



The Good, the Bad, and the Ugly: Using Data to Improve Student Outcomes

Renea Akin, Ed.D., AVP of Institutional Planning, Research & Effectiveness
West KY Community & Technical College
Renea.Akin@kctcs.edu
SACSCOC Summer Institute, July 2018




Session Description

- ▶ In this session, the presenter will discuss how the strategic use of qualitative and quantitative data led to improved student outcomes at a comprehensive community college. Participants will identify ways administrators and faculty can work together to identify leading indicators for change.





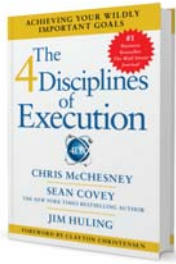
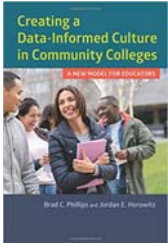
Session Outline

- ▶ Leading indicators for change
- ▶ WKCTC examples




The mission of West Kentucky Community and Technical College is to provide excellence in teaching and learning, promote student success, and support economic development.






Creating a Data-Informed Culture in Community Colleges

- ▶ Provide and present data in a way that is useful, useable, and actionable.




Kubler-Ross Stages of Viewing Data

1. Denial:
2. Anger:
3. Bargaining:
4. Hopelessness:
5. Acceptance:




The 4 Disciplines of Execution (4DX)

- ▶ Focus on the Wildly Important
- ▶ Act on the Lead Measures
- ▶ Keep a Compelling Scorecard
- ▶ Create a Cadence of Accountability




Focus on the Wildly Important Goal(s)

Number of Goals	1-3	4-10
	↓	↓
Goals Achieved with Excellence	1-3	1-2




Act on the Lead Measures

<p>Lag Measure</p> <ul style="list-style-type: none"> ▶ Big goals 	<p>Lead Measure</p> <ul style="list-style-type: none"> ▶ Steps to reach the goal
---	--




Types of Lead Measures

<p>Intermediate Outcome</p> <ul style="list-style-type: none"> ▶ "Bites" of the lead measure that are achievable on a shorter term 	<p>Leveraged Behaviors</p> <ul style="list-style-type: none"> ▶ Specific behaviors that impact the outcome
--	--



Act on the Lead Measures

<p>Lag Measure:</p> <ul style="list-style-type: none"> ▶ Improve fall-to-fall retention rate from X to Y by DATE. 	<p>Lead Measure:</p> <ul style="list-style-type: none"> ▶ Improve fall-to-spring retention rate from XX to YY by DATE. (Intermediate measure) ▶ Implement an early alert system. (Leveraged behavior)
---	--



Keep a Compelling Scorecard

BEAT THE GOAT
WIG: Book 428 Exhibitors for Outdoor Convention by Oct. 30

BEAT THE GOAT
WIG: Book 428 Exhibitors for Outdoor Convention by Oct. 30

WEST KENTUCKY COLLEGE

Create a Cadence of Accountability

- ▶ Regular and ongoing discussion

WEST KENTUCKY COLLEGE

Focus on the Wildly Important

WEST KENTUCKY COLLEGE


Focus on the Wildly Important

- ▶ Mission
- ▶ Funding
- ▶ Accountability



WKCTC Strategic Planning Mandates

- ▶ Kentucky Community and Technical College System (KCTCS) Strategic Plan
- ▶ Performance Based Funding
- ▶ Council on Postsecondary Education (CPE) Strategic Agenda
- ▶ CPE Diversity Plan



3	TCS Strategic Plan - 04	Performance-Based Funding	CPE Strategic Agenda	CPE Diversity Plan
4	Graduation Rate - 0804		Graduation Rate - 0804	
5	Retention Rate - 0808		Retention Rate - 0808	
6	Graduation Rate		Graduation Rate	
7	Retention Rate		Retention Rate	
8	Associate Degree Transfer		Associate Degree Transfer	
9	Experiential Learning		Experiential Learning	
10	Strategic Certification Plans List		Strategic Certification Plans List	
11	Credit Hour Conversion		Credit Hour Conversion	
12	Accessibility			
13	Student Engagement			
14				
15				
16				
17				
18				
19				
20				
21				
22				
23				
24				
25				
26				
27				
28				
29				
30				
31				
32				
33				
34				
35				
36				
37				
38				
39				




Act on the Lead Measures



Lead Measure: Sources

- ▶ Achieving the Dream
- ▶ Completion by Design
- ▶ Voluntary Framework for Accountability
- ▶ National Benchmarking Project
- ▶ Community College Research Center (CCRC)
- ▶ Center for Community College Student Engagement (CCSSE)




Align Lead Measures and Leveraged Behaviors



Intervention	Preparedness	Course Retention	Persistence	Basic skills course success	Basic skills sequence success	Course success	Completion
No late registration policy		x				x	
Early morning		x				x	
First-Year Experience program	x		x				
Programs of Study (meta majors)			x				
Completion signaling							x
Summer boot camps				x			
High school/college curriculum alignment	x				x		
PD for faculty on engagement strategies		x		x		x	
PD for faculty on cultural competencies		x		x		x	
Intracollege alignment on curriculum alignment	x				x		
Workshops			x				x
Supplemental instruction		x		x		x	
Course acceleration				x	x		
High-impact learning outcomes		x					

Backward Mapping to Connect Lag and Lead Measures




Act on the Lead Measures


Lag Measure:

Lead Measure	Current Result (From X)	Desired Result (To Y)	Deadline (By When)	Measurement

- Focuses on what needs to be accomplished, not how
- Predictive
- At least 80% actionable by the unit
- Ongoing process, not "one and done"
- Measurable




Keep a Compelling Scorecard




Creating a Data-Informed Culture in Community Colleges

- ▶ Provide and present data in a way that is useful, useable, and actionable.



Create a Cadence of Accountability



Who is Responsible?

Lag Measure:

Lead Measure	Current Result (From X)	Desired Result (To Y)	Deadline (By When)	Measurement	Responsible Party

- Focuses on what needs to be accomplished, not how
- Predictive
- At least 80% actionable by the unit
- Ongoing process, not "one and done"
- Measureable



RASIC Matrix

	Person A	Person B	Person C	Person D	Person E
Task 1.1	R, A	S		I	
Task 1.2	A	I	S	S	C
Task 1.3	I	R	S	I	
Task 2.1	A	R			C

- R = Responsible
- A = Approves
- S = Supports
- I = Informed
- C = Consulted



Monitor Progress

- ▶ Quantitative data to date
 - ▶ Disaggregate
- ▶ Qualitative data



Questions?

Renea Akin, Ed.D., AVP of Institutional Planning, Research & Effectiveness
West KY Community & Technical College
Renea.Akin@kctcs.edu
SACSCOC Summer Institute, July 2018

