Using Data-Activated Student Success Strategies to Advance Equity

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Tacoma Community College

6,182
Total Students

60	4	24
Associate Degrees	Applied Bachelors Degrees	Professional Certificates

FOCUSED ON: ACCESS & EQUITY
GROUNDING WORK IN: GUIDED PATHWAYS

41% Part Time Students	**54%** Academic Program	**30%** Workforce Training
9% Basic Education for Adults	**20%** HS Dual Enrolled	**60%** Female
51% Black, Indigenous or People of Color	**47%** are over the age of 24	**42%** receive need based aid

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Our Focus on Enrollment & Student Success

TCC Fall to Winter Retention Rate

Degree or Cert Seeking

	Fall 19 - Winter 20	Fall 20 - Winter 21	Fall 21 - Winter 22	Fall 22 - Winter 23
Degree or Cert Seeking	78.37%	77.82%	75.85%	77.16%
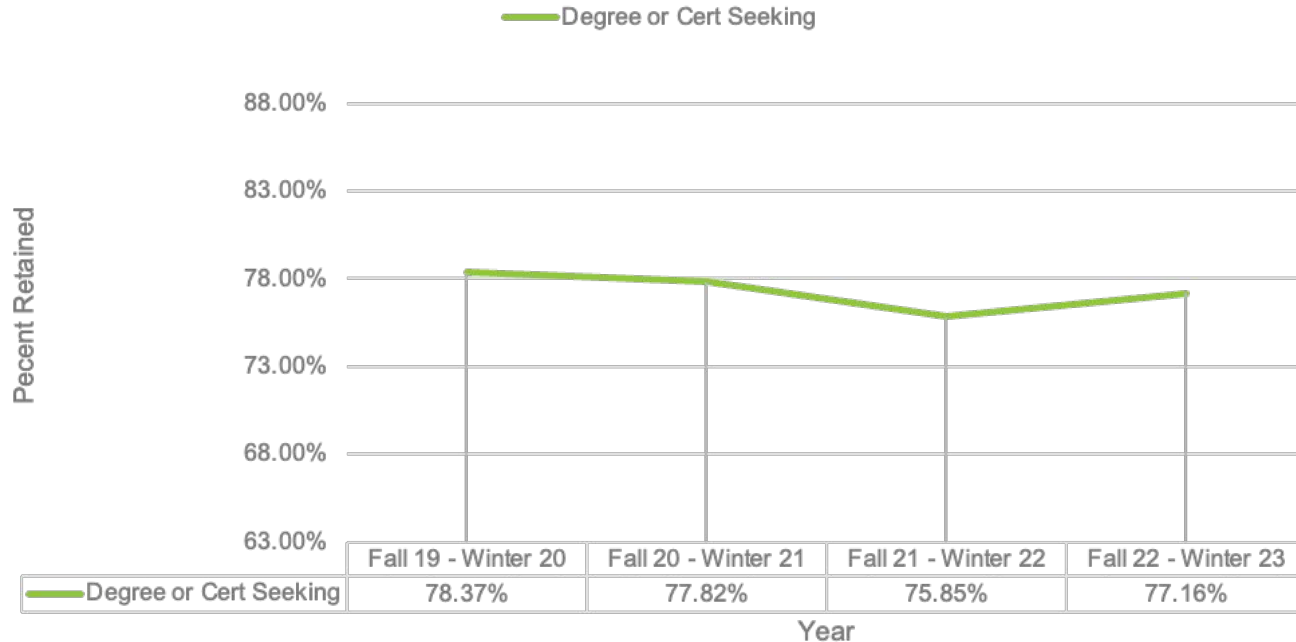
TCC Quarterly Goals:

- **80%** Fall to Winter Retention Rate

- **75%** Course Success Rate

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Creating an Equitable Service Model

Every student has the ability to succeed when given access to the right resources...

