Achieving the Dream

Data and Analytics Summit

Leveraging Analytics to Optimize Student Success

#ATDSAS16
THE IMPORTANCE OF A DATA STRATEGY

Lisa Dodson

The Importance of a Data Strategy – The Unique Position of Community Colleges

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I ❤ Data
Are your students critical to your overall strategy?

Do your students have value?

Is all of this funded?

Can you measure that value?

Do students require specialized care?
Is your DATA critical to your overall strategy?

Does your DATA have value?

Can you measure the DATA's value?

Does the DATA require specialized care?

Is all of this funded?
DATA STRATEGY

CORE COMPONENTS

- Identify
- Governance
- Store
- Integrate
- Provision
DATA STRATEGY

UNDERSTAND

Identify data and **understand its meaning** regardless of structure, origin or location.
Persist data in a structure and location that supports easy, shared access and processing.
Package data so it can be reused and shared; provide **rules and access guidelines** for the data.
Move and combine data residing in disparate systems and provide a **unified, consistent data view.**
DATA STRATEGY  ON - GOING

Govern

Establish, manage and communicate information policies and mechanisms for effective data usage.
DATA STRATEGY  A LIVING 'THING'

Identify  

Store  

Govern  

Integrate  

Provision  

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1. Understand data meaning
2. Provide easy shared access
3. Establish data rules and access guidelines
4. Provide a unified consistent view of data
5. Communicate for effective data usage
DATA STRATEGY

WHAT SKILLS TO LEVERAGE?

• Library Science
• Project Management
• Critical Thinking
• Communication
• Computer Science
• Math/Statistics
DATA STRATEGY  MAKE IT A PROGRAM!

- Diverse student reach
- Influence the NOW workforce
- Agility
- Experiential learning
Data Advocacy
“Unless someone like you cares a whole awful lot, nothing’s going to get better, it's not.”

- ”The Lorax”, Dr. Seuss
Who loves Data?
I ______ promise to:
Speak for the data
Be the Data Diva/Data Dude I know I can be
Because I ❤ Data
And I never Metadata I didn’t like

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“In God we trust, all others must bring data.”

- W. Edwards Deming
ADDITIONAL READING

• Lisa Dodson - http://blogs.sas.com/content/datamanagement/2016/02/05/data-lessons-library/