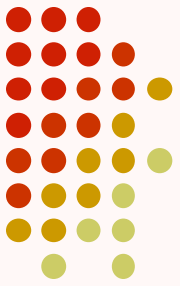


Data at Your Fingertips, Really?

A Presentation to the Santa Ana College's
Faculty and Staff

Spring 2014 Convocation
Nga Pham

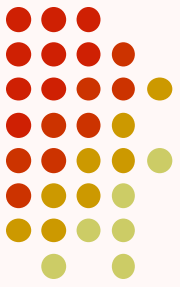
Data are Everywhere



External:

- IPEDS
- Chancellor's Office Datamart
- Annual Student Success Scorecard
- Advisory/community groups
- Partnerships (school district, college/universities, agencies)

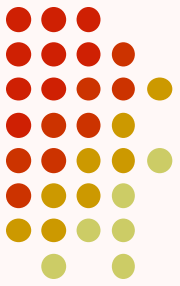
Data are Everywhere



Internal:

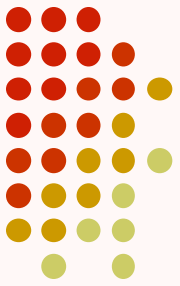
- ITS Report Repository/EMT
- Your colleagues (administration/faculty/staff)
- Your classroom/your students (SLOs)
- Your own research
- Annual research department reports (district, college)
- Program review data (college, department, course)
- Research by request (program, departmental, course, section)

Types of Analysis



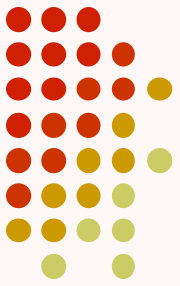
- Snapshot (stand alone)
- Trends analysis (changes over time)
- Progression from one level to the next
- Tracking of cohort's enrollment/performance for a specified time period
- Comparison of cohort to larger, general group
- Seek opinions (focus group, survey)

Analyses You Can Do



- Broad review of college data
- Program review
- Across programs (by subjects, skills)
- Course review
- Section

Research Department Services

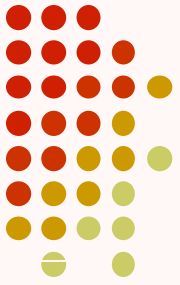


www.rsccd.edu/research

- Reports directory (institutional and college-wide)
- Department-level research projects
- Program review resources
- Collaborative and grant support



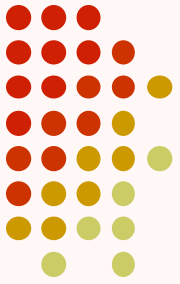
Institutional/College Data



www.rscgd.edu/Departments/Research/Pages?Reports-Directory.aspx

- Institutional Effectiveness (12 Measures of Success)
- Assessment and Testing
- Student Demographics
- Community Demographics
- Student Outcomes Accountability
- Student Retention, Persistence and Performance
- Student Satisfaction
- Transfer and Graduates
- Enrollment Management
- Student Learning Outcome Assessment
- Matriculation
- School of Continuing Education
- Basic Skills

Program Review Data

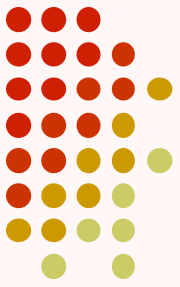


<http://www.rscgd.edu/Departments/Research/Pages/SAC-Program-Review-Data.aspx>

- Headcount by department, by course
- Grade distributions by department, course
- Retention rates by department, course
- Degrees & certificates awarded by major
- FTES generated by department
- Student demographics by department, course



Using Data



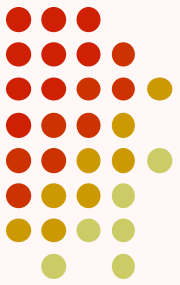
- Start with a goal/purpose
- How does your goal align with that of district/college
- Consider data needed to support your goal
- Use broad, general data provided by Research as a starting point
- Consider the team approach
- Invite “outsiders” to the table
- Set aside special time to review data, it does take time
- One set of data usually leads to more questions

Using Data



- Use data with caution
- Data doesn't speak for itself
- One set of data doesn't speak for entire program/issue
- Compare carefully (use same time period, single source)
- Review data from various perspectives (quantitative, satisfaction, trends, comparison)
- One number/percentage may not be meaningful
- Small samples translate to percentages that fluctuate widely
- Make it simple...own it/understand the data
- Ask for additional data, if needed

Moving Forward



- Additional data needs:
 - ...
 - ...
 - ...
- Unique research needs:
 - ...
 - ...
 - ...