

From Outhouse to UnrePENTant-HOUSE



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4200 students
42% minority
70% part-time
580 graduates
SA – 125,000
22% Concurrent
STAR Award
Aspen Finalist

52% Female
Major Industry – Chemicals
BAT
Achieving the Dream
Leader College
Aspen Award Finalist
Average Age 23+

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Small Institutional Research Office

Time is a premium

Get lots of internal and external requests

DATA QUALITY IS/WILL ALWAYS BE an issue

POISE is and always will be an issue

- Not a relational database

- Not taught in IT (therefore - ...)

- No understanding

- No one wants to learn it

- Everyone wants a change

Everyone wants results FROM the data

Gimme, gimme, gimme - NOW

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- * The OIR gets a lot of internal requests:
 - * For distance learning students, a division chair wanted a grade distribution by instructor, by department, for several semesters. And the report had to make sense to her (or, when she looked at it, it was readable).

POISE?

We can do this in SPSS/CONNEX, our software of choice.

Trends are a frequent source of questions. POISE was not really designed for these type of reports.

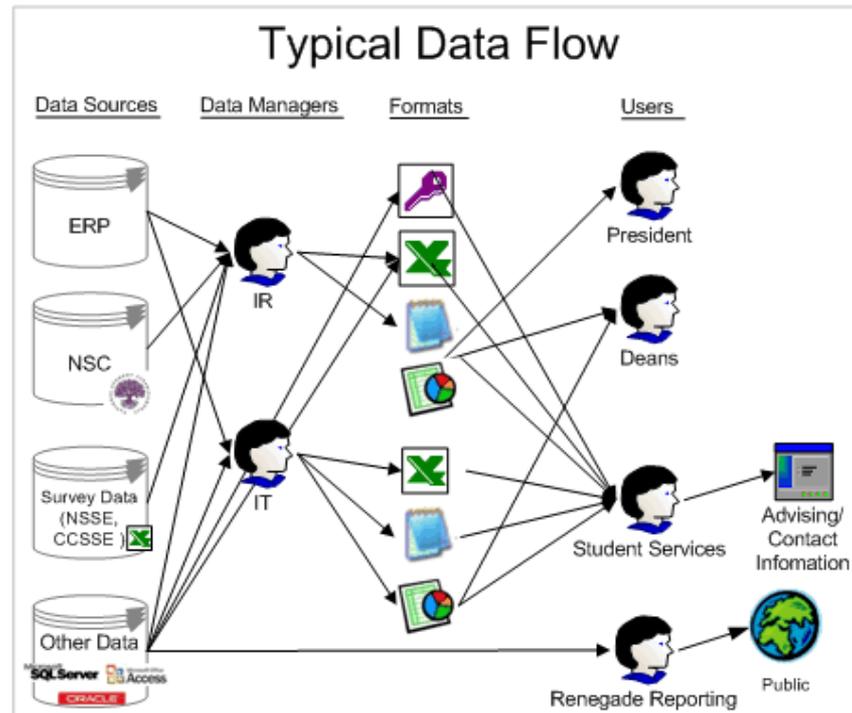
Can a “user” be expected to do this?

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- * Can we provide the tools to answer questions like this at the desktop so that we won't have to send these questions to the Office of Institutional Research?

***YES!**

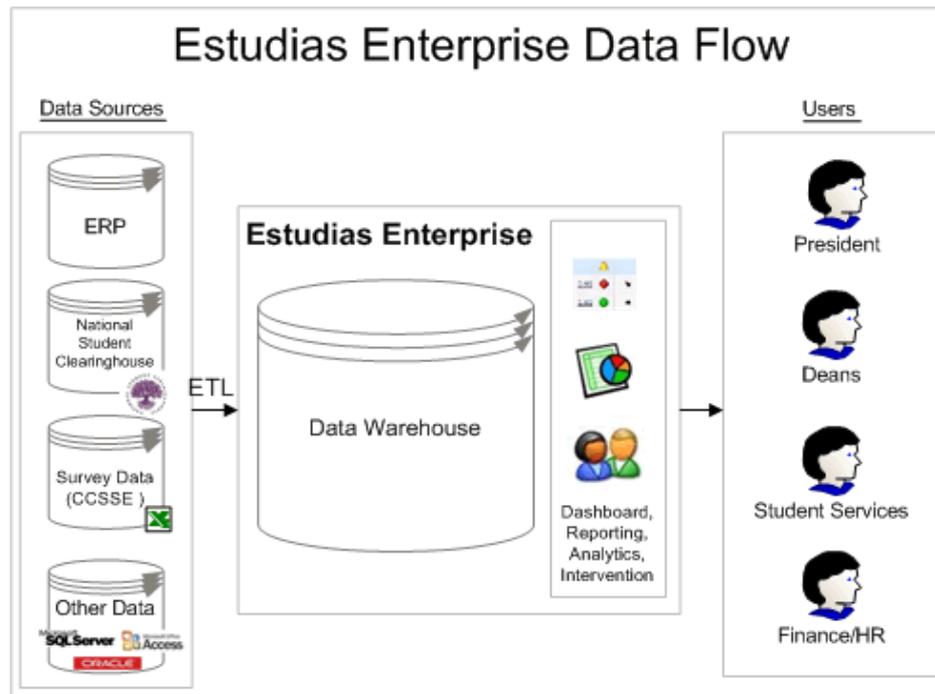
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- * **People Intensive (High IT/IR costs)** -- Researchers / IT people are involved in every request for data
- * **Not scalable** -- With more requests for data, the institution must add more people
- * **No standard data dictionary** -- Information about which fields to use for which reports is spread across different departments, on paper, Excel files, or just in people's heads
- * **Multiple versions of the truth** -- People use different fields, different business rules to develop the same report, leading to conflicting "facts"
- * **Data constantly changing** -- Data on the ERP change constantly, making it impossible to re-create reports
- * **Inconsistent/incomplete information** -- Users spend more time gathering and verifying data and less time analyzing data
- * **"Renegade reporting"** -- Some users go directly to the data sources without taking into account all of the business rules used to combine the various data sources.

