
INTERROGATING & OPERATIONALIZING DATA

FOR STUDENT SUCCESS

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Rowan-
Cabarrus
COMMUNITY COLLEGE



Rowan- Cabarrus

COMMUNITY COLLEGE



Serve over 20,000
students per year

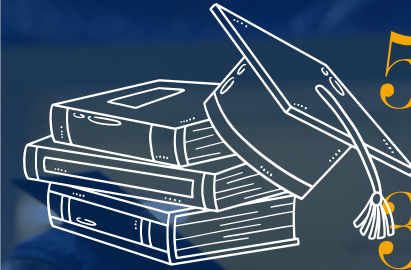
\$238
Million

In Income Added
to the Local
Economy Annually

Curriculum Students



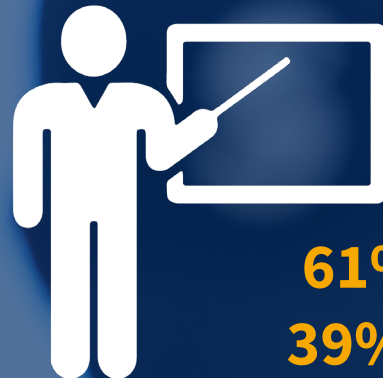
27.5% Full-Time
72.5% Part-Time



55 DEGREES

36 DIPLOMAS

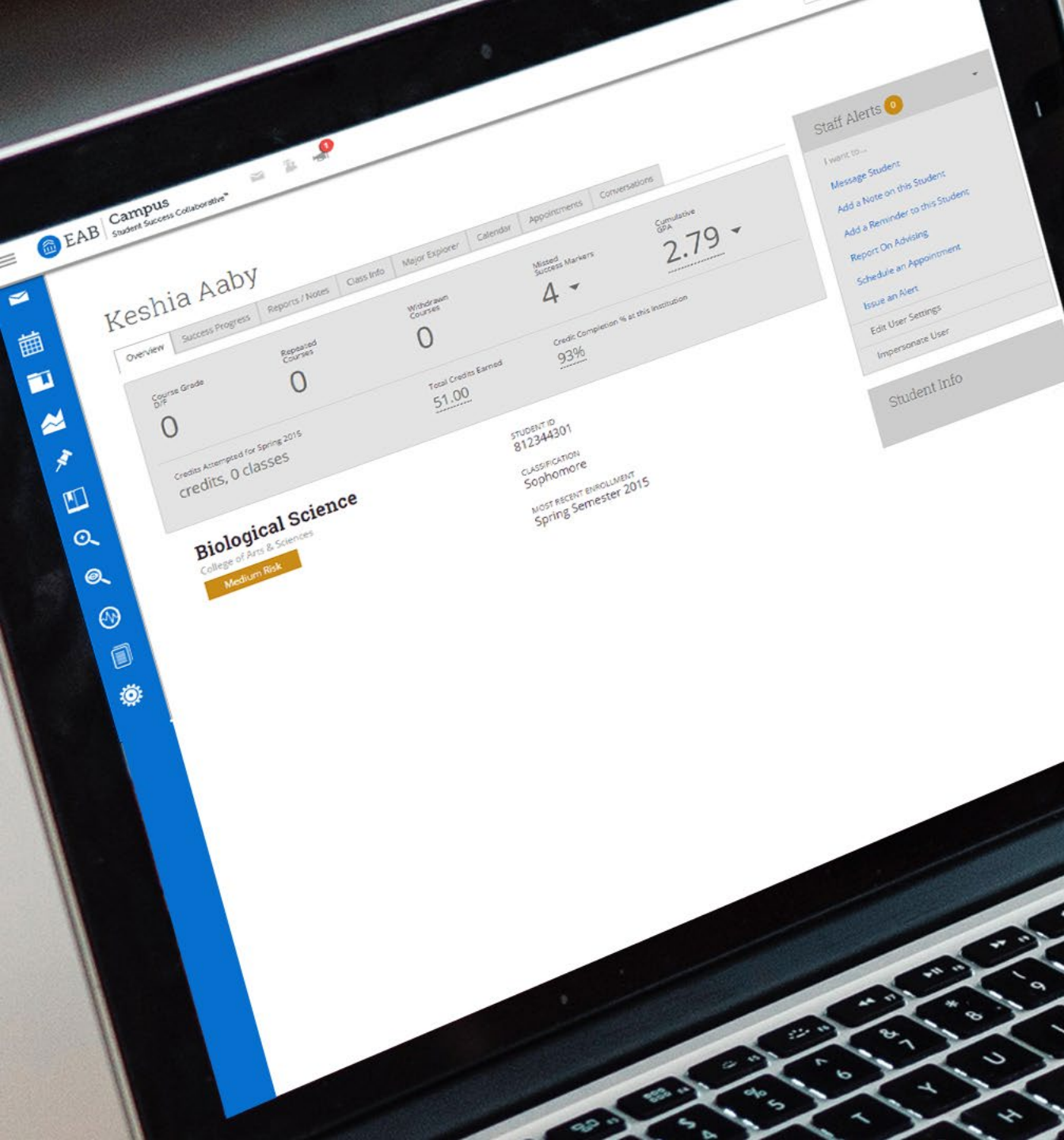
101 CERTIFICATES



COURSES
TAUGHT BY
INSTRUCTORS

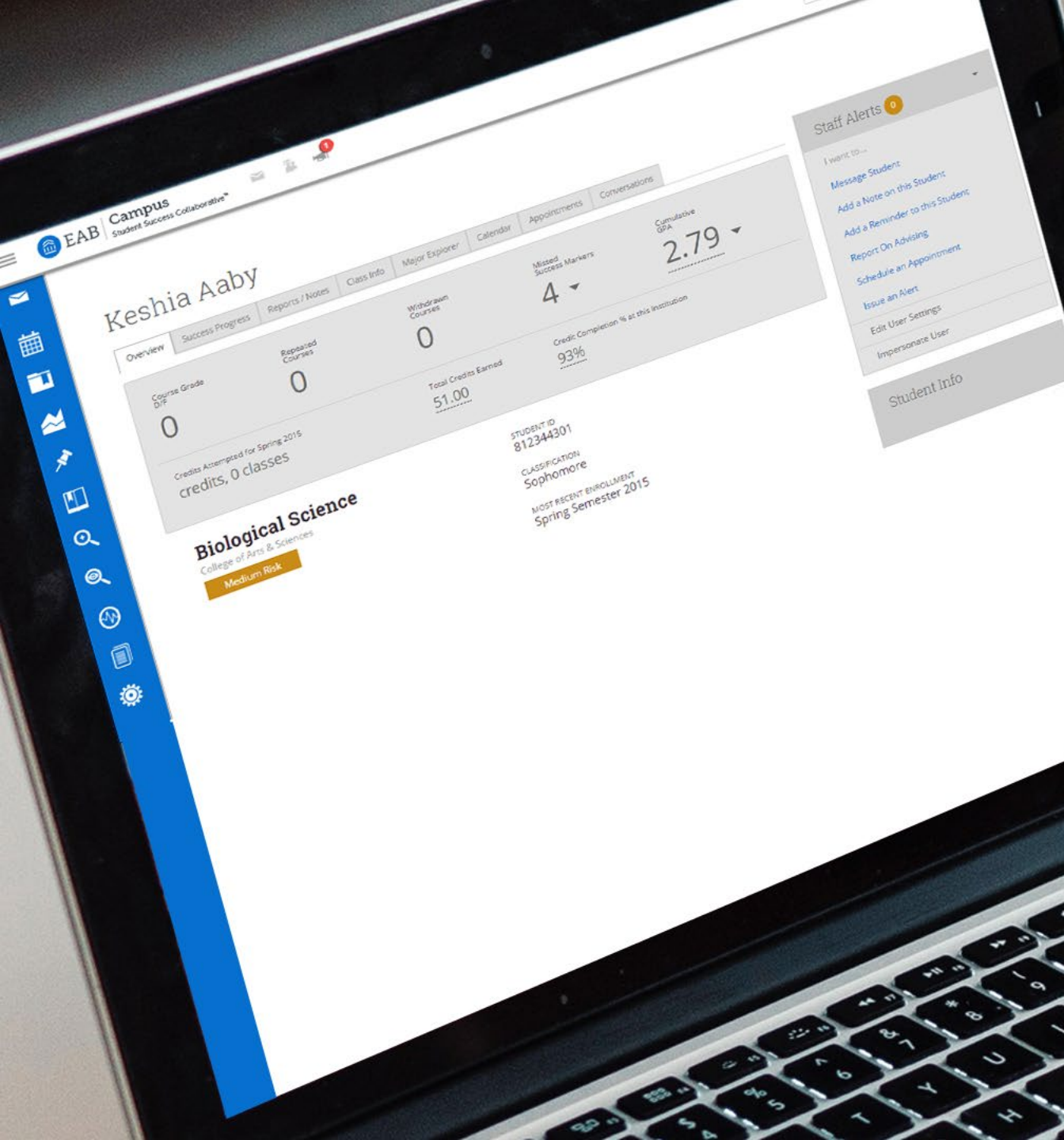
61% Full-Time
39% Part-Time





INTERROGATING DATA

A systematic way of looking at data to determine if you are looking at the right data in the right context.

