"At FAMU, Great Things Are Happening Everyday."

Empowering a Data-Driven Culture

1. **The Right Culture**

2. **The Right Focus**

3. **The Right Technology**

Source: *Competing on Analytics: The New Science of Winning*, by Thomas H. Davenport and Jeanne G. Harris, March, 2007, September 2017

Right Culture: Champion Data Fluency and Ownership Across the Organization

"Not just reporting… its how we know when we're successful, when we're failing, and where to go next."

- **Champion from the Top**
  - Set goals and KPIs focused measurable improvement
  - From President to down to departmental ownership
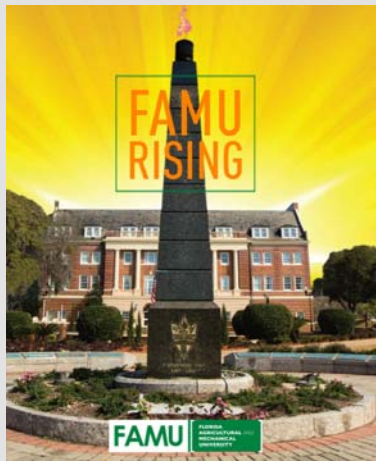 - Establish decision-making criteria (Priorities, Resources, Investments)

- **Instill in Daily Workplace**
  - Daily/Weekly Dashboards, Meetings
  - Hypothesis Testing, Learning, Optimization
  - Incentivize desired behaviors (Performance Reviews, Recognition)

Right Focus: Align Strategic Plan, Activities, KPIs and Data-Driven Process
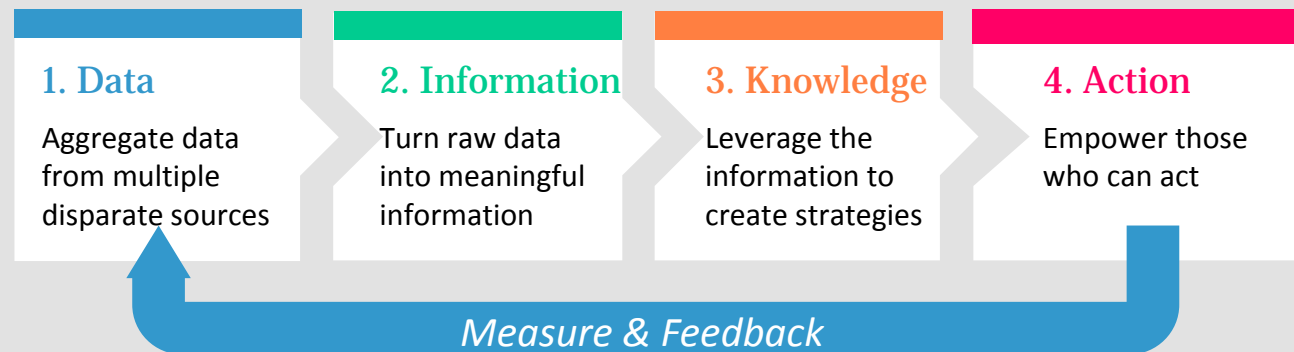
Example Focus:

