

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

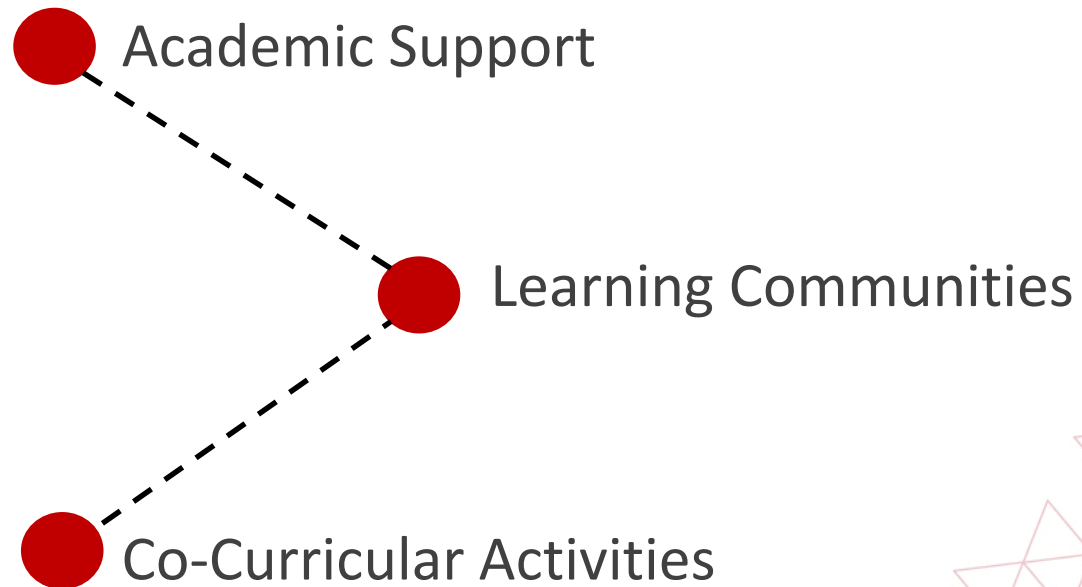
* Nine percentage points more likely to receive a degree than those who attempt 12 units, matched sample (Attewell & Monaghan, 2016).

ONE OF THE PILLARS OF GUIDED PATHWAYS

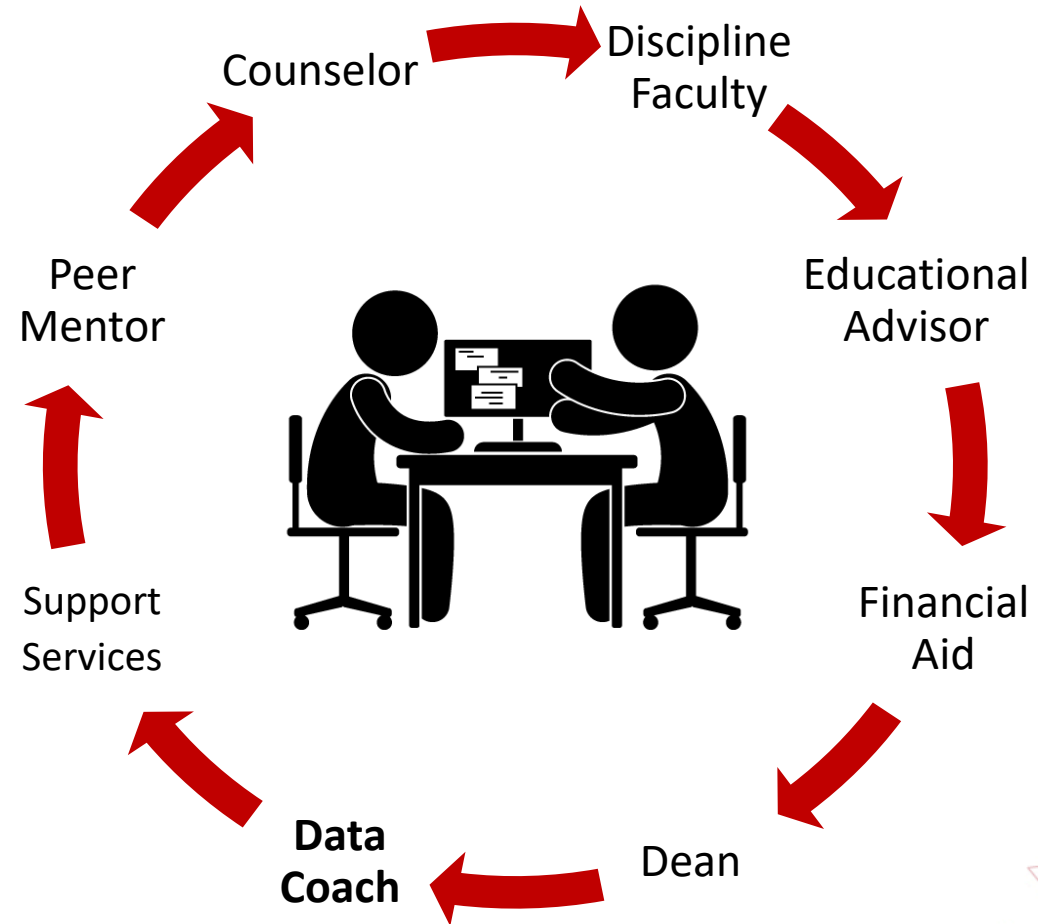


Pillar III:

Stay on the Path



COMPLETION COACHING TEAMS— NUTS AND BOLTS



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, or 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