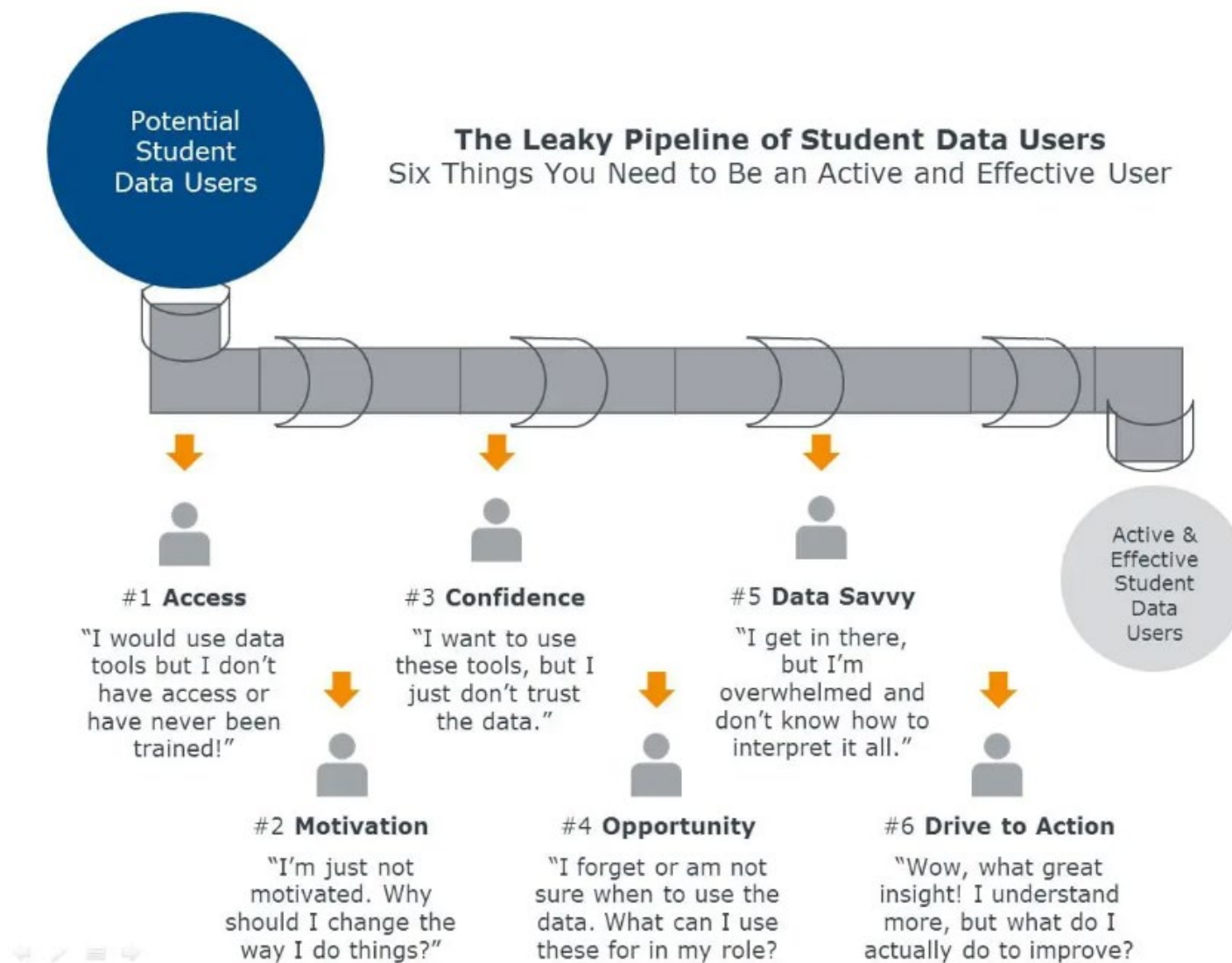


OPERATIONALIZING DATA

Simply, putting your data to work.

