

# Creating an Institutional Culture for Analytics

*Florida Association of Institutional  
Research Conference 2015*



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Presenter

- *One College*
- *Transparency*
- *Rules vs. Values*
- *Anecdotes vs. Information*
- *'Learned Incompetence'*
- *Focus on Student Success*
- *Board of Trustees' Role and Responsibilities*

## Initial Challenges

1. “Values have value.”

## Student Focus

We believe students are the heart of SPC! All SPC resources, decisions, and efforts are aligned to transform students' lives to empower them to finish what they start!



## Mission Statement

*Promote student success and enrich our communities through education, career development and self-discovery*

## 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

2. “Data is not useful.”

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What color is the dress?



What color is the dress?

Two-to-three weeks to complete  
a data request

Discussions became stale

Arguments over the data definitions

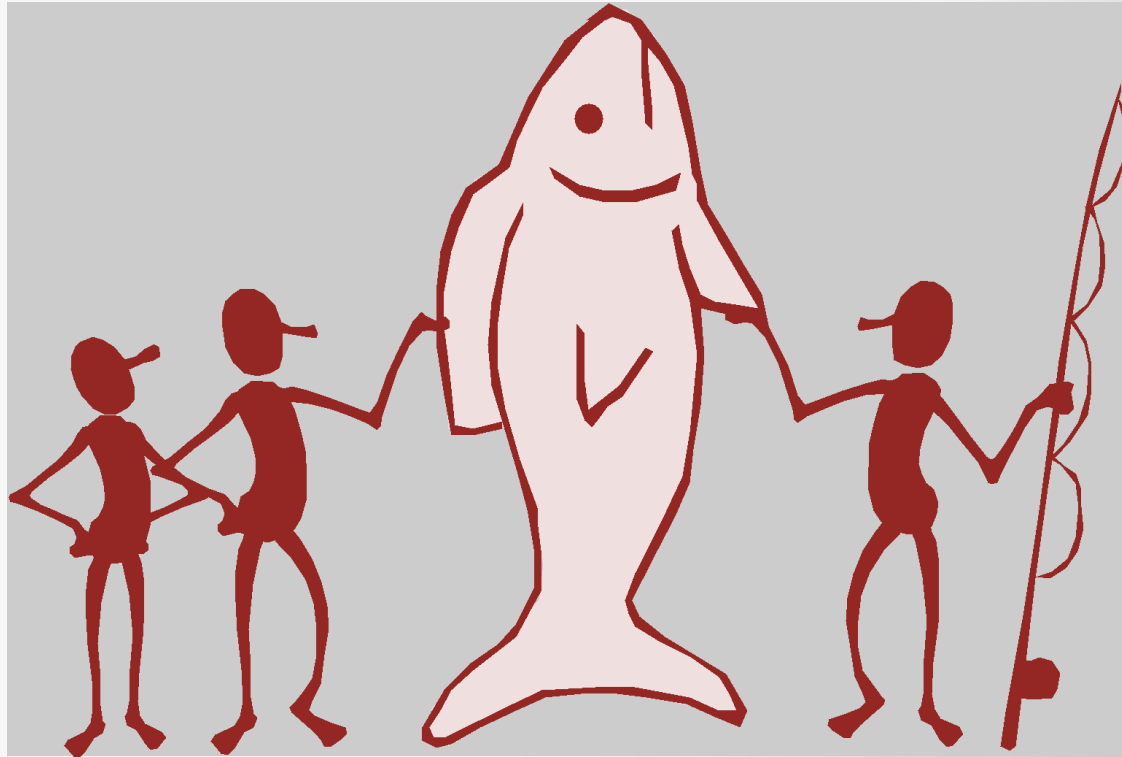
New questions once data is received  
take another two-to-three weeks  
to get answered

**Timely Data**

3. “Don’t get ahead.”

- Involve end-users in initial development of measures.
- Provide them thorough training and support.
- Keep pace with their development.

Keep Pace



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

Teach them how to fish...

## 4. “Real-time change.”

- SPC exemplified the ‘data-rich, information- poor’ institution.
- Staff needed timely information for decisions to maximize **student success**.
- Need was for ‘management’ data (as opposed to state reported data) that was easily understood and actionable by college staff and faculty.
- SPC also needed to leverage data from across the College by linking multiple data systems and elements in one reporting interface.