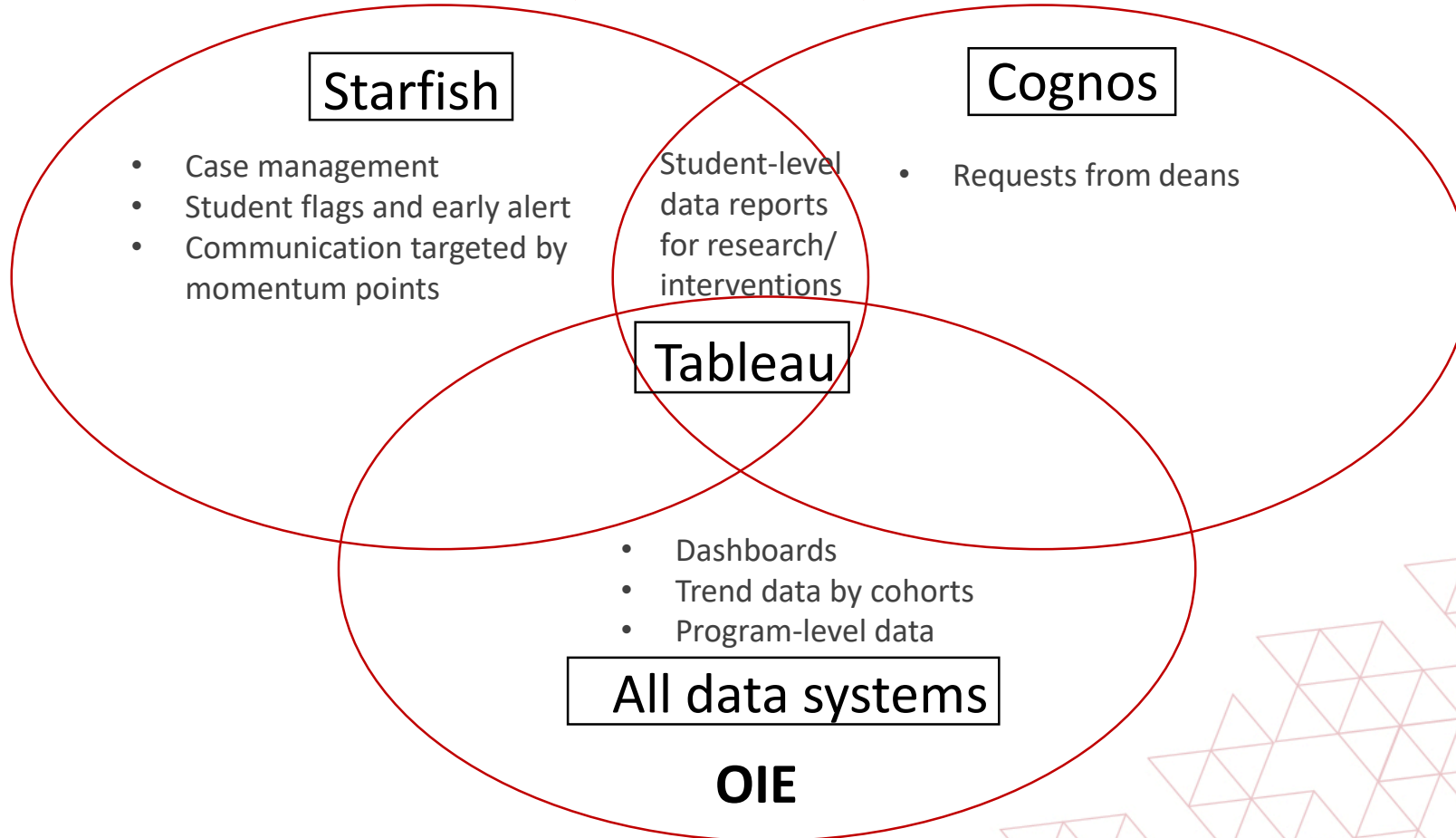


HIGH-TECH, HIGH-TOUCH STRATEGY

- 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

Secure | https://cognos-prod.ec.kccd.edu/ibmcognos/cgi-bin/cognos.cgi?b_action=xts.run&m=portal/cc.xts&m_folder=iA92F3C0F69F043D6989292E645D9E8FD

Apps Office of Institutional Cognos Jot Form amazon volume - Go Banner COCI 2.0 File-Express Board Meetings | Kern ODS Meta Data Repo IBM Cognos Viewer Budget Reports | Kern

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Public Folders My Folders

Public Folders > KCCD Production > Student > Enrollment Management > Learning & Career Pathway > Data Coaches

Entries: 1 - 8

Name	Modified	Actions
COURSE BOOK_by Campus - Subject - Course Report summarizes section information (ex. number of sections, enrollment, FTES, FTEF, retention and success rates) by BC Campus. Filters include Dean, Subject, Department, and Course.	June 10, 2019 12:38:37 PM	
COURSE BOOK_by Campus - Subject - Course - SUMMER and FALL 2019 ONLY	June 10, 2019 12:35:22 PM	
Current_Term_MPs_2.0_David	September 10, 2019 10:57:16 AM	
Report View of COURSE BOOK_by Campus - Subject - Course	April 11, 2019 8:12:04 AM	
Rural Campus Enrollment Activity modified Sep 2019 (David)	September 4, 2019 5:02:34 PM	
SpecialAdmits_BornAfter_01	July 31, 2019 3:52:10 PM	
Students Enrolled in Term1 not Enrolled in Term2 with LCP-Major	February 27, 2019 10:54:16 AM	
Students on Waitlist_email	February 14, 2019 11:03:41 AM	

HIGH-TECH: STARFISH

MY STUDENTS

TRACKING

- Resolve
- Comment
- Assign
- Flag
- Referral
- To-Do
- Kudos
- Success Plan
- Send Message
- Download

Student: View: Connection: Cohort: Additional Filters:

Student	Item Name	Status	Created
[Redacted]	Automated - Transfer Level English not Complete Context: Attributes Completed College English: ASSIGNED (No Term Associated w/ Flag)	Active	08-24-2019 by System
[Redacted]	Automated - Transfer Level English not Complete Context: Attributes Completed College English: ASSIGNED (No Term Associated w/ Flag)	Active	08-17-2019 by System
[Redacted]	Automated - Transfer Level English not Complete Context: Attributes Completed College English: ASSIGNED (No Term Associated w/ Flag)	Active	08-17-2019 by System
[Redacted]	Automated - Transfer Level English not Complete Context: Attributes Completed College English: ASSIGNED (No Term Associated w/ Flag)	Active	08-17-2019 by System
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Filter:

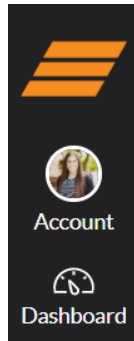
Affinity Group

- AB 540
- African American Initiative
- Athlete
- DSPS
- Kern Promise
- Veteran

Cohort

- BDP - Industrial Automation
- Bridge
- Cohort Trouble Shooting
- Concurrent Enrollment
- Delano
- Dual Enrollment
- Finish in 4
- International
- MDRC - Transfer Promise 2019-20
- Readmit Students
- Search and Recovery