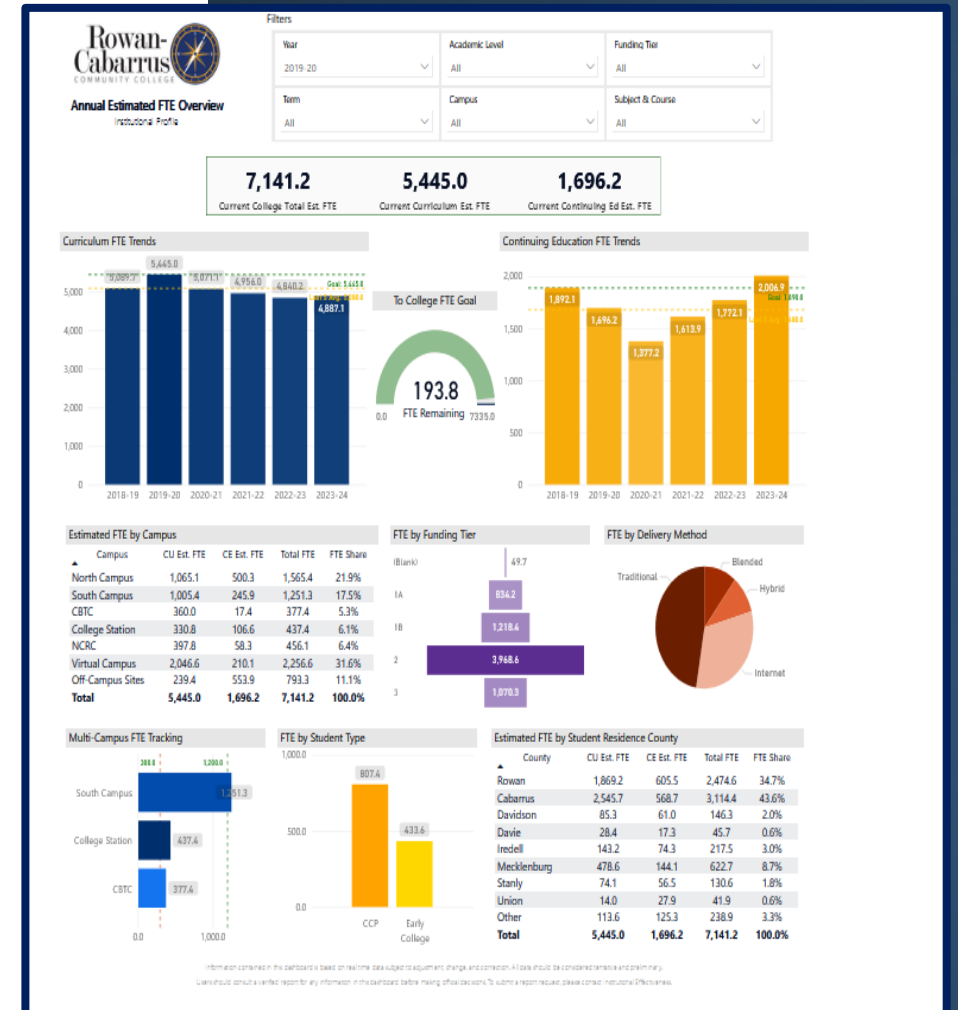
Article: *6 common barriers to using data for student success management*