## Where we were...

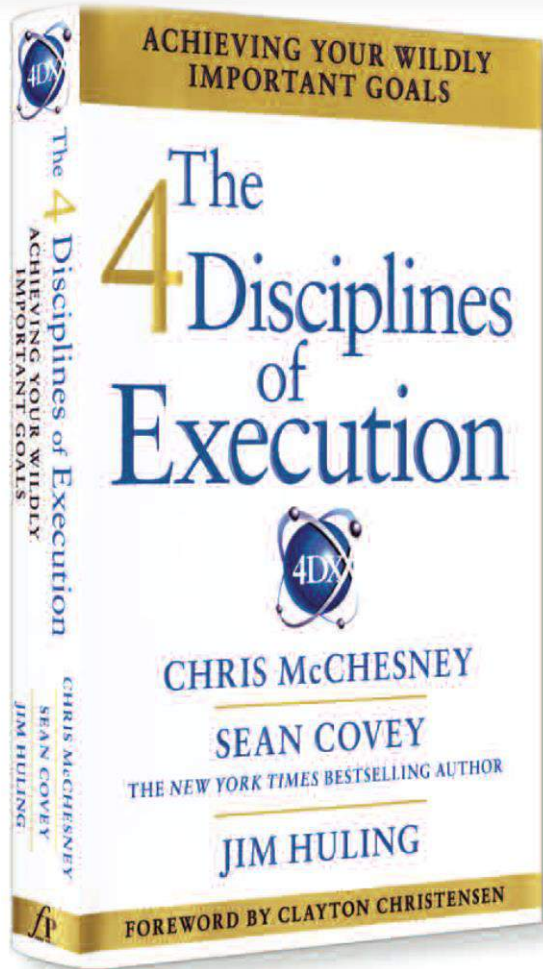




- *Allows quick access to information required to make decisions.*
- *Provides standardized information with the ability to look at data measures through multiple views.*
- *Enables users to ‘drill-down’ to student-level detail and ‘roll-up’ to program, campus , and college-level perspectives.*

## Pulse Business Intelligence

*"Vision without execution is hallucination."* –  
Thomas Edison



- Discipline 1: WIG
- Discipline 2: Lead Measures
- Discipline 3: Keep a Compelling Score card
- Discipline 4: Create a Cadence of Accountability



# College Experience



### At-Risk Students (with Introduction)

Kellie Ziemak  
Career Specialist  
Associate Provost Office,  
Downtown Campus



### Career Services Cohort Tracking

#### Student Interventions

Jennifer Palmer  
Student Support Advisor  
Career Development Center,  
St. Petersburg/Gibbs Campus



### Faculty Participation

#### Student Participation

Heather Disler  
Associate Director of Learning  
Resources, Learning Resources,  
Downtown Campus

### Students with Learning Plans

David Wilburn  
Student Support Advisor  
Student Services,  
Tarpon Springs Campus



### Students Receiving Early Alerts

Keron Jean-Baptiste  
Student Support Advisor  
Academic and Student Affairs,  
St. Petersburg/Gibbs Campus



