

Executive Summary

Meeting Goals:

Provide recommendations for creating a culture of evidence at ACCD. This includes action steps and timelines.

Gain an understanding of the status of data-driven decision-making and barriers to creating a culture of evidence.

Meeting Process:

Series of meetings over the last two days which included college core/data team representatives from each college and representatives from college A&R departments and the IT area.

We worked through a number of issues including how information is entered into the system, how edits are made, and how information is currently used. We also discussed barriers to developing a culture of evidence as well as the following recommendations for the District Core Team leadership's consideration.

Fundamental principles to be addressed:

1. Planning how leadership will demonstrate continuing commitment to Achieving the Dream and creating a culture of evidence.
2. Demonstrating a continuing commitment throughout the district to use data/information for decision-making, including actions and accountability. This commitment must be pervasive throughout the district.
3. Telling the "whole story"—good and bad; promoting a culture of openness
4. Ensuring consistency of processes regarding data entry and use.
5. Addressing the concern with competitiveness among the colleges about student outcome measures.

Recommendations:

1. Review registration forms for required and desired data elements.
2. Develop processes for consistency among the colleges for data entry.
3. Identify and empower a district-wide senior group to lead in the establishment of processes to ensure data consistency and timelines for data reporting—including #6 and #7 below.
4. Identify a district-level staff person with responsibility and authority for implementing the above.
5. Identify a district-level staff person with responsibility and authority for implementing the IT requirements for above.
6. Develop agreed upon and well understood definitions and timelines for student outcome reporting.
7. Identify consistent data reports to be used within the colleges/district.
8. Integrate student outcomes into the strategic plan and inform district constituencies.
9. Produce and distribute the recommended recurring reports for the district, college, and discipline level.
10. Produce the identified seven reports associated with AtD—two-page format that begins with introducing the district community to AtD initiative. These reports are around the AtD outcomes and CCSSE.
11. Use the defined recommendations for the December 1 retreat.

Achieving the Dream
Meeting with Data Facilitator
October 28-29, 2004

Record of discussions leading to Recommendations to the District Core Team for Creating a Culture of Evidence

Criteria:

Data must be reliable

- Determine parameters for consistency of data vs. desire for autonomy of colleges
- Review all admission/registration forms for required elements
- Ensure consistency in data gathering and input
 - Data entry—develop matrix of all forms and how entered
 - Develop consistency in forms (ex: web admissions)
 - Develop consistency in how information is gathered
 - Develop consistent processes for getting data into system—processing mapping utilizing external facilitator
 - Develop process for accountability at college/district for maintaining consistency
- Establish data standards & entry standards
- Review and expand data elements in District data warehouse to have data available for common reports
- Identify senior group (District-wide)empowered to establish process to ensure consistency continues & develop timeline for data reporting
- Identify a District-level person to have responsibility and authority to work with senior district-wide group to maintain the integrity of data—includes training of new personnel to maintain consistency, on-going training of college groups responsible for data, on-going meetings of the district-wide group to facilitate data integrity, responsibility as clearinghouse of form revisions, consistency of data input, verifying consistency of data (audit), development of calendar of data extraction, other responsibilities as required
- Identify District IT personnel with responsibility to support the District-wide group and District-level person with research “responsibility”
- Develop a charge for district-wide group that includes 1) Responsibility, 2) Authority, and 3) Accountability to be approved by District Core Team
- Training to be developed and required:
 - Initial training for new employees
 - On-going training—updates, refresher
- Identify consistent JBL software queries
- Address Banner conversion “process” and “data needs” requirements to facilitate the “culture of evidence”

Data must be verifiable

- Consistent district-wide database with definitions and clear understanding of data origination; rules (processes) are clear
- Develop timelines for data capture (info mart)—Establish a District data calendar

Data must be useful

- Identify public data reports to be used within the colleges/district
- Identify and produce consistent reports and timelines for production
- Include Student Outcomes (AtD outcomes) in District Strategic Plan
 - Use District Strategic Plan to build vision of student success
 - Develop process for District Strategic Plan driving resources
- Develop process for informing Board and high level administration of student success data
- Distribute District AtD outcomes to the public
- Promote use of data to create a culture of improvement

Recommended Common Elements (common definitions) to be included in Annual Data Report [basis for reaching common definitions will begin with state/federal definitions]

- **Priorities**
 - AtD Outcomes (reported for all students (excluding Dual Credit) with AtD definitions; other definitions can be used for all students IF agreement reached)
 - Developmental Education completers
 - Success after Developmental Education
 - Persistence (fall to spring, fall to fall)

- Student Success
- Graduation
- Gatekeeper Courses
- Course completers
- Average Class Size
- Faculty Full to Adjunct Ratio
- Enrollment
- **Other outcomes discussed:**
 - Students meeting goals
 - Core Completers
 - Licensure Rate
 - Educational efficiency
 - Transfer (Use NSC data for transfer?)
 - FTIC
 - Student/teacher ratio
 - Cost per student

Common Recurring Reports

- Reports by semester to be shared through Chancellor's Executive Council to include Annual Performance Report data elements **plus**
 - Broken down to discipline level for use at college: course completers, graduation, student success, average class size,

Identified Challenges

- Leadership Commitment about Data Use
- Concern with Competitiveness--college-generated and/or externally generated

Next Steps:

District Core and Data Team commitment to and evidence of action within relatively short time

Chancellor address AtD outcomes—one at each board meeting

By budgeting time we will have addressed all five areas—

Each college will have plans to address those outcomes that need to be improved

Note: This must start at District (using data) and then the colleges will see that it drives changes

Produce SIX reports on Achieving the Dream

- Each report consists of a two-page report for each college and a one-page summary
- Report Content
 - 1st: Introduce Baseline cohort data and AtD outcomes (distributed before Thanksgiving)
 - 2nd: Gatekeeper course results by segments (order of 2-7 not determined)
 - 3rd: Graduation results by segments
 - 4th: Student Success results by segments
 - 5th: Developmental Education results by segments
 - 6th: Persistence results by segments
 - 7th CCSSE results
- Process for report development:
 - College Data Team analyzes identified data elements and discusses with College Core Team who write report
 - Reports forwarded to District Core Team for review and creation of summary
 - Chancellor puts out District summary with links to 4 college reports
- Timeline for reports:
 - By end of next week (Nov. 12), colleges have the first report written
 - On Nov. 15, college reps meet with Presidents to discuss reports
 - Chancellor puts out first report summary as K note before Thanksgiving
 - By December 1, colleges have additional 5 reports created for discussion
- Format for reports
 - 1st report: Data Elements to be included: 2002/2003 (identify 2002 as baseline) data on Race/ethnicity (graph)
 - Pell (graph)

- Testing Placement level (Table)
- Format:
 - Title—Achieving the Dream with logos of AtD & college
 - Question across the page
 - Introduction of AtD (Velda)
 - Why important to the college? (Velda intro) (college rest of paragraph)
 - Implications (College)
 - 1st Graph (Race/ethnicity)
 - Description of Graph
 - 2nd Graph (Pell)
 - Description of Graph
 - 3rd Table (Testing placement)
 - Description of Table
 - AtD Indicators
 - Summary
 - Stay Tuned

Suggested Agenda for December 1 AtD Retreat

- Outcome is to have discussion of AtD data (JBL baseline data, inventories, focus group results) across colleges
- “Reporting” of reports on AtD outcomes
- Discussion based on each college’s identified 2-3 strengths and 2-3 opportunities for improvement (challenges) based on AtD outcomes data

Participants in Data Planning Meeting October 28-29, 2004

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