(EAB, April 19, 2017)



Operationalize The Data

- College FTE Goal (Overall)
- Curriculum FTE Trends
- Continuing Education FTE Trends
- FTE By Campus (Multicampus Funding)
- FTE by Funding Tier
- FTE by Deliver Method
- FTE by Student Type
- FTE by Student Residence (County)

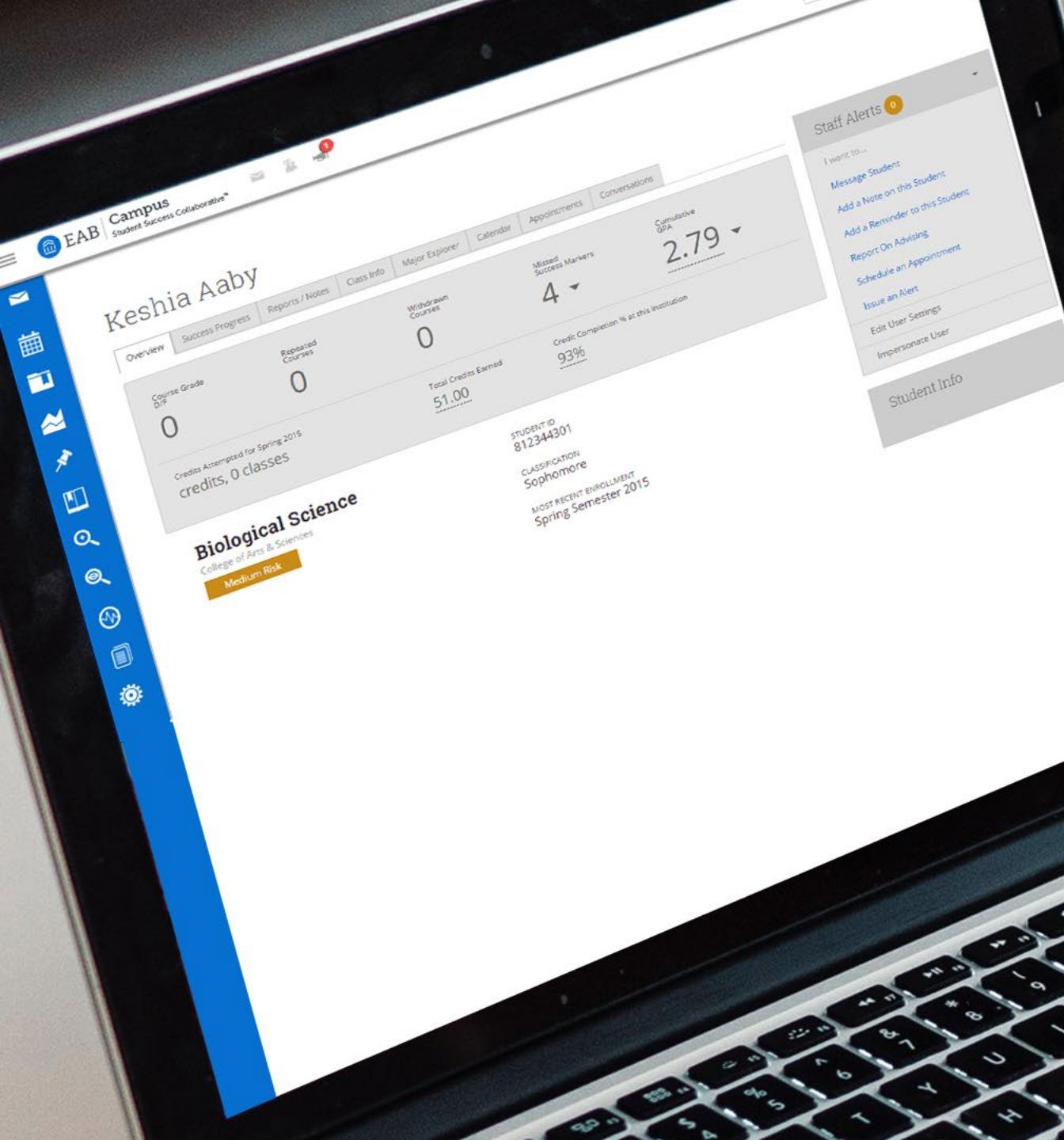


Rowan-Cabarrus Power BI Dashboard Snapshot,

Reflecting on Data Use

Pair & Share

- What's the most common barrier you face when using data?
- What data sets do you rely on in your daily decision-making?



