

CONSTRUCTING AN EFFECTIVE ANNUAL DEPARTMENTAL REPORT



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Dr. Richard Wilkens, Associate Provost

ACC Annual Conference
Savannah, Georgia
February 6, 2020

- Introductions
- Setting the National Context
- Assessment Readiness Self-Evaluation
- Key Data Points for Annual Reports
- Establishing Timelines for Report Building
- Identifying Key Challenges and Potential Solutions
- Scenario-based Data Examples
- Q&A

Participants will further develop their ability to:

- Self-evaluate readiness for reporting data
- Identify key data sets
- Establish realistic timelines
- Develop a strategy to overcome barriers
- Analyze examples of multi-level data

Who's in the room?

INTRODUCTIONS

Data Analytics and Knowledge Discovery

SETTING THE NATIONAL CONTEXT

- Declining enrollments (+10% since 2010)
- 1.8% last year (@300,000 students)
- Anticipate 24% decline in New England by 2029
- Institutional Closures and Consolidations
 - 23 Major Liberal Arts Colleges (20 closings & 3 mergers)
 - 33 Public College System Consolidations
 - 100+ For Profit and Career Colleges closed since 2016
 - 50% of college mergers included at least one public IHE

- Rapid growth in data collection and data accumulation
- Data mining, data analytics, data dashboards
- Establish effective use of data-informed decision making
- Enterprise systems provide variety of data solutions
- Increased focus on data use for program planning
- Relationships between program costs and enrollment trends
- Provide insight for financial decisions related to pressing programming needs

- Analysis of cost and credit efficiency in programs
- Review of highly clinical programs
 - e.g. health sciences, educator preparation, psychology, etc.
 - Streamline processes and back office functionalities to focus on mission-critical activities
- Real time access to data
- Student focused  timely progression to degree
- Strategic resource allocations



Modified from EAB – Academic Performance Solutions

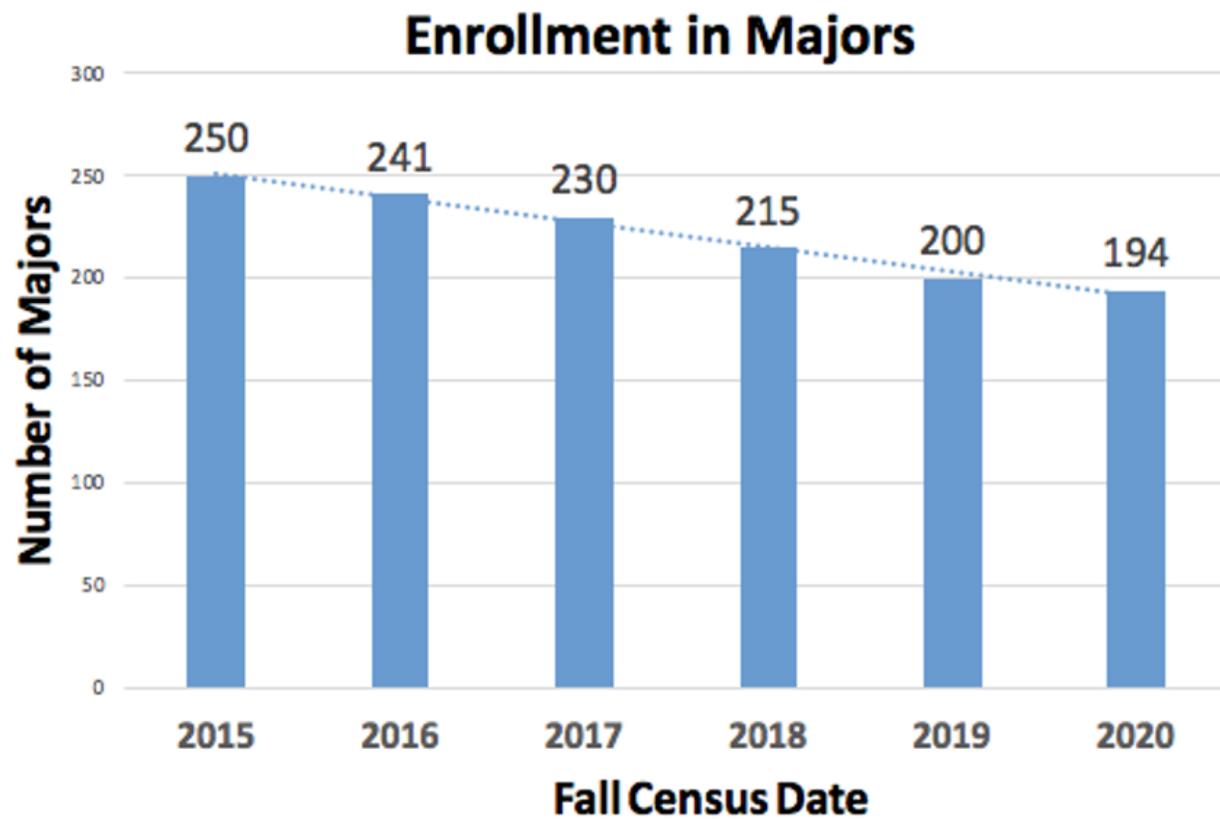
ASSESSMENT READINESS SELF-EVALUATION

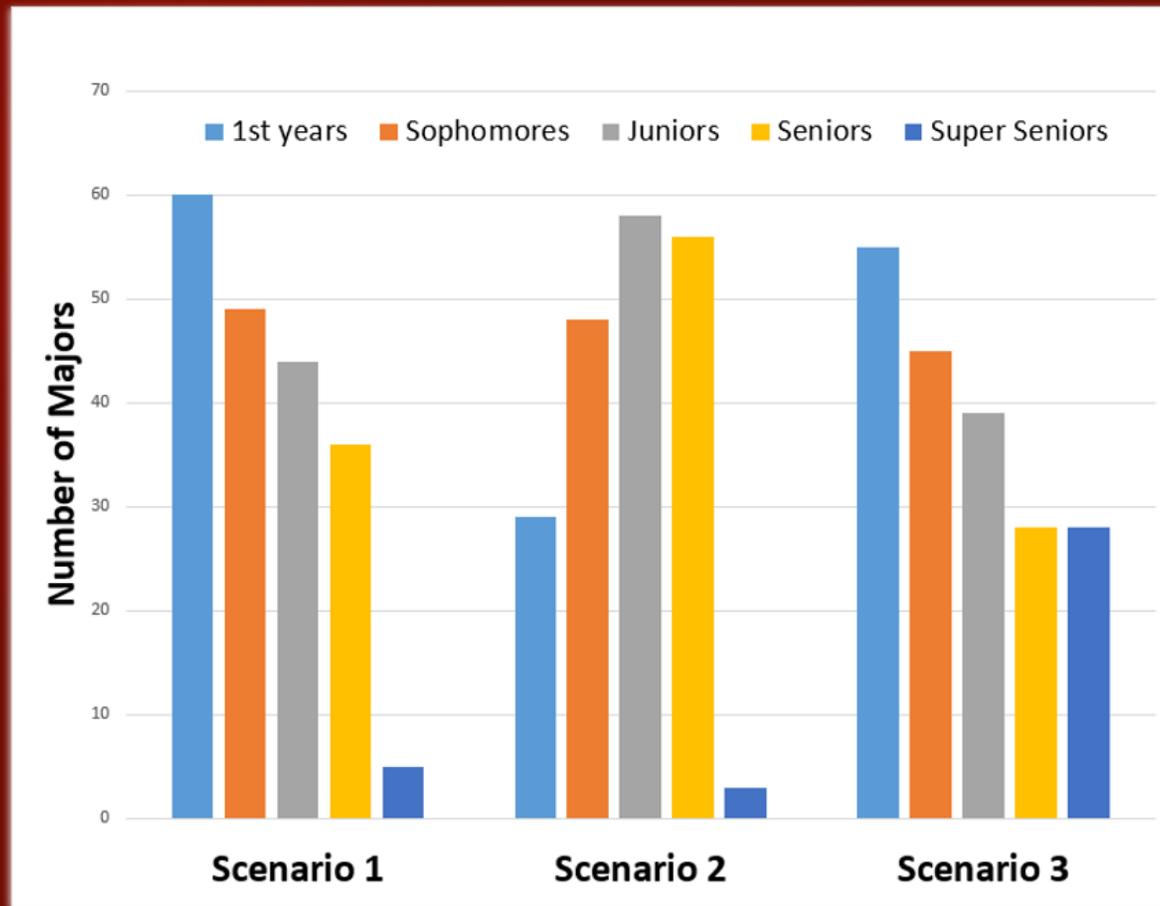
Data Retrieval:

What existing data is available?

How do you get access to the data?

