

How Business Intelligence Transformed the Culture at St. Petersburg College (SPC)

*Florida Association of
Institutional Research
Conference 2015*

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Presenters



Vision, Values, and Culture



Since 2010, SPC has focused its strategic efforts on student success, shifting personnel, financial resources, and energy in an intentional, data-driven way to:

- *Help students finish what they start.*
- *Engage and train staff at all levels to support students in class and out.*
- *Produce graduates whose lives are changed by earning a degree or certificate.*

Overview

Culture of Inquiry

We encourage a data-driven environment that allows for open, honest dialogue about who we are, what we do, and how we continue to improve student success.

Transparency

We embrace openness in communication by providing access to college processes and procedures, expenditures, institutional effectiveness, and student success rates.



<http://www.spcollege.edu/mission/>

Changing the Culture



- Shared Governance
- Collaborative Strategies
- Transparency
- Business Intelligence Tools
- Data-Driven Decision Making
- Key Metrics

Changing the Culture





- *Allows quick access to information required to make decisions.*
- *Provides standardized information with the ability to look at data measures through multiple views.*
- *Enables users to ‘drill-down’ to student-level detail and ‘roll-up’ to program, campus , and college-level perspectives.*

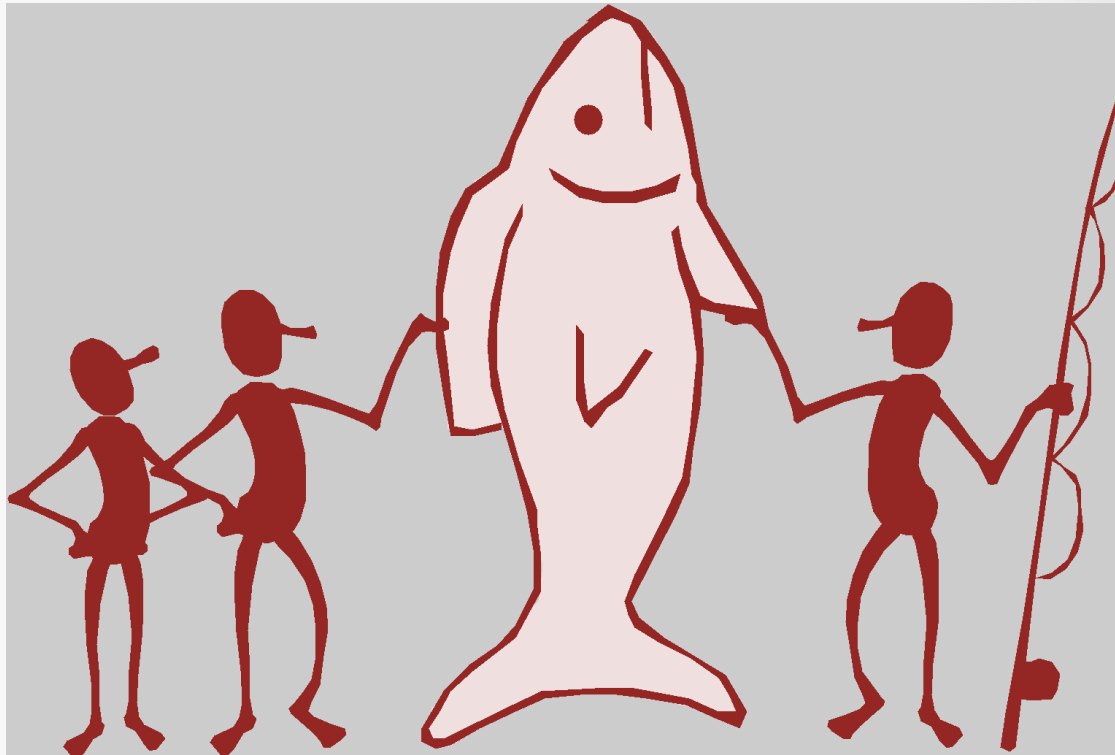
Pulse Business Intelligence

Development Areas



- Over twenty different dashboards for student information (detail version)
- Over 700 users including Provosts, Deans, Faculty, Advisors, Program Chairs, Senior Administrators, and Administrative Staff.
- 28+ Training Sessions last year. Eight so far this year.

Evolution of Pulse BI



The most important element of the SPC Pulse philosophy has been end-user empowerment.

Teaching them how to fish...

