

# Data Brokerage in 15 Minutes or Less



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# Common Challenges for IR Teams

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- How can we run our office efficiently with **limited resources**?
- We cannot hire additional staff, what are some ways to **streamline report** efforts?
- How do we **make information available** without purchasing expensive software solutions?
- Can we create a **data culture at our college**?

# Our 3 Core Principles

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1. Report With Purpose
2. Promote Informed Discussion
3. Become a Data Broker



# Report with Purpose

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1. Align reports to one of two general purposes:

- Reporting to Senior Staff/Board of Trustees
- Monitoring Targets, Goals, and Outcomes



2. Ad hoc requests are one time reports, continuous reports need to be aligned with the above general purposes as applicable

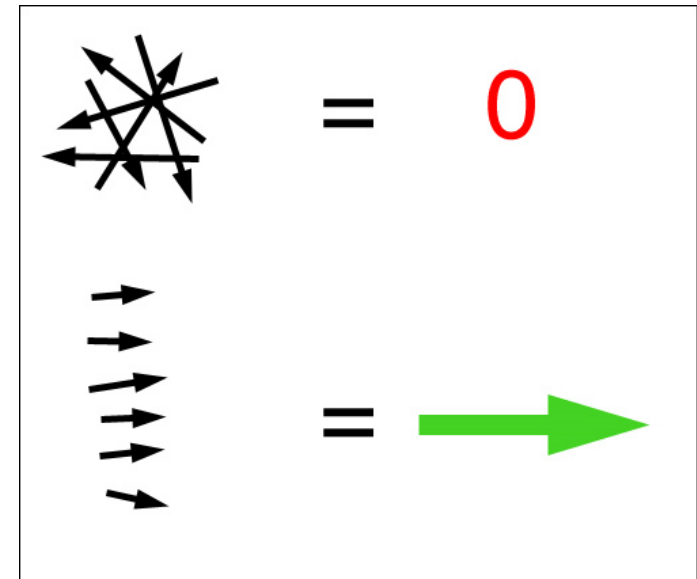
- Ensure any or all ad hoc requests are aligned with a Target, Goal, or Outcome

# Report with Purpose (continued)

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## Align reports with General Themes:

- Student Statistics
  - First Time in College (FTIC)
  - Dual Credit
  - Academic/Technical
  - Day/Night
  - Financial Aid/Assistance



# Report with Purpose (continued)

## IMPLEMENT CONSISTENT BENCHMARKS

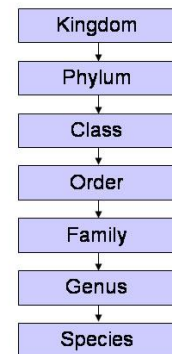
- 12<sup>th</sup> or 19<sup>th</sup> Day Snapshots
- End of Semester
- Demographic groups
  - Race/Ethnicity
  - Age



## UTILIZE ACADEMIC CLASSIFICATIONS

- Academic vs. Technical
- Major (Allied Health, Homeland Security, etc...)
- FTIC/Returning
- GPA

Linnaeus's System of Classification



# Promote Informed Discussion

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To promote informed discussion, information/data must be:

- Accessible
- Reliable
- Sustainable



# Promote Informed Discussion (continued)

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**Accessible information is a key element** in promoting informed discussion. Some easy to implement strategies are:

- [Common Drive](#)(s) for college staff
- [Webpage](#) with links to open access data (data which do may or may not require FERPA protection) [myPortal Information Page](#)
- [Weekly updates](#) with attachments to list-serve for stakeholder communities





# Promote Informed Discussion (continued)

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**Reliable data are crucial to the credibility** of systemic-college information services. Ensure reliability by:

- Implementing a “buddy system” to provide quality control for published data
- Cross check data with older reports to verify trends that exceed normalized growth rates
- Better to be sure than to be first



# Promote Informed Discussion (continued)

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*Sustainable* efforts are **standard operating procedure**, not a one time target. To ensure sustainability:

- Avoid overcommitting personnel, **burnout causes turnover**
- **Eliminate** duplicated data pulls/reports
- **Utilize benchmark data pulls** as master data sets, these data pulls can be repeated year after year



Sustainability!

# Become a Data Broker

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Be the **accessible, reliable, and sustainable** information resource by:

- Publishing information on **mobile technology** such as tablets and cell phones (easily done with pdf documents)
- Utilize **easy-to-understand statistics**, if you have to explain it, then it is not user friendly
- Make data **relevant**



# Being a Data Broker Means that You...

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Provide confidence that your data are:

- Transparent
- Valid (as near to 100% reconciliation as possible, or 97%+ accuracy)
- Fresh (not stale)
- Timely and Meaningful



# How to create a data informed culture...

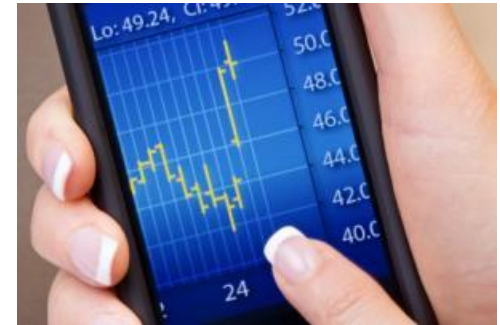
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- Provide Professional Development
  - Webinars
  - Train Data Leads
- Create easy to understand data sets and infographics
- Email blasts of major data sets – 12<sup>th</sup> or 19<sup>th</sup> day data
- Be a resource to councils





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**THANK YOU!**