Using Data to Drive Communication & Student Success

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Serving Surry and Yadkin Counties
www.surry.edu

Overview

- College Information

- Building the Team

- Key Systems

- Communication

- Student Success

- Strategies for Change

- Q&A

Surry Community College serves:

- Approximately 3,200 curriculum students annually

- 18,000 WTCE students in over 1,500 continuing education courses.

College Information

SCC Faculty and Students

Based on Fall 23 Enrollment

- 71% of students are enrolled part-time
- 61% of students are female
- 40% of students are 17 or younger
- 55% of curriculum faculty are full-time
- 77-82% of sections are taught by full-time faculty
- Average class size at census is approximately 15 students
- **Medium household income of three < $30,000**

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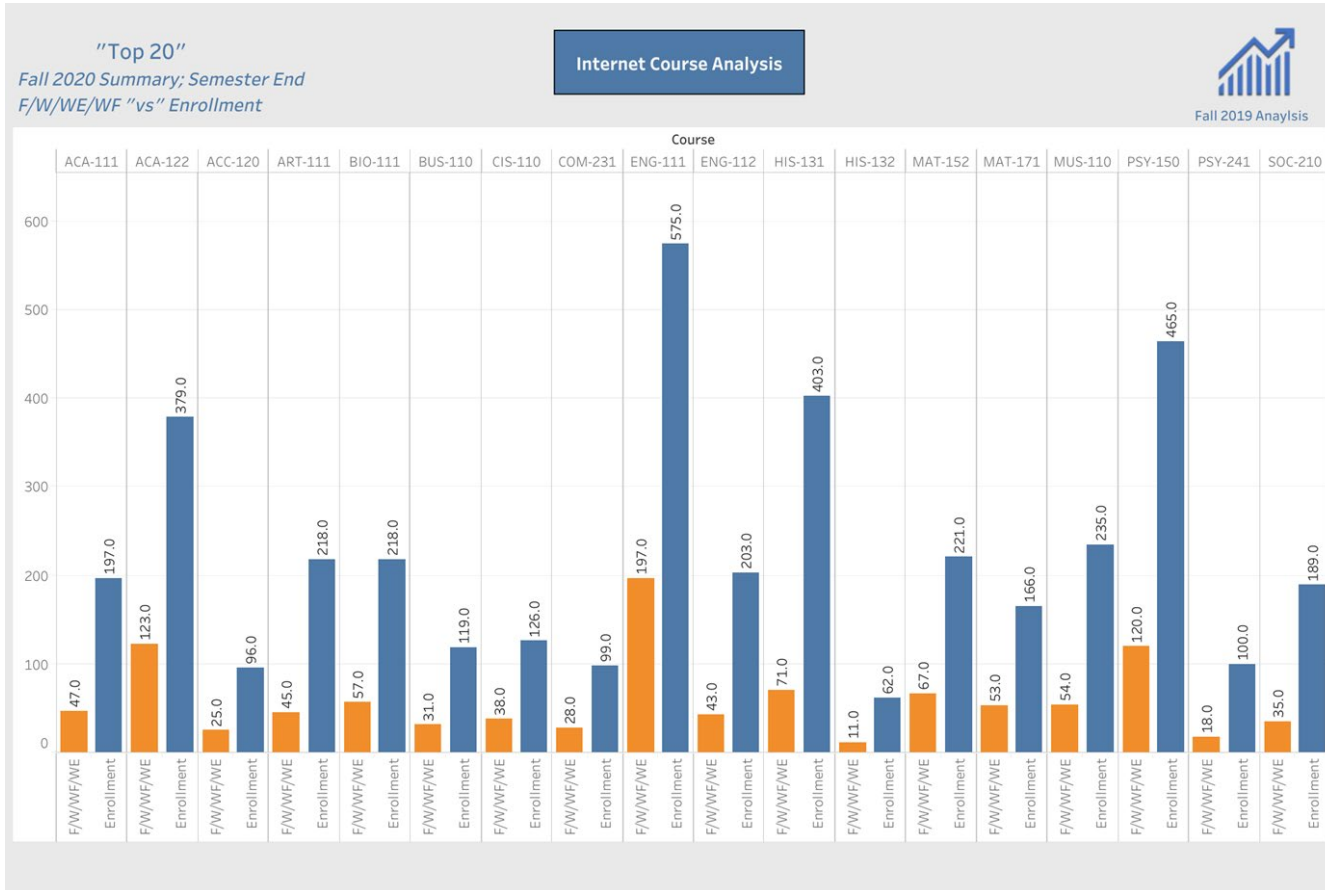www.surry.edu

