



Data Initiative

8/06/2015

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Data Initiative

- Goal is to establish a robust data system that provides accurate, holistic, and accessible information which fosters a culture of data-driven decision making, addresses research questions, and informs policies.
- Officially kicked off on May 4, 2012. This multi-year initiative will aim to be completed by the end of 2017.

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Objectives

Data Initiative

- Expand the individual and collective inquisitiveness of stakeholders within the NC Community College System to ask research questions that inform decisions and policies. (Culture of Curiosity)
- Develop data definitions based on research needs and reporting requirements. (Data Dictionary)
- Ensure data accuracy and consistency through appropriate and uniform entering and collecting of information across the system so data extracted are valid and reliable. (Data Entry)
- Incorporate a data review process that ensures accountability through the validation of submitted data. (Validation)

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Objectives

Data Initiative

- Develop topic based data marts that will serve a wide variety of analytical research needs including, but not limited to, strategic initiatives, grants, and business and student centric needs. (State Reporting)
- Expand information accessibility by making all data users aware of the availability of predefined reports, web-based dashboards, statistical software, and training. (Communication)
- Utilize research findings and reports to educate policy makers on the extent to which factors impact outcomes, including student enrollment, student learning, student completion, faculty and staff development, budget allocation, etc. (Closing the Loop)

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Three Phases

Data Initiative

- **Phase I:** Identify and define the business needs and secure the tools to utilize in the NCCCS data system.
- **Phase II:** Implementation of processes, as well as technical solutions that will serve the business needs.
- **Phase III:** Maintain, review, and promulgate data-driven decision making utilizing the NCCCS data system. Implement the Data Governance structure and processes.

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SAS Partnership

Data Initiative

- System Office Tools: Data Flux (Data Dictionary), Visual Analytics (Dashboard/Reporting)
- Hosted software from SAS will be available for system wide reporting
 - [Performance Measures Dashboards](#)
 - Other metrics and reporting needs
- Local colleges receive SAS Education Suite
 - Business Intelligence team visits colleges to kick start the adoption of SAS
 - Installation and configuration
 - Roadmap and strategy sessions to assist colleges with individual usage plans
 - Sixteen colleges visited in the last 6 months

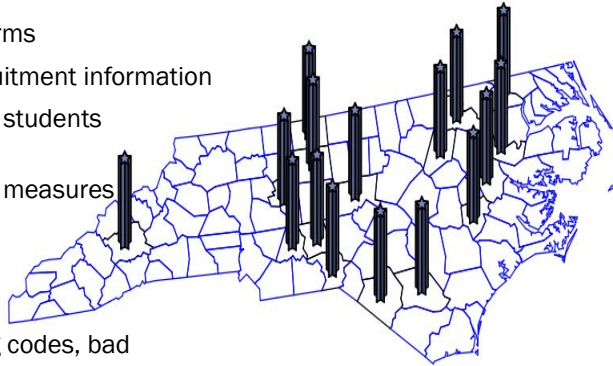
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Business Intelligence Team College Visits

BI team assists with

- Enrollment breakdown by ethnicity, gender, curriculum and service counties
- Enrollment by program by the terms
- County/location reports for recruitment information
- Retention reports, non-returning students to include phone number
- Demographic reports on various measures
- Awarded programs breakdown similar to the enrollment
- Grade distribution
- Data Quality reports, i.e. missing codes, bad addresses, incomplete data
- Other topics as needed



A-B Tech
 Bladen
 Central Carolina
 Davidson
 Guilford
 Halifax
 Lenoir
 Martin
 Montgomery
 Nash
 Pitt
 Richmond
 RoanokChowan
 Robeson
 Rockingham
 Stanley 7

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Phase I Discoveries

- College file submissions are too large and cumbersome to guarantee data quality.
- Various data entry workflows need to be reviewed and recommended workflows should be documented.
- More validation checks need to be built into data entry and collection processes.
- There is a need for more frequent and timely data collection.
- An automated data extraction process needs to be explored.

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Scope of Work and Budget

- To date there have been no modifications to the original scope of work or budget.
 - The eight original Data Initiative goals have remained unchanged.
 - Budget remains \$0 and being done using “spare time” from staff across the Community College system.

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Where We Are Today

- Start of Phase II.
- Focus area teams that were mostly comprised of college representatives documented research questions, defined associated elements, and identified reporting needs.
- A partnership with SAS has provided a "no-cost" contract for NCCCS and the colleges to utilize SAS tools to provide analytic capabilities.
- Phase I discoveries will be addressed in Phase II.

