Achieving the Dream

Data and Analytics Summit

Analytics Inspire Action

#ATDSAS17
Democratizing Data and Improving Data Access and Use

Sammara Evans, Institutional Research Analyst
Johnica Mitchell, AVP for Strategic Initiatives
Augusta Technical College – Augusta, GA

#ATDSAS17 | @AchieveTheDream
Democraticizing Data and Improving Data Access and Use

Augusta Technical College, a two-year college located in Augusta, Georgia, has taken great strides to increase its institutional research capacity since joining the Achieving The Dream (ATD) Network in 2012. In doing so, the ability to make data informed decisions in real-time coupled with the need for informative data sharing with the college community led to a search for a robust data analytics package. A strategic approach to selecting such a package yielded the procurement of SAS Visual Analytics. This presentation outlines the journey to data democratization; as well as, provides examples of how data access and use have improved.
Democratizing Data and Improving Data Access and Use

- Background
- The Journey to Data Democratization
- Improving Data Access and Use
Benchmark Data Metrics ("The Big Three")

- FTE (Enrollment)
- Awards (Graduates - Associate Degree, Diploma, Technical Certificate of Credit)
- Placement (Employment Status)
Historical Data

- Limited Access
- Data Generated by an “external” Entity
- Data Analytics (?)
Real-time Data

- Limited Access
- Minimal to No Dedicated Resources
- Validation Issues
- Challenges Recreating System Office Reports
Heightened Awareness

- Commitment to Improve Institutional Research Capacity
- Introduction of Other Metrics
- Implementation of Interventions
From Number Crunchers to Data Scientists

- Above Average in Counting
- Culture Change – Learn From The Data
- Provide Meaningful Visualizations – What does the data say?
- ATD Coaches continued to ask for more

BACKGROUND

Rebirth of Institutional Research at Augusta Tech
Plan, Plan, Plan...

- Strategic Enrollment Management Plan Charge – October 2014
- SAS Data and Analytics Summit 2015
- Dream 2016
- Request for a Dashboard
- Request for Demonstration
- Peer Introduction
- IT and IR units merged – October 2016
- The “Sales” Pitch
- System Office Change – Access to a portal that allows knowledgeable users to modify reports based on college’s historical data.
- Please Don’t Rain on the Parade
- IRA – March 2017
What is Data Democratization?

Allowing an organization to use data at any time to make decisions with no barriers to access or understanding data.
THE JOURNEY TO DATA DEMOCRATIZATION

Why is Data Democratization Important?

What do we gain?

- Silos are broken
- Increased Access to Data
- Self-service Analytics
- Transparency
- Ability to facilitate greater sharing and collaboration between internal units and external partners
Preparation is Essential...

- Know your data
  - Data Preparation

- Varied users/ Varied levels of access
  - Who needs access?
  - What type of access is needed?
  - Provide role-based training
  - Assess and retrain as needed

How will Augusta Tech prepare for this paradigm shift?
Student Success

• The Big Three – FTE, Awards, Placement
• And MORE!
• Institutional Goals are Front and Center
• Student Success Vision is Front and Center
Begin With The End in Mind...

- Empower, Ownership, and Accountability
- Data Available on Demand for Leadership
- Make Effective Decisions
- More Eyes…Greater Discovery…Deeper Analysis
- Tech-savvy users not required
- Everyone can fish
Sometimes You Can’t Have Your Cake and Eat it Too...

- Value of the data
- Transparency
- Bigger data security risk
- Training is Required
Present Status

- Data has been prepared
- Dashboards have been loaded into SAS VA
- Data request have increased (number and type)
- Conversations are being held
IMPROVING DATA ACCESS AND USE

Present Status

• Data is continuously being prepared
• Dashboards have been created in SAS VA
• Data Request have increased (number and type) by faculty and staff
• Conversations are being held
Next Steps

- We Are Still a Work in Progress

- Eradicate Barriers
  - Bottlenecks: Data being stored in silos
  - Data can be inconsistent
  - Time consuming

- Planning and Training are a MUST
  - Provide employees access to campus visual analytics by end of Academic Year 2018.
  - Training is being developed and will commence in the Spring of 2018.
  - Begin planning phase for external and student users.
QUESTIONS ?

#ATDSAS17
3200 Augusta Tech Drive
Augusta, GA 30906
www.augustatech.edu

#ATDSAS17