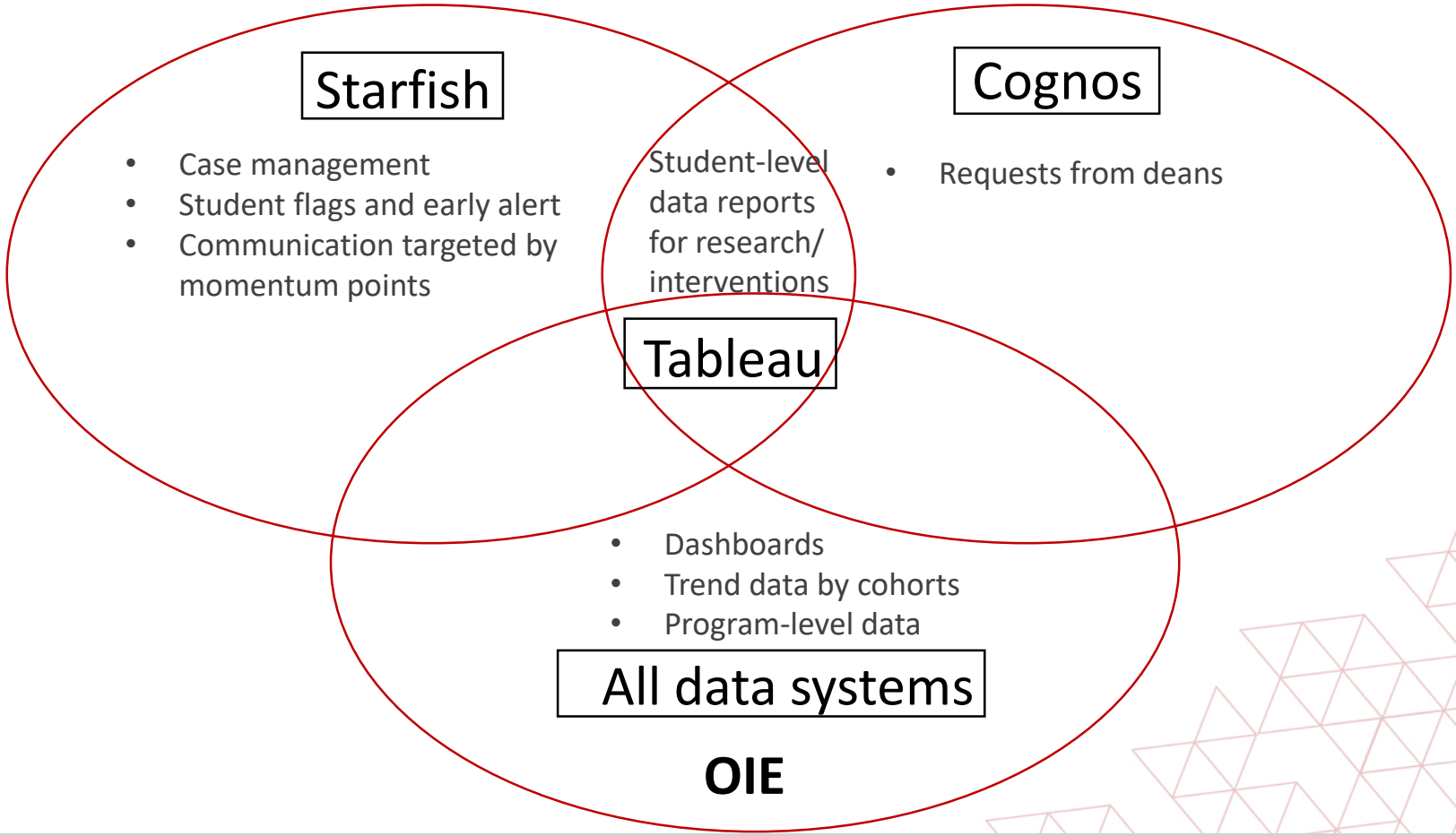
Data Coach Training
@BC Main Campus

High-Tech, High-Touch Strategy

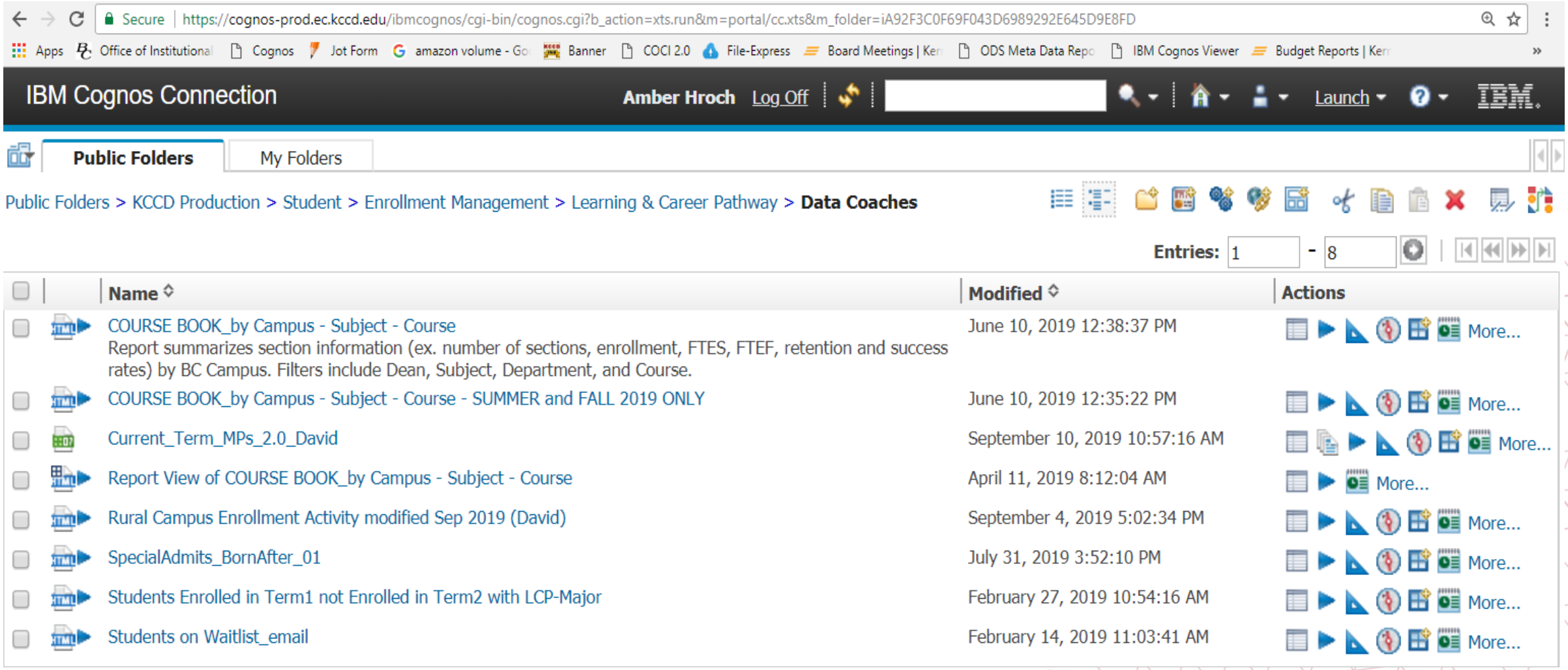
- Use data to connect students to “concierge-class” support infrastructure
  - Completion Coaching Teams & Affinity Groups
- Use technology to identify students in need
  - Starfish, Cognos, Tableau
- Connect with students
  - Communicate based on key dates annual timeline
  - Connect students to support services
- Track results, plan (rinse/repeat)

