



Four Keys to Leveraging Data for Student Success

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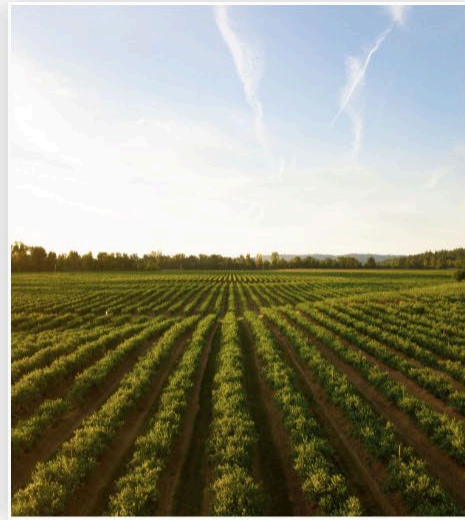


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About Amelia

Optimist | Researcher | Connector | Friend



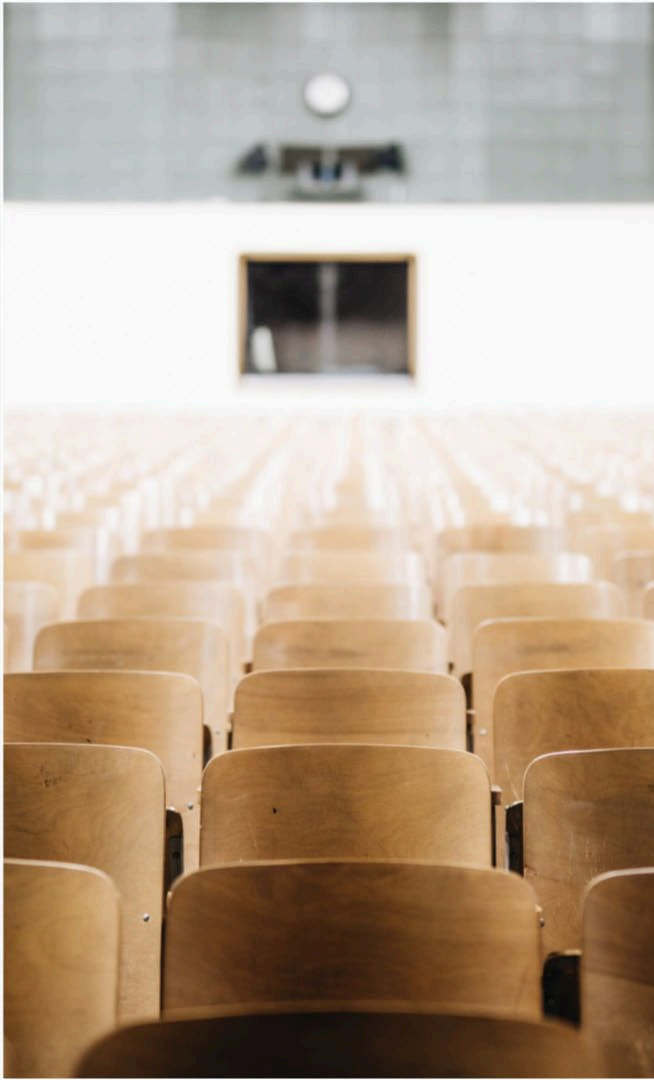
Trivia Question

In what year was
Tennessee State
University founded?



What's Going On?

Current Trends in Higher Education and Assessment



Current Trends in Higher Education

- The cost of a college experience continues to rise
- Political involvement and influence is increasing
- Institutions have strained capacity to holistically address students' needs
- Career preparation is becoming more of a shared responsibility
- Additional pathways to a credential are emerging
- Enrollment projections are less predictable
- **Artificial intelligence is sparking conversations about efficiency and authenticity**
- **Data-informed interventions are shifting from prediction to prescription**



We are assessing many things!