KEY DATA POINTS FOR ANNUAL REPORTS



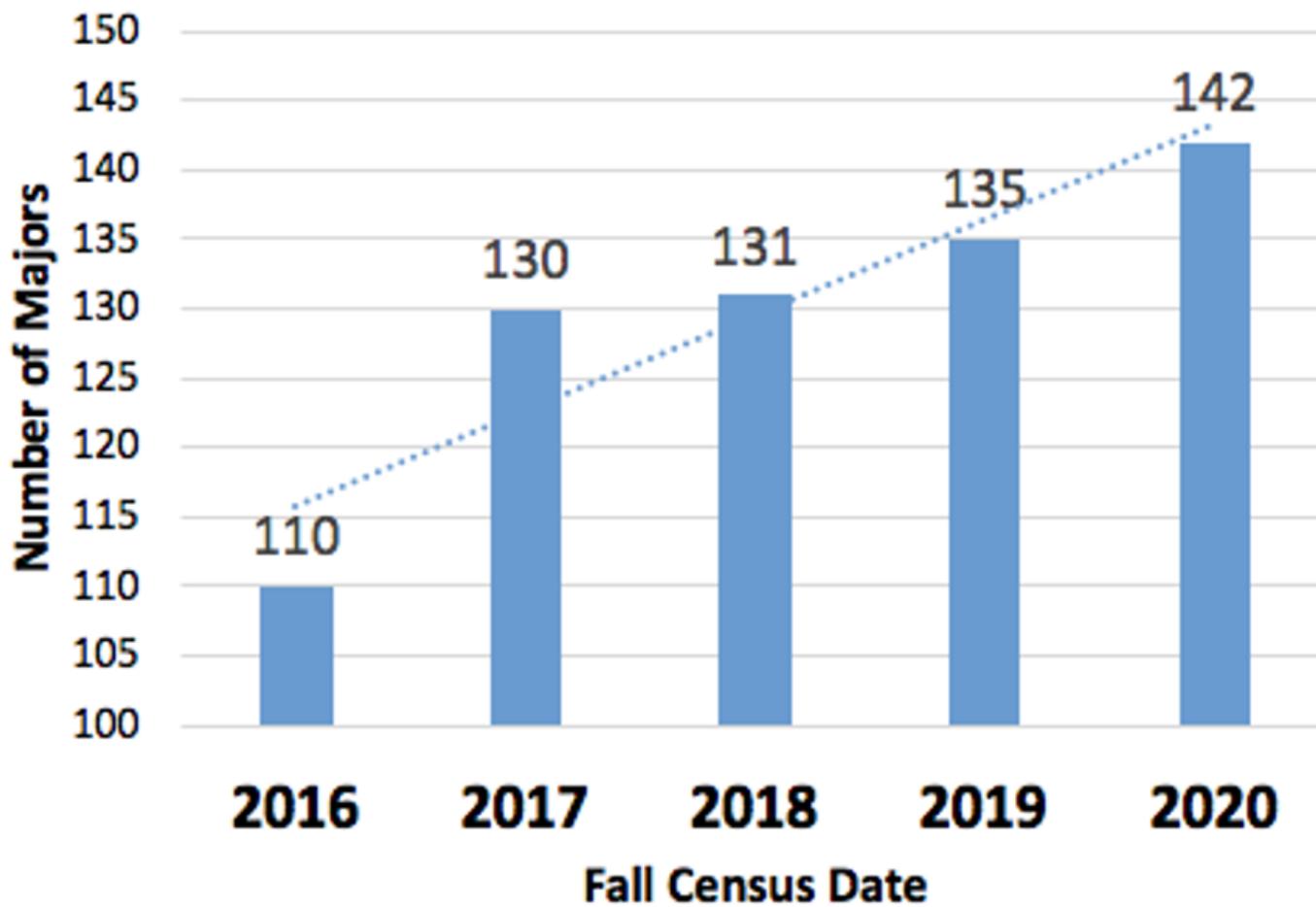


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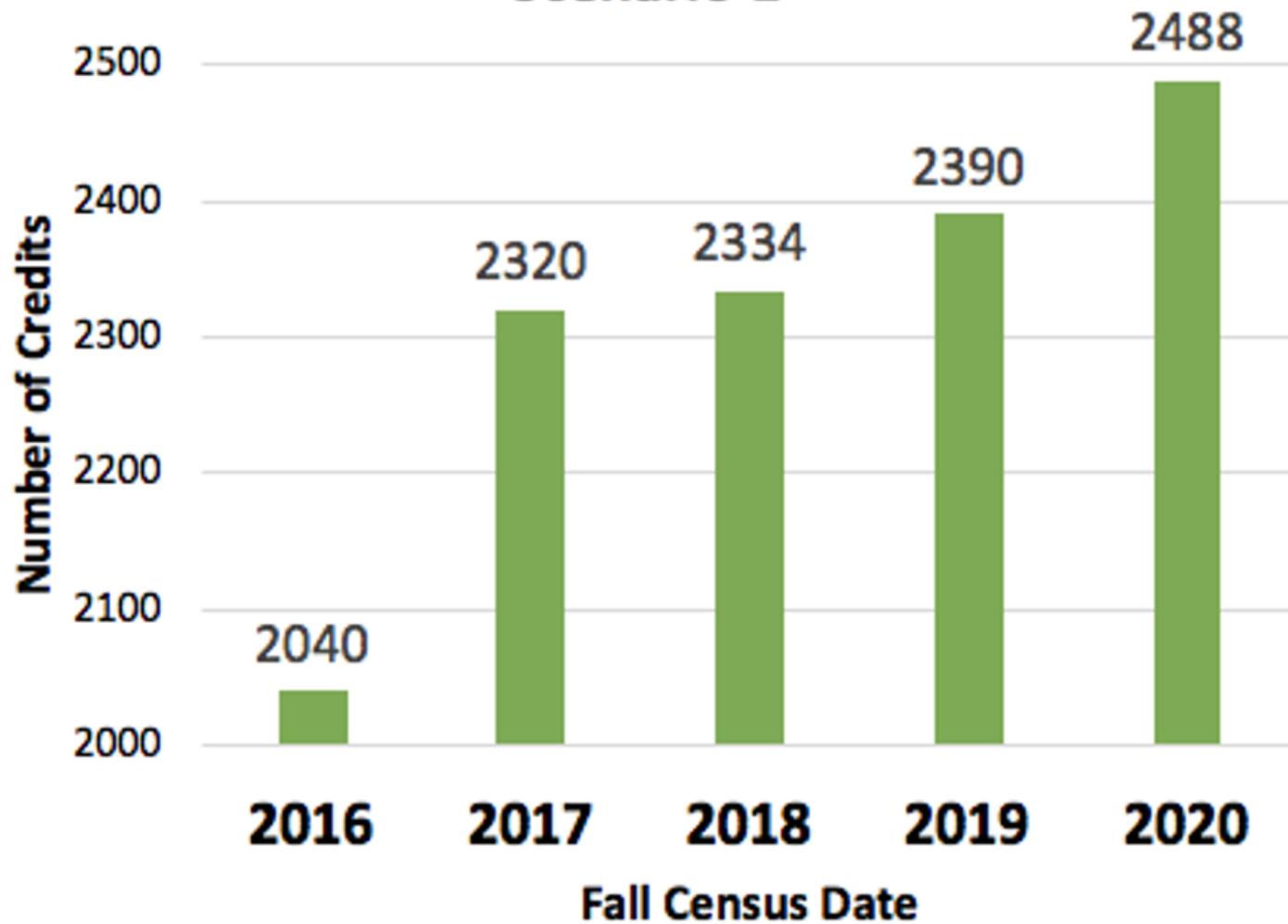
What are your analyses and what are your next steps as chair?
What tangible actions will you focus on?

