

# The Higher Learning Commission Action Project Directory

## Des Moines Area Community College

Project Details			
<b>Title</b>	Expanding Access and Usage of Data	<b>Status</b>	REVIEWED
<b>Category</b>	5 - Knowledge Management and Resource Stewardship	<b>Updated</b>	09-30-2015
<b>Timeline</b>		<b>Reviewed</b>	10-12-2015
	<b>Planned Project Kickoff</b> 01-11-2014	<b>Created</b>	11-19-2014
	<b>Target Completion</b> 10-01-2015	<b>Version</b>	1

### 1: PROJECT SUMMARY

**A:** In response to growing demand for actionable data and limited human capacity in the Office of Institutional Effectiveness this action project is focused on developing a user friendly data portal and actionable data reports that are available on demand for all college departments and decision makers.

### 2: PROJECT RATIONALE

**A:** Over time, DMAACC's culture has evolved into valuing the use of data in initiatives, quality monitoring and decision making. In order to support the growth in demand and as referenced in the 2014 Systems Portfolio (6P1), the Office of Institutional Effectiveness is looking for a way to provide a convenient and user friendly portal for accessibility to data for decision makers, faculty and staff that is not constricted by Institutional Effectiveness staff availability.

It is anticipated that it will take about one year to complete this action project from initiation to institutionalization. To ensure that the portal is comprehensive and easily used by non-technical stakeholders we are starting out as a pilot with a small group of stakeholders that are representative of the most frequent users of data resources. The data warehouse for the portal must be designed and developed, portal established with customizations for stakeholder groups, training and resource materials created and initial training executed. Each step in this project must be tested and modifications made. Rollout to the whole college will be considered completion. With thoughtful planning and development on the front end of this project, additional data requests and focused stakeholder groups can then readily be added to the system.

### 3: PROJECT GOALS AND DELIVERABLES

**A:** This Action Project will be monitored by meeting the due dates established for the deliverables.

- Establish a pilot stakeholder workgroup that are frequent users of data in their daily operations – November 2014
  - Identify five comprehensive reports that meet the needs of the pilot stakeholder workgroup – November 2014
- Create and test databases – February 2015
  - Develop data mapping framework to meet identified needs
  - Create a database that updates Census data on a semester basis programs and student characteristics
  - Create a database that updates on a daily basis for real-time reporting for aggregated enrollments by program and courses
  - Create a database that updates on end of term for awards, student achievements, persistence/retention success
- Create Portal to provide easy access – March 2015
  - Develop benchmarking charts
  - Develop actionable data reports
  - Revamp the Institutional Research web page
  - Establish multiple point of entry access links
- Develop Training for pilot workgroup – May 2015
  - Troubleshoot all aspects of reports

- Develop training materials and resources
- Conduct Training for pilot workgroup – June 2015
- Test the portal – July 2015
- Institutionalize – October 2015

#### 4: INSTITUTIONAL INVOLVEMENT

**A:** The pilot will be led by the Executive Director of Institutional Effectiveness. The pilot stakeholder workgroup with representation from Academic Deans, Associate Deans, Pathway Navigators, Advisors, and Administrative Support Staff is integral to the process. This workgroup will define needs, identify common reports, provide feedback and inputs, and test the portal. The Office of Institutional Effectiveness will work with the IT department to access identified data needs. Marketing will assist in designing easy access resources and redesigning the Institutional Research page on the DMACC website. Cabinet and Deans and Provosts will be introduced to the portal, receive training, and provide inputs to expanding the portal user groups for institutionalization.

#### 5: PROJECT CONTROL

**A:** After the initial meeting of the stakeholder workgroup, weekly meetings will be established to set tasks and monitor activities throughout the development stage. The projected dates of deliverables will be the goals to meet and will be monitored by the Executive Director of Institutional Effectiveness.

#### 6: ANTICIPATED CHALLENGES TO PROJECT SUCCESS

**A:** This Action Project is being established as demand for data continues to tax the Office of Institutional Effectiveness human resources. The goal of the project is to provide a user friendly portal that can expand to support growing college data needs without adding additional human resources. The challenge lies in already taxed staffing needing to imbed this project within current job requirements. It is anticipated that using the framework of an Action Project for this initiative will provide a structure with deadlines that need to be met and keep the initiative on target.

#### 7: ADDITIONAL INFORMATION

**A:** This Action Project while focusing on capitalizing on current resources available at the College is important as its scope and focus is to expand accessibility and use of actionable data across all departments in the district.