- **Student Learning**
 - Discipline-based courses
 - Co-curricular learning
 - Prior learning assessment
- **Finance and Operations**
 - Resource Allocations** (balancing micro and macro solutions)
 - Technology** (capacity to leverage multiple systems efficiently)
 - Strategic Communication** (effectiveness of messaging)
- **Human Resources**
 - Salary and Compensation** (pay scales, market alignment)
 - Work/Life Integration** (evolution and evaluation of work schedules and locations)
 - Stress Testing** (stay interviews, exit interviews, contingency planning)
- **Policies and Procedures**
 - Equity Audits
 - Campus Climate Studies
 - Artificial Intelligence



Types of Data Available to Policymakers

Adaptation of Figure 11.1 from Lane, J.E. (2018).

Examining how the analytics revolution matters to higher education policymakers: Data analytics, systemness, and enabling student success. In J. Gagliardi, A. Parnell, & J. Carpenter-Hubin (Eds.), *The analytics revolution in higher education: Big data, organizational learning, and student success*. Stylus.

Descriptive
Action: **Reporting**

Key Question:
What happened?

Diagnostic
Action: **Analysis**

Key Question: Why
did it happen?

Real-Time
Action: **Monitoring**

Key Question:
What is
happening?

Predictive
Action: **Forecasting**

Key Question: What will happen?

Prescriptive
Action: **Impact**

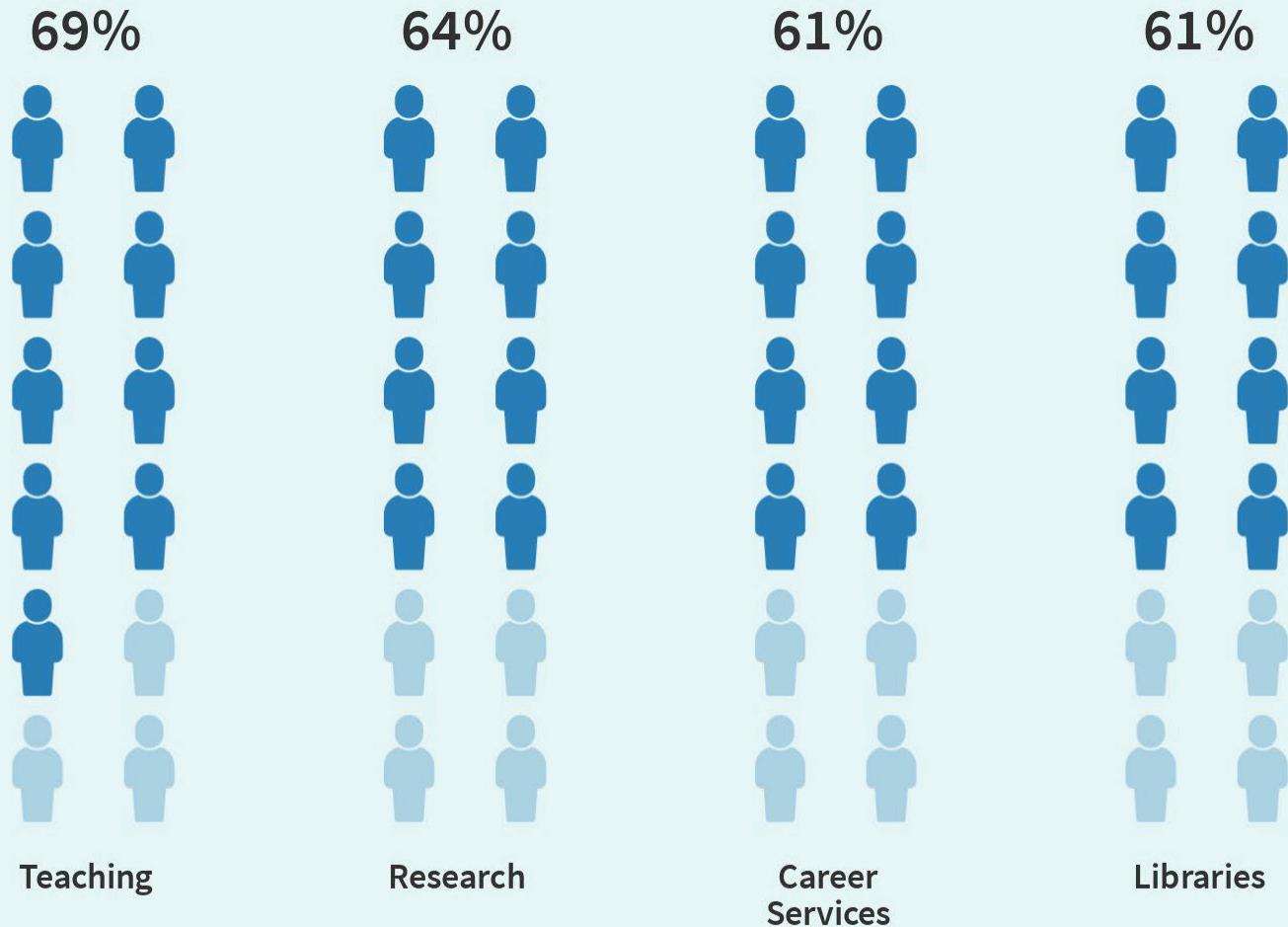
Key Question: What should be
done?