HIGH-TECH: CANVAS



Badges

Name Coach

Settings

▾ Fall 2019 - Session #1 Training - Pivot Tables

📄	📎 Data Coach Session 1_Fall 2019_Agenda and LOs.docx	✓	⋮
📄	📎 Session 1_PP.pdf	✓	⋮
📄	📎 COURSE BOOK_by Campus - Subject - Course - SUMMER and FALL 2019 ONLY_9.23.19.xlsx	✓	⋮
📄	📎 COURSE BOOK_by Campus - Subject - Course_9.23.19.xlsx	✓	⋮
📄	📎 Current_Term_MPs_2.0_David_9.23.19.xlsx	✓	⋮
📄	📎 Rural Campus Enrollment Activity modified Sep 2019_9.23.19.xlsx	✓	⋮
📄	📎 Students Enrolled in Term1 (Spring 2019) not Enrolled in Term2 (Fall 2019) with LCP-Major_9.23.19.xlsx	✓	⋮
📄	📎 Students on Waitlist_email_9.23.19.xlsx	✓	⋮
📄	📎 Fall 2019_Student Enrollments_9.24.19.xlsx	✓	⋮

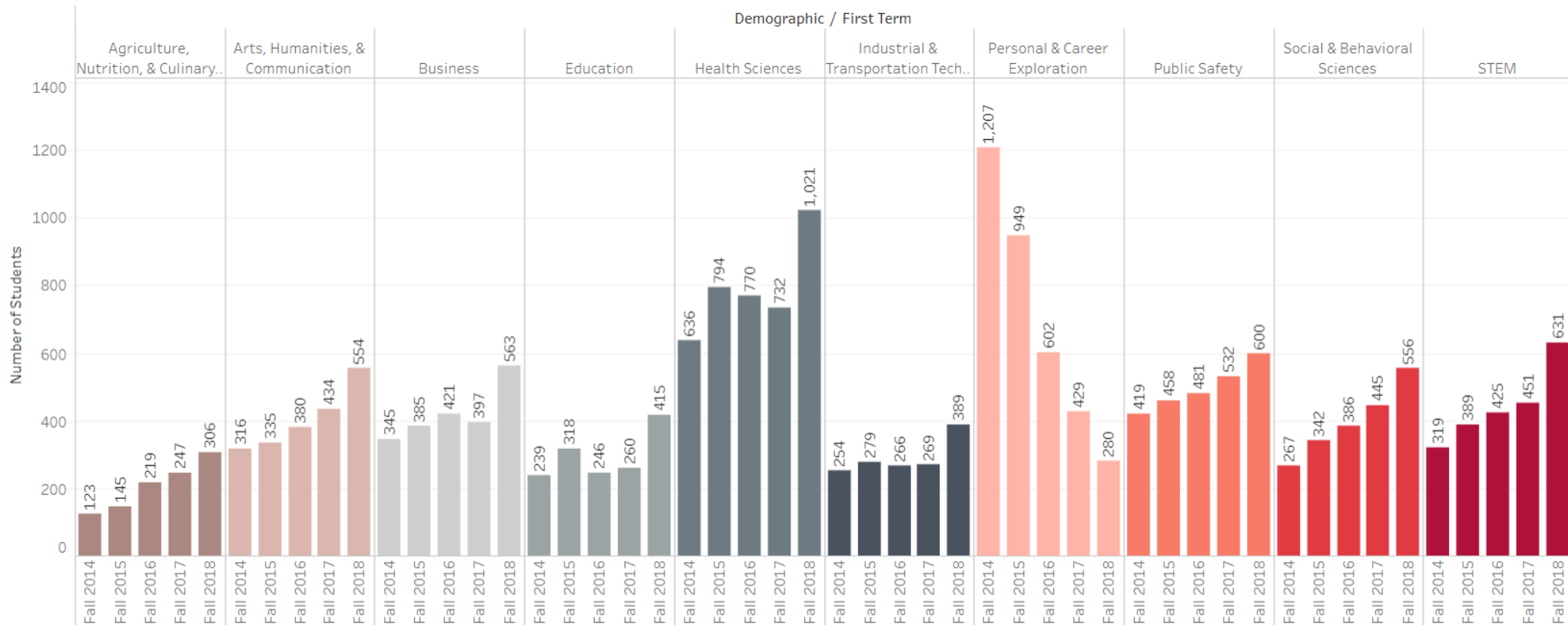
▾ Spring 2019: Session #2 Training - Disproportionate Impact

HIGH-TECH: TABLEAU

Student Count | 15 Units First Term | 30 Units First Year | English Math First Year | English First Year | Math First Year

First-Time Student Headcount by Learning & Career Pathway

*Note: Values representing less than 5 students are automatically hidden.



- Demographic
- Learning & Career Pat...
 - Student Journey Type
 - Gender
 - Age Group
 - Ethnicity

Learning & Career Pathwa...
(All)

Program
(All)

Gender
(All)

Age Group
(All)

Ethnicity
(All)

