Aims Community as a Learning College in the Era of Evidence Based Practice

Aims Community College
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The Uses of Data/Information

- Consumer Information
  - The federal *Scorecard*
  - Your Website
  - Information/Marketing – the tug of war
- Accountability
  - Institutional (your board, your administration, your dean)
  - State
  - Federal
- Business Analytics
  - Each Unit
  - Each Faculty and Staff Member
Consumer Information

- The Benefits
  - Better selection to meet the student’s needs
  - Examples
    - Better “fit”
    - Consequences of Indebtedness

- The Limits
  - Do these consumers use information
  - Can we stand the truth
    - Marketing versus Information
Accountability

- The Benefits
  - Good data informs good policy making
  - Examples:
    - Addressing equity gaps
    - Understanding productivity metrics

- The limits
  - Limited data can misguide policy & practice
    - Grad rates & employment constrained by state level data
  - Poor metrics can misguide policy & practice
    - Grad rates versus grad numbers
    - Intentional misrepresentation – fiddling with the denominator
Improvement

- **Benefits**
  - Predictive analytics allows just-in-time interventions
  - Knowledge trumps hunches with devoted actors

- **Limits**
  - Can be used to counter the public good (exclude the most at risk)
  - Expensive in time and money