High-Tech Operationalized

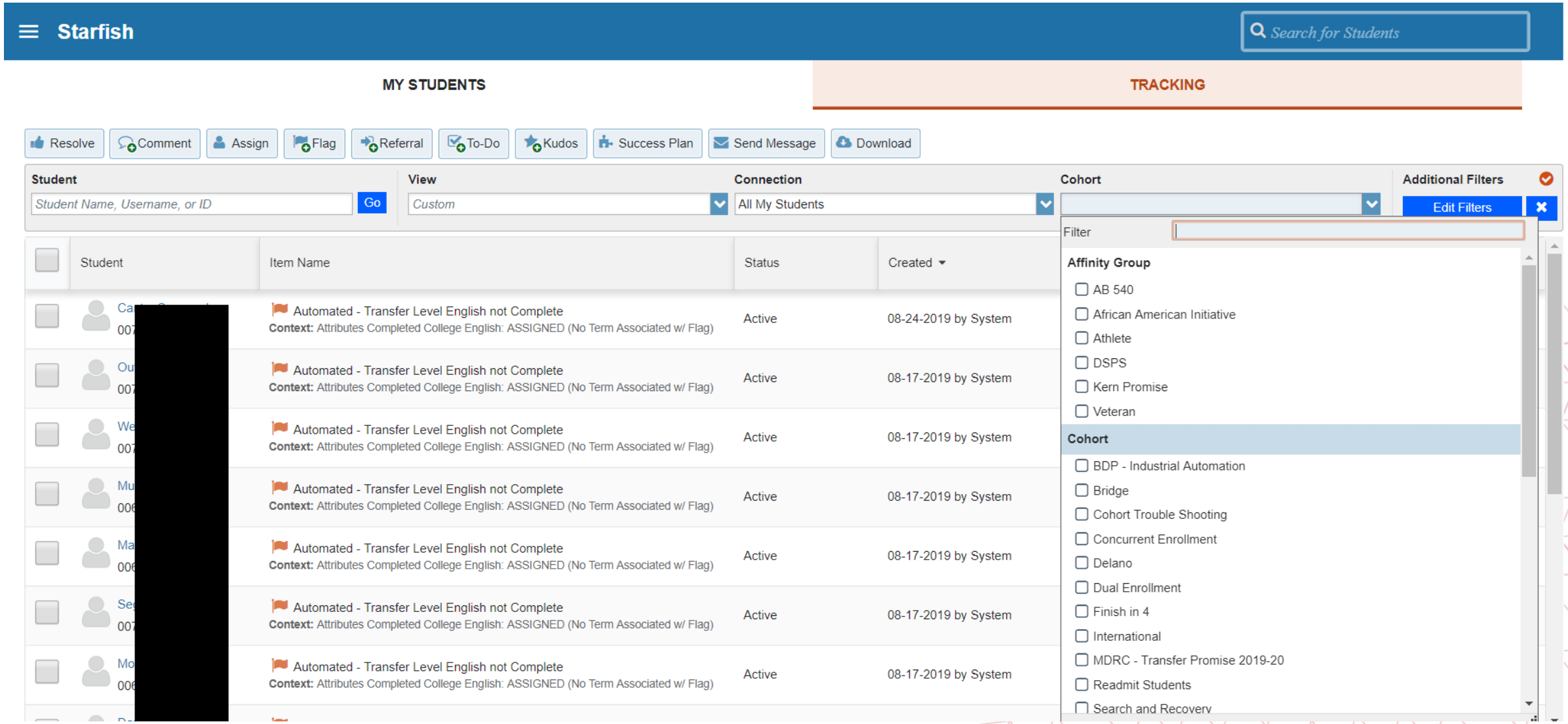
Faculty/Ed Advisor/Counselor ⟷ **Data Coach**