Measurable improvement on Four-Year Graduation Rate, Academic Progress Rate, Bachelor's Degrees in Programs of Strategic Emphasis, and Degree Completion time
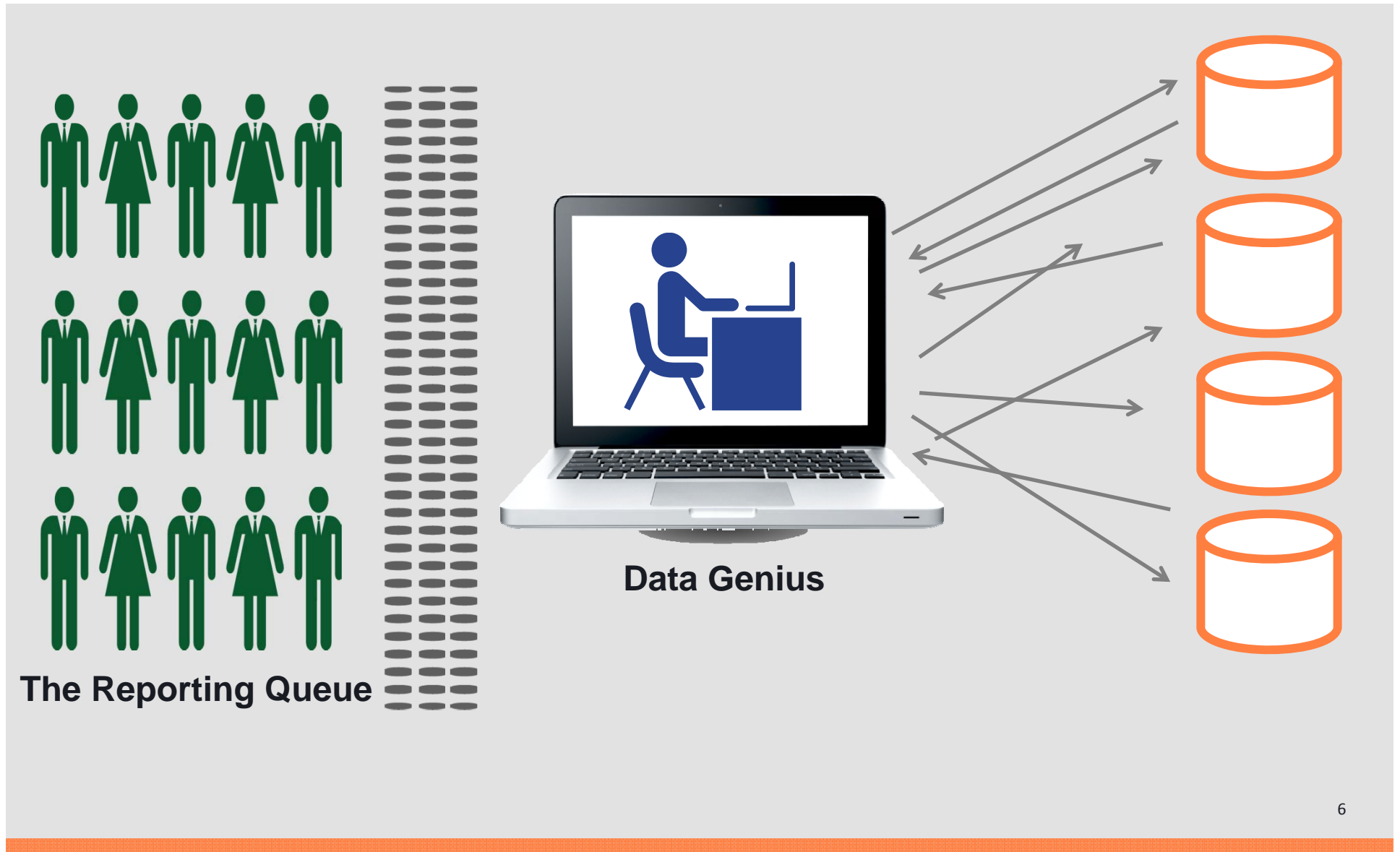

Example Key Performance Indicators
Four Year Graduation Rate:
% of full-time and part-time FTIC graduating from the same institution in four years
Academic Progress Rate:
% of fall-to-fall, 2nd year retention of FTIC with GPA > 2.0 from the same institution
Bachelor's Degrees within Programs of Strategic Emphasis:
# of baccalaureate degrees awarded Programs of Strategic Emphasis
Percent of Bachelor's Degrees Without Excess Hours:
% of baccalaureate degrees awarded within 110% of the credit hours required for a degree

Data-Driven Approach:

Leverage data to identify opportunities that drive institutional strategies & performance improvements

1. Data	2. Information	3. Knowledge	4. Action
Aggregate data from multiple disparate sources	Turn raw data into meaningful information	Leverage the information to create strategies	Empower those who can act

Measure & Feedback

The Information Access Problem

The Reporting Queue

Data Genius

Right Technology: Empower Advisors/Faculty with 360º Student View to Engage in Intrusive Advising

Grade Center Report:

Combines SIS + LMS data to identify at-risk students in a specific course, regardless of teaching modality.