Inmate Scholars
N

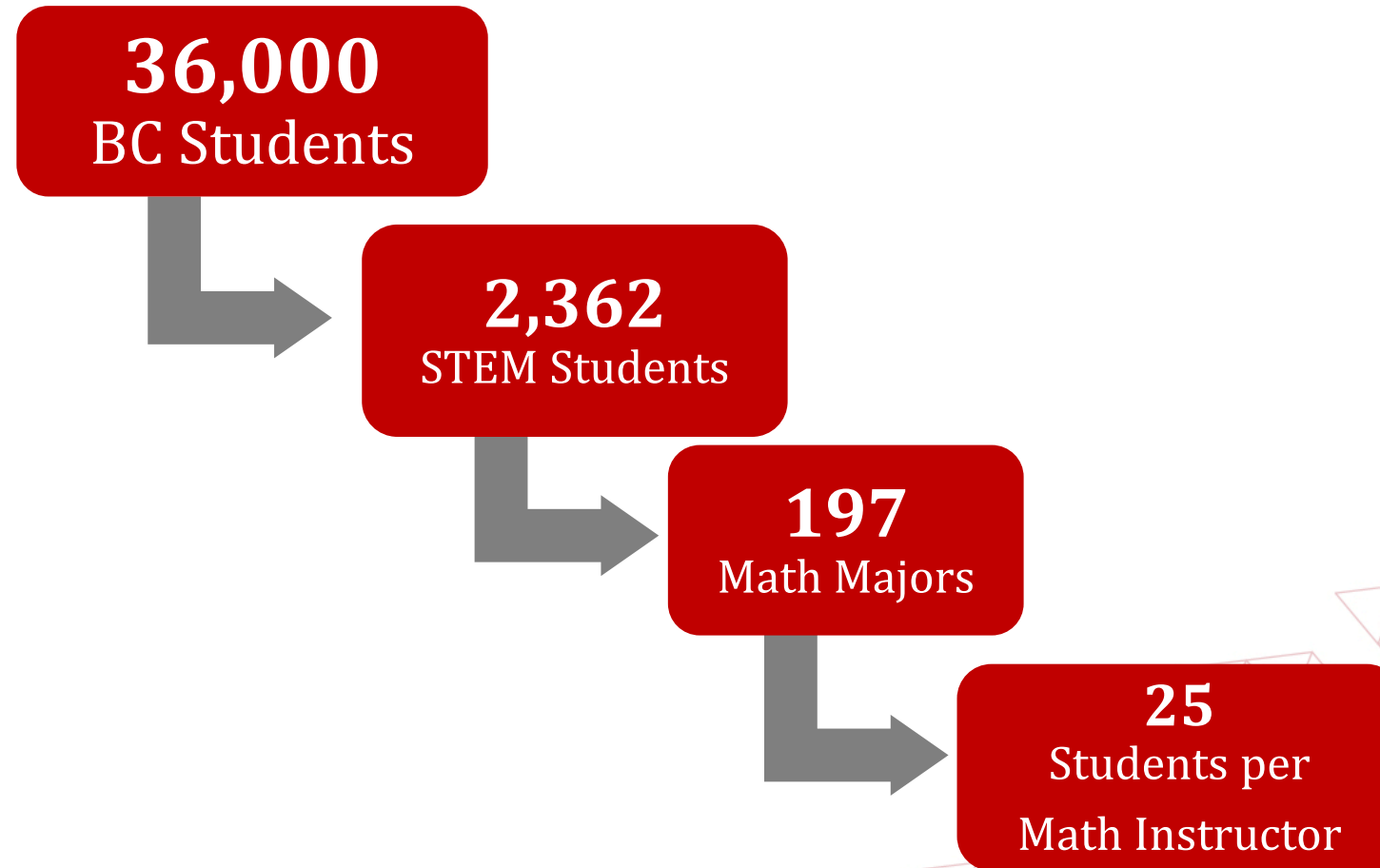
Dual Enroll Students
N

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

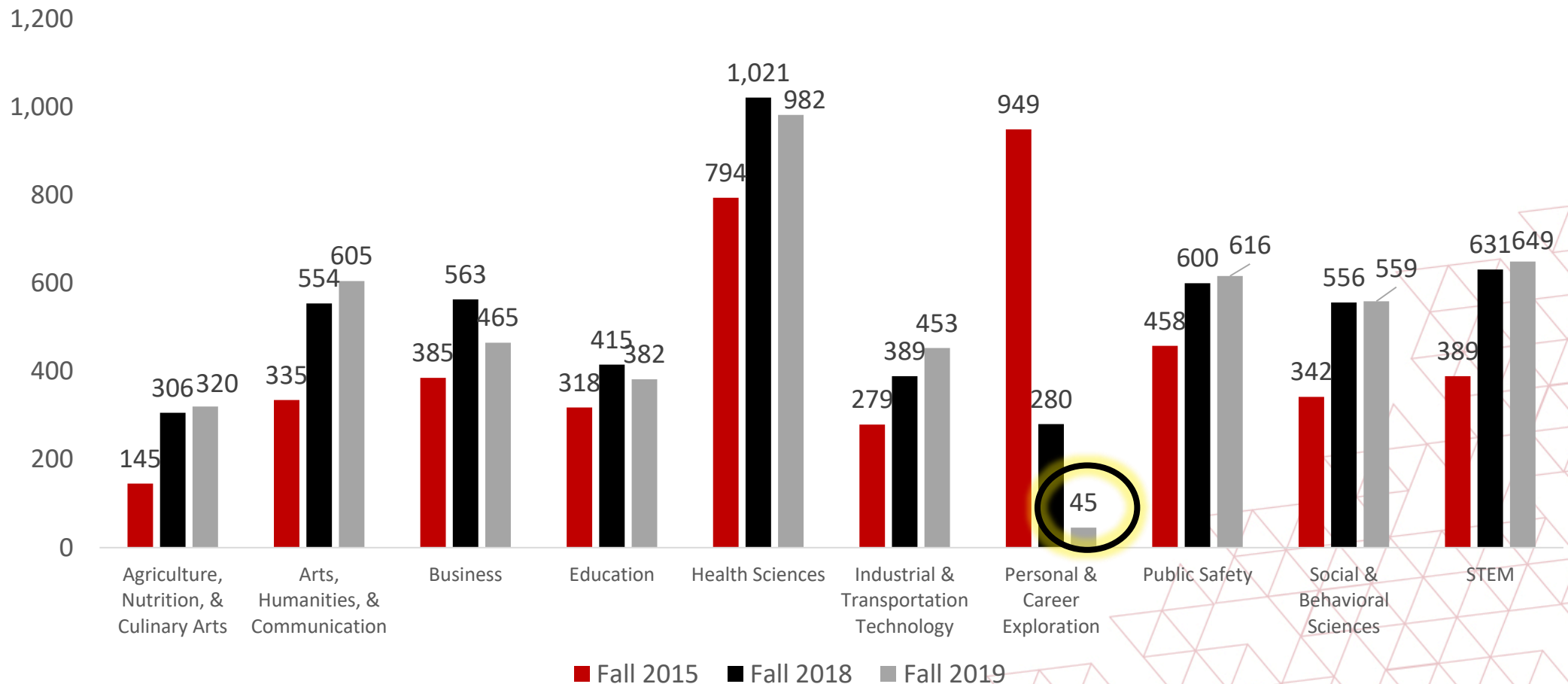
Counselor/Advisor 	Data Coach 	Faculty 
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	Start of Term	Timing	Action(s)
	Start of Term Goals: Proactive outreach to students using Starfish to filter for specific attributes. Ensure students have a plan and are meeting momentum points.		
	FOCUS: Providing clear expectations for students ACTION: <ul style="list-style-type: none"> → 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: <ul style="list-style-type: none"> → 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