High-Tech: Cognos



High-Tech: Starfish



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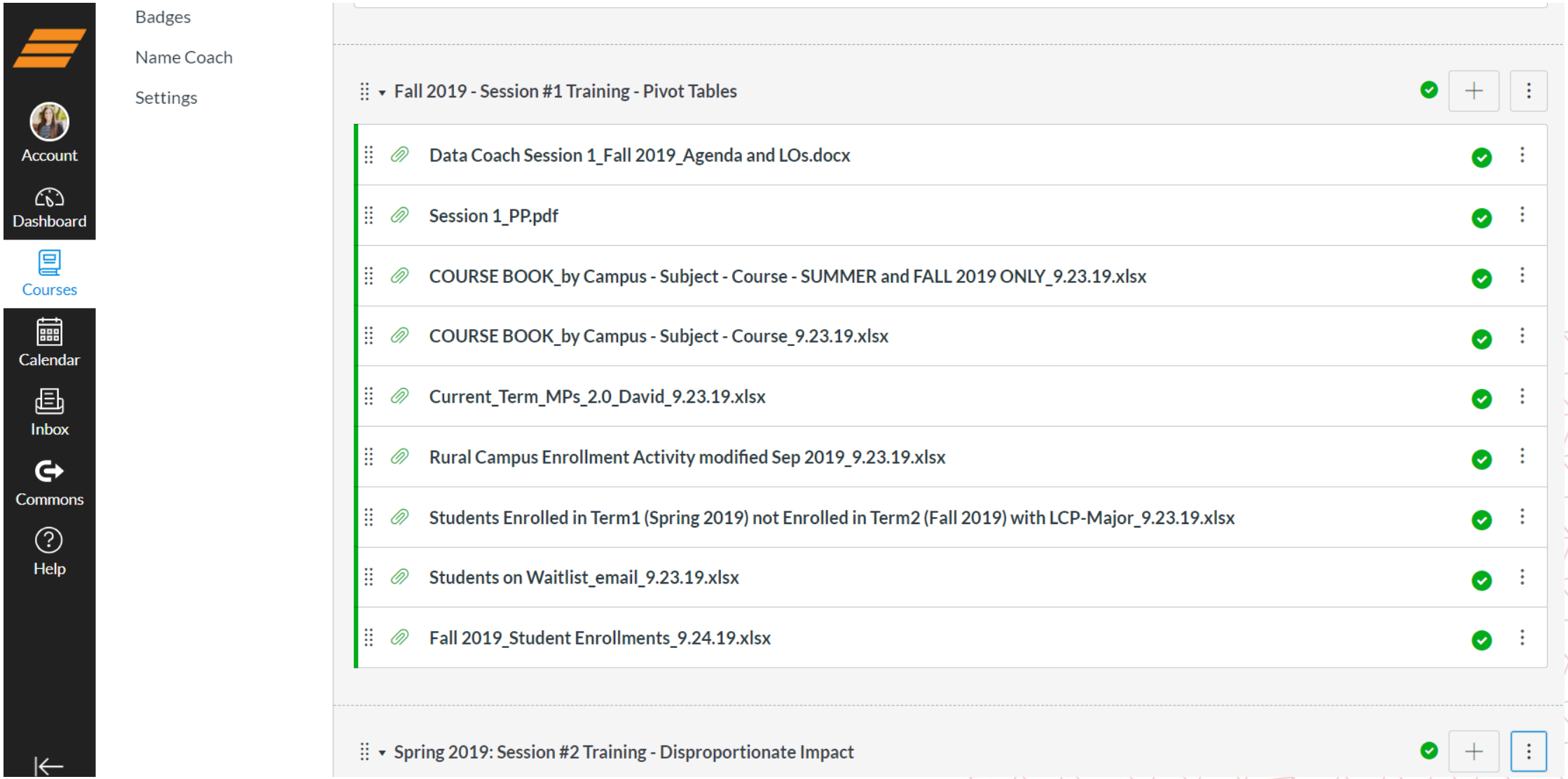
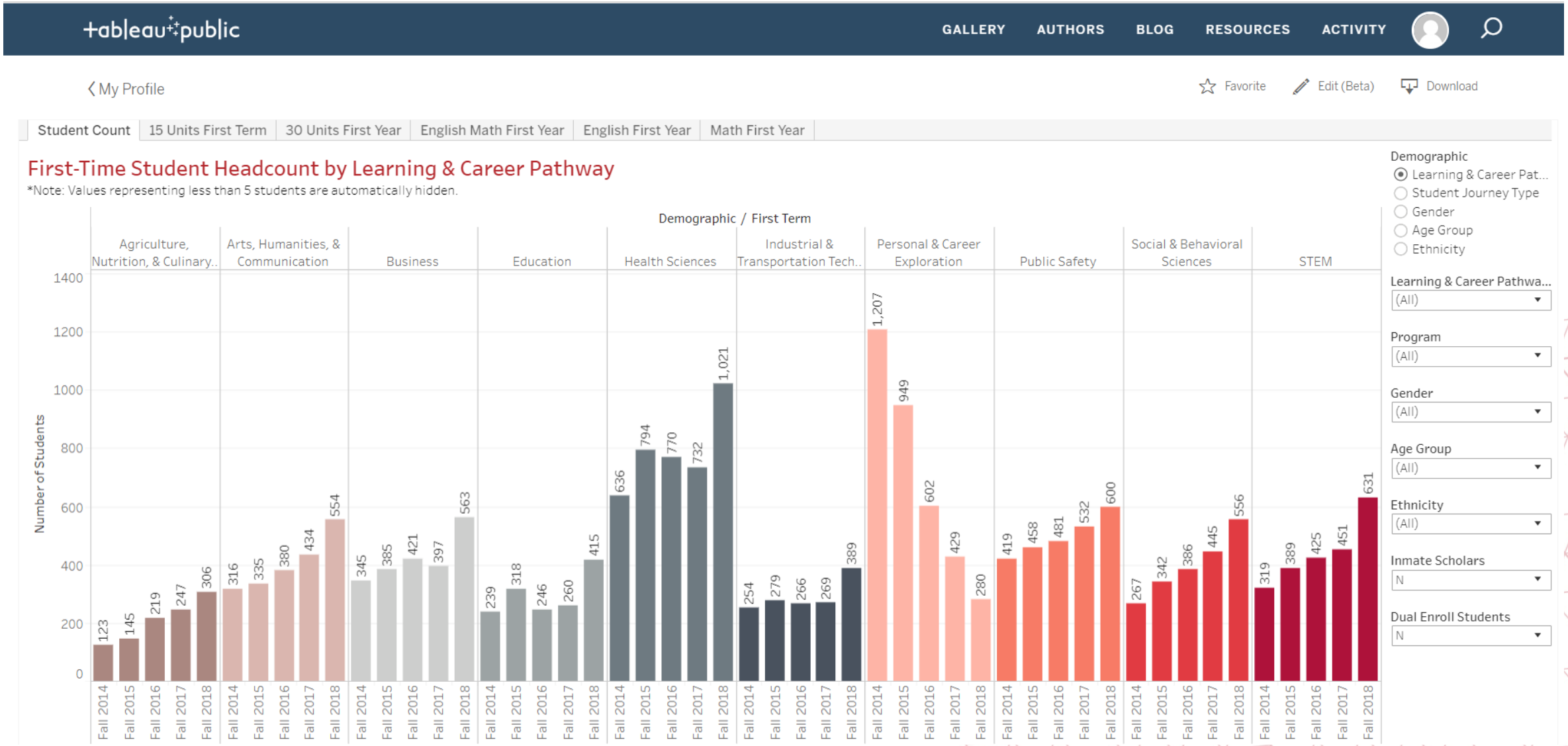
High-Tech: Canvas