The Problem

Student Success

- Identifying non-success
- Understanding non-success factors
- Deep dive into data

Understanding Accurate Data

- ICR
- Fall Comprehensive Curriculum Student Report (Formerly known as CRPFA)
- IPEDs
- Reduce cohort size
- Dashboards

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Understanding Trends

myKNIGHTLIFE

≡ Menu   BROWSE   PAGE   PUBLISH

Data Dashboard   NCCCS Dashboards for Divisional Leadership

The following links are provided to facilitate the navigation and research of the North Carolina Community College System dashboards. Should you have additional requirements or questions, please feel free to contact Institutional Research at institutionalresearch@surry.edu.

General Program Enrollment and FTE Information

- FTE Change by Course Prefix: - Select timeframe, periods, and course prefix.
  - FTE Change By Online
  - FTE Change By Location
- Curriculum Program Enrollments: Select filters.
- Curriculum Course Enrollments: Select college, timeframe, trends (instructional method or instructional area), select course.
- Curriculum Course Outcomes by Course Characteristics: Select college, timeframe, trends (instructional method or instructional area), select course.
  - Can also 'Compare Peer Success"
  - Peer institutions: Richmond, Craven, Randolph, Vance-Granville, Wilkes, Stanly, Cleveland, Nash
- Curriculum Grade Distributions: Select college, comparison college, course.

CTE Programs

- Post-Program Placement: Select college, year, and show graph by.
- Earned Recognized Postsecondary Credential: Select college, year, and show graph by.
- Nontraditional Program Concentration: Select college and year.

Performance Measure Dashboards -> State Performance Measures

- Success Rate in College-Level English (PM2) - Select college, cohort, and show graph by. Current link goes to the Fall 2018 cohort.
  - Peer Comparisons
- Success Rate in College-Level Math (PM3) - Select college, cohort, and show graph by.
  - Peer Comparisons
- First-Year Progression (PM4) - Select college, cohort, and show graph by.
  - Peer Comparisons
- Curriculum Completion (PM5) - Select college, cohort, and show graph by.
  - Peer Comparisons
- College Transfer Performance (PM7) - Select college, year.
- Licensure & Certification (PM6) - aka, first-time test taker - Institutional Outcomes & Peer Comparisons -> Peer Group Comparison (overall SCC ranking).
- Pass Rate Trends by Exam (select exam, college, and peer institutions).

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Using Data to Drive Conversations

✓ Getting Started

   ❑ Hard

   ❑ Territorial

   ❑ Lack of Open Data Sharing

   ❑ Knowledge Sharing

✓ Today

   ❑ Expectations Set by Change Agents

   ❑ Sharing the "Why"

   ❑ Partnerships Between Divisions

   ❑ Questioning

   ❑ Weekly Success Mtgs.

   ❑ President Support

Building the Success Team

Student Services
- Registration office
- Advising Office

Institutional Research Office

Academic Support Center
- Tutoring
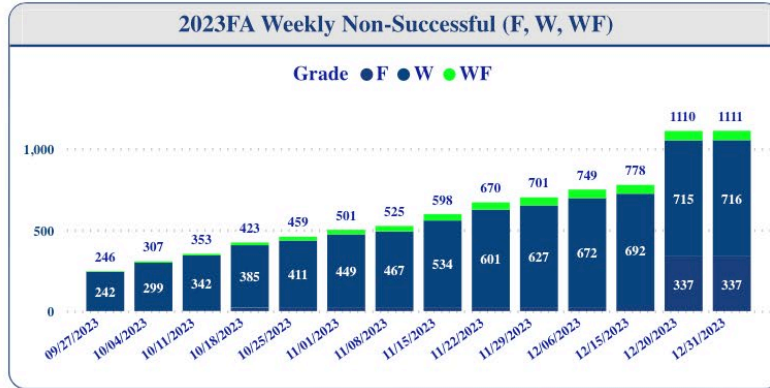- Coaching
- Training