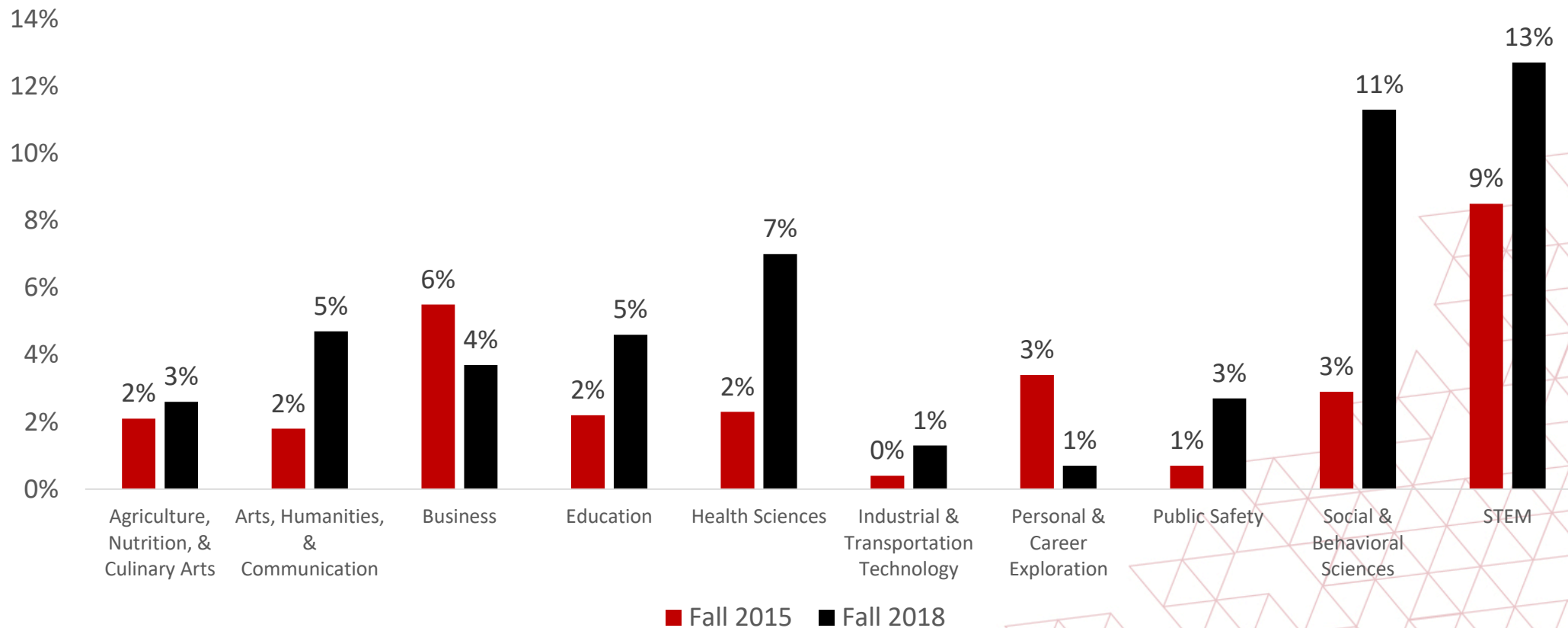
First-Time Student Headcount by Learning and Career Pathway (LCP)



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

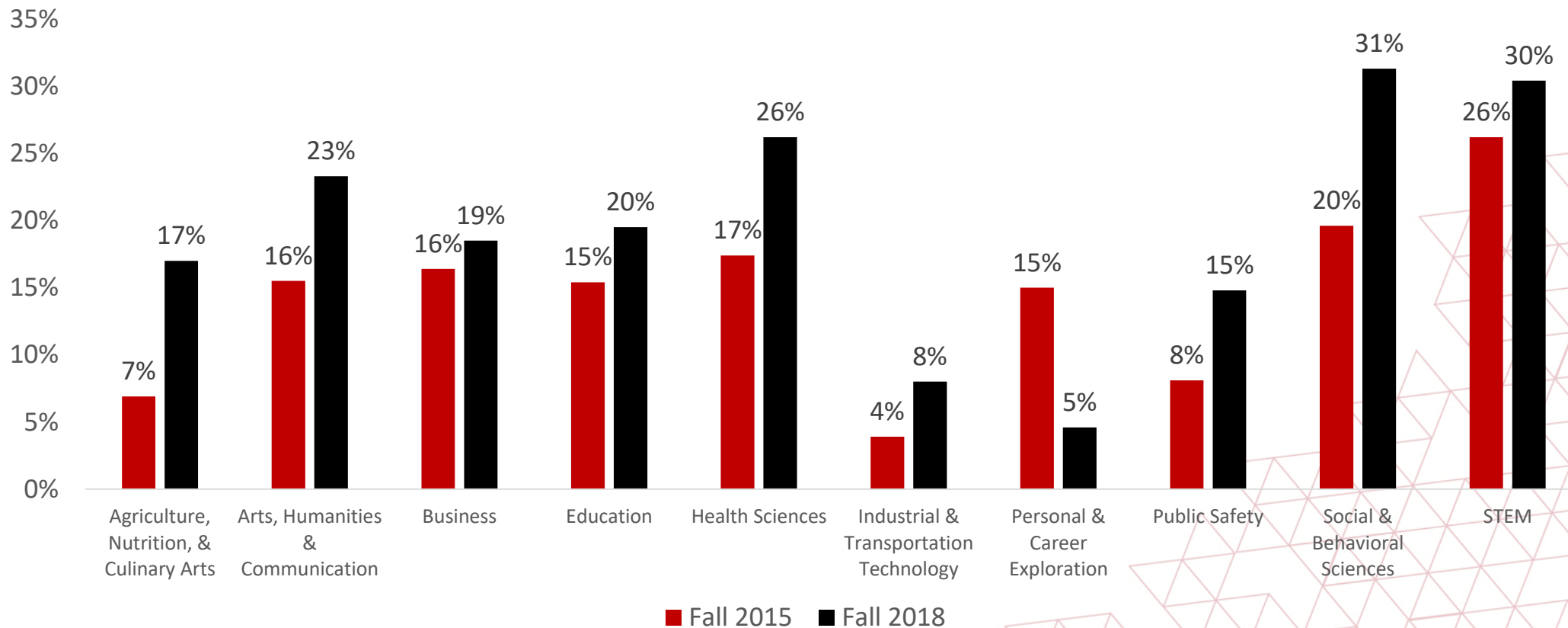
COMPLETING TRANSFER-LEVEL ENGLISH AND MATH

Percent of First-Time Students Completing Transfer-Level English and Math in Their First Year