Trivia Question

In 2021, what percentage of student affairs professionals said their institution was **not** prioritizing discussions of artificial intelligence?



Which part of college operations will AI tools have a positive impact on in the next five years?



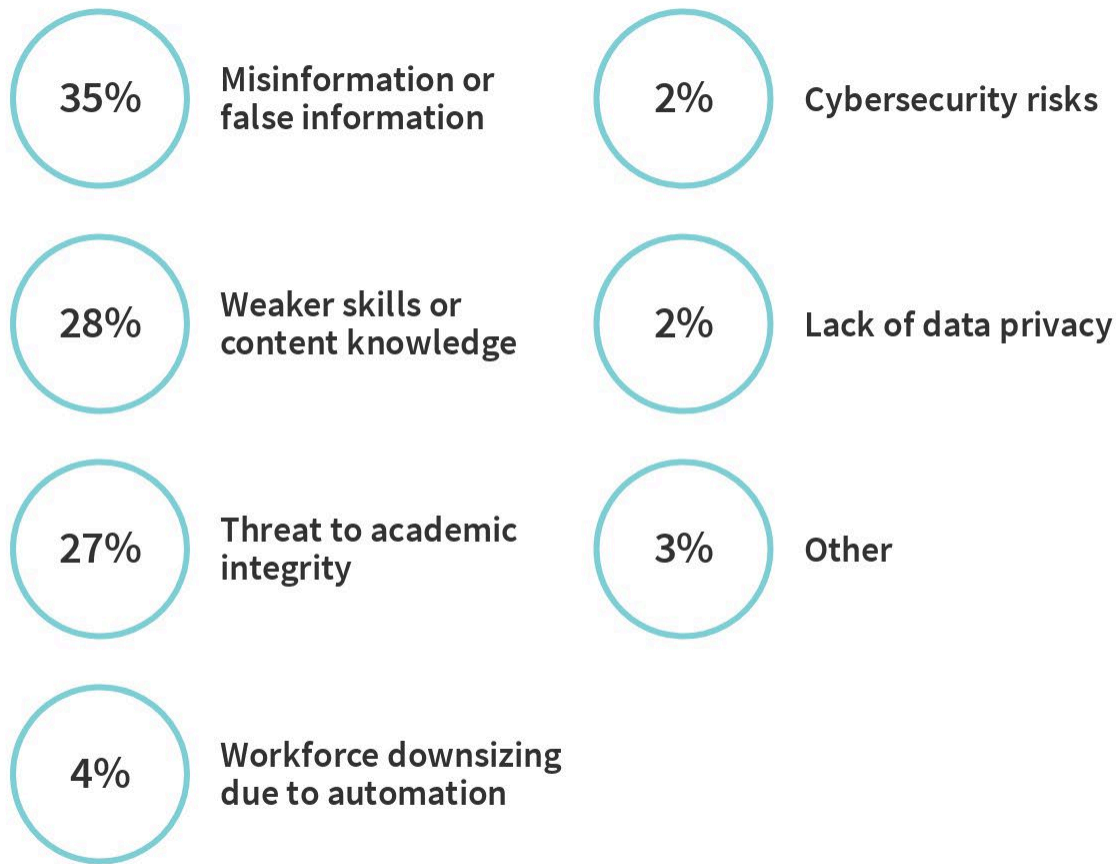
Source: Chronicle survey of 404 college officials (2023). Note: Percentages do not total 100 due to rounding.

