CAMPUS INTELLIGENCE

The Evolution of Campus Decision Making

J.D. White, PhD
Vice President, Product Management
WHAT INFORMS MOST DECISION MAKING TODAY?
TODAY HIGHER ED IS FACED WITH MANY CHALLENGES

Cost?  Completion?  Outcome?  Value?
THE ASSESSMENT REVOLUTION
Greater expectations of accountability
Ensuring quality in education
Focus on learning outcomes
Seek continuous improvement
THE ASSESSMENT REVOLUTION

COLLECT DATA!
THE ANALYTICS MOVEMENT

TELLS YOU THE WHAT
Increasing expectation of use
• More data readily available for consumption
• Improvements to and abundance of technology
• Continued demand and competition for resources
• Opportunity to answer stakeholder questions
BUSINESS INTELLIGENCE IN HIGHER EDUCATION
1.0 Academic Alignment
GRCC collaborates closely with other educational providers to provide a seamless transition across all education sectors.

<table>
<thead>
<tr>
<th>Indicator of Success</th>
<th>Current Year</th>
<th>Prior Year</th>
<th>Benchmark</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Number of articulation agreements with four-year institutions.</td>
<td>35</td>
<td>30</td>
<td>NA</td>
<td>🔺 🔺</td>
</tr>
<tr>
<td>2. Percent of students participating in transfer programs within 3 years.</td>
<td>19%</td>
<td>21%</td>
<td>17%</td>
<td>🔡 🔡</td>
</tr>
<tr>
<td>3. Student satisfaction with GRCC preparation as reported after graduation or transfer (percent reporting “Well” or “Very Well” on follow-up survey).</td>
<td>95.5%</td>
<td>95.2%</td>
<td>NA</td>
<td>🔺 🔺</td>
</tr>
<tr>
<td>4. Incidence of developmental education – Percent of enrolled students that require any dev ed (math or english/reading) based on the institution’s placement testing (Michigan metric)</td>
<td>48.6%</td>
<td>51.5%</td>
<td>62%</td>
<td>🔺 🔺</td>
</tr>
</tbody>
</table>

2.0 Access
GRCC minimizes the barriers of time, place, cost, and educational preparation levels to that all members of the community have an opportunity to participate in college programs.

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<td>1. Percent of GRCC credits offered as non-traditional course offerings.</td>
<td>20%</td>
<td>18%</td>
<td>NA</td>
<td>🟢 🟢</td>
</tr>
<tr>
<td>2. GRCC student body mirrors the KISD region in terms of minority representation.</td>
<td>GRCC 27.3%</td>
<td>GRCC 27.6%</td>
<td>NA</td>
<td>🟢 🟢</td>
</tr>
<tr>
<td>Kent Co. 24.6%</td>
<td>Kent Co. 24.3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Students who enroll in AFP classes at GRCC are subsequently able to successfully complete college level coursework.</td>
<td>Math 59.9%</td>
<td>Math 66.7%</td>
<td>Math 65.6%</td>
<td>🔘 🔸</td>
</tr>
<tr>
<td>English 64.0%</td>
<td>English 60.2%</td>
<td>English 71.0%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CAMPUS CASE STUDY

CHALLENGE:

Board of Trustees wanted to see data on dashboards

SOLUTION:

Created a shared vision of the data points and collaborated with the board

TURNED DATA INTO INFORMATION
WHAT'S NEXT?

MORE DATA?
DATA ➞ INFORMATION ➞ INSIGHT

A FACT
Student Workshop Attendance

A FACT IN CONTEXT
Student meeting with advisor who sees record of student engagement

A FACT IN CONTEXT FOR ACTION
Advisor ability to see pattern of students who are not successful
EXPAND LEARNING
CAMPUS CASE STUDY

CHALLENGE:

Looking for ways to help students see a map of their whole campus experience

SOLUTION:

Created a “Life Map” program to connect students to resources and opportunity

TURNED DATA INTO INFORMATION
CAMPUS INTELLIGENCE VS. BUSINESS INTELLIGENCE

Doesn’t just tell you what is happening. It tells you why.

Are you achieving your stated purpose?

Answers questions you did not know to ask

Includes experiential data
A DAY IN THE LIFE

Attend Classes
A DAY IN THE LIFE

Attend Classes

Visit Support Services
A DAY IN THE LIFE

Attend Classes

Visit Support Services

Attends an Event
• Uses data warehousing principles
• Creates one data truth
• Provides greater access to data and analytics
• Includes data mining to focus on strategic thinking
CREATE DASHBOARDS

Retention Profile

by Academic Engagement, and Retention Status

- High
- Moderate
- Low

by Financial Aid Disbursement Amount, and Retention Status

- Less than 500
- 501-1500
- 1501-2500
- 2501-3500
- 3501-4500
- More than 4500

by Academic Self Efficacy, and Retention Status

- High

by Quality of Instruction, and Retention Status

- 0
- 400
- 300
- 200
Select a mining model in which you'd like to learn more about. This is for placement only directional copy. We'll then allow you to configure your [SOMETHING] in order to better understand your data.

Currently mining: Retention Status

There is a 68% probability a Junior who attempts less than 15 Credit Hours will be retained.
CAMPUS CASE STUDY

CHALLENGE:
Finding a way to use data to enhance student success

SOLUTION:
Created committees to continuously examine data to impact student success

TURNED DATA INTO INFORMATION
J.D. White, PhD
Vice President, Product Management
jwhite@campuslabs.com