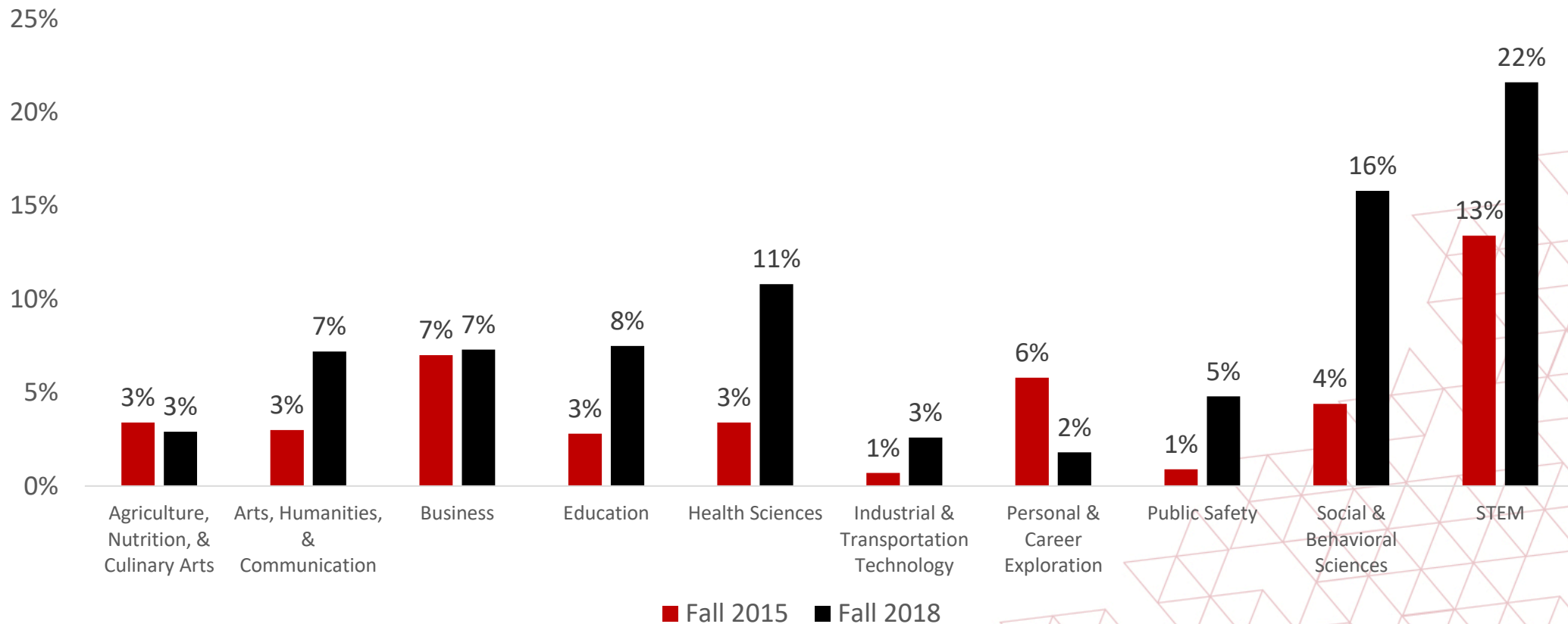
COMPLETING TRANSFER-LEVEL ENGLISH

Percent of First-Time Students Completing Transfer-Level English in Their First Year



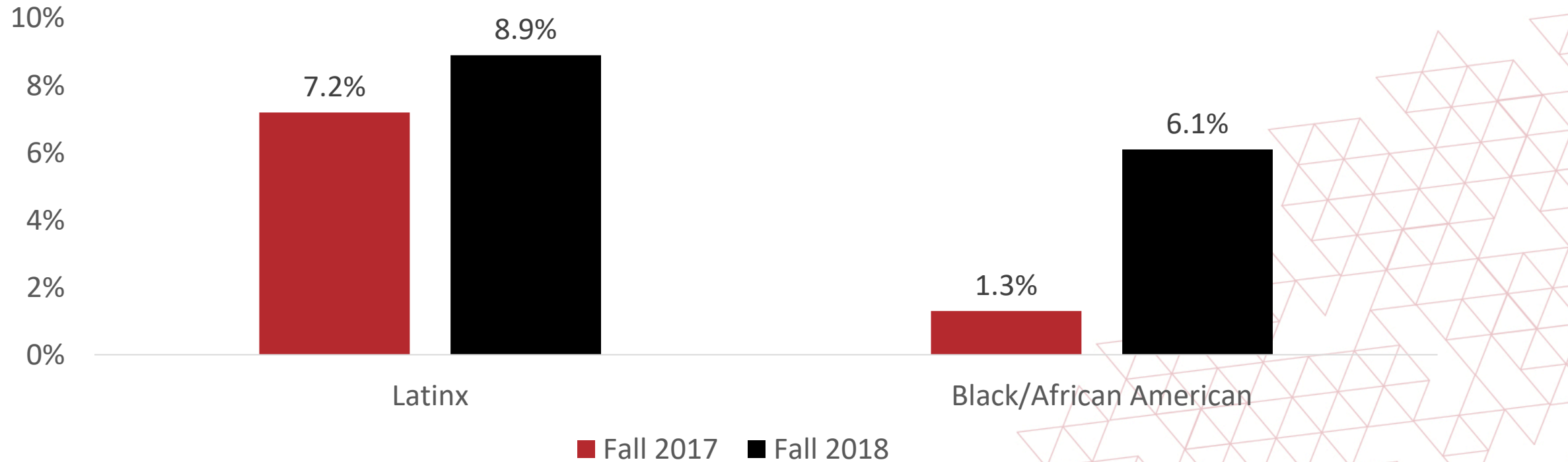
COMPLETING TRANSFER-LEVEL MATH

Percent of First-Time Students Completing Transfer-Level Math in Their First Year