Creating Systemic Organizational Change: The College Experience





College Experience



Enrollment and Demographics

- Measures developed by Campus Provost and College wide Deans
- One language
- Provided On-going Level 1 Training

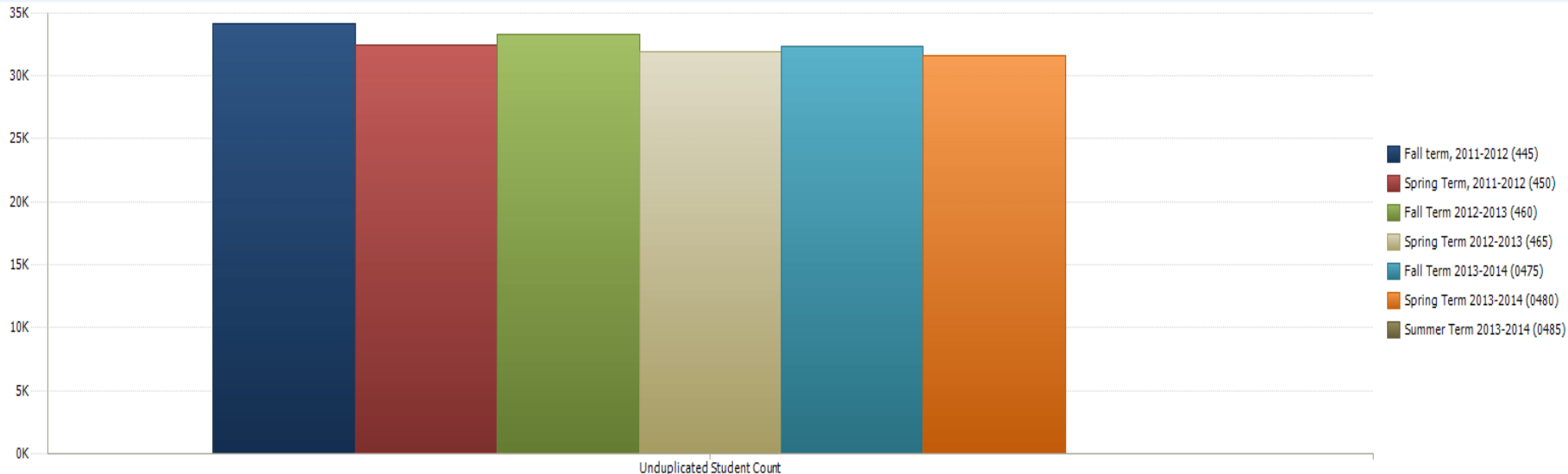
Descriptive Information



Enrollment Trends by Term : Overall Enrollment | Degree Objective | Enrollment Status | Enrollment Type | Student Age | Student Gender | Student Ethnic Group | Student Instructional Method | Financial Aid Accepted | Financial Aid - Accepted vs Non Accepted | Term Withdrawal | Class Academic Group | Course Groups | Session Type | Units Earned Total | Units Earned Term

Unduplicated Student Count by Overall Enrollm...

Class Academic Career: UGRD, Student Term Career Desc - Program Desc - Plan Desc - Subplan Desc: Undergraduate



Academic Year - Term Desc - Multi: Fall term, 2011-2012 (445), Spring Term, 20...