High-Tech: Tableau

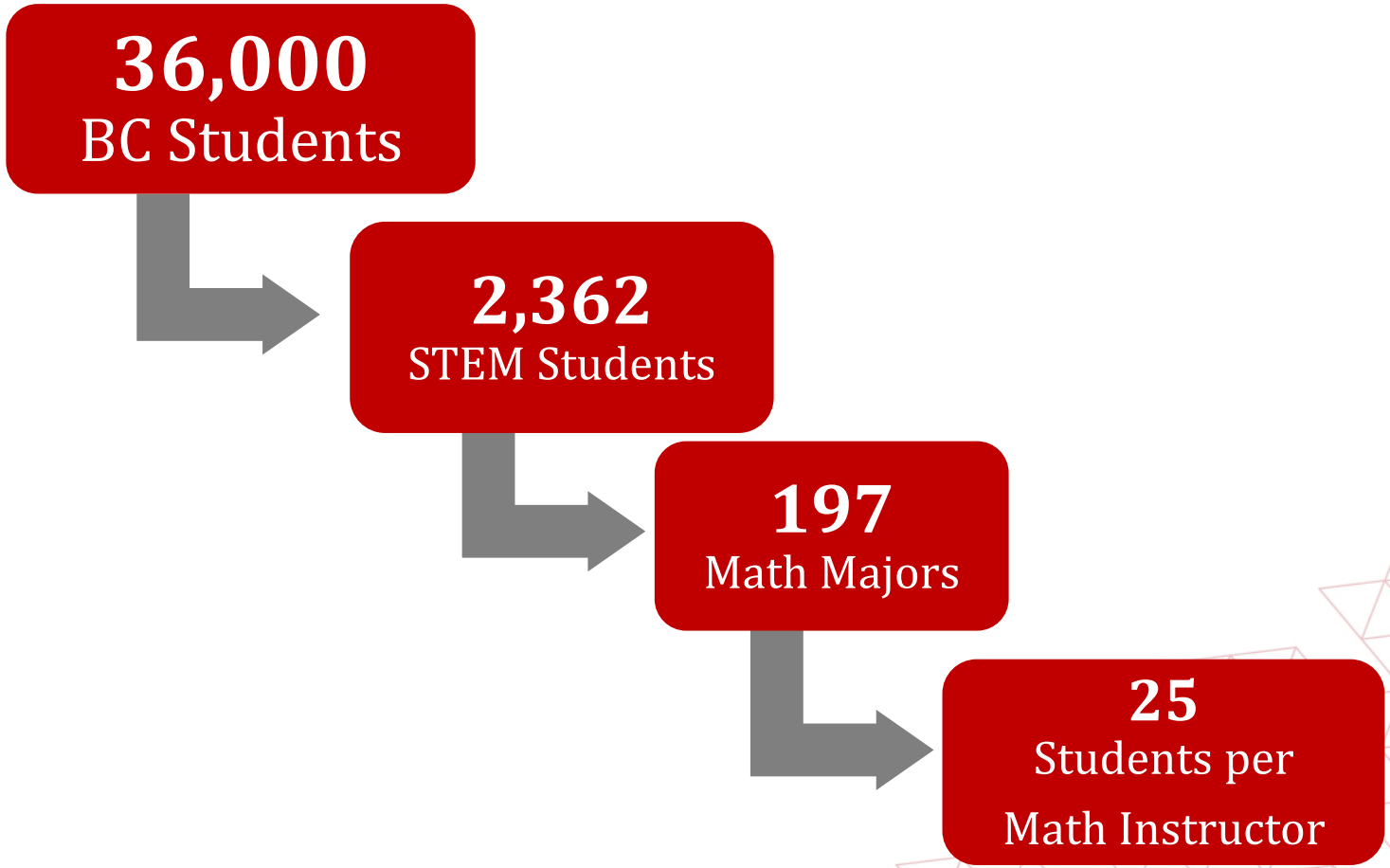


http://bit.ly/BC-GP-Dashboard

High-Touch Operationalized

- Modalities
  - Emails
  - Phone calls
  - Face-to-face
  - Text messages

Customization at Scale: Cohort/Case Management



BC's Communication Plan

ACTION ITEMS

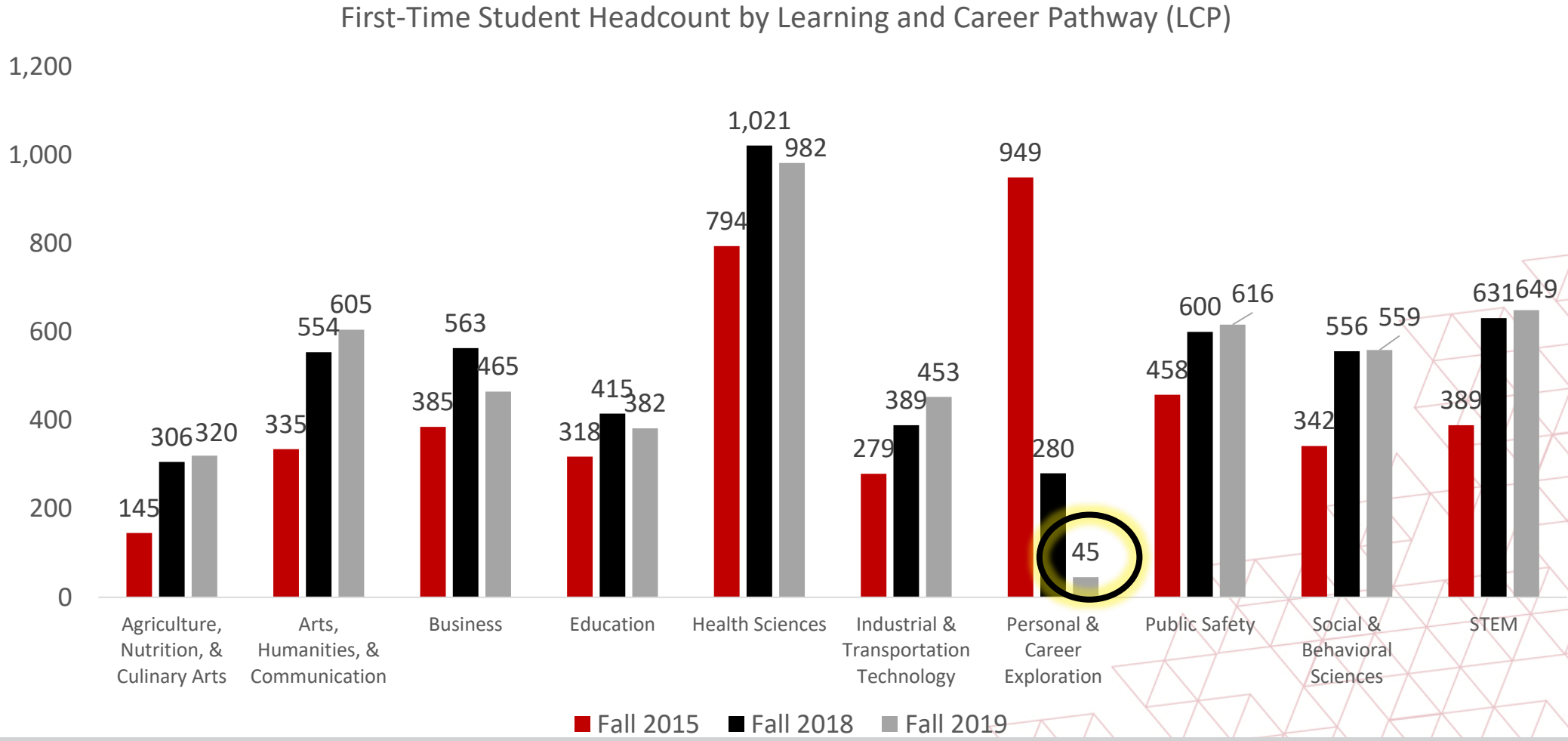
Momentum Points	Clarify Path	Inform/Refer	Remove Barriers	Opportunities	Walk In
Encouraging students to meet momentum points - take action	Corrective comm. for students off path - take action	Proactive checking in and referral to services - (academic/non)	Handoff to Counseling for student intervention – (academic/non)	Pathways specific opportunities - take action	Responding to in-person and virtual support needs – take action

ROLES

Counselor/Advisor	Data Coach	Faculty

Start of Term		Timing	Action(s)
Start of Term Goals: Proactive outreach to students using Starfish to filter for specific attributes. Ensure students have a plan and are meeting momentum points.			
	FOCUS: Providing clear expectations for students **ACTION:** ➔ Review of important dates (e.g., withdraw dates) to inform students through syllabi ➔ Update syllabi ➔ Send reminder to students prior to start of class to ensure they attend the first day of class	**Week 0 (for multiple weeks prior to the start of term)**	
	FOCUS: Contacting students who are not enrolled in 15 units **ACTION:** ➔ Filter in Starfish for all students who have received "Automatic Flag - At least 9 units but fewer than 15" flag: with attributes for academic standing combined is not assigned ➔ Call all students who resulted from filter in step 1 and track notes in Starfish ➔ Phone calls and email communication no later than XXX Date ➔ Notes entered in Starfish no later than XXX Date		