OPERATIONALIZING DATA

Simply, putting your data to work.



THREE GENERAL QUESTIONS

- What data do I need, and how can I get it?
- Is my data reliable?
- Do I have all the context I need to interpret my data?

STUDENT SUCCESS QUESTIONS

- Disaggregating Data by population groups?
- Has the quantitative data been compared to qualitative data- student stories and experiences?

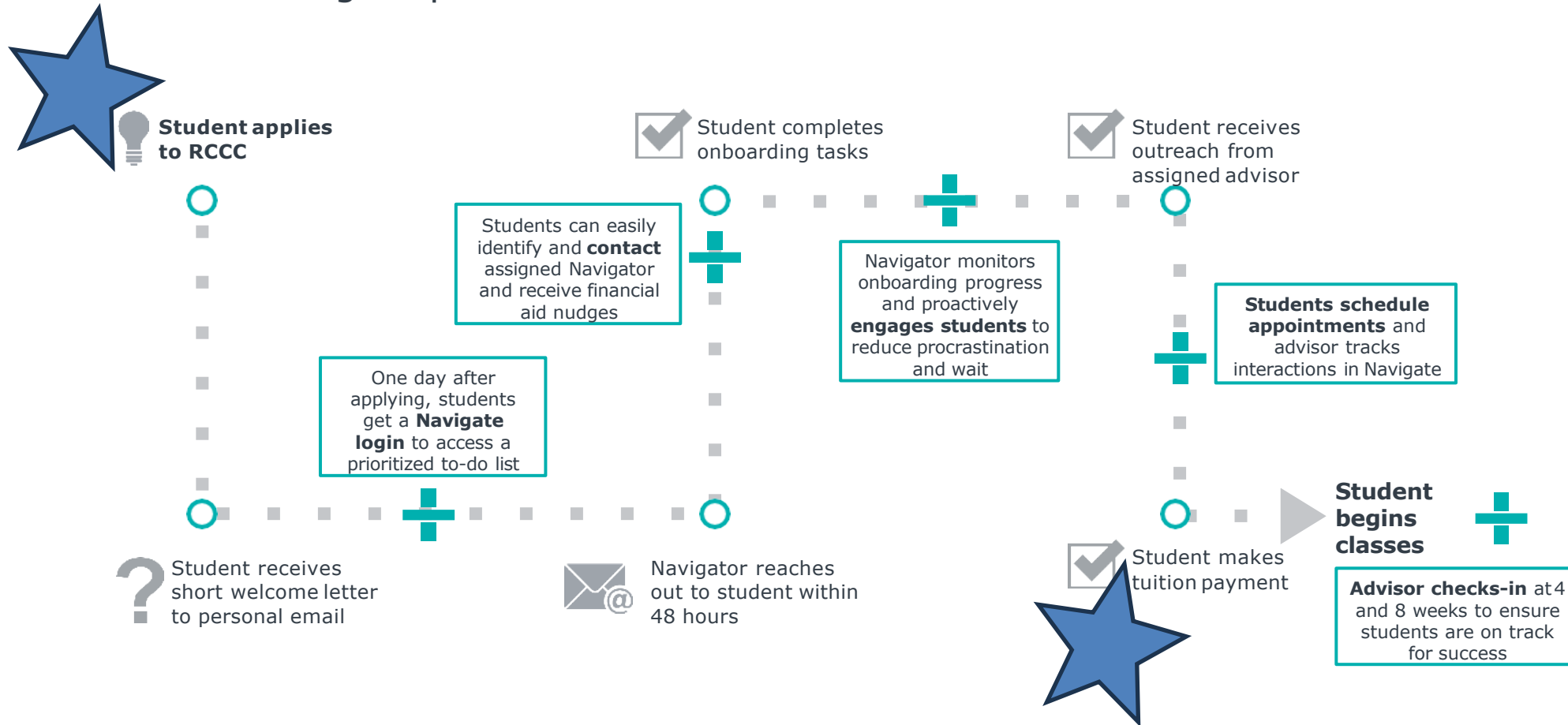
Common subgroups our Navigate and Starfish partners use to disaggregate data include:

Gender	Foster youth	Age	Student type
Race/ethnicity	Homelessness	Rural	Class/major
Disability	Military	Sexual orientation	Commuter status
Pell-eligible	Migrant	First-generation status	Attendance status
ESL	Student-parent	Religion	Resident status

After: Navigators & Advisors Proactively Contact and Guide

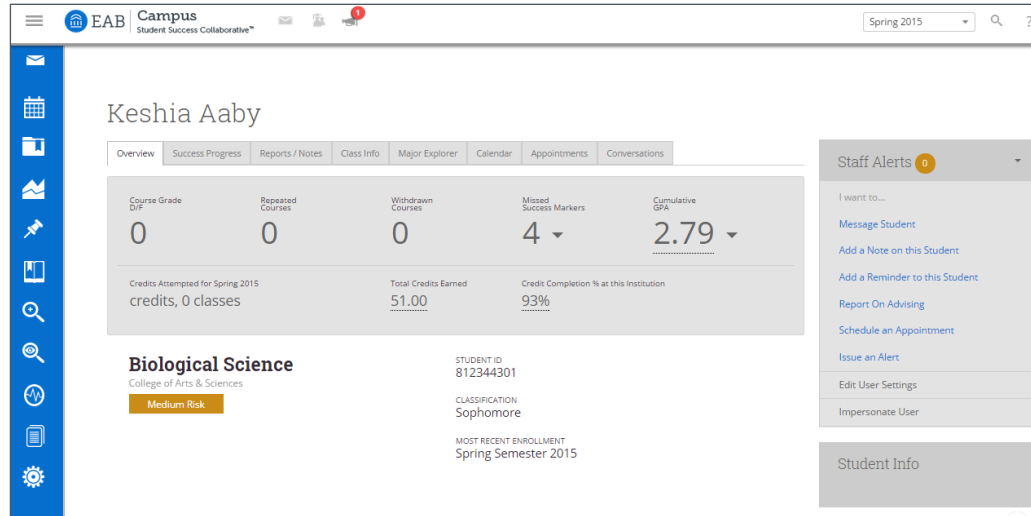
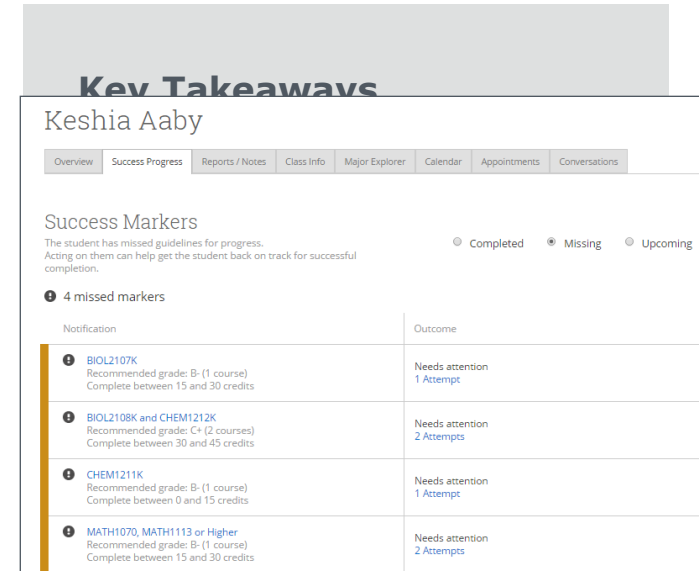