Student Type (FTIC): All

Student System Cube Refresh

Campus Description: All

Age Group: All

Last Refresh: 2/28/2014 7:31:47 AM

Career - Program - Plan - Subplan: Undergraduate

Ethnic Group: All

College - Group - Acad Org - Subject: All

Gender: All

Course Instructional Method: All

Student Group: All

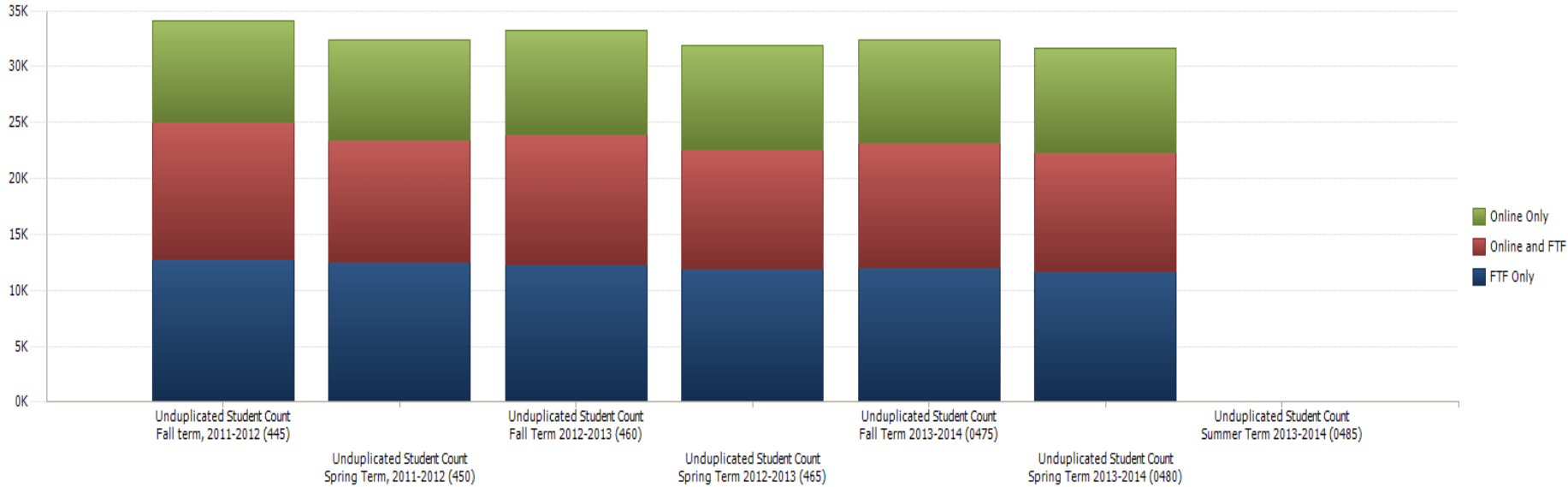
Descriptive Information - Enrollment and Demographics

Pulse BI Screenshot



Unduplicated Student Count by Student Instructional Met...

Class Academic Career: UGRD, Student Term Career Desc - Program Desc - Plan Desc - Subplan Desc: Undergraduate



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Student Group: All

Descriptive Information - Enrollment and Demographics

Pulse BI Screenshot



Course Success

- Established Baselines –
“Moving the Needle”
- Campus and Program Level Data
- Provided On-going Level 2 Training

Student Success Information



Success Rates By Campus : [Campus Fall and Spring Success Rates](#) | **Campus Success Rates** | [Enrollment Status](#) | [Degree Objective](#) | [Enrollment Type](#) | [Modality](#) | [Session Type](#) | [Cumulative GPA](#) | [Credits Taken](#) | [Financial Aid Award](#) | [Student Age](#) | [Student Gender](#) | [Student Race Ethnicity](#) | [Course](#) | [Success Rates by Course Groups](#)

Campus Success Rates

i Class Academic Career: **UGRD**, Term Academic Year - Term Desc: **Fall Term 2013-2014 (0475)**, Grade Success Rate Grade Input: **Y**, Grade Success Rate Grading Basis: **Y**, Student Term Career Desc - Program Desc - Plan Desc - Subplan

Campus	Campus Description	Enrollment Count	Success Rate	Withdrawal Rate	WF Rate	F Rate
All		93,580	76.7%	6.4%	4.1%	8.0%
Allstate Center		2,598	89.0%	3.7%	2.4%	3.0%
Clearwater Campus		18,581	76.2%	6.9%	3.8%	7.7%
Downtown/Midtown		4,650	69.3%	6.7%	7.2%	11.7%
Electronic Campus		10,790	71.2%	8.7%	5.6%	9.4%
EpiCenter		1,539	87.3%	4.0%	1.9%	3.9%
Health Education Center		9,452	89.4%	3.7%	1.2%	2.9%
Open Campus		1,784	92.8%	0.6%	0.1%	3.6%
Seminole Campus		12,722	73.3%	7.0%	5.1%	9.2%
St Petersburg/Gibbs Campus		18,328	74.5%	6.9%	4.6%	8.8%
Tarpon Springs Campus		13,136	75.6%	6.4%	3.9%	9.5%

Student System Cube Refresh

Last Refresh: 2/28/2014 7:31:47 AM

Academic Year - Term Desc: **Fall Term 2013-2014 (0475)**

Career - Program - Plan - Subplan: **Undergraduate**

College - Group - Acad Org - Subject: **All**

Course Instructional Method: **All**

Student Type (FTIC): **All**

Age Group: **All**

Ethnic Group: **All**

Gender: **All**

Student Group: **All**

Student Success Information - Course Success

Pulse BI Screenshot



Course Enrollment Trends

- Guaranteed Annual Schedule
- Campus and Program Level Data
- Provided On-going Level 2 Training