**Chronicle Report:
Perspectives on Generative AI**

When it comes to the use of generative-AI tools by your college or by students, which of these is your biggest concern?

Source: Chronicle survey of 404 college officials. (2023)

Note: Percentages do not total 100 due to rounding.



Four Keys to Leveraging Data for Student Success

Key 1: Select Reasonable Assessment Priorities and Timelines





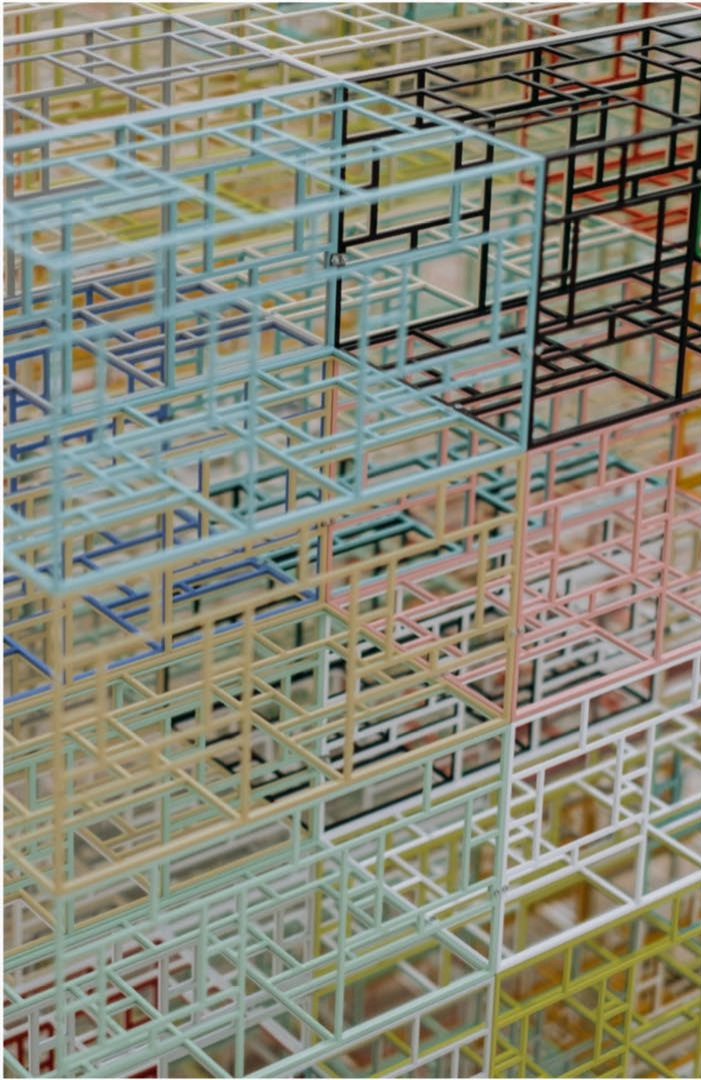
"The key to a fast boat is balance. Balanced weight, timing, and balanced pressure. It turns out that pulling as hard as you can, without pulling together, actually slows the boat down. Imbalanced power will veer the boat one direction and throw off the timing of the catch and the release. Uncontrolled straining at the oar can tip your weight left or right and toss the boat side to side.

A successful team pulls in perfect balance and with perfect timing."

Bruce Eckfeldt, Contributor, Business Insider Magazine

What are we
trying to
balance?