Number of First-Time Students by LCP



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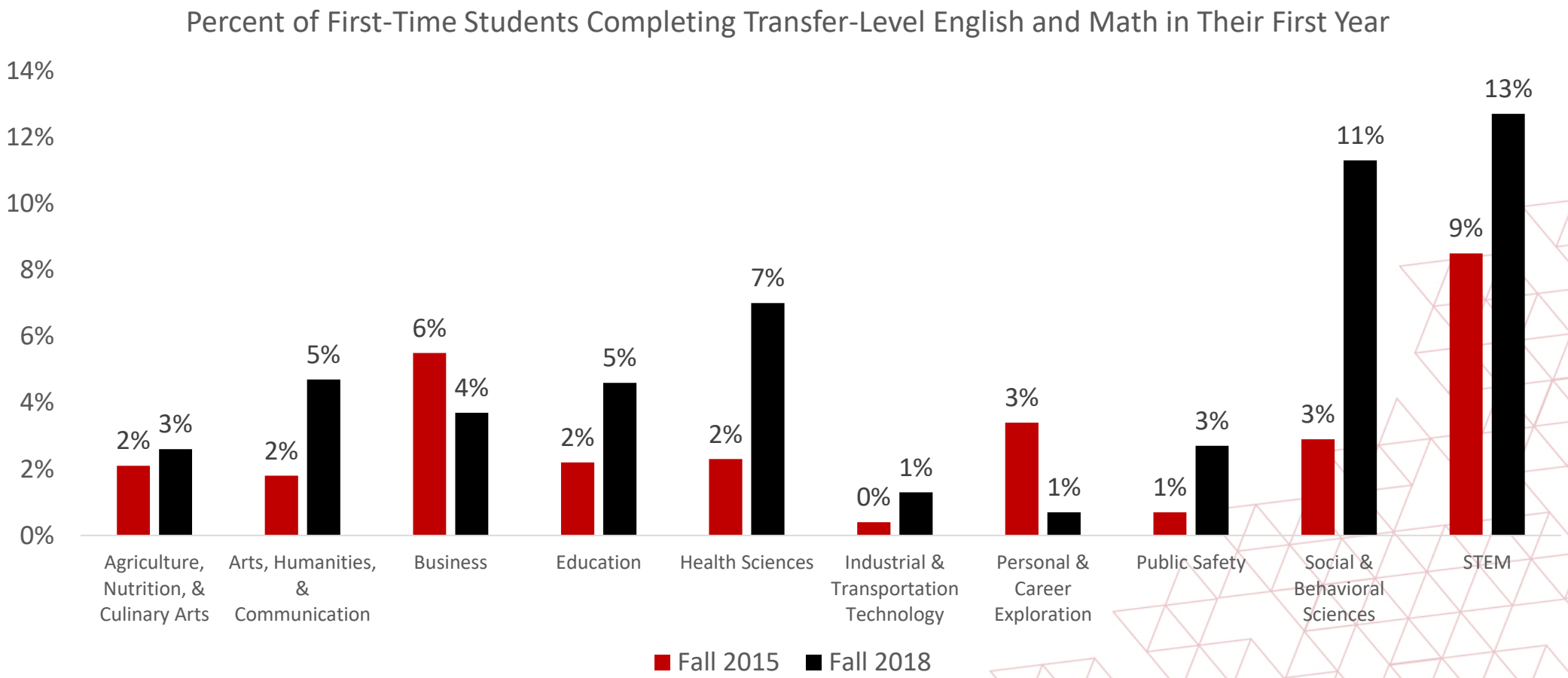
Completing Transfer-Level English and Math



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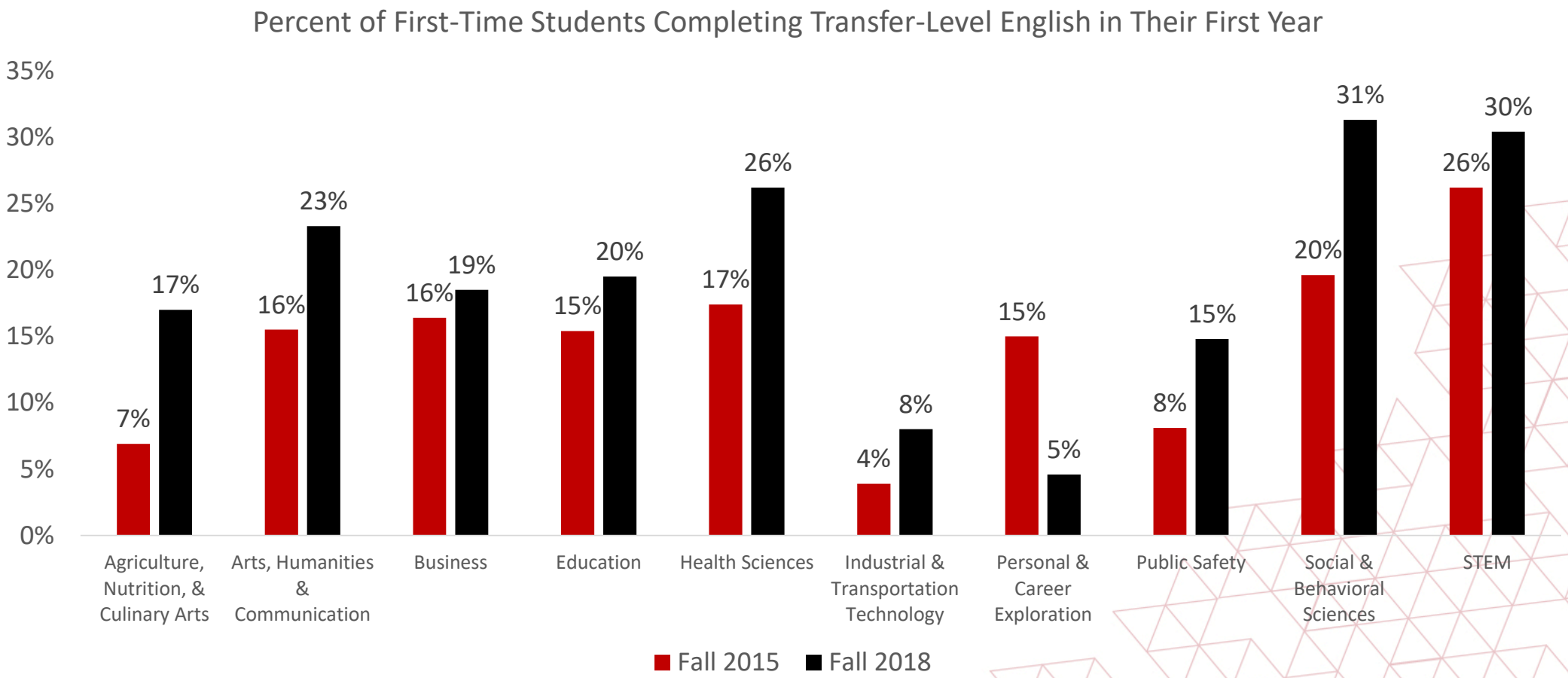
Completing Transfer-Level English