Faculty

Leadership Team

Key Systems

- ✓ Colleague
- ✓ Watermark
- ✓ Tutor.com
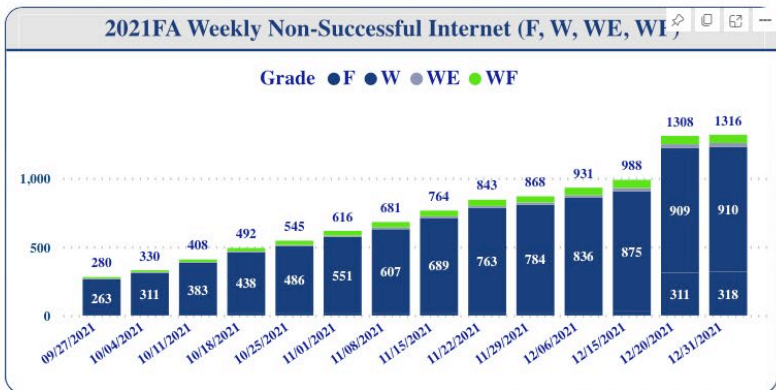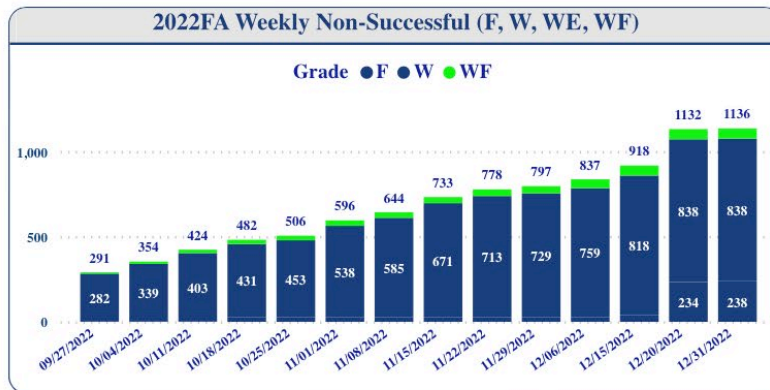- ✓ Informer
- ✓ Spreadsheets
- ✓ PowerBI/Tableau

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Building a Culture of Data Sharing