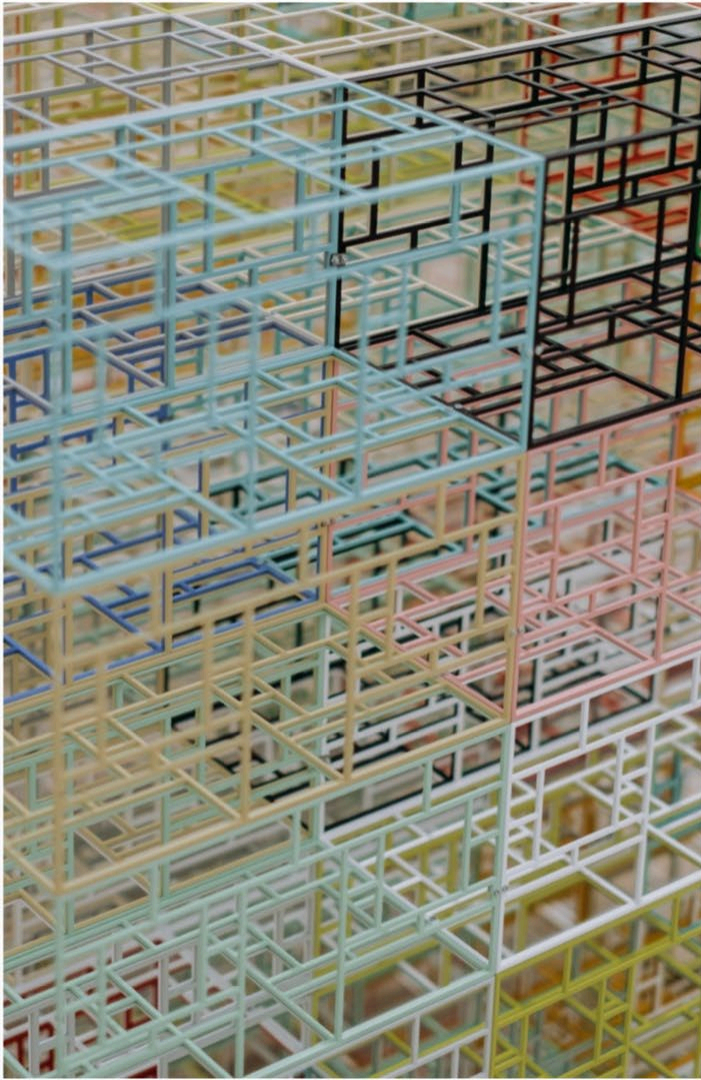




We are trying to balance past, present, and future priorities.

Key Considerations

- ✔ Remembering lessons from previous strategies and related programs, instruction, initiatives, and services
- ✔ Sequencing daily activities
- ✔ Allocating resources in anticipation of future needs



We are also trying to balance multiple purposes for gathering, analyzing, sharing, and using data.

Key Considerations

- ✓ Routine analyses and ad hoc studies
- ✓ Centralized and decentralized processes
- ✓ Multiple consumers and producers of information
- ✓ Governance of access and privacy concerns

