

Doña Ana Community College Data Strategy Framework Guidelines and Procedures 2017/2018

***Much of this document relies on ideas published in the ATD Data Discovery Guide:

(<http://achievingthedream.org/resource/14989/data-discovery>)

“If we have data, let’s look at data. If all we have are opinions, let’s go with mine.”

Jim Barksdale, former Netscape CEO

Introduction

Doña Ana Community College (DACC) is an institution committed to using data to inform decisions. DACC recognizes the importance and value of building and supporting a culture that requires evidence in support of arguments and as justification for resource allocation. To this end, DACC provides information and training opportunities to its employees so that all can become more effective users and producers of data in support of student success.

The purpose of this document, which is reviewed annually, is to outline the framework used at DACC to produce, use, and store data. More specifically, this document

- articulates DACC’s data philosophy
- establishes a set of priorities used by the IA Office to prioritize data requests
- outlines guidelines for generating and/or collecting data
- identifies official institutional data and reports routinely required
- identifies the role of the DACC Data Literacy Team
- describes the Institutional Student Success Report

As an institution that uses data to inform decision-making, DACC works within a framework to ensure it has the capacity to produce, analyze, and use data to support the success of students, compliance requirements, strategic and institutional planning, and grants. Furthermore, DACC recognizes that because data are produced, used, and housed by various end users for a number of purposes, adhering to a common set of guiding principles creates an environment in which the data produced and used have integrity.

DACC Data Philosophy

The IA Office is committed to producing data and reports that have integrity and are easy for the end user to understand and use. DACC has adopted the following values to achieve this end:

Data requests must

- accomplish the purpose of helping students succeed
- be transparent and available to all at the institution
- be safe to submit, discuss, and analyze within the DACC community
- promote equity in policy and practice
- comply with FERPA regulations

DACC and the IA Office are committed to publishing reports that are accurate, timely, and used to inform policy, planning, and priorities. Reports are formatted and saved as PDFs or in formats (e.g. Excel spreadsheets) that allow additional manipulation by the end user.

DACC Data Priorities

The IA Office ranks data requests according to the following priorities:

1. First priority is given to official data/reports that are required or requested for:
 - accreditation and compliance
 - grants
 - institutional and strategic planning
2. Second priority is given to data/reports requested by deans/department chairs/faculty related to Academic Program Review, Sustainability Process, and/or the assessment of campus-wide student success initiatives or interventions.
3. Third priority is given to data/reports that support the Achieving the Dream Core Team projects and/or goals.
4. Fourth priority is given to ad hoc reports in support of classroom and/or program-level student success initiatives requested by students, faculty and/or staff.

The IA Office is available to assist administrators, faculty, and staff in their data collection efforts, consistent with the institution's priorities, and as resources permit.

Guidelines for Generating and/or Collecting Data

Requesting Data

End users, including faculty, staff, and administrators, request data through the DACC IA Office Data Request tool located on the DACC website: <http://dacc.nmsu.edu/iep/data-request/>. Even data requests for reports by external agencies are documented through the data request system in order to accurately capture the number of data requests/reports generated. Each data request is assigned to a staff member and completed according to its priority. The IA Office staff members meet with the AVPAA once monthly to review progress made on requests.

Additional Sources of Data

Faculty and staff can access/collect data through other sources in addition to the IA office.

COGNOS

Faculty and staff can request data/COGNOS reports through the NMSU Student Management Information (SIM) Department. COGNOS reports, updated on a regular schedule, and provide data related to enrollment, persistence and completion, demographics, majors, etc. Please note that these reports are only available to end users who complete [FERPA training](#) and are granted permission through the NMSU system.

Faculty-directed Research

Faculty and staff are encouraged to capture and curate their own data as well. These can be qualitative or quantitative data. For example, end users are encouraged to collect their own quantitative data when possible or collect their own qualitative data through surveys, focus groups, interviews, etc. The purpose in collecting and using data procured by the user is to triangulate data sets, not to produce competing data.