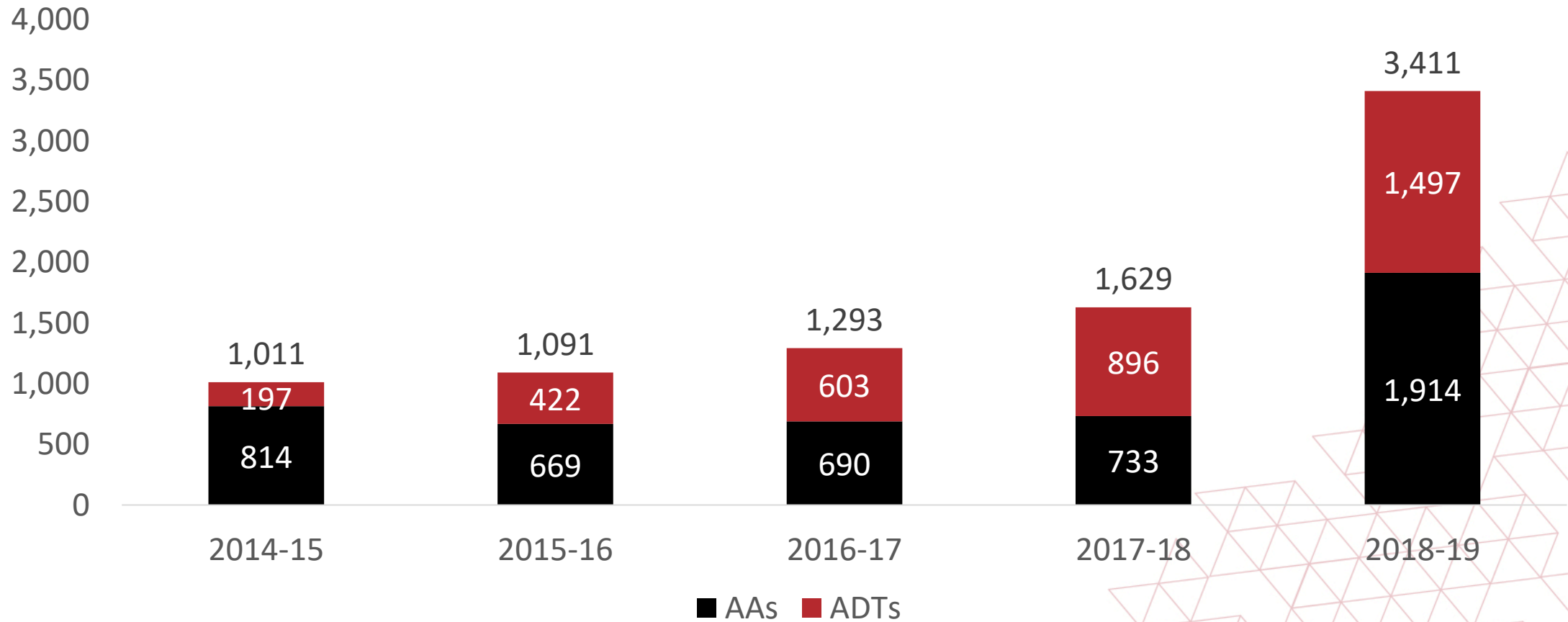


EQUITY

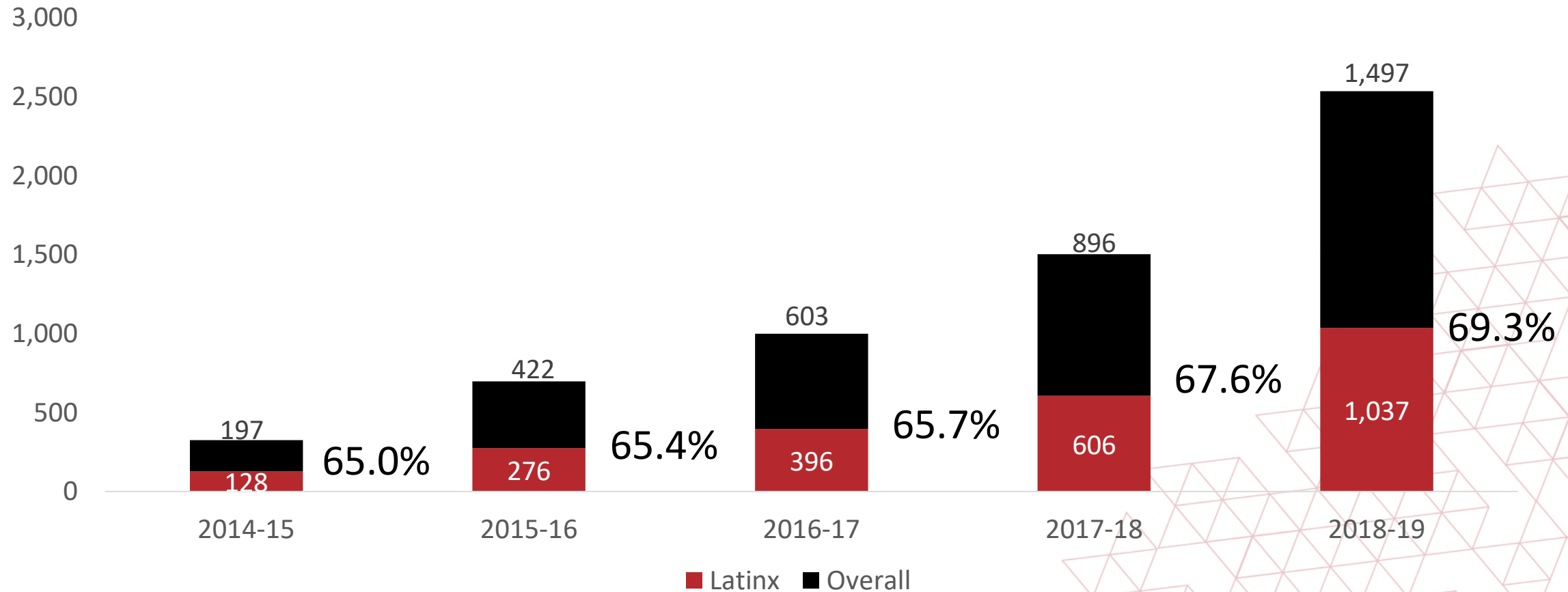
First-Time Latinx and Black/African American Students: Completing Transfer-Level Math in Their First Year