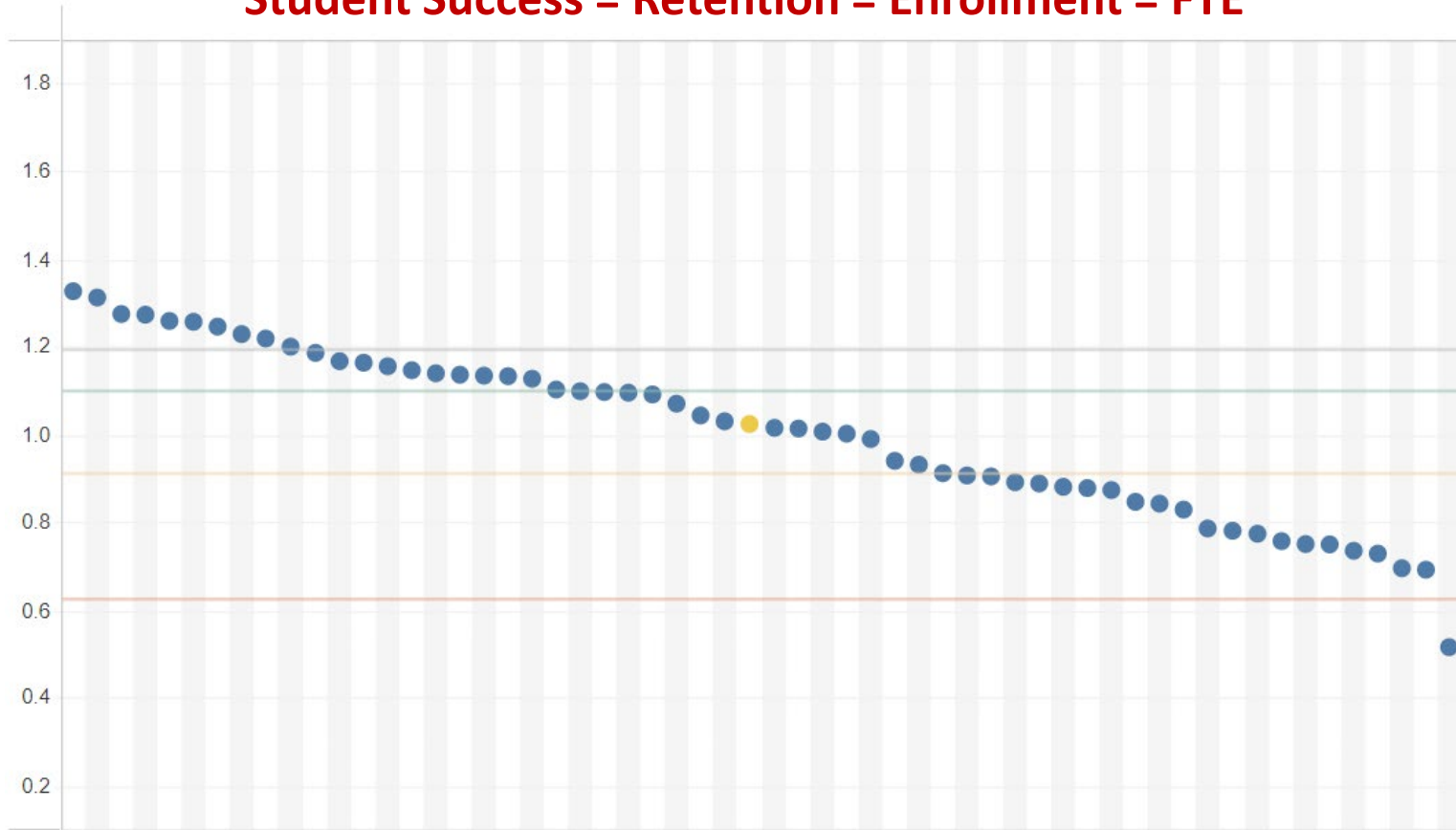**2023FA Weekly Non-Successful (F, W, WF)**

Grade ●F ●W ●WF

2023FA CU Enrollment - *2,985 (Student/Faculty Ratio = 18.20)
2022FA CU Enrollment - 2,953 (Student/Faculty Ratio = 18.81)
2021FA CU Enrollment - 2,962 (Student/Faculty Ratio = 18.06)