Institutional Review Board (IRB)

Faculty, staff, and administrators must submit [IRB proposals](#) if the data collected will be published external to DACC or used for purposes other than to support internal student success initiatives and interventions or accreditation.

Professional Development and Training

DACC is committed to generating, collecting, and curating data that have integrity. To this end, end users are afforded professional development opportunities each semester to learn about best practices around research, data collection, and data analysis. Professional development opportunities related to data collection, use, and integrity are available at DACC and NMSU.

DACC Official Reports

Official College reports required for compliance purposes and strategic and institutional planning are produced by the DACC Institutional Analysis Office or by the NMSU-Las Cruces Office of Institutional Analysis. For example, IPEDS surveys are completed by the NMSU-Las Cruces Institutional Analysis Office, whereas Carl Perkins reports are produced by the DACC IA Office.

College reports produced in support of student success and required by outside agencies are produced and housed in the IA Office and on a secure server (Amigo). Official reports typically fall into one of the following categories:

1. Institutional Strategic Initiatives, including assessment
2. Academic Program Review and Sustainability
3. Compliance and accreditation
4. Grant development, support, and reporting
5. Surveys
6. Dual Credit
7. Enrollment Management
8. Operational
9. Administration

A list of official reports along with a production schedule organized around these categories is located in the appendix and updated yearly.

DACC Data Literacy Team (DaLT)

A critical element of the DACC professional development plan is the DACC Data Literacy Team (DaLT). DaLT's mission is to build data literacy on campus by engaging faculty, staff, and students in collaborative inquiry about student success. To this end, DALT is committed to

- Organizing professional development opportunities through the Academic Readiness Center with a focus on
 - ✓ how to use data to support proposals,
 - ✓ how to collect and organize both qualitative and quantitative data, and
 - ✓ tools to understand and present data.
- Building a foundation for student success by
 - ✓ analyzing student success data each semester, and
 - ✓ sharing the results with the campus community.

DaLT is comprised of the following members:

- AVPAA for assessment and accreditation (chair)
- Director of IA Office
- Staff and Faculty from a variety of disciplines/offices interested in using data to support student success

Other members include:

- IA Office staff representative
- NMSU Faculty assigned to help DACC with research
- VPAA as Ex-officio Member

Institutional Student Success Report

The Institutional Student Success Report (ISSR), focused on DACC degree-seeking students, is produced by the IA office each semester, due one week after census date. DaLT and the ATD Core Team review and analyze the data produced for the ISSR. The data respond to the following ten questions:

1. Persistence: What percent of students return the following spring?
2. Retention: What percent of students return the following fall?

3. What percent of full-time students who have not graduated earn more than 20 credits each year?
4. What percent of part-time students who have not graduated earn more than 10 credits each year?
5. What percent of students who place into development math or English register for the course in their first semester and complete in the first year?
6. What percent of new students complete their developmental mathematics and English requirements within the first year?
7. What percent of new students complete gateway mathematics and English courses within 2 years?
8. What percent of new students earn a certificate or degree within 100%, 150%, and 200% of time?
9. What percent of students transfer to a 4-year institution upon completing a college credential?
10. What percent of students transfer to a 4-year institution before completing a college credential?

Appendix

Official Report Categories and Production Schedule

1. Institutional Strategic Initiatives, including assessment
2. Academic Program Review and Sustainability
3. Compliance and accreditation
4. Grant development, support, and reporting
5. Surveys
6. Dual Credit
7. Enrollment Management
8. Operational
9. Administration

Category 1: Institutional Strategic Initiatives

Report Identifier	Requestor	Date Due
AtD Annual Reflection	ATD Organization	May
AtD Leader College Application	ATD Organization	Recertification May 2019
Student Success data for ISSR	VPAA Office	One week after census date fall/spring semesters
Aggie Pathway	Aggie Pathway Coordinator	May/December
Online Academy	Online Coordinator	May/December
CRM-Advise	IA office and Acad Advising	May/December
Tutor Trac	ARC Staff	May/December
Block Scheduling	AVPAA	May/December