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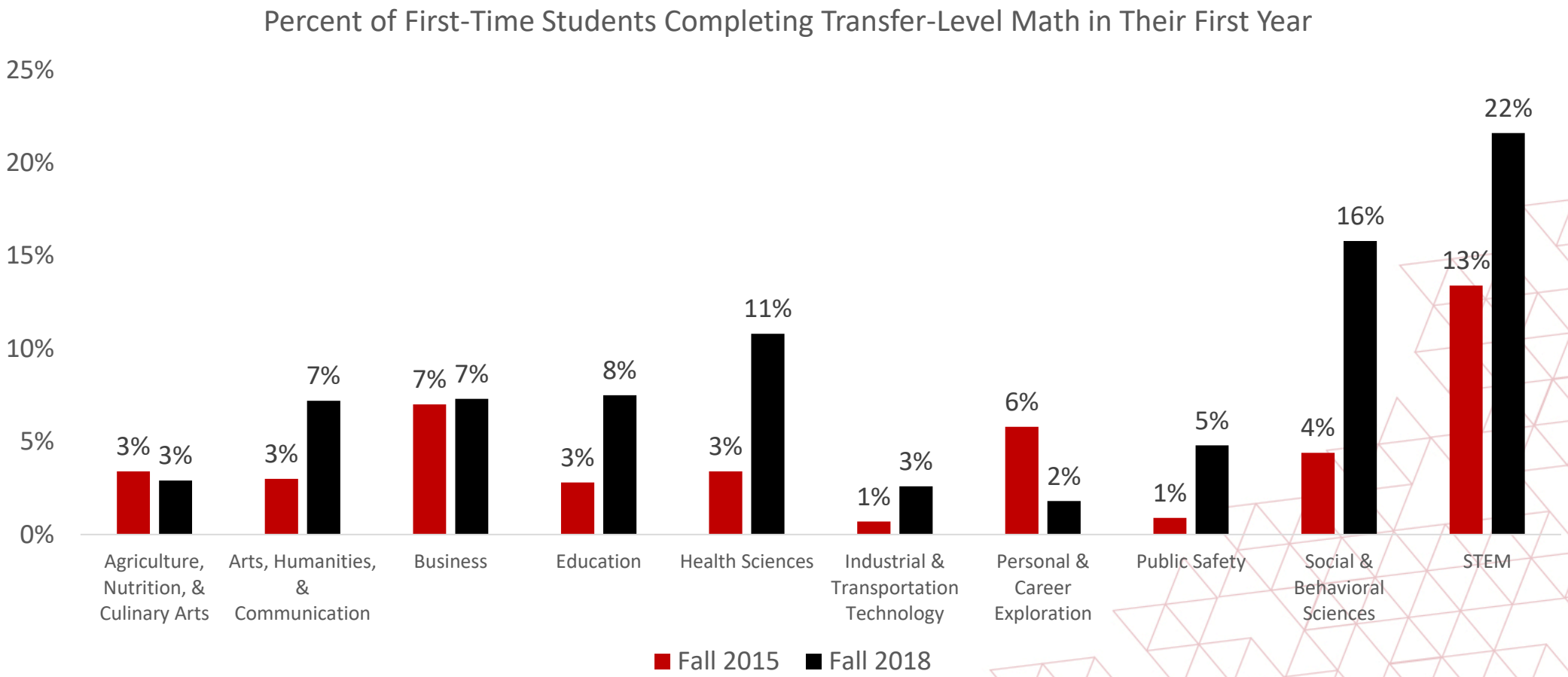
Completing Transfer-Level Math