- F*irst come, First served* is not a *"fair"* approach

- Create an approach that supports the success of every student

- Provide the right support, not the same support

- Balance resources and resource allocation so students who need specific support have access when they need it

- Using data-informed, targeted interventions increases efficiency and effectiveness, enables you to scale

Actionable Analytics Show Who Needs Help & How to Help Them

The Role of Analytics:

- Predictive analytics tell us what could happen not what will happen

- They highlight an opportunity to influence the outcome

- Multiple data points & educator expertise provide necessary context to make information actionable

Contextual & Actionable:

- Drop in persistence likelihood from last week

- Drop in grade in a course in the middle of the term

- If a student is fully online and not logging into their online account

- Getting a "C" in a course where a "B" significantly improves completion
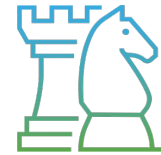
Institution & Student-Group Specific <u>Insights</u>

Equip You to Be Proactive & Targeted

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Designing Equitable Engagement

| PERSISTENCE PREDICTION **VERY HIGH** | PERSISTENCE PREDICTION **HIGH** | PERSISTENCE PREDICTION **MODERATE** | PERSISTENCE PREDICTION **LOW** | PERSISTENCE PREDICTION **VERY LOW** |

Resource Referral, One To Many

- Social Media

- Print and Digital Flyers

- Mass Email Message

- Video Clips

Periodic Engagement, One To Few

- Mobile Communication

- Invitation to Virtual Programs or Events

- Personalized Emails

- Group Advising
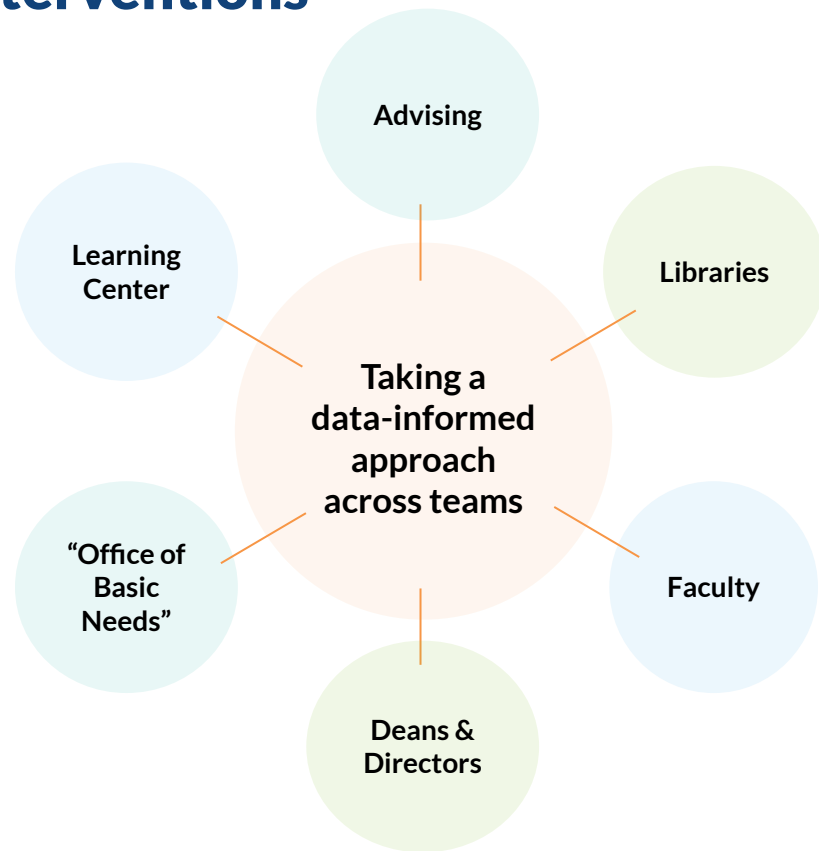
High Engagement, One To One