### Project Update

#### 1: CURRENT PROJECT STATUS SUMMARY

**A:** General Project Status: X Completed In-progress Suspended Reopened

Original Project Start Date: 11 / 01 / 2014

Originally Projected End Date: 10 /30 /2015

Anticipated Completion Date If Not Completed: NA

The Action Project is on target for completion in October of 2015. To support increased usage and user capacity, DMACC is upgrading the SAS Analytics Software with the Visual Analytics tool and is in the final stages of aligning the College Banner system and data warehouses with the tool. The committee is in the process of determining the initial roll-out reports to be implemented for consumption and training.

Over time, DMACC's culture has evolved into valuing the use of data in initiatives, quality monitoring and decision making. In order to support the growth in demand and as referenced in the 2014 Systems Portfolio (6P1), the Office of Institutional Effectiveness looked for a way to provide a convenient and user friendly portal for accessibility to data for decision makers, faculty and staff that is not constricted by Institutional Effectiveness staff availability or system capacity.

## 2: ORIGINAL PROJECT GOALS AND DELIVERABLES

- A:
- Establishing a pilot stakeholder workgroup that are frequent users of data in their daily operations – November 2014
    - Identify five comprehensive reports that meet the needs of the pilot stakeholder workgroup – November 2014
  - Create and test databases – February 2015
    - Develop data mapping framework to meet identified needs
    - Create a database that updates Census data on a semester basis programs and student characteristics
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    - Develop actionable data reports
    - Revamp the Institutional Research web page
    - Establish multiple point of entry access links
  - Develop Training for pilot workgroup – May 2015
    - Troubleshoot all aspects of reports
    - Develop training materials and resources
  - Conduct Training for pilot workgroup – June 2015
  - Test the portal – July 2015
  - Institutionalize – October 2015

## 3: ACCOMPLISHMENTS OVER THE PAST YEAR

A: November 2014: A stakeholder workgroup made up of key Advisors, Associate and Academic Deans, Administrative Staff, and Institutional Effectiveness convened in November 2014 to identify targeted data needs for data dissemination. Data needs were identified at three levels: Dean/Provost, advising, and budgetary. Specific areas of interest were identified: program, enrollment, course taking habits, budget, student persistence, and student success.

A pilot report was developed using the current SAS Web Studio tools and set up for weekly distribution in December 2014. Feedback was solicited. While data dissemination has expanded the second part of the project which focuses on broader access to specialized data needs began in earnest in January 2015.

December/January 2015: A challenge faced by DMAACC is in the limitations of the current college SAS Web Studio delivery system. Capacity and user friendliness are preventing wide-spread access to the Web Studio. Alternative resources/and options were reviewed and the determination was made to invest in enhanced technology support of SAS Visual Analytics.

February/March 2015: DMAACC negotiated a contract and started working with the software provider and the College Systems Integration Department to upgrade the current server capacity and platform and install the Visual Analytics software.

March/September 2015: Weekly meetings have been conducted with Institutional Effectiveness, Systems Integration, SAS Technicians to establish the server capacity and a virtual environment. As with many upgrade mergers with the college network a few issues have arisen in establishing the meta, computing, and back up of the program as it aligns with the current Banner system and data tables.

August 2015: Training for key administrators of the Visual Analytics programming was conducted by SAS. Additional training options have been identified and the Institutional Effectiveness staff required to support and train the end users will be participating in it over the fall/winter.

August/September 2015: DMAACC's current data tables have been reviewed and are being modified for VA report consumption. Levels of data access have been identified. Initial reports for the web page have been identified. Additional testing of the portal is in finalization stages.

October 2015: The VA Project is on target for dissemination of initial reports by the end of October. Consumer training will begin at rollout.

#### **4: INSTITUTIONAL INVOLVEMENT**

**A:** A stakeholder workgroup made up of key college Advisors, Associate and Academic Deans, Administrative Staff, and Institutional Effectiveness convened to identify targeted data needs for data dissemination. Multiple staff in Institutional Effectiveness worked on the identification and scope of users for data, as well as the resources needed to effectively provide a broad range of data to a broad range of users. Systems Integration supported the expansion and implementation and of the software upgrade. Systems Integration also supported additional funding to upgrade the servers. Marketing is supporting the redesign of the website for ease of access for users.

#### **5: EFFECTIVE PRACTICES**

**A:** The project has benefited by the involvement of multiple interest groups and departments in providing insight, feedback and participation. It has helped to effectively assess current resources, identify and clarify needs, research options and collaborate to provide the necessary resources. All of which is necessary to launch a more widely accessible data resource and expand consumer usage. Having this initiative established as an Action Project with defined steps and timelines was supportive of keeping the project on task and on target. The labor, expense, and commitment for this undertaking was born by several departments. The resulting effect will further enhance the understanding and use of data in all decision making processes across the institution.