Trivia Question

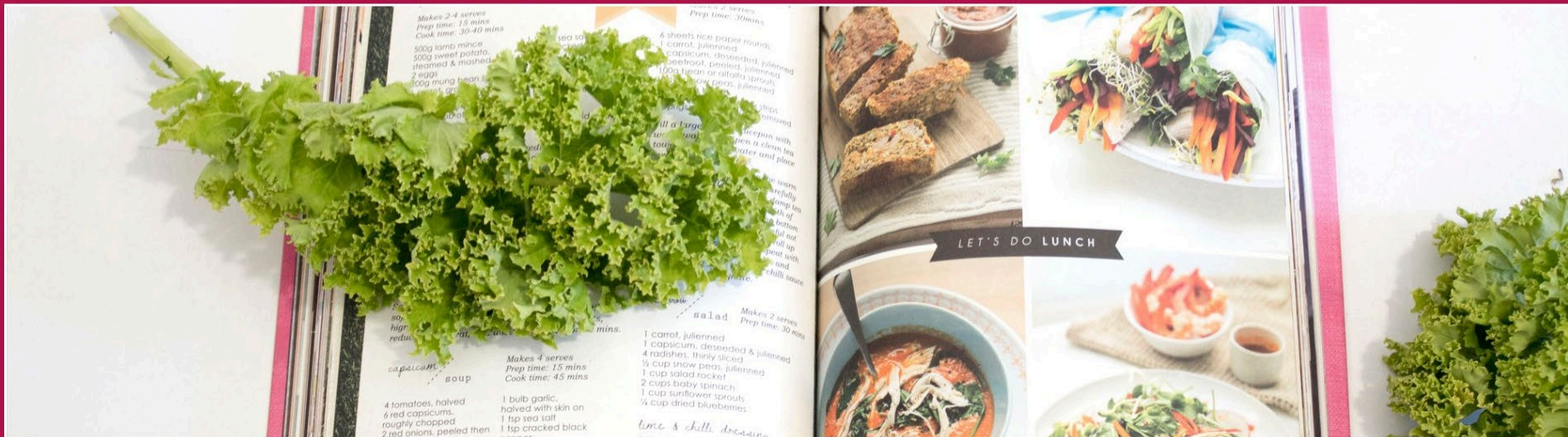
What is the three-word theme that describes a primary goal of the Tennessee State University student experience?

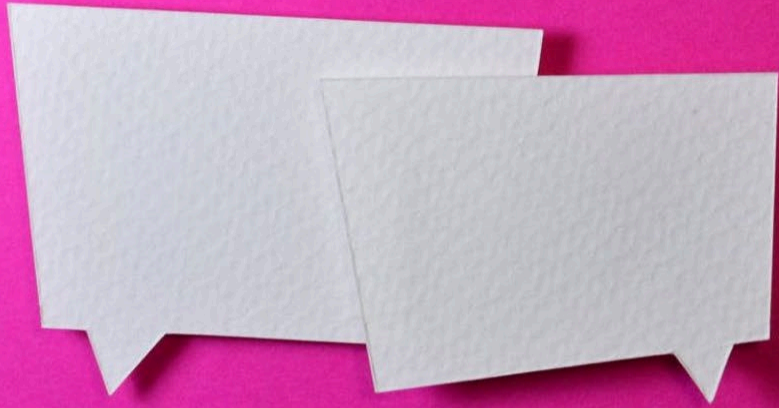
Hint:

" _____ . _____ . _____ "



Key 2: Communicate a Clear and Consistent Definition of Student Success





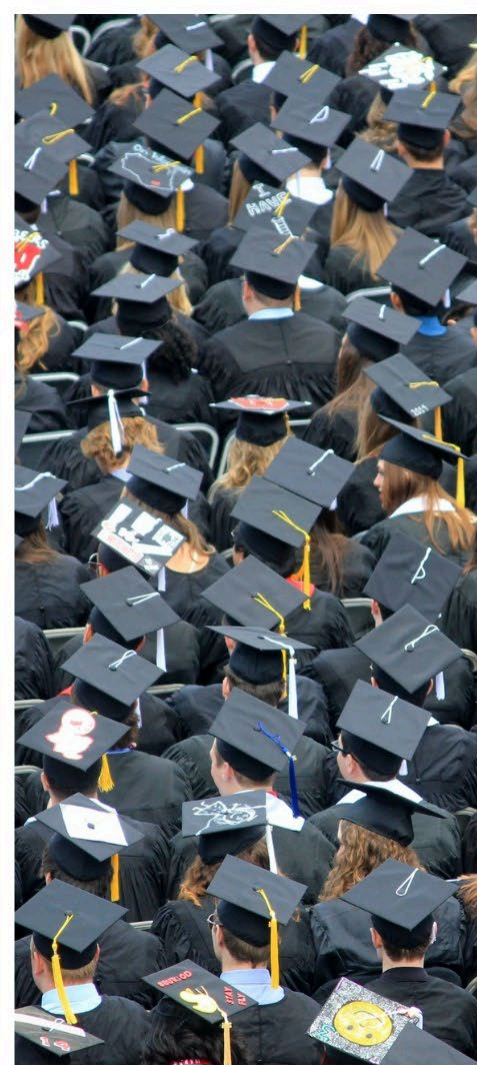
"The value of a college experience is under more scrutiny now than ever before. It is imperative that we prepare students to **realize** the value of higher education and clearly **demonstrate** it in their post-college actions."