Course Enrollment Information



Course Enrollment by Academic Org

Class Status: **Active, Full, Stop Further Enrollment, Tentative**, Class Academic Group: **LD, UD**, Filter empty rows

Class College School Dept - Academic Group Desc - Academic Organization - Subject Catalog Nbr	Fall Term 2013-2014 (0475)					Fall Term 2014-2015 (0490)				
	Number of Courses	Number of Classes	Enrollment Count	Standard Course Load	Percent Full	Number of Courses	Number of Classes	Enrollment Count	Standard Course Load	Percent Full
All	1,022	4,255	96,224	107,401	89.6%	1,046	4,309	97,131	111,320	87.3%
College of Business	87	235	5,657	6,390	88.5%	92	261	6,378	7,020	90.9%
College of Computer and Information Technology	67	259	5,404	5,896	91.7%	72	277	5,859	6,364	92.1%
College of Education	90	165	3,150	3,378	93.3%	86	168	3,177	3,472	91.5%
College of Health Sciences	44	96	1,401	1,391	100.7%	54	108	1,474	1,858	79.3%
College of Nursing	25	161	2,870	2,251	127.5%	26	176	2,971	3,216	92.4%
College of Public Safety Administration	70	103	2,622	2,489	105.3%	67	98	2,549	2,650	96.2%
Communications Department	65	708	14,658	17,018	86.1%	68	709	14,630	17,223	84.9%
Engineering and Building Arts Department	43	47	612	1,070	57.2%	44	47	638	1,078	59.2%
Fine Arts/Humanities Department	182	476	8,767	9,733	90.0%	182	473	9,305	10,497	88.7%
Health Science Department	104	150	3,121	3,427	91.1%	109	162	3,149	3,796	83.0%
Honors College	2	3	29	60	48.3%	2	3	28	60	46.7%
Library Department	2	6	107	144	74.3%	2	6	93	144	64.6%
Mathematics Department	17	506	13,985	14,630	95.6%	20	499	13,730	14,345	95.7%

Academic Year - Term Desc - Multi: **Fall Term 2013-2014 (0475), Fall Term 2014-20...** ▾

Class Academic Group: **LD, UD** ▾

Student System Cube Refresh-

College - Group - Acad Org - Subject: **All** ▾

Class Status: **Active, Full, Stop Further Enrollment, Tentative** ▾

Last Refresh: 3/16/2015 5:29:17 AM

Campus Description: **All** ▾

Course Group: **All** ▾

Course Instructional Method: **All** ▾

Student Group: **All** ▾

Session Desc: **All** ▾

Custom Cohort: **All** ▾

Course Enrollment Information - Course Trends

Pulse BI Screenshot



Using 'Real-Time' Data to Improve Student Success



College Experience

- Results in areas reviewed every Wednesday morning
- Provided On-going Level 3 Training

Student Behavior Information



- New Student Orientation
- Integrated Advising and Career Services
- My Learning Plan and Automated Graduation Status
- Early Alert and Student Coaching System
- Out of Classroom Support
- Student Intervention Strategies
- Training



*Conducted online for staff
Every Wednesday morning
from 8:30 AM – 9:00 AM*

[College Experience Video](#)