#### **6: ANTICIPATED CHALLENGES TO PROJECT SUCCESS**

**A:** The biggest challenge has been in the upgrade of the servers and the establishment of the virtual platform. Nothing in technology works seamlessly. DMAACC has successfully navigated this and is in the final stages of redefining the data tables, and loading and testing the data. Any additional challenges will potentially be in providing consumer training fast enough and developing/refining further definitions of data access authorities.

#### **7: PLANNED NEXT STEPS AND TIMELINE**

**A:** The next year will focus on promoting, training, development of additional visual analytics reports, and increase enhancements to the VA resource and website.

#### **8: ADDITIONAL INFORMATION, QUESTIONS, OR CONCERNS**

**A:** This project is on target and is being retired. No concerns are noted by the Action Project participants.

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## **Update Review**

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#### **1: CURRENT PROJECT STATUS SUMMARY**

**A:** The DMAACC Action Project designed to develop a user friendly data portal with actionable data reports is expected to be successfully completed in October 2015. At completion the Action Project which is spearheaded by the Executive Director of the Office of Institutional Effectiveness will be accessible by all college departments and decision makers.

#### **2: ORIGINAL PROJECT GOALS AND DELIVERABLES**

**A:** As stated in the original project plan, DMAACC is an institution with a growing focus on data driven initiatives and decisions, and quality monitoring. To support the emphasis on data, DMAACC initiated the Action Project by starting a data access pilot with a few key

stakeholders. The final intent of the project is to have data available through an easily accessible database system which could be accessed by members of the college community. The initial project timeline and deliverables have been met with the final stage being the full implementation across DMACC which is intended for launch this month, October 2015.

### **3: ACCOMPLISHMENTS OVER THE PAST YEAR**

**A:** As presented, significant progress has been made and the project is meeting the projected timeline with an expected rollout at the end of October 2015. The Action Project encountered some difficulties especially in the area of technology and the data platform but managed to stay on track. Going forward and to exhibit project success it will be essential to demonstrate evidence and share how the increased access to data is having a positive impact on departments and the institution. Including evidence and actual data results of the changes which resulted from the Action Project will serve to strengthen the report and the overall goals.

### **4: INSTITUTIONAL INVOLVEMENT**

**A:** For initial processing and trial of the Action Project a pilot with representation from key institutional stakeholders made up the first work group. Implementation and the success of the Action Project were reliant on collaboration and finding the appropriate data software system. As the project grew and obstacles were overcome, the project rolled out to various institutional administrators across various departments. It is anticipated the entire project will be implemented across the DMACC county allowing for easier access to institutional data and relieving burden on the limited staff of the Office of Institutional Effectiveness.

### **5: EFFECTIVE PRACTICES**

**A:** The implementation of the data driven and data accessible Action Project is occurring across the institution. The successes of the project were reliant on the pilot, collaboration, feedback, and technology which were implemented through weekly meetings with key stakeholders. Training on the use of the data system and institutional rollout are occurring and data driven decisions are underway. Maintaining the project across the institution will be essential for the vitality of the project. For the purposes of providing evidence of the usefulness of the new data accessible system providing examples of how teams are accessing data, the frequency of the access, and the usefulness of the data can be included in the reporting structure.

### **6: ANTICIPATED CHALLENGES TO PROJECT SUCCESS**

**A:** Identification of the technology and accessibility challenges along with the training expectation are reasonable concerns. Implementing the data usage across the institution is a large scale project that kept to the original timeline and met deliverables. The plan to roll out the database across the institution is underway. Maintaining control over permissions and accessibility to the material are being addressed as the training occurs. Going forward, identification of key barriers can inform similar projects and assist in accurate and appropriate planning.

### **7: PLANNED NEXT STEPS AND TIME LINE**

**A:** It is important to describe how the project goals and successes will be shared across the institution and how what was learned from the original project can inform next steps. Define how the collaboration and feedback shaped the project. Define how the experiences from this Action Project will impact future projects. Also discuss how the training will impact use of the new database resource and describe how easier access improves institution-wide systems. As stated in this section, success over the next 12-24 months will be focused on promoting the use of the data resources, training teams to access the information, development of analytics reports, and increasing resources. Since the project does not stop here, continued technological and institutional support are essential.

### **8: ADDITIONAL INFORMATION, QUESTIONS, OR CONCERNS**

**A:** It is hoped the DMACC community will continue the success of this project by incorporating feedback, tracking usefulness of the data accessibility project, and providing necessary resources to maintain the achievements.