Intelligence

BLACKBOARD COURSE HISTORY

↑ > Avg. + 10% ↓ < Avg. – 10% → Within Avg. +/- 10% ● NA

TERM	LEARN COURSE	GRADE CENTER NOT USED	NO ITEMS ADDED	ENROLLED COUNT	COURSE ACCESSES STUDENT	AVG	MINUTES STUDENT	AVG	INTERACTIONS STUDENT	AVG	SUBMISSIONS STUDENT	AVG	GRADE CENTER SCORE STUDENT	AVG	SIS GRADE STUDENT	AVG	SIS GRADE LETTER	INSTRUCTOR
Spring 2017 Semester	SUBJ63-0107-07 Sociology (2016SP) – Online (07)			15	40 ↓	52	610 ↓	1486	418 ↓	680	22 ↓	28	61% ↓	88%			No Grade Recorded	Patterson, Elaine
Fall 2016 2nd 8 Weeks	SUBJ03-0105-04 Crt Nurs Aide Ref Cr (2015FA2) – On-Ground Lecture (04)	X		6	0 ●	0	0 ●	0	0 ●	0	0 ●	0			4.0 ↑	3.5	A	Cabrera, Jonathan
Fall 2016 Semester	SUBJ60-0101-08 Psychology (2015FA) – On-Ground Lecture (08)	X		17	0 ↓	5	0 ↓	9	0 ↓	9	0 ●	0			4.0 ↑	2.5	A	Marvin, Danny
Fall 2015 Semester	SUBJ27-0102-06 Composition II (2014FA) – On-Ground Lecture (06)	X		14	2 ↑	2	1 ↓	59	5 ↑	3	0 ●	0			0.0 ↓	2.4	F	Thompson, Jerry
Fall 2015 Semester	SUBJ30-0148-03 Wellness & Fitness Center I (2014FA) – Exercise (03)	X		28	1 ↓	3	1 ↓	136	2 ↓	9	0 ●	0					NP	Hendricks, Gwendolyn

Course Grade Exception Report:

Enables advisors to select the grade threshold and show all students not meeting that criteria.

Right Technology: Empower Deans/ Department Chairs to Measure Success & Drive Actions

Student Detail Report:

Allows Deans and Chairs to assess intervention strategy trends at aggregate and detail level to drill down on demand for further assessment as needed.

Intelligence
SIS+LMS data

Term	Course
Spring 2017 Semester ▼	SUBJ63-0107 ▼

SIS Department	Instructor	Course Long Description	Student	Date Graded.Week	Avg Grade	Distinct Students ~
⊞ Sociology	Nicole Mathews	SUBJ63-0107-03 Sociology (2016SP) - On-Ground Lecture	⊞ All Students	⊞ All Weeks	72.1	22
		SUBJ63-0107-04 Sociology (2016SP) - On-Ground Lecture	⊞ All Students	⊞ All Weeks	75.3	22
		SUBJ63-0107-06 Sociology (2016SP) - Online	⊞ All Students	⊞ All Weeks	82.9	17
		SUBJ63-0107-10 Sociology (2016SP) - Online	⊞ All Students	⊞ All Weeks	84.3	14
		SUBJ63-0107-61 Sociology {h} Honors (2016SP) - Online	⊞ All Students	⊞ All Weeks	83.6	15
	Elaine Patterson	SUBJ63-0107-07 Sociology (2016SP) - Online	⊞ All Students	⊞ All Weeks	86.4	15
		SUBJ63-0107-08 Sociology (2016SP) - Online	⊞ All Students	⊞ All Weeks	82.5	16