Weekly Webinar



Weekly Webinar



Mechanics of Pulse BI



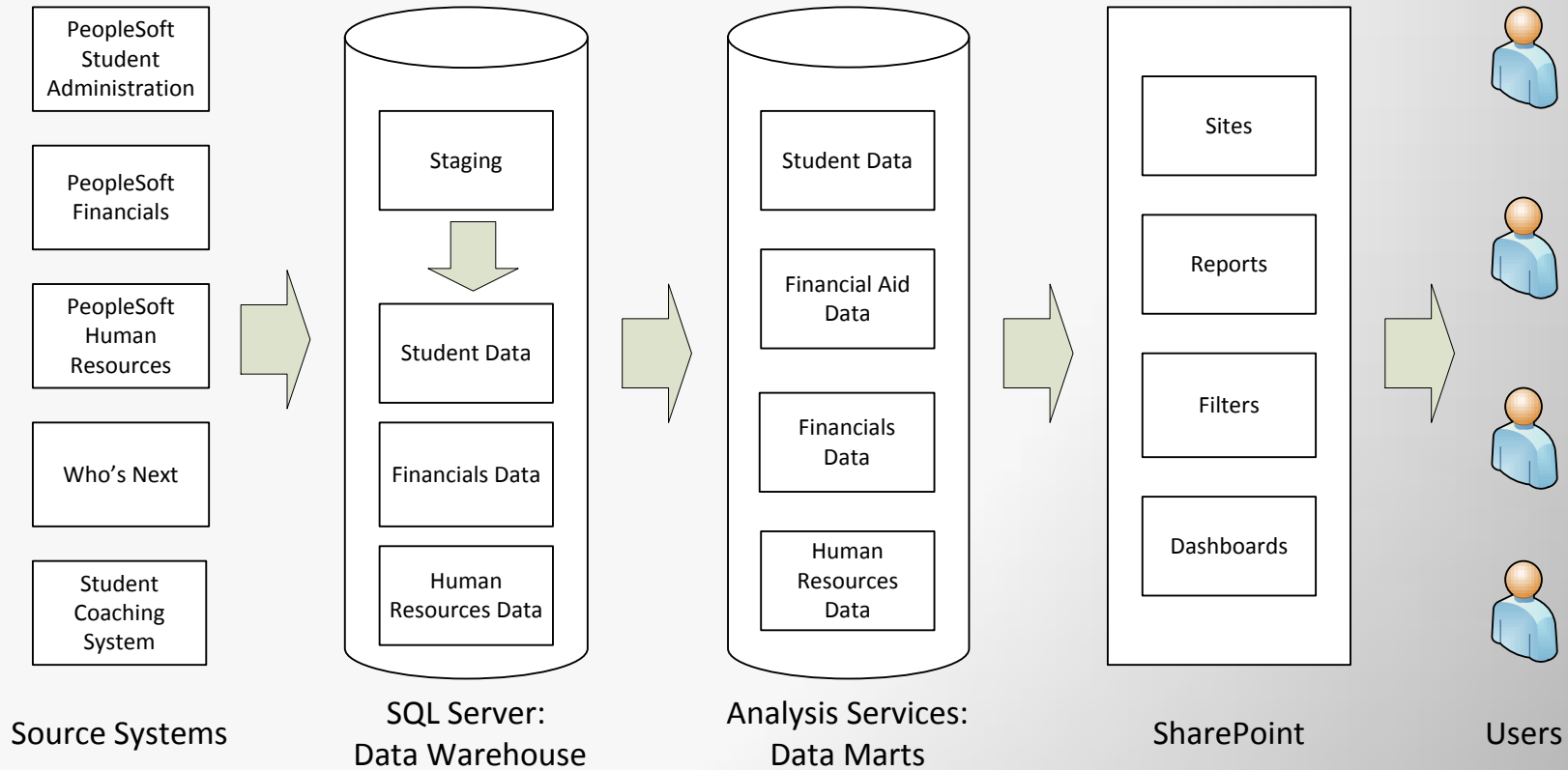
Timeline

- 2009: Investigation
- 2010: Proof of concept
- 2011: IR involvement, Development
- 2012 (January): Live with Student System
- 2013 (March): Live with Financials
- 2014: Financial Aid, HR, Prospects and Applications information

Effort

- Less than 1 full time developer
- Reports, dashboards driven/built by power users
- Closer operation of IT and IR (weekly meetings)

Timeline & Effort



System Architecture

Background

- Several colleges have asked us if they could use Pulse BI
- Current implementation is PeopleSoft specific (with SPC customizations)

New Approach

- Removing Source System specific portion from Pulse BI implementation
- Publishing Data Dictionary and file formats for providing data (CSV files)
- Data Warehouse, Data Marts, Dashboards could be used by other colleges
- Consortium idea on sharing the knowledge and cost

Pulse BI Consortium

- Resources, Resources, Resources!
- Leadership support
- Cross functional development team
- Financial support for technology/
infrastructure requirements
- End-user buy in and involvement in the
development
- Managing expectations
- Ensuring security/privacy

Lessons Learned





Save the Date!

October 28-30, 2015

St. Petersburg, FL

<http://www.movingtheneedleconference.com>

Join institutions as they share their transformational data strategies and best practices.

Moving the Needle 2015