SCENARIO BASED EXAMPLES OF DATA ANALYTICS

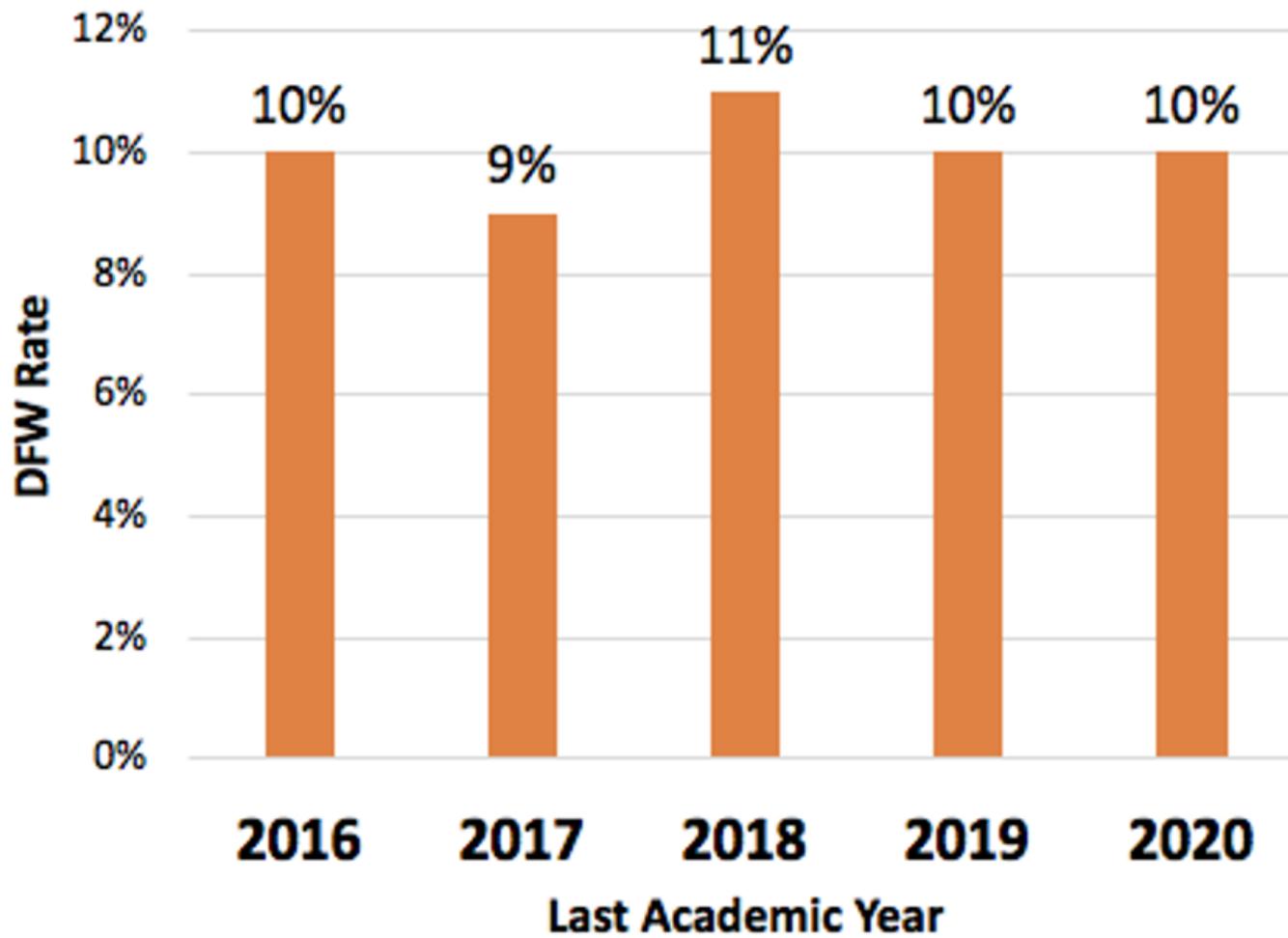
Scenario 1



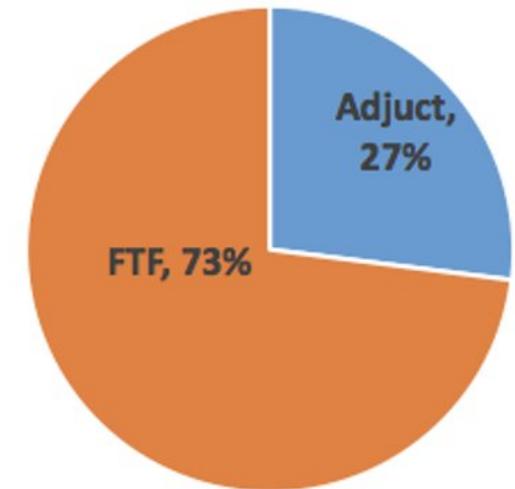
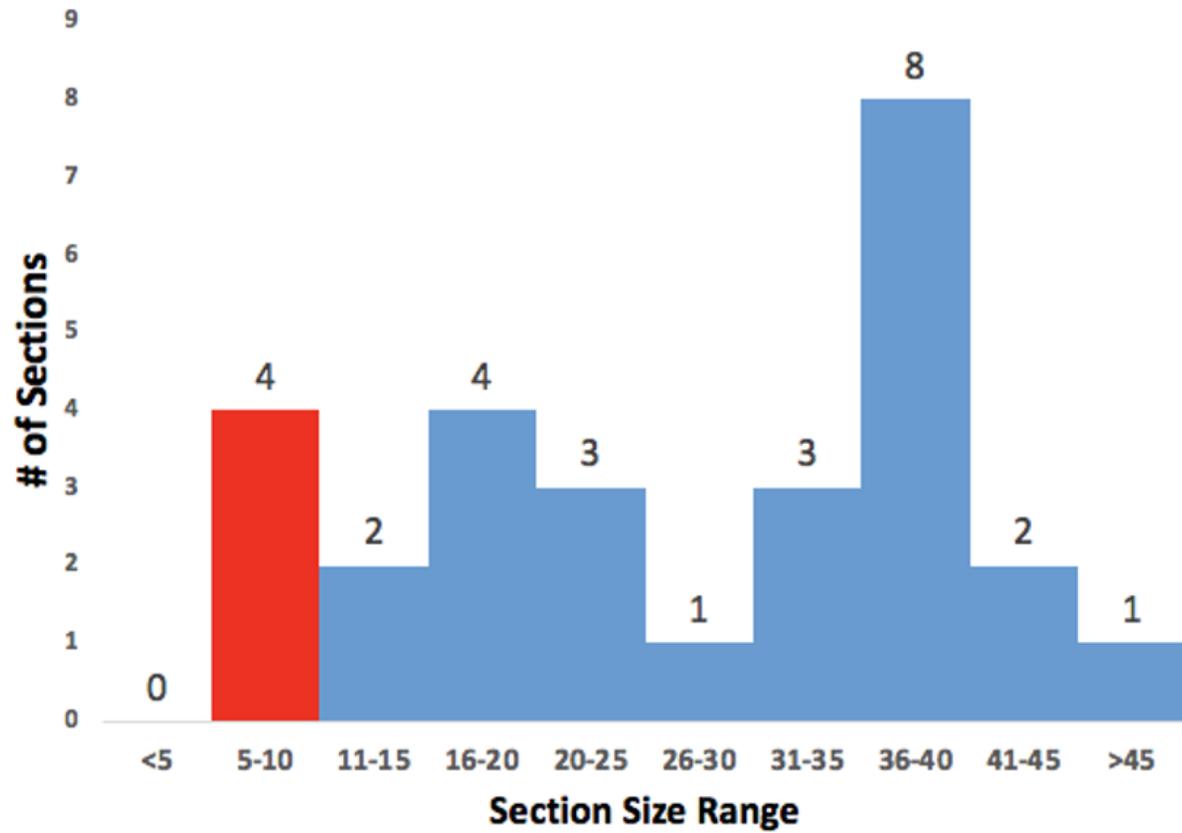