**How are we
defining
student
success?**



Common Definitions of Student Success

- Retention
- Persistence
- Graduation
- **Job Attainment**
- **Financial Stability**



Student Success **Redefined**

Let's continue expanding our goal beyond retention, persistence, and graduation. A successful student:



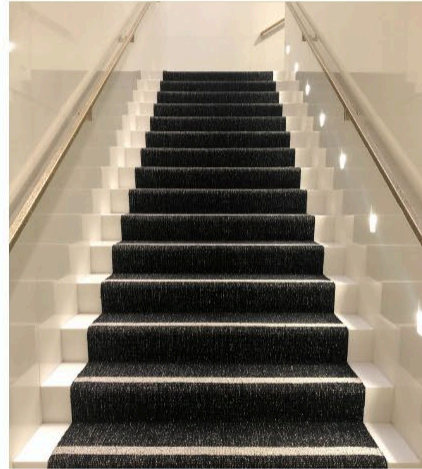
Interprets

information from multiple sources and determines which details are useful to make decisions.



Realizes

the scope and scale of various political, social, economic, educational, health, and other systems.



Commits

to a self-authored mission statement that guides their personal and professional aspirations.



Develops

expertise in one or more areas that will challenge their creativity and provide opportunities to support their needs.

Key 3: Understand Your Data Identity



The Data Identity Framework

A Six-Component Guide to Help You Find Your Data-Related Strengths





2 Important Assumptions

- Every higher education professional, regardless of their role, can find a use for data in their daily work.
- The most ideal climate for successful data work is one that promotes open communication, supportive sharing of progress and results, and ongoing collaboration.

The Data Identity Framework

Curiosity & Inquiry

Ability to Formulate and Ask Clear Questions

Research & Analysis

Ability to Select and Use Appropriate Methodologies

Communication & Consultation

Ability to Clearly Discuss Findings with Multiple Audiences

Campus Context

Knowledge of Current Issues and Trends within the Institution

Industry Context

Knowledge of Current Issues and Trends in Higher Education

Strategy & Planning

Ability to Select and Execute a Course of Action

Data Identity Framework Sub-Components



Curiosity and Inquiry

Issue Clarity

Question Formation

Historical Context

Stakeholder Impact



Research and Analysis

Methodology

Technical Expertise

Data Integration

Computation



Communication and Consultation

Delivery Type

Audience

Interpretation

Follow-Up

Data Identity Framework Sub-Components



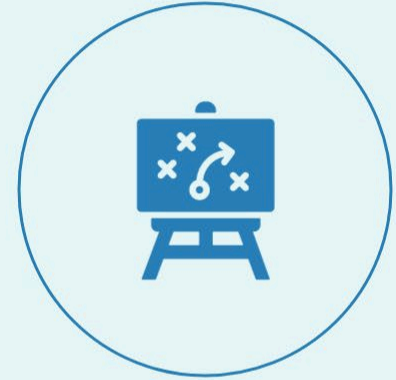
Campus Context

Student Information
Programs and Initiatives
Strategic Plan
Campus Mission



Industry Context

News and Events
Sector Knowledge
Functional Knowledge
Student Trends



Strategy and Planning

Role Alignment
Project Management
Resource Allocation
Progress Monitoring

Understanding the Framework: 4 Principles



- Each component is a valuable part of one's data identity. Therefore, the components are not provided in a sequential or ranking order.
- Within each component, some professionals will have much more experience and knowledge while others have less.
- All 6 components are valuable to engaging in collaborative work on a campus.
- The level and frequency at which professionals engage in activities related to each component will vary.