Navigate Campaigns Ensure Advisors Contact Students and Pace Key Onboarding Steps



Smart Student Profile

Comprehensive View of Student Risk and Progress

• Student-generated data from the mobile application will be visible in student profiles*

“Previously, we were advising based primarily on gut instinct. Now, we have all the data to give them an objective sense of where they are and what they can do to improve. The conversation has changed dramatically.”
Navigate Advisor

*Interactions with Intake Survey, Quick Polls, Major Explorer, Journey progress, and Favorited Resources will be shown

What's Next? Strategic Research Questions

Group Share

- Using the *75 Strategic Research Questions Community Colleges Could Answer With Better Data* briefing, which 3 questions would make you a better data user?

Strategic Research Questions

Group Share

Which 3 questions would make you a better data user by answering...

What are we doing that we need to stop doing?

What are we doing that we need to do more of?

75 Strategic Research Questions Community Colleges Could Answer with Better Data

Strategic research questions are a way of making sure your college is working toward continuous improvement, uncovering student barriers, and finding ways to increase efficiency. EAB community college partners leverage Edify, EAB's data and analytics solution, to connect disparate data sources, answer key research questions, and tell a more holistic story about how their college is performing. Use the questions below to frame your institution's data strategy.

Who should be asking the question: Cabinet Level Manager Level

ENROLLMENT AND REVENUE GROWTH

1	What percentage of students who are not admitted to limited enrollment programs are being retained at the college?	<input checked="" type="radio"/>
2	Where are new students most likely to fall out of the enrollment funnel?	<input type="radio"/>
3	What high schools are our new students coming from?	<input type="radio"/>
4	Are there specific academic advisors who have students who are outperforming?	<input type="radio"/>
5	Which zip codes do most of our students come from? Which 10 zip codes are most underrepresented?	<input type="radio"/>
6	What are retention rates for adult students, and have they changed over time?	<input type="radio"/>
7	Which programs yield highest enrollment of adult learners?	<input type="radio"/>
8	Which programs receive the most inquiries and applications?	<input checked="" type="radio"/>
9	How long does it take a new student to move between each enrollment step?	<input checked="" type="radio"/>
10	Which high schools have the most dual enrollment students who go on to complete a credential at the college?	<input type="radio"/>
11	Which students are most likely to move from noncredit programs into degree-seeking programs?	<input type="radio"/>
12	What is the average number of credits students are leaving with when they transfer out?	<input checked="" type="radio"/>
13	Which marketing campaigns are driving the greatest prospective student engagement?	<input type="radio"/>
14	Which recruitment events generate the greatest inquiry and applicant yield?	<input type="radio"/>



*Navigate
Forward*