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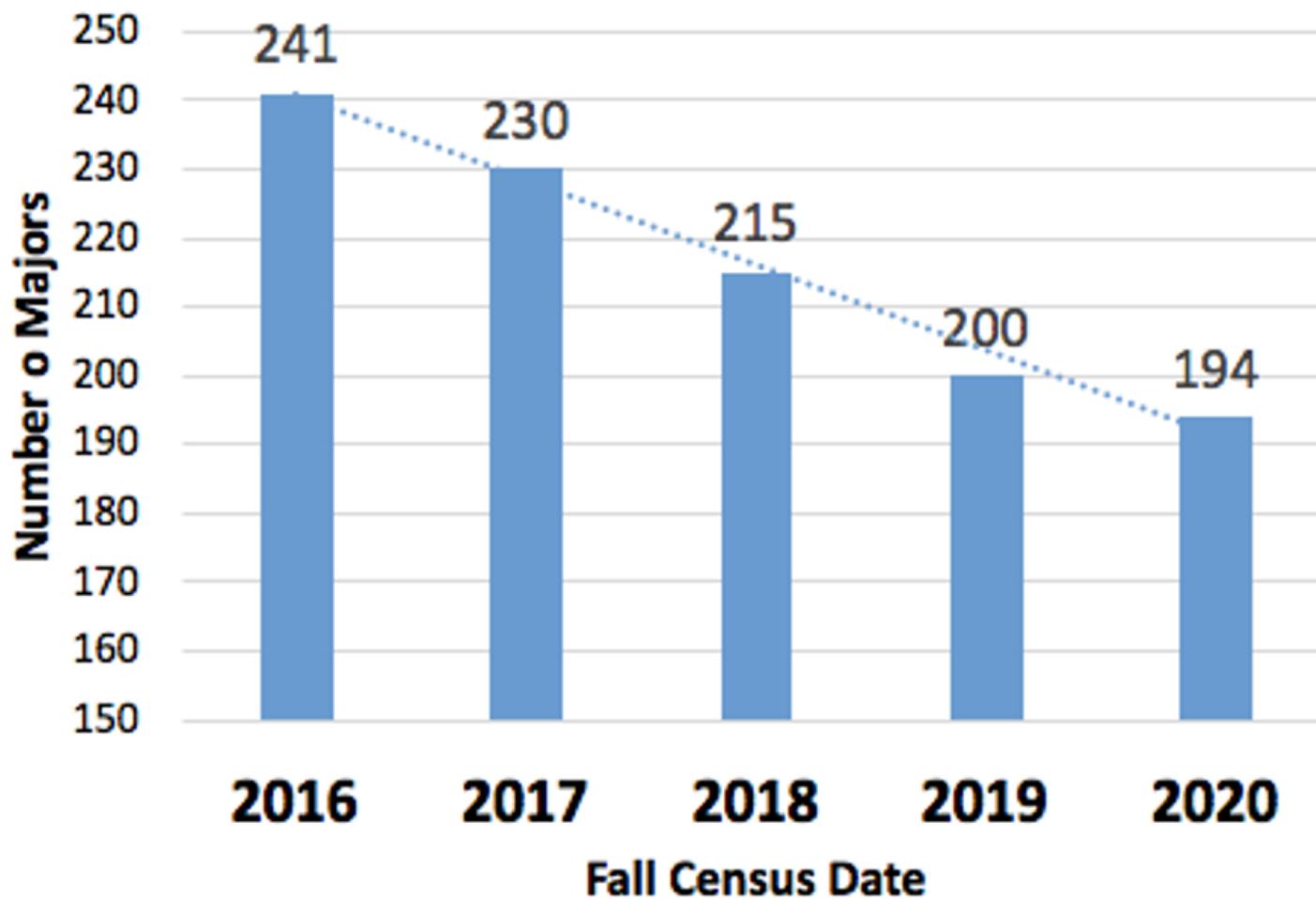
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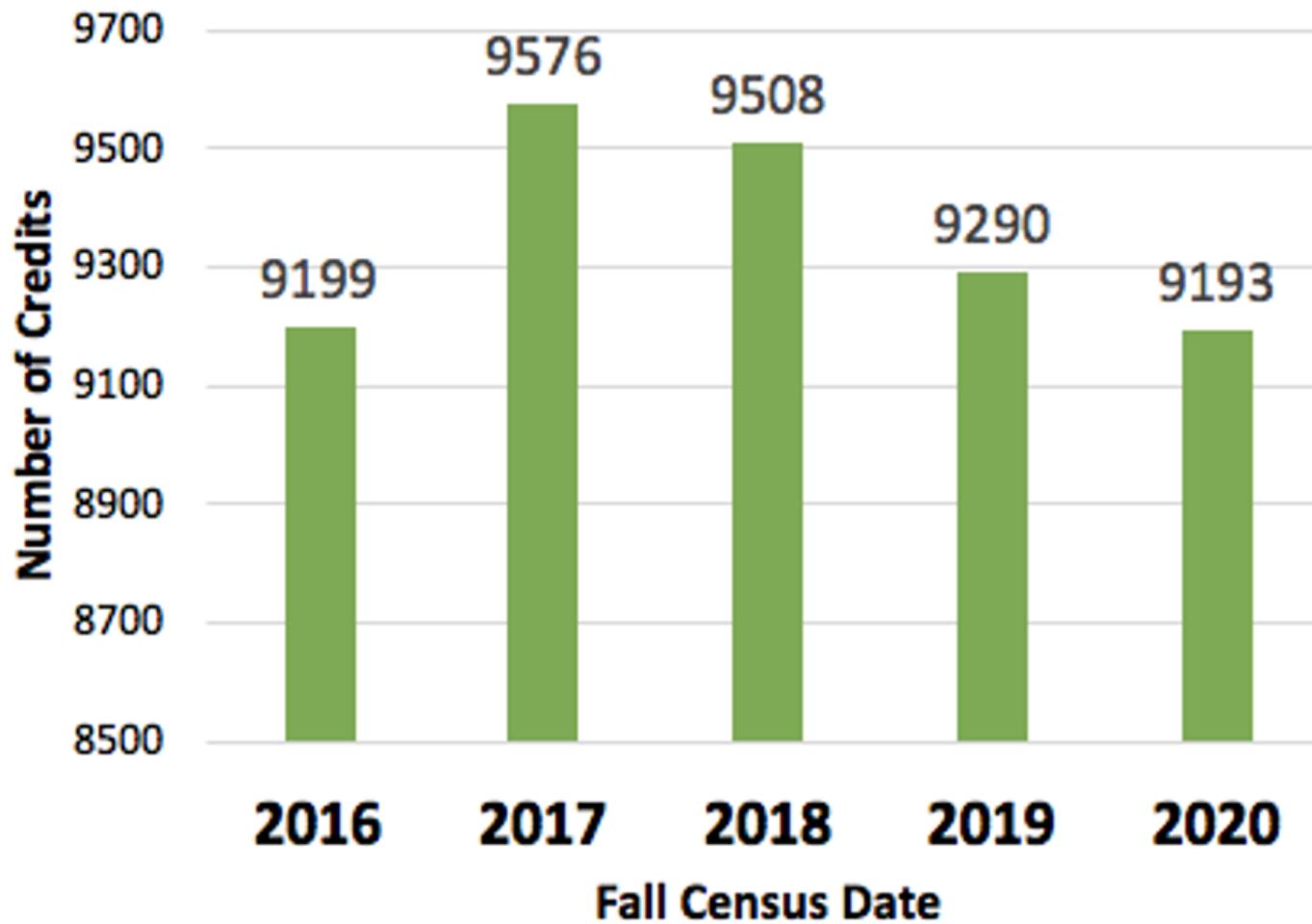
Scenario 1: Section Size Distribution