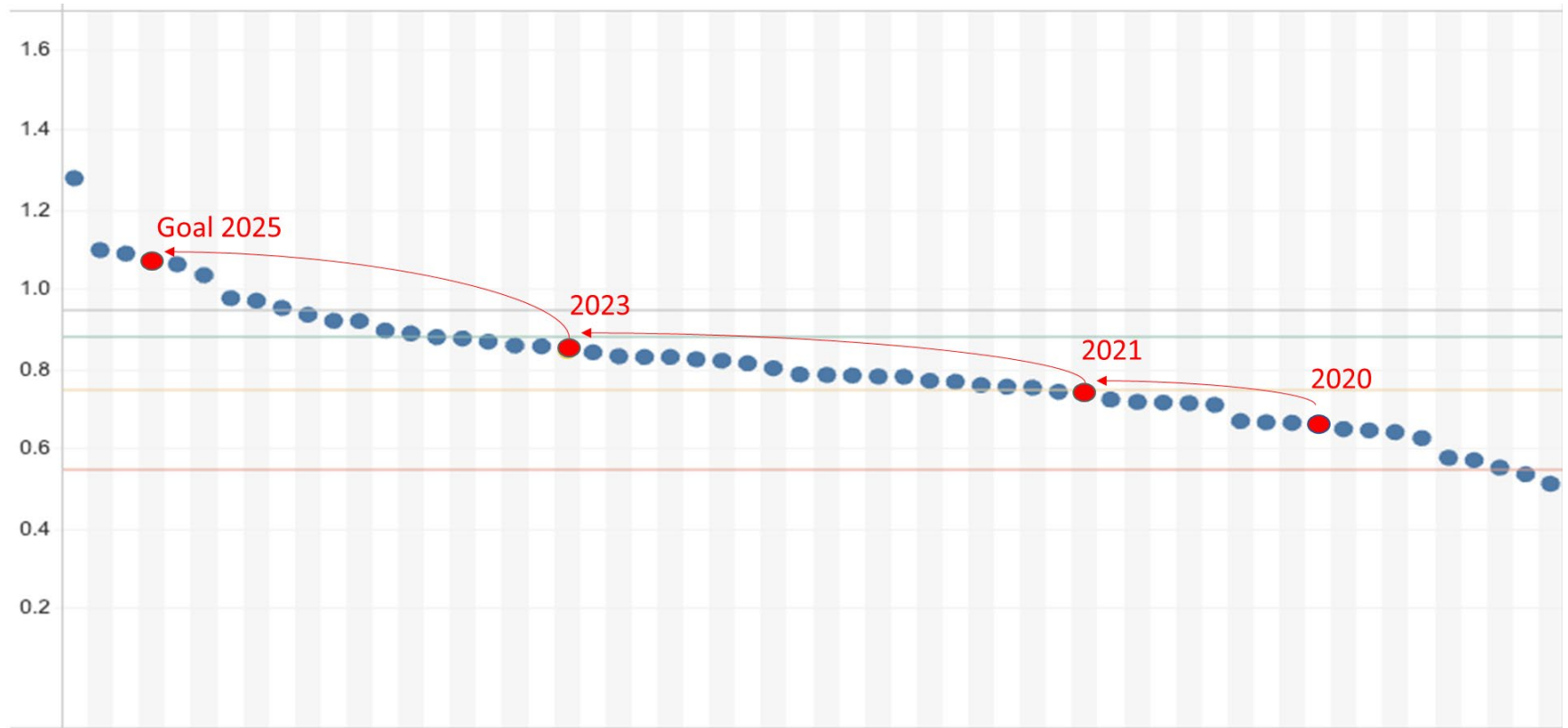*Note: a decrease in student non-success indicates an increase in student success.*

2022FA Weekly Non-Successful (F, W, WE, WF)

Grade ●F ●W ●WF

2021FA Weekly Non-Successful Internet (F, W, WE, WF)

Grade ●F ●W ●WE ●WF

Student Success

Student Success = Retention = Enrollment = FTE

Student Success Goals
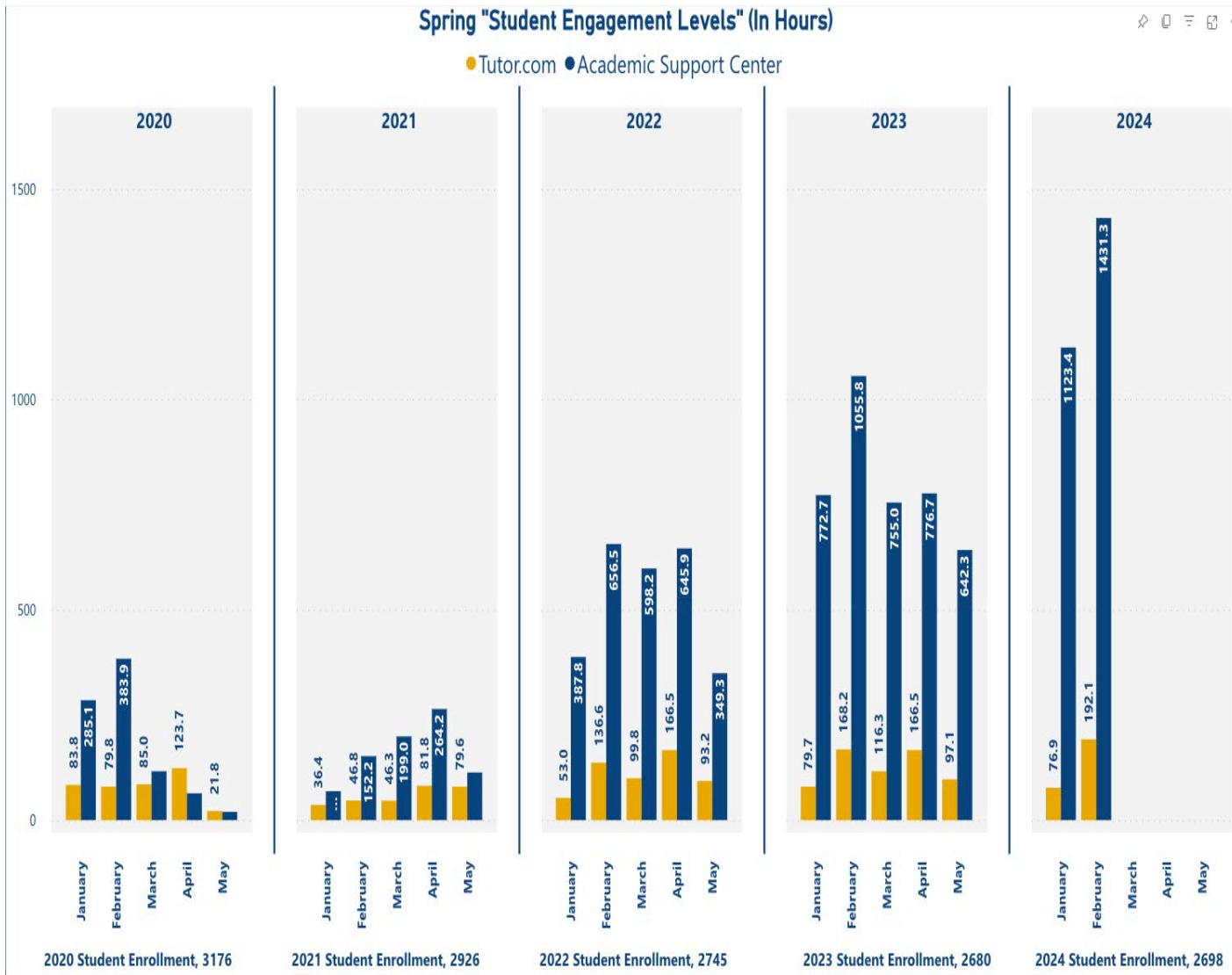
Performance Measure 2: English