Category 2: Academic Program Review, College Services Review, and Sustainability

Report Identifier	Requestor	Date Due
Academic Program Review Data	VPAA	July/August
Sustainability Phase 1	VPAA	September
Sustainability Phase 2	VPAA	November
Sustainability Phase 2 special requests	Department Chairs/Program Directors	Spring

Category 3: Compliance and Accreditation

Report Identifier	Requestor	Date Due
IPEDS Surveys	IPEDS	On-going
SARA	AVPAA	On-going
TX Out-of-State Public Postsecondary Institutions	Texas HERB	October
HLC Institutional Update	HLC	April
DACC Student Right to Know	AVPAA	April
AGA Agency Performance Plan DACC	NM DFA	October
Community College Performance-Based Indicators	HED	October
NMHED Quarterly KPI Reports	HED	October
Meeting our Mission	HED	November

Category 4: Grant development, support, and reporting

Report Identifier	Requestor	Date Due
iPASS Action Plan	ATD IPASS	
iPASS Data Submission	ATD IPASS	
iPASS Discovery Document	ATD IPASS	
iPASS ROI	ATD IPASS	
Data for IPASS assessment	AVPAA	May
Carl Perkins Indicators	HED	April
Grant applications: 1) Title V; 2) Upward Bound	Grants	Defined by RFP

Category 5: Surveys

Report Identifier	Requestor	Date Due
SurveyMonkey: Rad Tech Employer Survey	Rad Tech Program	Annual
SurveyMonkey: Rad Tech Graduate Survey	Rad Tech Program	Annual
SurveyMonkey: English & Communication Chair Performance Review	English Program Faculty	Annual

SurveyMonkey: Computer Support Customer Satisfaction Survey 2016/2019	VPBF	Once Every 3-years
SurveyMonkey: Facilities Customer Satisfaction Survey 2016/2019	VPBF	Once Every 3-years
SurveyMonkey: Personnel/Payroll Customer Satisfaction Survey 2016/2019	VPBF	Once Every 3-years
SurveyMonkey: Business Office Customer Satisfaction Survey 2016/2019	VPBF	Once Every 3-years
SurveyMonkey: Diagnostic Medical Sonography Graduate Survey	Sonography Program	Annual
SurveyMonkey: Diagnostic Medical Sonography Employer Survey	Sonography Program	Annual
Online Learning community Survey	Learning Communities Coordinator	Annual
Student Evaluation Class List	AVPAA	Semester
Student Evaluation Results	AE	Semester
DACC Spring Elections	Webmaster	Annual
NCCBP	DACC	Annual
Noel-Levitz SSI (2016/2018)	President	Bi-Annual
Mountain States Salary Survey	Director Human Resources	Annual

Category 6: Dual Credit

Report Identifier	Requestor	Date Due
Dual Credit/ECHS Reports	VPAA	Daily
Dual credit/ECHS student success data	Dual Credit Office	May

Category 7: Enrollment Management

Report Identifier	Requestor	Date Due
DACC Enrollment Page	DACC Community	On-going
Enrollment Reports - Change (day to Day)	DACC Community	On-going
Enrollment Reports - Compare (year to year)	DACC Community	On-going
General Studies Eligibility Reports	General Studies	On-going
New Student Orientation study	Student Services	Upon Request
Dashboards	IA Office	Monthly

Category 8: Operational Reports

Report Identifier	Requestor	Date Due
CIP Codes/ Occupational Codes	Alignment Committee	Annual Update
DACC Class Schedule	Marketing and Publications	Upon Request
Schedule Reports	VPAA	On going
Factbook	President	July/Aug
Mini Factbook by Location	Marketing and Publications	July/Aug

Category 9: Administration

Report Identifier	Requestor	Date Due
Advisory Board Report FTE and Degrees	VPBF	Advisory Board Meetings
Faculty Course load	VPAA	On-going
NMSU Greenhouse Emission Study	Kathy Reddington	January
Moody's Employee Report	VPBF	June