Please be advised that this is not actual student/faculty data.
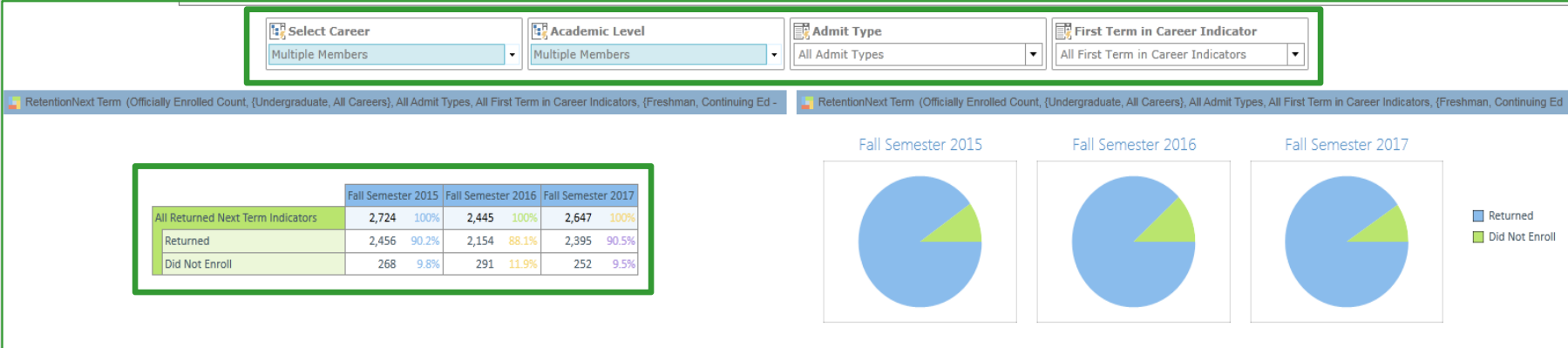
Right Technology: Empower Institution Leaders to Assess KPI Performance Against Strategic Goals

Student Engagement by School / Department:
Allows leaders to quickly review, identify and track at-risk students by school or department across a range of engagement and performance metrics.

Intelligence
SIS+LMS data

Select Career	Academic Level	Admit Type	First Term in Career Indicator
Multiple Members	Multiple Members	All Admit Types	All First Term in Career Indicators

RetentionNext Term (Officially Enrolled Count, {Undergraduate, All Careers}, All Admit Types, All First Term in Career Indicators, {Freshman, Continuing Ed -

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	Fall Semester 2015		Fall Semester 2016		Fall Semester 2017	
All Returned Next Term Indicators	2,724	100%	2,445	100%	2,647	100%
Returned	2,456	90.2%	2,154	88.1%	2,395	90.5%
Did Not Enroll	268	9.8%	291	11.9%	252	9.5%

Fall Semester 2015   Fall Semester 2016   Fall Semester 2017

Returned
Did Not Enroll

Student Retention by Term & Segment:
Enables leaders to view overall student retention trends at an aggregate level for a term, over time, by segments like academic level, admit type and degree field.

Please be advised that this is not actual student/faculty data.

Right Technology (Future): Empower Advisors/Faculty with Predictive Analytics Prior to Stop-Outs

Student Risk Reports:
Allow advisors/faculty to quickly identify student risk and % likelihood of student passing a course

Predict

Grade Projection Report:
Allow advisors/faculty to view the Minimum, Current Pace, and Max possible grade for a student

Please be advised that this is not actual student/faculty data.

The Opportunity

For More Information:

Dr. Maurice Edington, VP Strategic Planning, Analysis, and Institutional Effectiveness, FAMU
maurice.edington@famu.edu

Robert Seniors, Instructional Technology, FAMU
robert.seniors@famu.edu