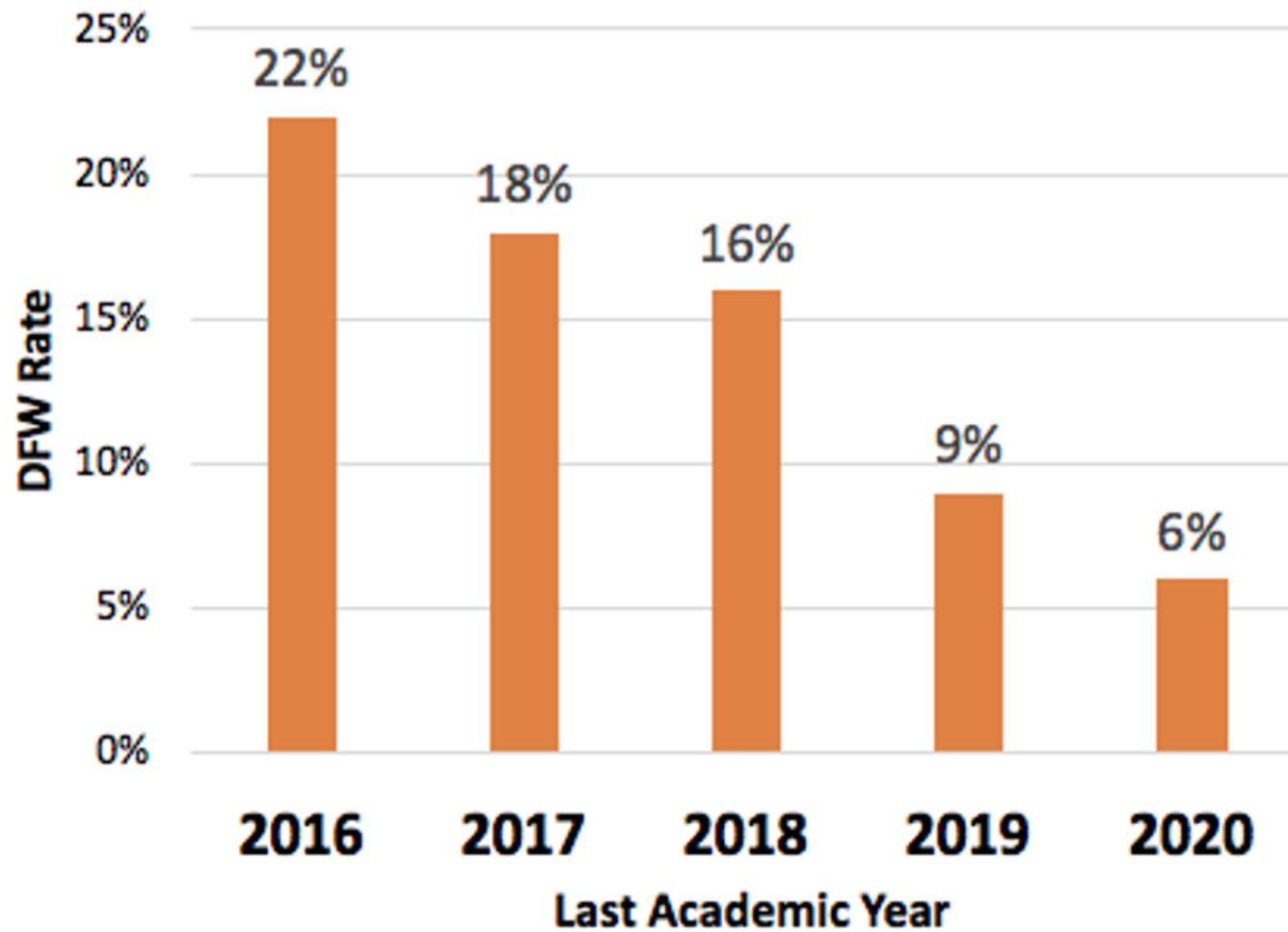
Scenario 2



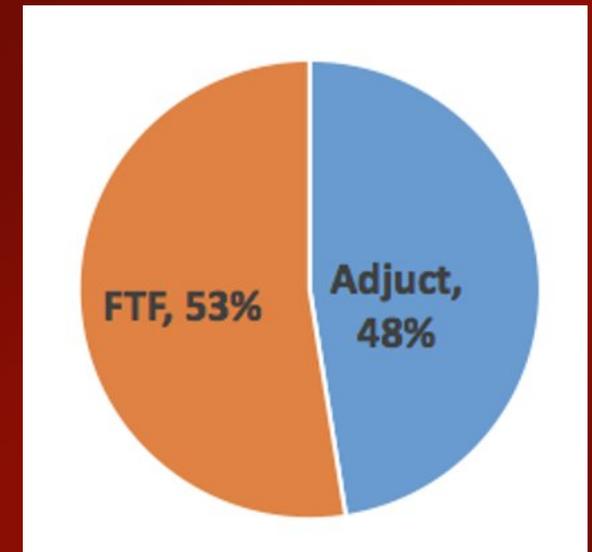
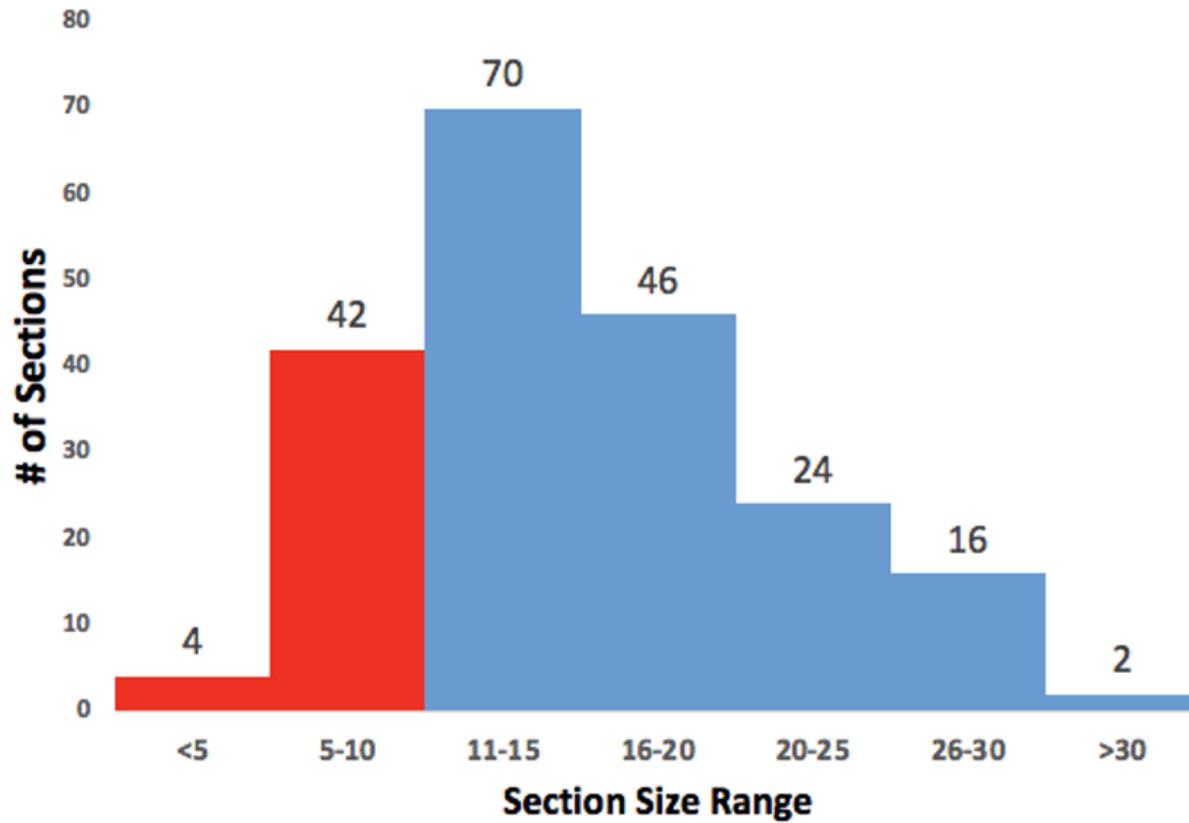
Scenario 2