Example Personas (3 of 15)



The Curator

Research and Analysis +
Communication and
Consultation



The Connector

Curiosity and Inquiry + Campus
Context



The Mission Monitor

Strategy and Planning +
Campus Context

Trivia Question

What is the name of the TSU Marching Band album that was nominated for a Grammy?



Key 4: Remember the Critical Culture Areas





Critical Culture Areas to Address

- **Competition**

For attention, accolades, or resources

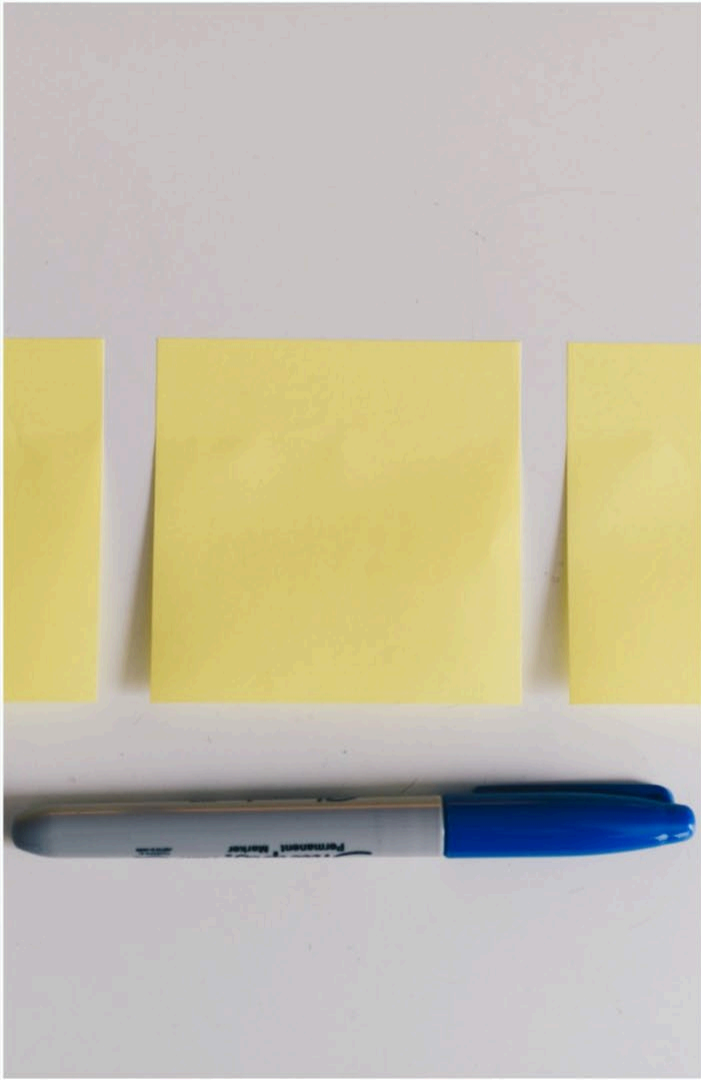
- **Denial**

Spin toward the positive and overuse of anecdotes

- **Politics**

Exclusive opportunities, side deals, and rapidly-changing goals

Additional Considerations



Additional Considerations

- **Timing**

Progress takes time - try not to rush

- **Major Decisions Log**

Transitions are inevitable - document milestones for continuity

- **Celebration**

This work can be hard - encourage recognition of progress



Networks to Follow



**The Node for
IR/IE**

sites.google.com/view/thenodeforir



**Advising Success
Network**

advisingsuccessnetwork.org



**Credential As You
Go**

credentialasyougo.org

Trivia Question

What are two of the six main components of the Data Identity Framework?





Additional Resources

- **Becoming a Student-Ready College: A New Culture of Leadership for Student Success, 2nd Edition**

McNair, Albertine, McDonald, Major Jr., and Cooper (2022)

- **Reframing Assessment to Center Equity: Theories, Models, and Practices**

Henning, Baker, Jankowski, Lundquist, and Montenegro (2022)

- **Square Pegs and Round Holes: Alternative Approaches to Diverse College Student Development Theory**

Bonner, Banda, Smith, and marbley (2021)

Questions?



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