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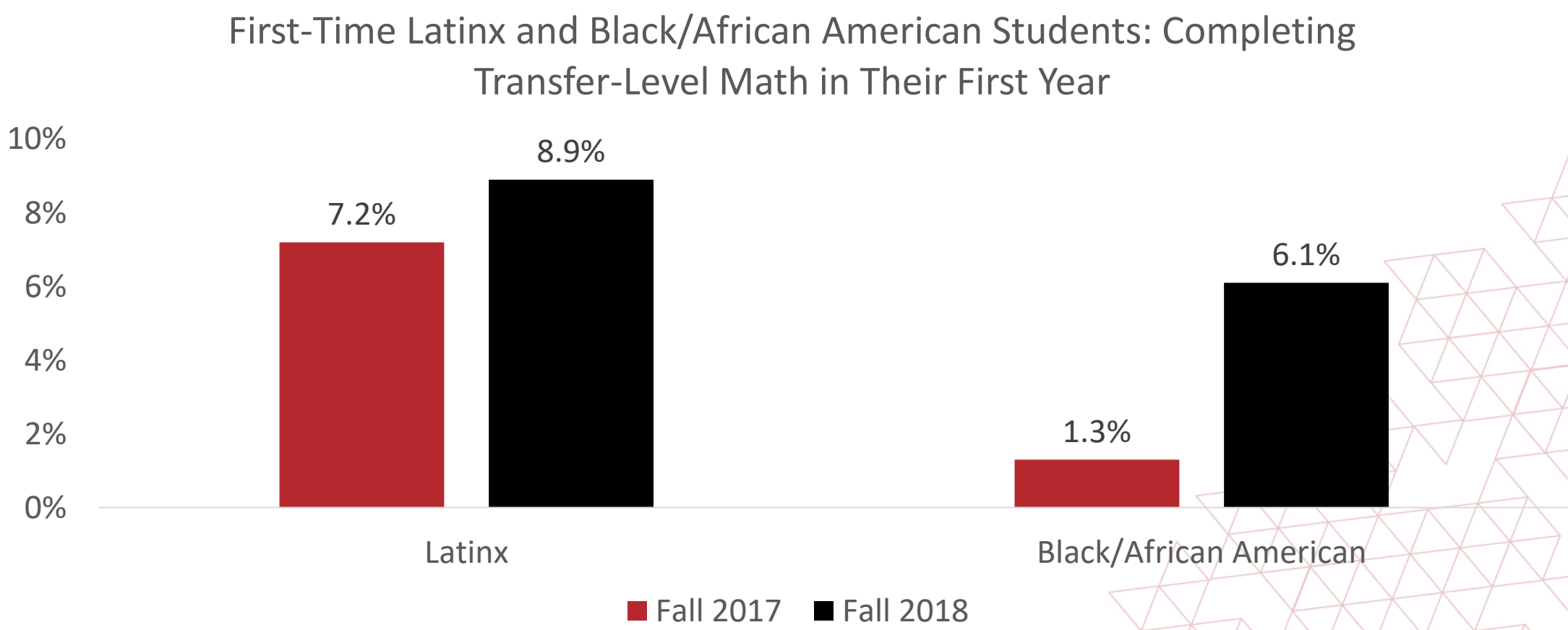
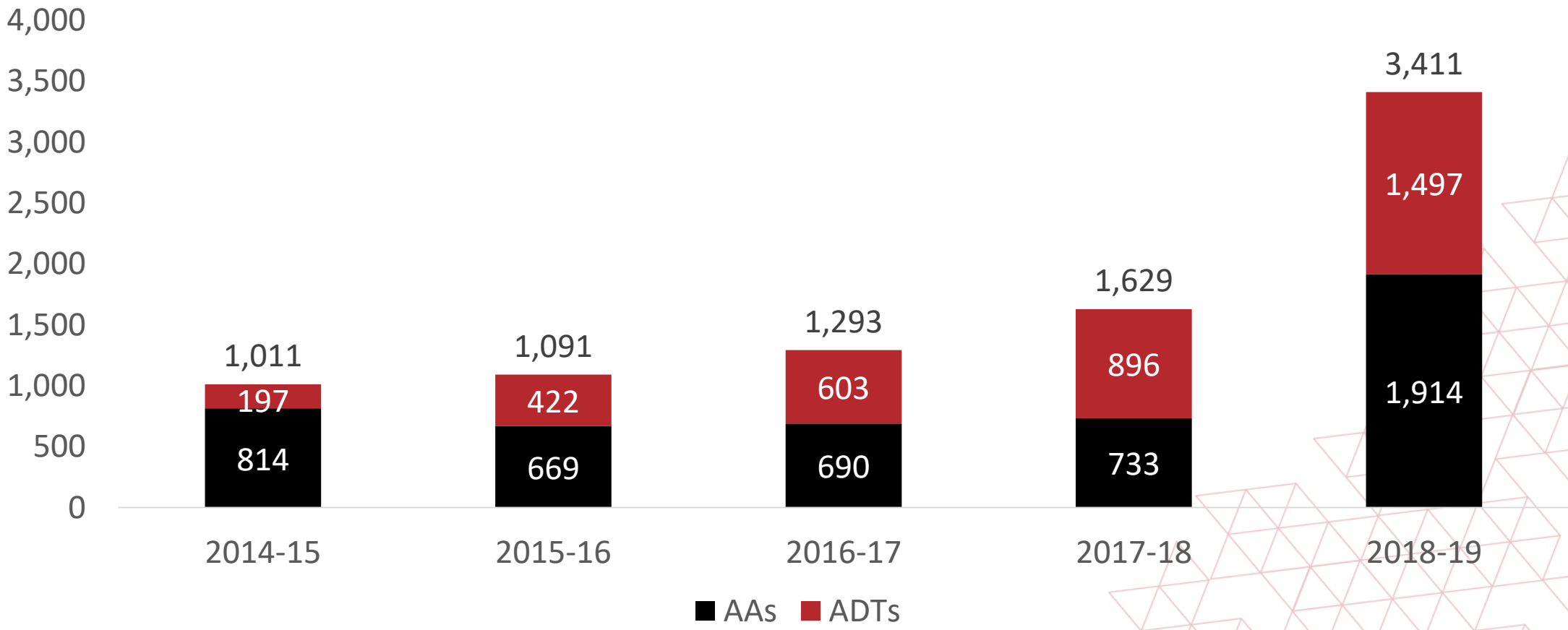
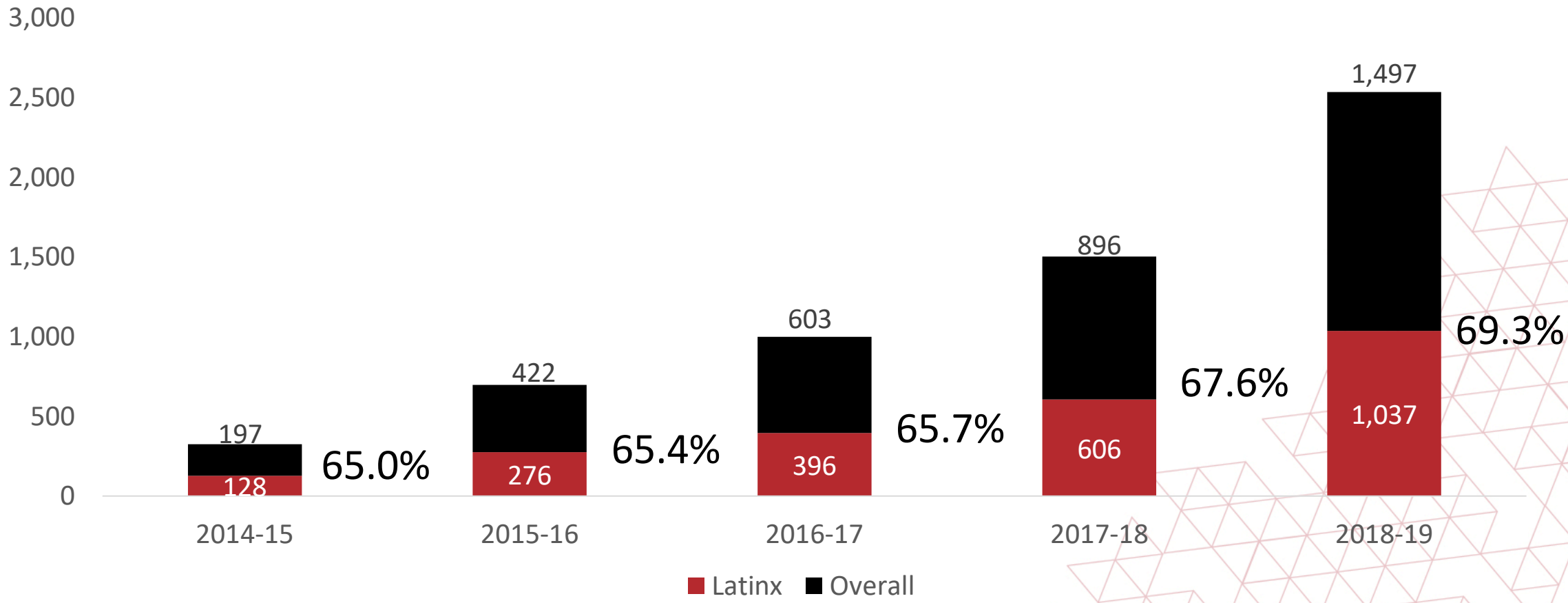
EQUITY


First-Time Latinx and Black/African American Students: Completing Transfer-Level Math in Their First Year
10%
8%
6%
4%
2%
0%
7.2%
8.9%
1.3%
6.1%
Latinx
Black/African American
Fall 2017
Fall 2018