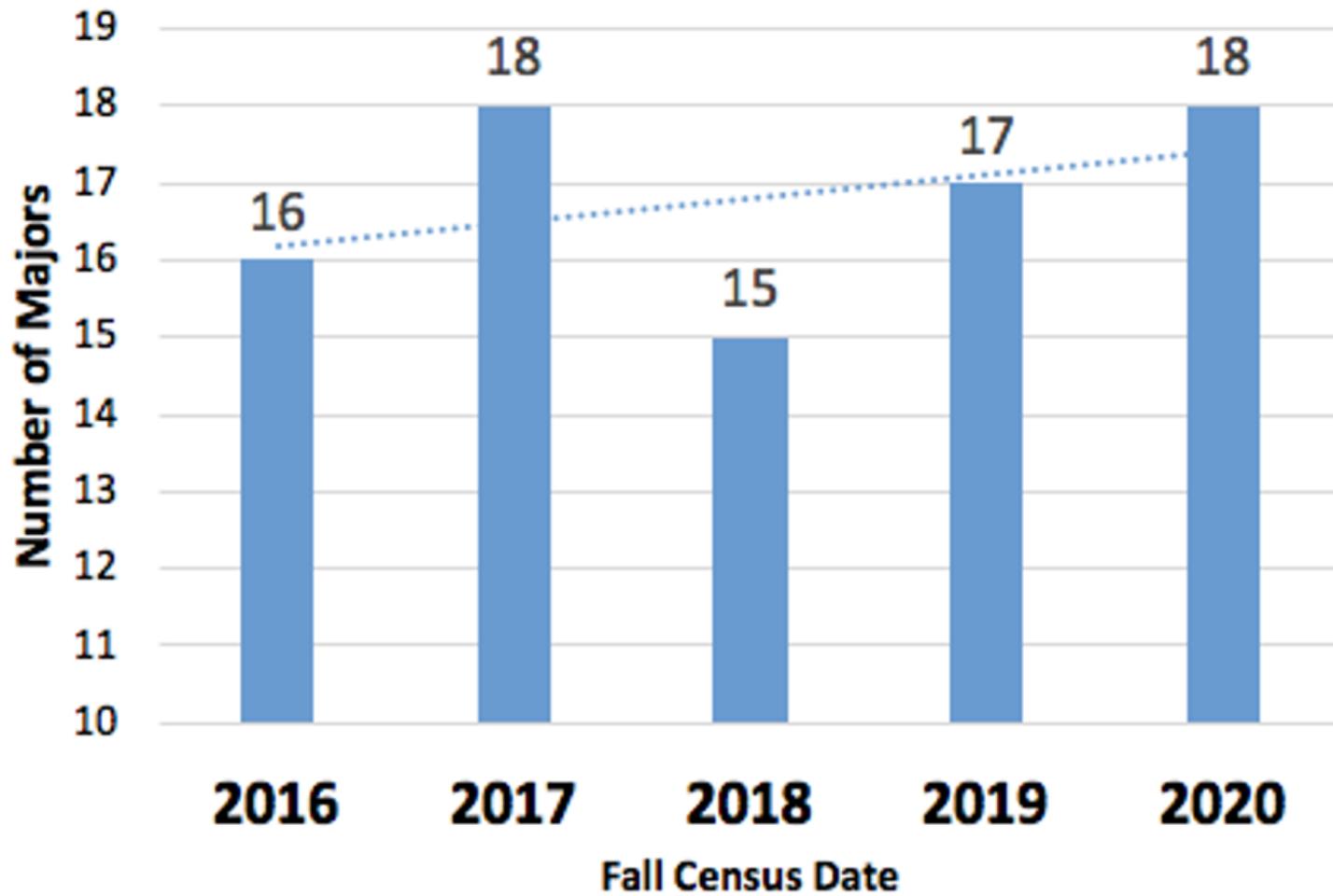
Scenario 2



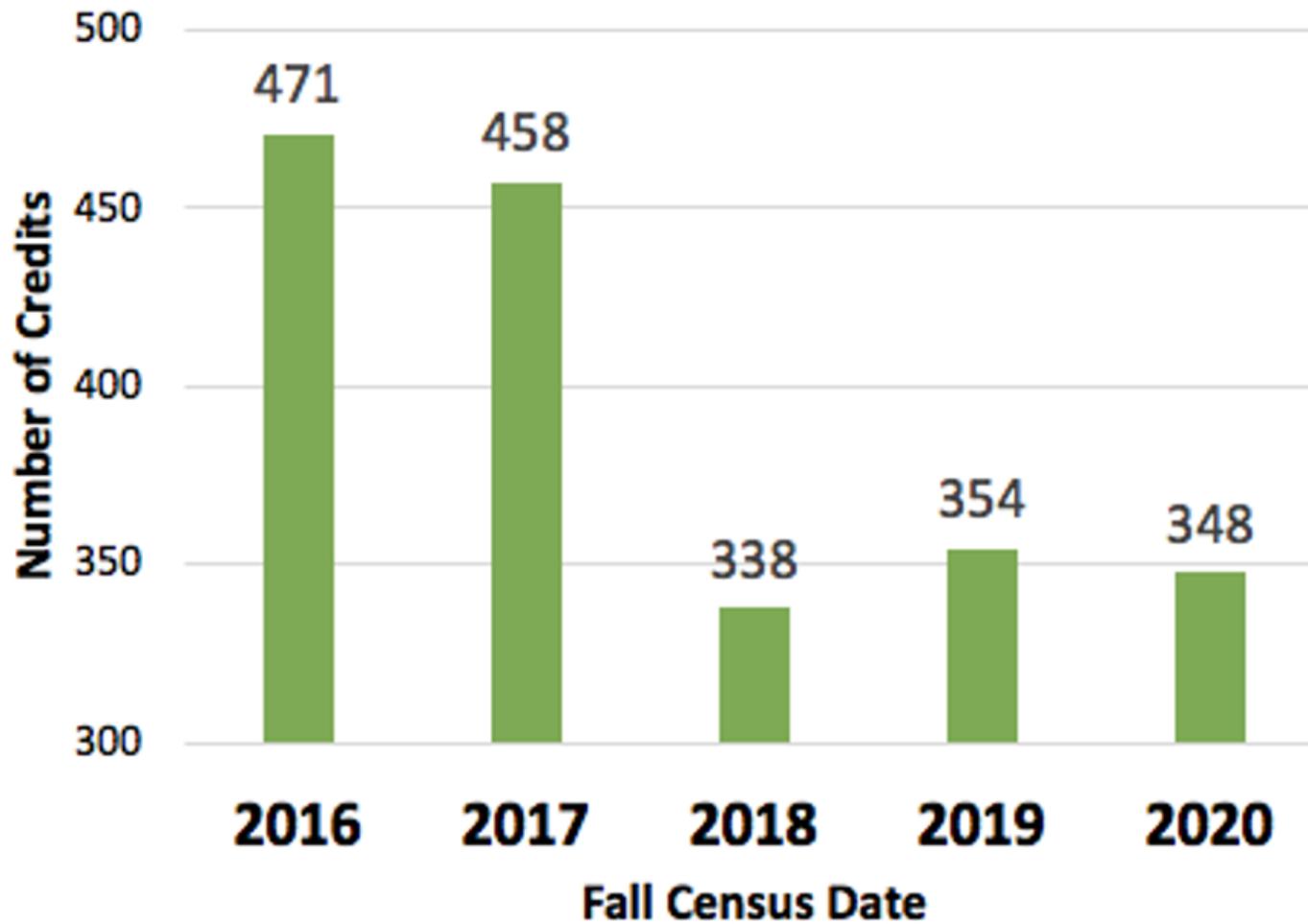
Scenario 2: Section Size Distribution