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- * **Single version of truth** -- Users get their information from a single reporting base
- * **Common data definitions (data dictionary)** -- A data dictionary explains which fields are used and how all data sources are merged together
- * **Scalable** -- As the institution becomes more data-driven, schools can simply add more users rather than overloading the IR/IT departments
- * **More analysis and less data gathering** -- The ETL process gathers and verifies data from multiple data sources, so users can spend more time analyzing data
- * **Lower IT/IR costs** -- With Self-service, end users can access their data and not wait on other departments lowering the IR/IT cost
- * **Centralized Security**

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- * Deployment of Zogotech at Brazosport College
- * 1. Started February, 2011
- * 2. Went live September 1, 2011
- * 3. Spent the time between February and September of that year
 - * ESP – Harvester (2%)
 - Rules determination (8%)
 - DATA QUALITY (MAJORITY OF TIME – 90%)
- * 4. Was our PITA time
- * 5. Worth it – we corrected a lot of data and even corrected some procedures
- * 6. Developed techniques that we still use for
- * data quality issues

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One of the techniques we used to keep up with our “issues” was an excel file we called the issue bin. It was a way to track our problems with data and make sure we reached closure on all issues, eventually.

ISSUE BIN								
#	Issue	Date Initiated	Originator	Planned Action	Intervener	Suggested/ Targeted Completion Date	Status/Comment	Completed P
	Two BC computer courses are not crediting students records correctly. Courses: COSC1420.52091S ITSE1331.40066T	6/23/11	BC, Cindy	Contact Ron Bonnette, department chair, and inform him of situation. Ron, said course number changed and POISE did not translate change correctly. Registrar's office will fix student records.	BC, Ron Bonnette		Student records have been updated	
	Attempted Credit hours are not equal on the Student Terms Table and the Student Classes Table.	7/7/11	BC, Cindy	Keith to review	ZT, Keith Wiggans		Hours are off by 16 total hours.	

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- * Very tedious
- * Took my analyst most of her time for 8 months to deploy the software
- * If you don't make the commitment, in my opinion, you will stumble around for a long, long time and never have it fully implemented
- * It is worth the effort?
- * Its value? At least one fulltime employee!

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- * One idea that has helped with keeping people's interest high is we introduced the Brazosport College Zogotech Users Group shortly after we deployed the software.
- * Meets once per quarter for about 1- 1.5 hours
- * We go over some of the functionality of the software
- * We have a user review something they are doing in their office and are using Zogotech to help them accomplish the task
- * We now have a Data Quality Task Force that tried to oversee the quality of student data
- * We are compiling a data dictionary (complementary)
- * (We've had several professional office assistants present so far)

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- * Now for a demo:
 - * How we use it – no great research although we have had the math department do some research on transitional educational/concurrent student success
 - * Might add that we also use Zogotech a lot for grant purposes
 - * Typical of how we use Zogotech

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- * Future:
 - * Add the other modules (Navigator in process of deployment)
 - * Still have some unresolved issues
 - * Add some independent variables (a real plus for ZT):
 - * Transitional education student (successful)
 - * Learning frameworks student (successful)
 - * Veteran students
 - * Clearinghouse Records
- * Refine some variables (milestones)
- * Add student learning outcomes (powerful analytics) and validate – earlier presentation this AM