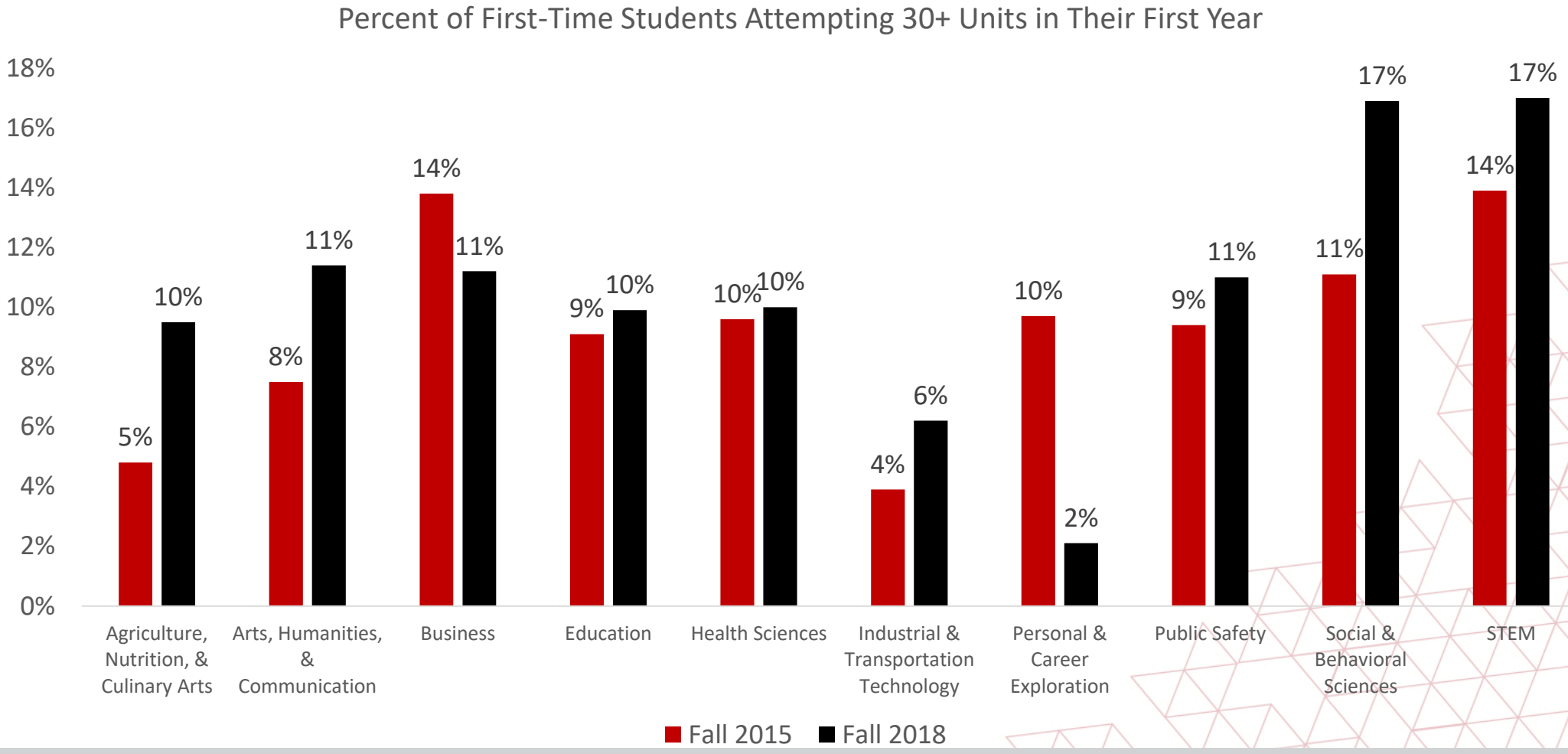
Degree Completion



Closing the Latino ADT Gap



Attempting 30+ Units



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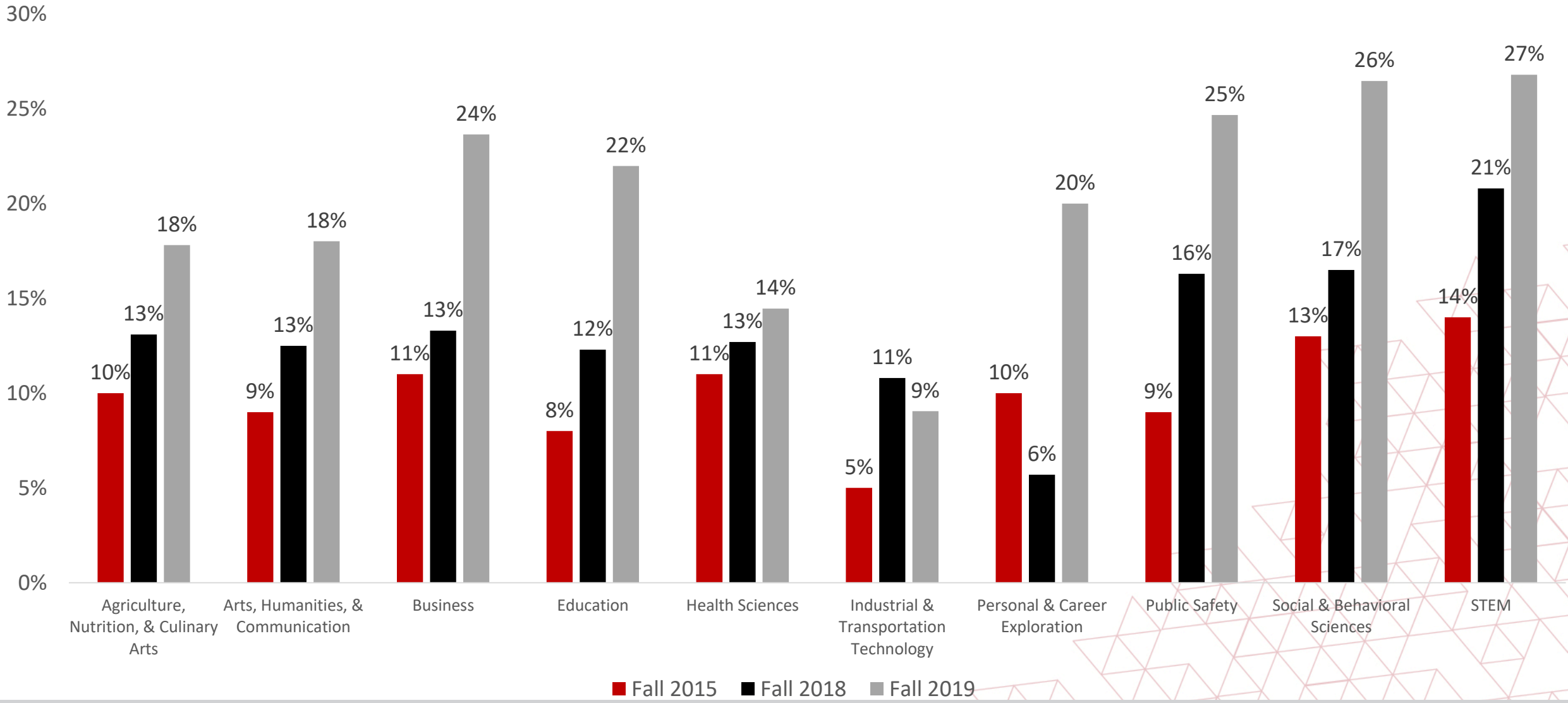
Moving the Needle

Percent of First-Time Students Attempting 15+ Units in Their First Term



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