

San Mateo County Community College District Data Dashboard Proposal 2013

Background/History

There has been an increasing need for end users (faculty, staff and administrators) to have the ability to create their own data reports for program review, planning and decision-making. There are so many demands made on the college research offices, it is critical for others to be able to obtain data to answer their questions without having to wait in a queue for the researcher to “get to their request”.

There have been efforts by IT in SMCCCD to provide this type of service (five or six years ago), however, there was a lack of support for the concept. This attitude has definitely changed, and all six vice-presidents as well as the three research offices, stating such a data dashboard is essential in getting work completed for enrollment management, accreditation, planning and decision-making. In addition, over the past decade, the tools available to allow this type of self-service report creation have become much more user friendly so it can be used by everyone on campus.

Purpose

The purpose of the project is to increase data democracy at the district and colleges to provide a user-friendly analytical data toolset or system with which to analyze institutional data. In addition, faculty, staff, and administrators can use this toolset or system to generate information that supports their work.

The short- and long-term outcomes are:

- (a) create a data toolset/system
- (b) train faculty, staff, and administrators to use this system
- (c) cultivate/support data democracy and culture of inquiry

Why is a Data Dashboard important?

It can improve decision-making, evaluate strategic priorities, support accreditation, assess student success services, appraise program effectiveness, and support program review.

What are we looking to create?

1. Institutional overview
2. Enrollment
 - Gender
 - Race
 - Age group
 - Division, department, program, subject/discipline, course, section
 - Student type (Concurrent HS, first time student, first time transfer, ...)
 - Educational goal
 - Online vs non online
 - Day/evening/weekend
 - Days (M, T, W, ...)

- Unit load (full-time, part-time)
- HS names
- HS graduation year
- Degree attainment (earned AA, BA, MA,...)
- Total units earned
- CTE courses, Basic skills courses, GE courses, transfer courses, major courses,...
- Resident city
- English placement (placed to 1 level below, 2 level below...)
- Math placement (placed to 1 level below, 2 level below...)
- EOPS?
- DSPS?
- Financial Aid?

3. Achievement

3.1. Course retention

- CTE courses
- Basic skills courses
- GE courses
- Transfer courses
- Major courses
- Unit load (full-time, part-time)
- Total units earned
- Gender
- Race
- Age group
- Division, department, program, subject/discipline, course, section
- Student type (Concurrent HS, first time student, first time transfer, ...)
- Online vs non online

3.2. Course success (same as 3.1)

3.3. Cohort study

- Gender
- Race
- Age group
- Special Programs
- Ed Plan Completed
- PopSel Selections (from Banner)

3.4. Program Review

3.5. Persistence

3.6. Degree/Certificate awarded

- Degree
- Department
- Gender

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- Race
 - Age group
 - Educational goal
- 3.7. Other
- Prerequisites from another college

Timeline

- September and October 2013:
 - Conversation with colleges and IT
 - Evaluate options for development
 - Develop proposal
 - Establish Timeline and Budget
- November and December 2013:
 - Project kickoff
 - Data Dashboard version 1 submitted for testing
 - Researchers, VPs, and power users testing (User testing and validation complete)
 - Data Dashboard version 2 submitted for testing
 - End user training
 - Researchers, VPs, and power users testing (User testing and validation complete)
- January-May 2014 (Spring 2014):
 - PRIE trains administrators and key faculty to pilot run the system
 - Receive feedback, and based on the feedback,
 - Consultant continues fine tune the system
- Summer 2014:
 - PRIE design training program for the system
- Fall 2014:
 - Kick off and open access to all administrators, faculty, and staff to use this system including training
- Spring 2015:
 - Data Dashboard training monthly to support program review and other project
 - Consultant continues fine tune the system

Evaluate Options for Development:

- Ask Marin to provide for free
- Hire Zach as consultant (created Marin's)
- Work with Envisions
- Use someone else

Data Dashboard Advisory Group

Establish Data Dashboard Advisory Group to support this effort:

- Establishing milestone and key timeline
- Budget