

Key Performance Indicators & Other Fun Data Stuff

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ASA Research

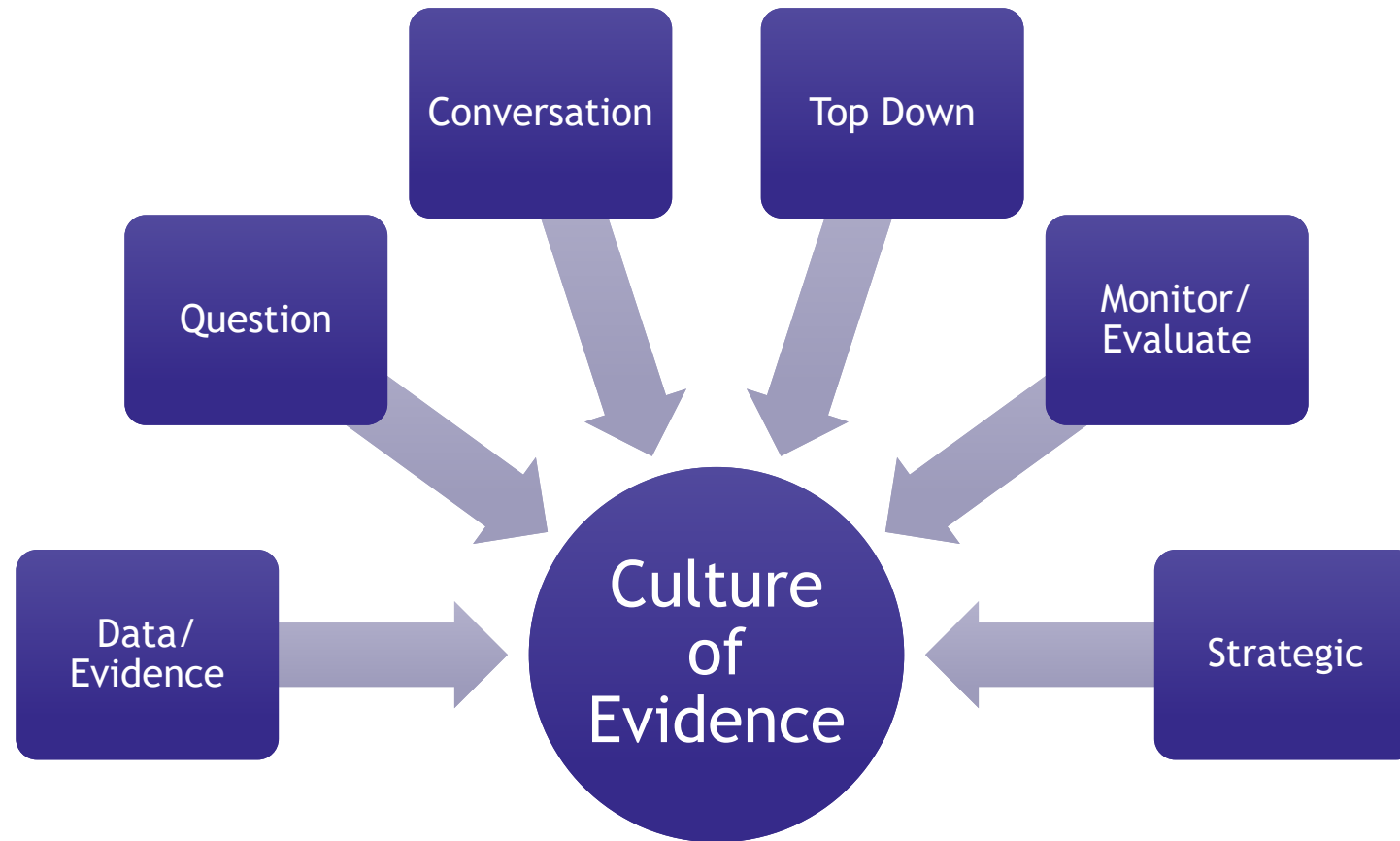
Culture of Evidence

“Institutions should make decisions and allocate resources based on evidence of what is working and what is not. A data-driven decision-making process is most effective when administrators, faculty and staff ... examine evidence and engage in frank discussions about outcomes..... The college then sets measurable goals for improvement and uses data to assess its progress.”

--Thomas Brock, et al.