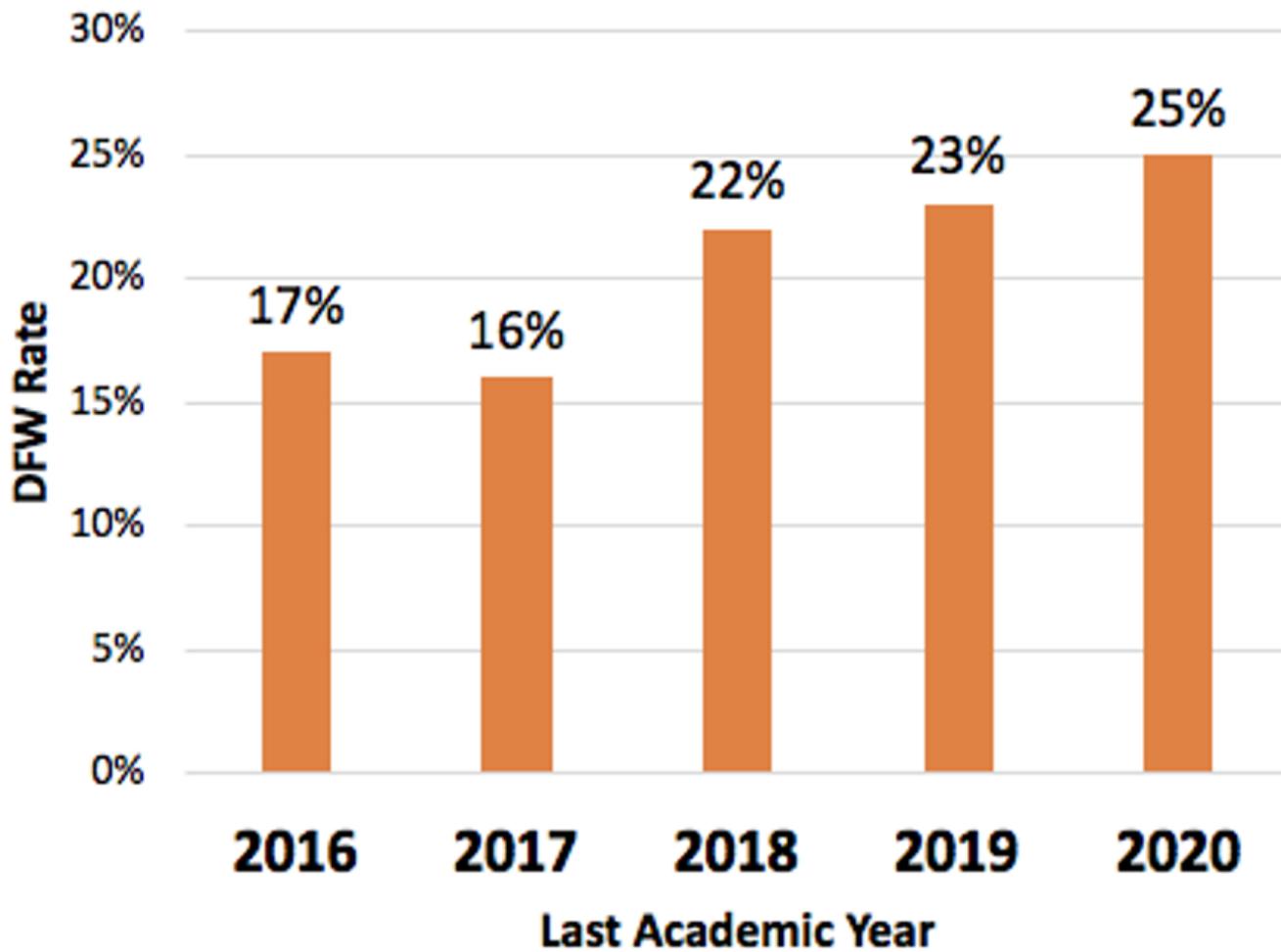
Scenario 3



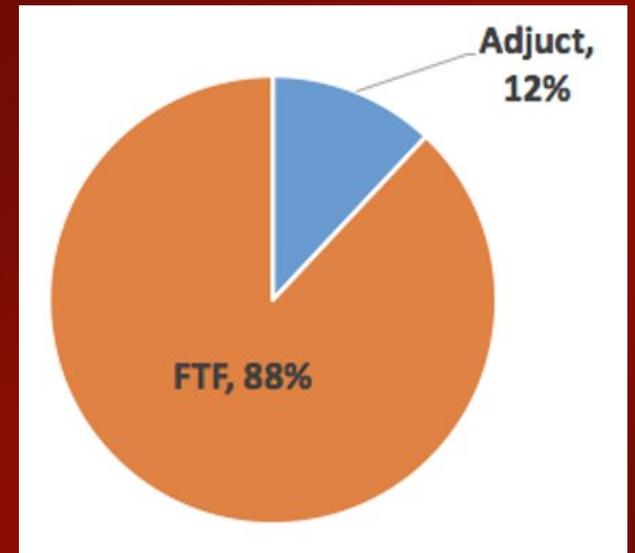
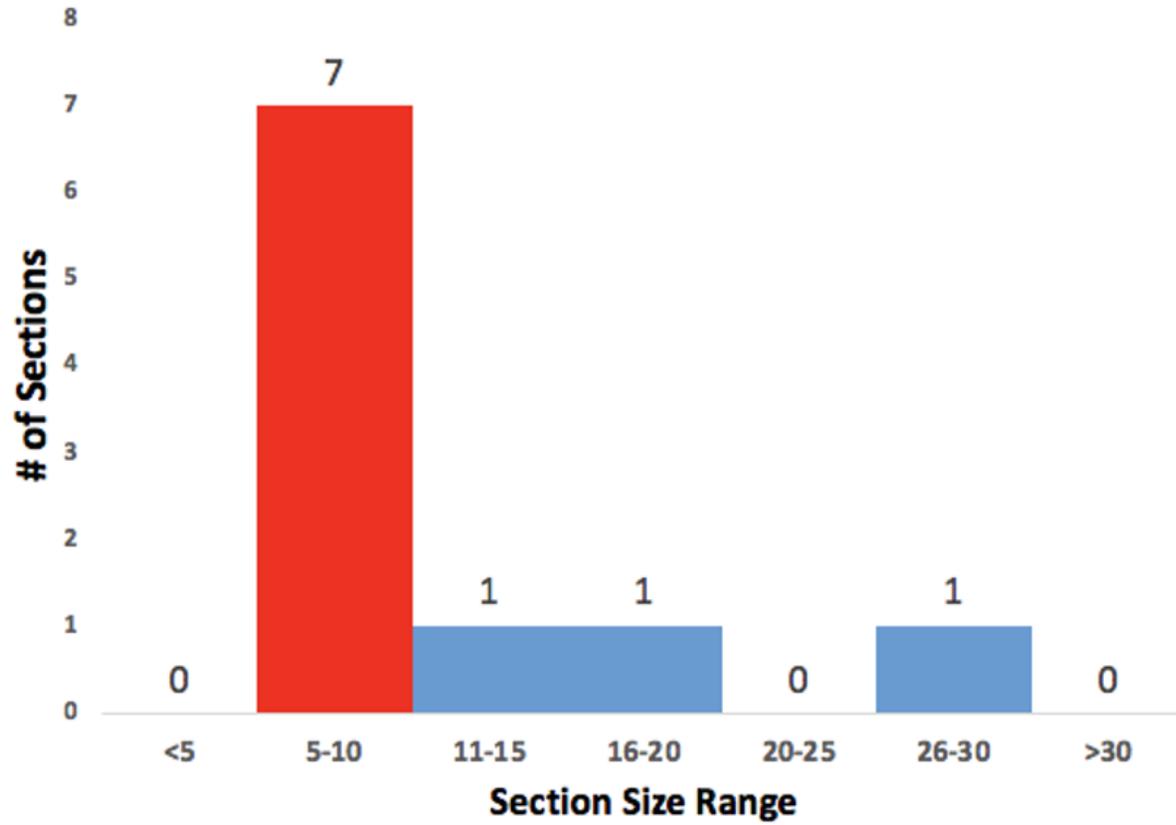
Scenario 3