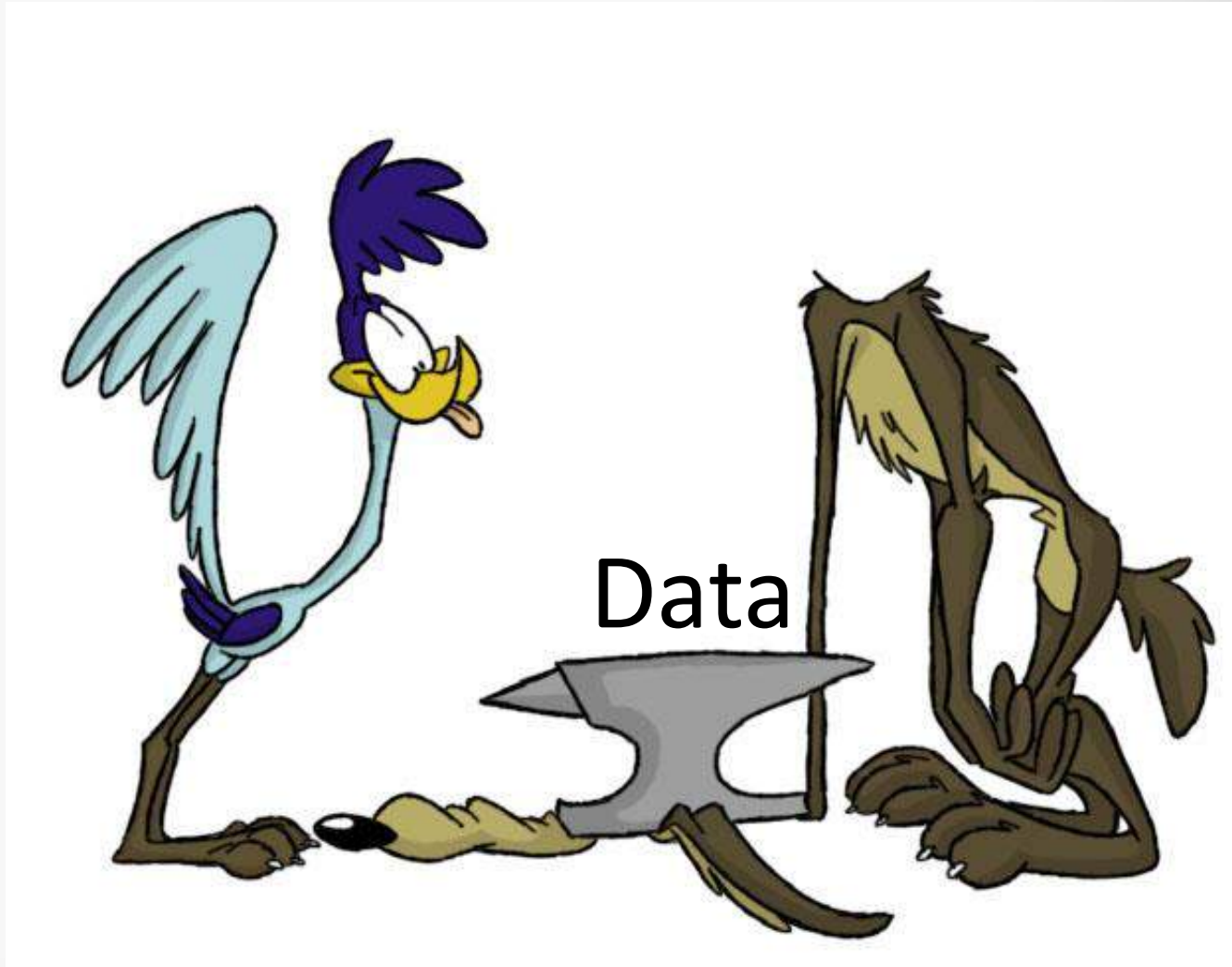
### Faculty Training

Eric Carver  
Lead Faculty Associate, CETL  
Center for Excellence in  
Teaching and Learning,  
Collegewide



# Weekly Webinar Samples

5. “Data is the beginning...not the end.”



# Collaborative Committee on Faculty Evaluations

## 24 Faculty and 14 Administrators Examined:

- How to look at data
- Digital Portfolio Tool
- Instructional Strategies
- Contributions to the College
- Faculty Growth Plan/ Professional Development

## Collaborative Recommendations:

- Updated evaluation criteria
- Rubric to guide evaluation
- Implementation of a digital portfolio tool



- Managing accelerated expectations
- Documenting while building
- Building competence among executives, academic leaders, and faculty
- Ensuring security/privacy
- Tailoring specialized solutions
- Limited programming resources

## Challenges



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

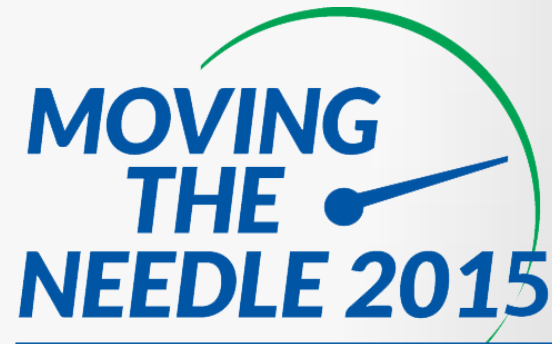
## Best Advice

- User Driven Analytics
- Power User Applications
- CRM Interface
- Detailed Financial Aid information
- Prospect and Admissions information

## Next Steps



# Fitbit for Education



*Using 'Real Time' Data to Improve Student Success*

**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**

To improve student success, college employees need more than just best practices: they need access to ‘real-time’ information and the policy and practices to encourage data-driven decision-making at all levels of the organization, especially the front lines. They also need a student-success focused, value structure that supports transparency, collaboration, and empowerment.