In *“Building a Culture of Evidence for Community College Student Success”*

Cultivating Conditions



KPIs and Other Metrics

- ▶ Leading versus Lagging Indicators
- ▶ “Good” Indicators
- ▶ Disaggregate
- ▶ Create the Desired & Complete Picture

Leading v. Lagging Indicators

Lagging

Used to benchmark & measure long-term progress

Much time is needed

Only show success

Not actionable

Leading

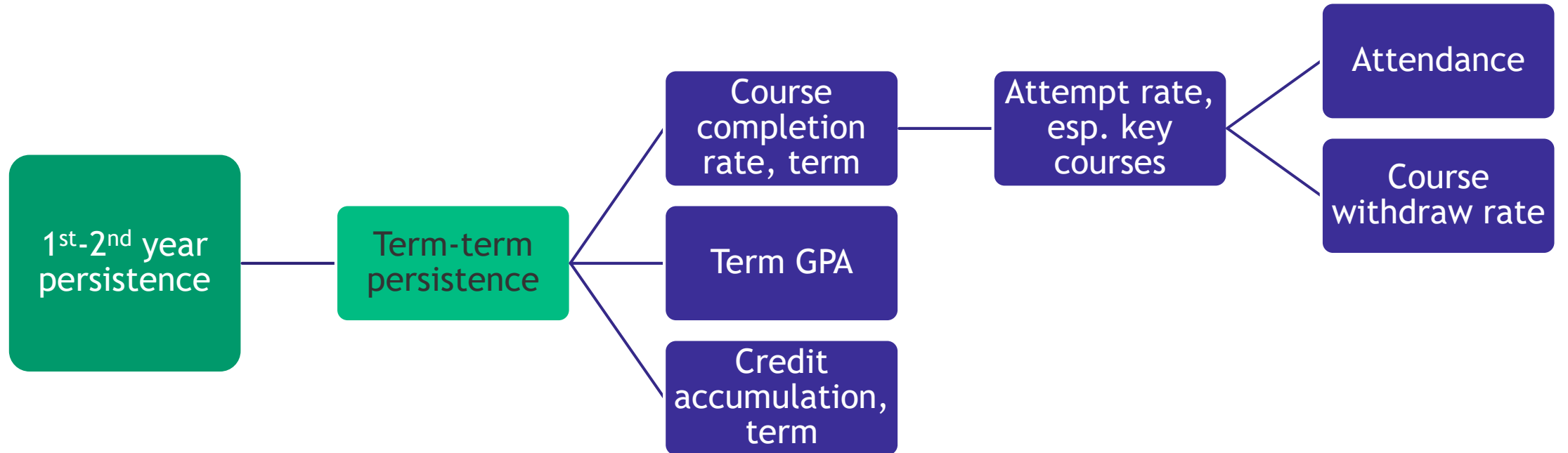
Directly related to/influence lagging

Real-time

Examine where students stumble/fall off path

Allow the identification of solutions

Leading v. Lagging Indicators



“Good” Indicators

Are:

- Actionable
- Measurable
- Student-centered; reflect student outcomes

Are not:

- Activities
- Goals

Example: Turning an Activity into an Actionable Metric

“Academic advising technology will be online for all students before the fall semester.”

Student-Centric

What is the desired behavior?

1. Students have a degree map.
2. Students enroll in appropriate classes.

Measurable

How can you measure it?

1. Percent of students with a map.
2. Percent of students in courses only on map.

Actionable

What action can you take from resulting data?

1. Who didn't get a map?
2. Why? Advising problem? Communications?
3. Why are students not taking courses on map?

Create the Desired and Complete Picture

- ▶ Consider the Cohort: If focusing on FTEIC students, missing a large number of students who transfer in.
- ▶ Timing: 1st-2nd year retention, but what happens term-by-term? Or, within a term?

Disaggregate

- ▶ Race/Ethnicity: Are outcomes similar across groups? Do some groups perform well on some KPIs, but not others?
- ▶ Program/Major Field: Are outcomes in some programs lower than others? Are students enrolling and succeeding in key courses in their field?
- ▶ Income: Are low-income students getting the necessary financial aid information? Are students enrolling in "productive" courses so they don't run out of time/aid?

What Do I Ask of the Data?

Questions
to Ask of
KPIs

How do the KPIs move together?

Think backwards: What actionable do I need?

How do outcomes vary by student populations?

Be Sure
to
Consider

Trends

Student voice

Context

External environment

Data Communications: Who Needs What?

Initiative Lead

President, Chancellor, Board

Task Lead

Faculty & Staff

Community

Tips: Ongoing Reporting and Monitoring

Ensure data availability aligns with your needs and implementation.

Metrics: ID data needed, source, and format.

Assessment data may not be the same data used for monitoring.

Monitor outcomes, inputs and processes.

Remember, progress takes time.

Celebrate success!