Key: Cohort Size

Surry Community College "Academic Support"

200%, 300% and 400% increase *over time*

Spring "Student Engagement Levels" (In Hours)

● Tutor.com ● Academic Support Center

2020 — 2020 Student Enrollment, 3176
- January: 83.8 / 285.1
- February: 79.8 / 383.9
- March: 85.0
- April: 123.7
- May: 21.8

2021 — 2021 Student Enrollment, 2926
- January: 36.4
- February: 46.8 / 152.2
- March: 46.3 / 199.0
- April: 81.8 / 264.2
- May: 79.6

2022 — 2022 Student Enrollment, 2745
- January: 53.0 / 387.8
- February: 136.6 / 656.5
- March: 99.8 / 598.2
- April: 166.5 / 645.9
- May: 93.2 / 349.3

2023 — 2023 Student Enrollment, 2680
- January: 79.7 / 772.7
- February: 168.2 / 1055.8
- March: 116.3 / 755.0
- April: 166.5 / 776.7
- May: 97.1 / 642.3

2024 — 2024 Student Enrollment, 2698
- January: 76.9 / 1123.4
- February: 192.1 / 1431.3
- March
- April
- May

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SCC Health Check Block

Strategies for Change

Coaching
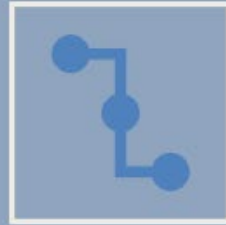
Connection

Care

Coaching Faculty

Quality Matters for all full-time faculty

Professional development on "culture of care"

Importance of early alerts

Incentivizing tutoring

Logistics of making coaching work

Syllabus requirement

Getting the right fit

Buy-in from faculty

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Institutional Research

Tracking Weekly Withdrawals

Grade Distributions

"Student Engagement"   Count of tutoring hours done virtually and in-person

Care

Knights' Purpose Center

Caring Course Syllabus

CARE Team

Mental Health Training

Suicide Prevention Training

Conclusion & Takeaways

- Change is hard

- Relationships & conversations are key

- Determination is a must – need to be on board together

- Institutional dedication to Early Alert system usage
  - Priority that it is used, consequences if it isn't

- Change agents must believe in the goal AND have the resources to make the vision a reality

Questions?

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