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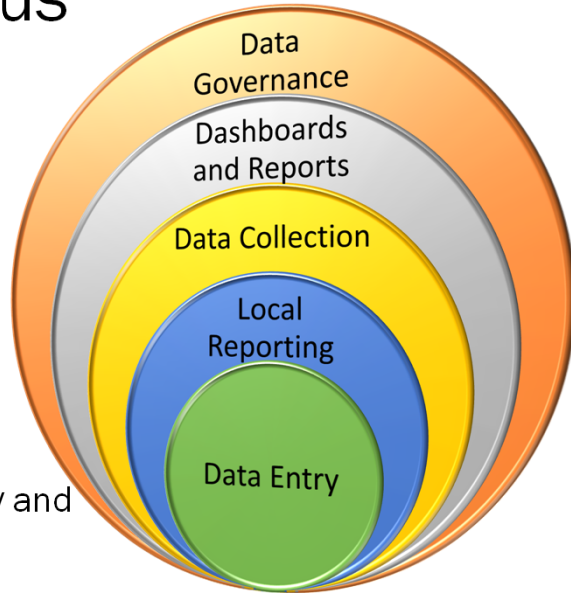
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Phase II Focus

- Data Entry
- Local Reporting Tools
- Data collection
 - Data Extraction
 - Data Validation
- Dashboards and Reports
- Data Governance
 - Data Dictionary
 - Ongoing Assessment of technology and reporting needs.

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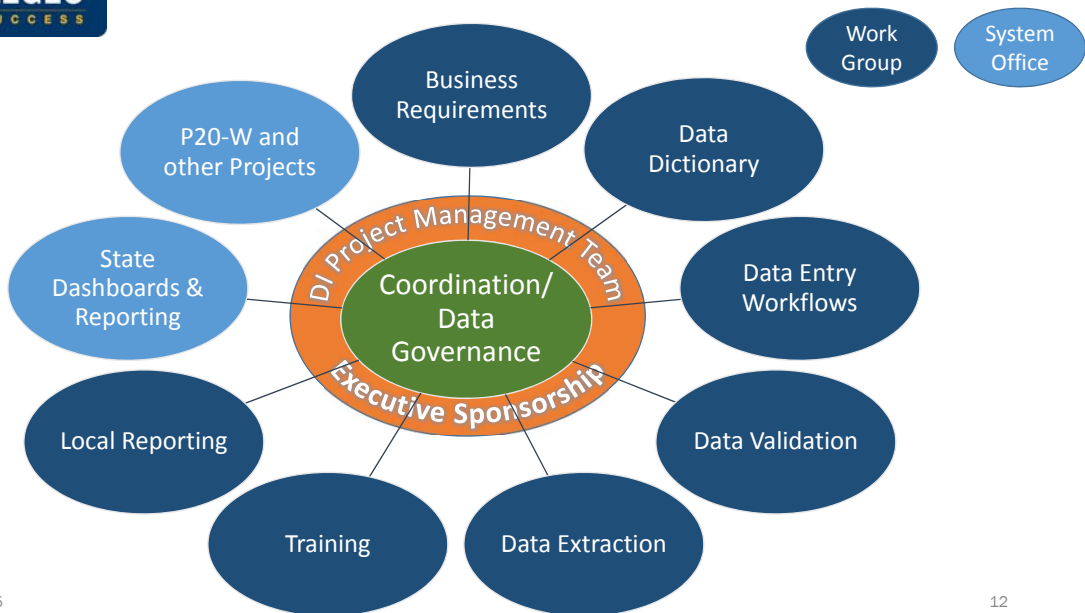


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Phase II Team Structure



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Data Governance Committee

Data Initiative

- The Data Governance Committee (DGC) is anticipated to be launched Summer 2016.
- Seeking support from the President's Association this fall and State Board this winter
- The DGC will continue monitoring data quality once the Data Initiative has concluded.
- The DGC will be composed of colleges and System Office staff.

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DGC - Why Do We Need It?

Data Initiative

- To facilitate ongoing systematic improvements to data entry, collection, and reporting that are efficient, secure, valid, and useful.
- To implement and enforce processes and policies established through the Data Initiative.
- To adapt to changing technologies and business needs over time.
- To champion the effort to have the most robust post-secondary data system in the country.

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DGC - Purpose

Data Initiative

- Established to maintain and sustain effective data systems to ensure data quality, efficient processes, and effective reporting capabilities within NCCCS.
- Will help set the strategic direction to ensure systems are effective and maximize economies of scale.
- Will have the responsibility for ensuring that colleges have access to resources and tools that facilitate data integrity and accuracy of reports throughout the system.
- Will have the authority to approve changes, additions, and deletions that impact system reporting requirements.

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