DEGREE COMPLETION

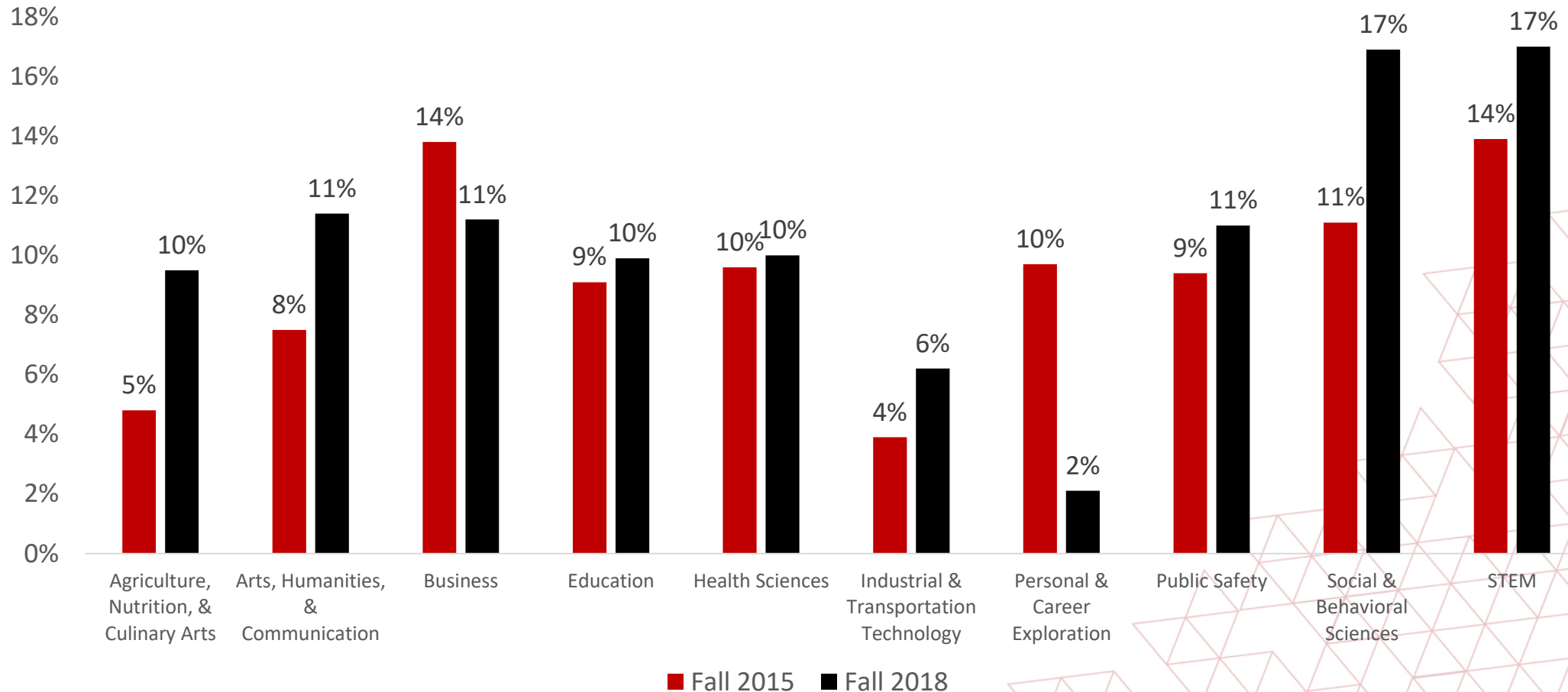


CLOSING THE LATINO ADT GAP



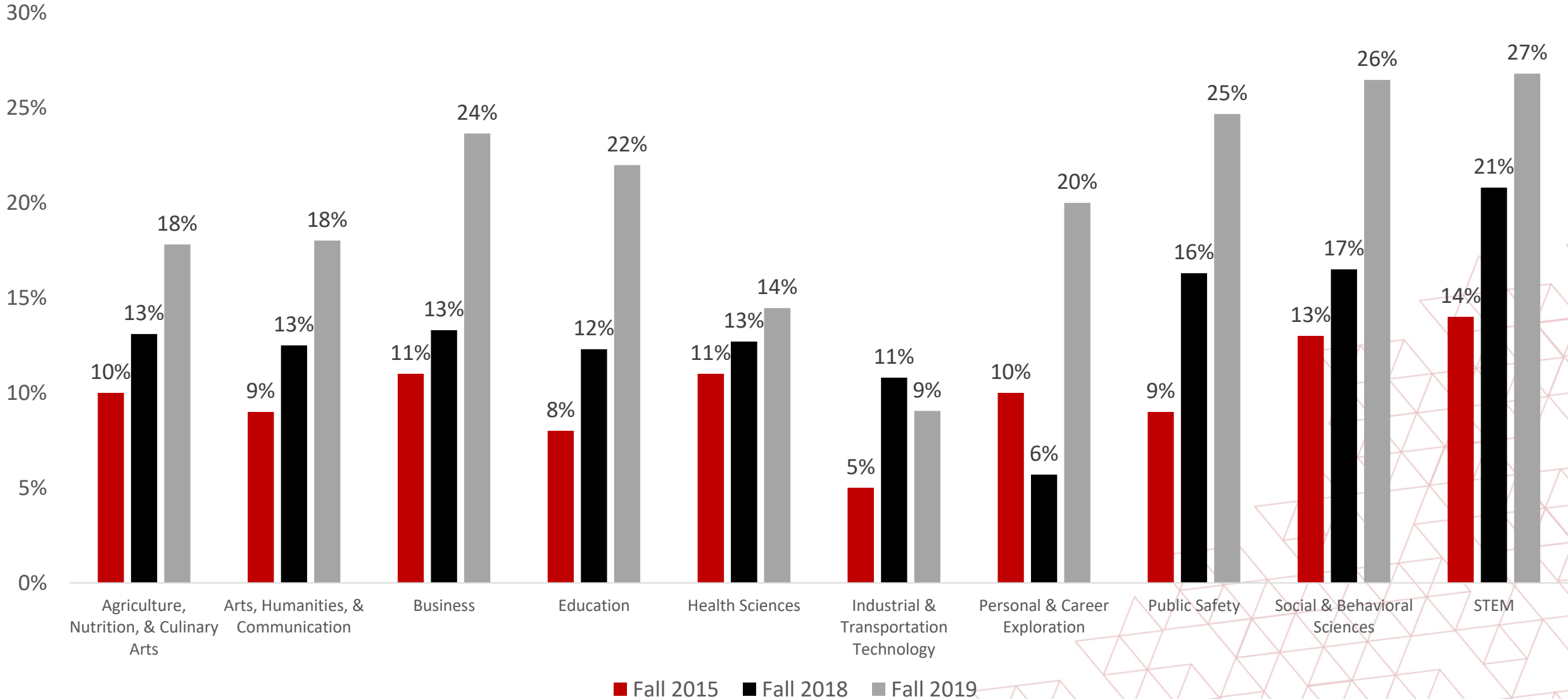
ATTEMPTING 30+ UNITS

Percent of First-Time Students Attempting 30+ Units in Their First Year



MOVING THE NEEDLE

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





CONTACT



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