- Shared Comments or Notes

- Virtual Appointments

- Phone Outreach

Disaggregated, Distributed Insights Unlock Targeted Strategies & Interventions

A comprehensive understanding across the student experience can inform coordinated strategies & interventions

✓ Re-thinking priority registration policy

✓ Advising appointment requirements

✓ Proactive Phone campaigns

✓ Which courses

✓ Tutoring outreach based on grade relative to section grade

Advising

Libraries

Learning Center

Taking a data-informed approach across teams

Faculty

"Office of Basic Needs"

Deans & Directors

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It Doesn't Work Without Enabling Your Team

Common Challenges and Resistance *Hinder* Adoption:

- ✓ Work is people-driven so the data piece might feel like it changes the dynamics or feels uncomfortable

- ✓ Have to reframe around sense of fairness

- ✓ Shift from *"Working on a hunch"* to using data can create defensiveness

- ✓ Often will look for anecdotes / reasons to not use the data

Professional Development and Training are *Critical*:

- ✓ Train around what analytics are, and what they are not

- ✓ Help your teams understand the information and how to use it – *actionability is key*

- ✓ Provide resources for them to reference over time, as strategies evolve

- ✓ Create space for questions

- ✓ Make them a part of adding to and enriching the data *(tracking)*

Same Approach for All Students

Data-Informed, Targeting

VS

Benefits of an Equity Based Service Model

✓ Visibility into data enables an equity minded approach vs. working on assumptions

✓ Creates capacity to implement a holistic advising approach – **can't do that with a 400:1 caseload**

✓ Allows you to focus on the areas that can have the biggest impact on your student outcomes and institutional goals

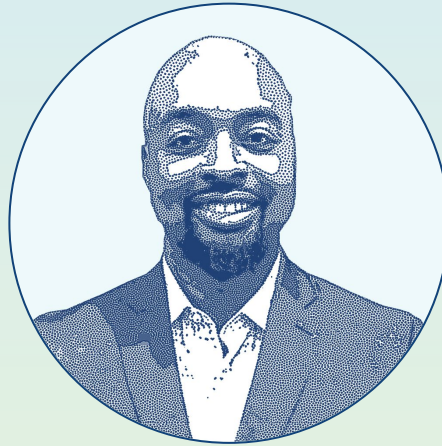✓ Combination and coordination of targeted strategies across institution = **9% increase in enrollment Spring 2023**

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Insights & Recommendations for Other Leaders

✓ Every student has the ability to succeed given the right resources

✓ Some students need help more than others to be successful

✓ Using analytics provides a different perspective to what is *"fair"* and what is needed

✓ Providing the *"right"* support versus. the *"same"* support makes your organization more efficient and more effective

✓ You have to have real-time and predictive data that is contextual to your institution to be proactive and targeted

Persistence Prediction

- Very Low (0)
- Low (23)
- Moderate (46)
- High (113)
- Very High (198)
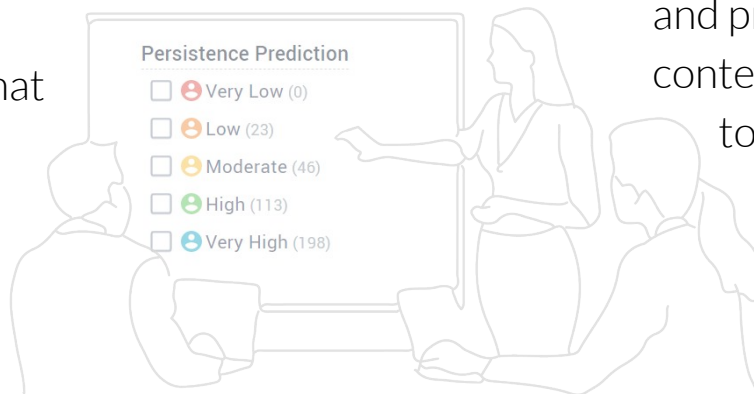
Questions & Comments

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