Scenario 3

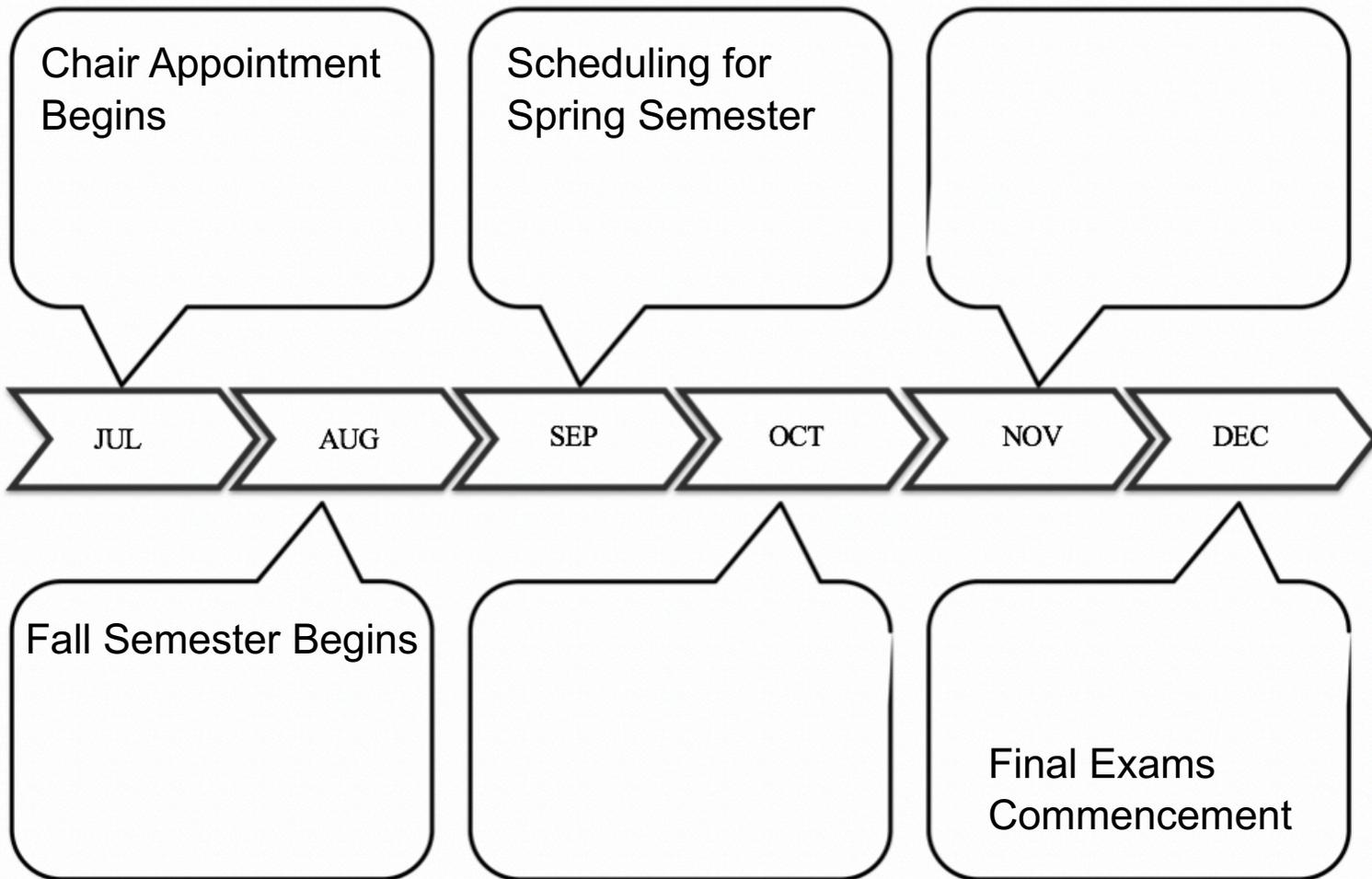


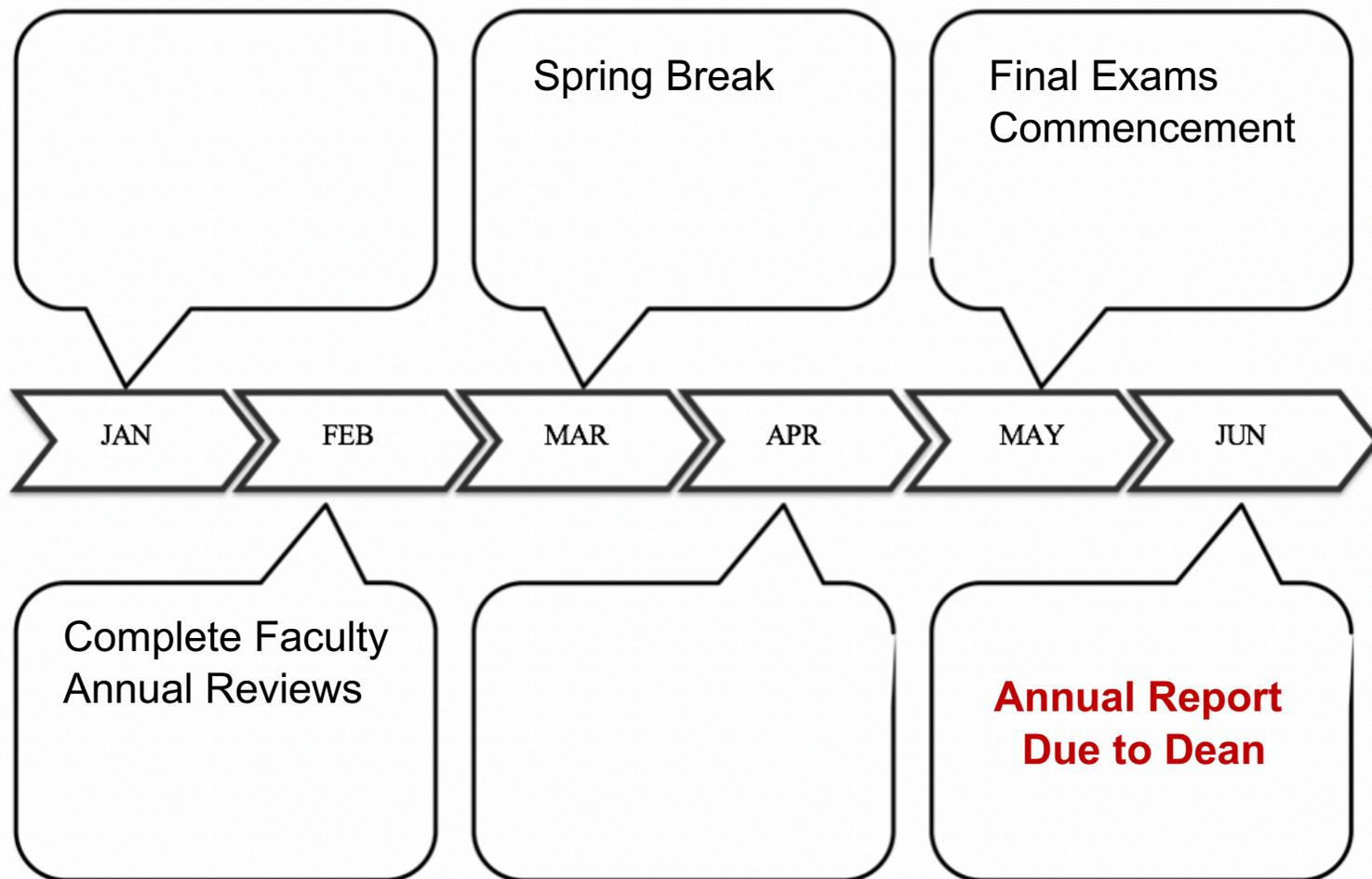
Section Size Distribution: Scenario 3



Backwards Mapping

**ESTABLISHING TIMELINES FOR
REPORT BUILDING**





Complete Faculty
Annual Reviews

Spring Break

Final Exams
Commencement

**Annual Report
Due to Dean**

How do you stay on track when challenges arise?
What challenges can you predict at different time points?

IDENTIFYING KEY CHALLENGES AND POTENTIAL SOLUTIONS

How do you share data with different audiences?

COMMUNICATION STRATEGY

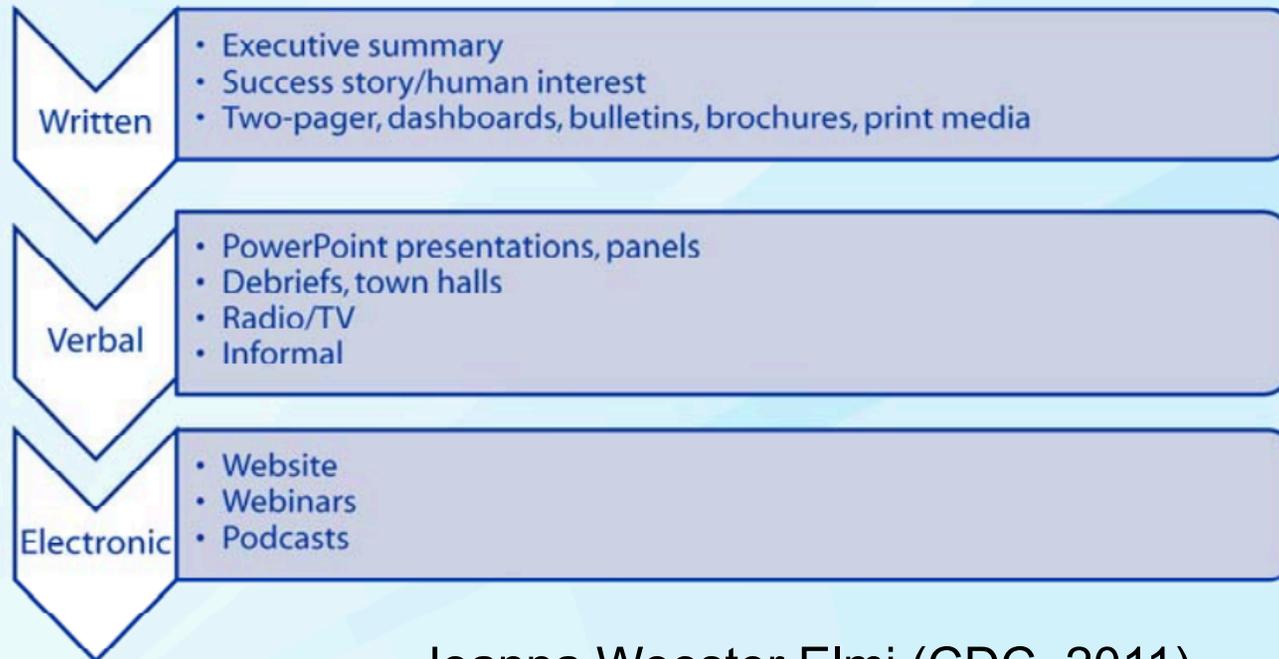
From the Beginning...

Develop a communication strategy.

Stakeholder	Information Needed	Best Format	Timeline	Who Will Prepare/Deliver?	Costs

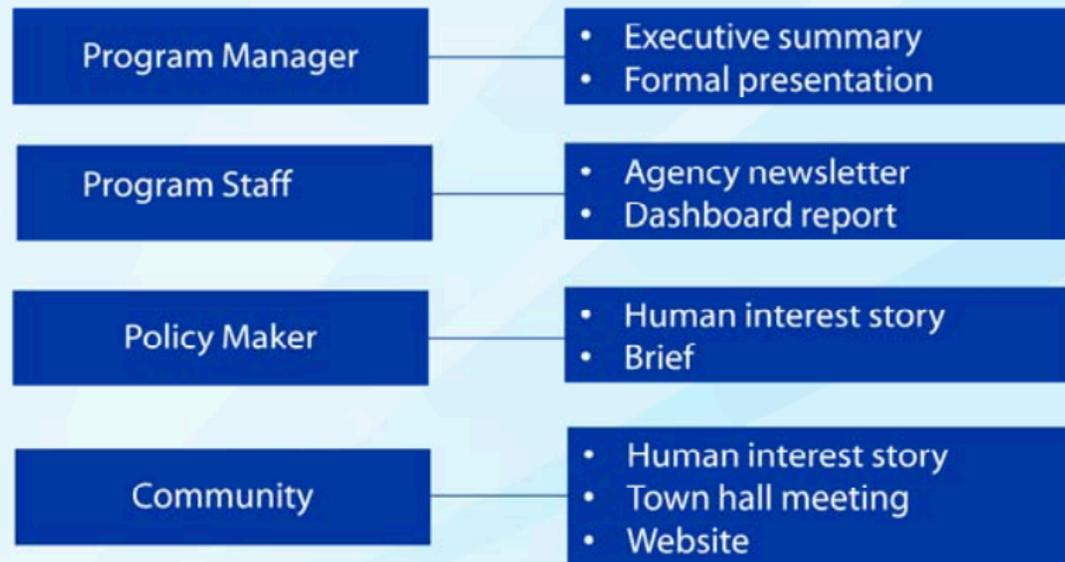
Joanna Wooster Elmi (CDC, 2011)

Formats: Different Sizes and Shapes



Joanna Wooster Elmi (CDC, 2011)

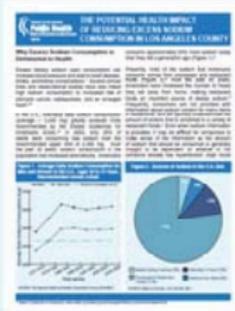
Consider Your Audience



Joanna Wooster Elmi (CDC, 2011)

For Example

DHDSP L.A. Sodium Procurement Project



...the potential health benefit of reducing sodium intake...
...the potential health benefit of reducing sodium intake...
...the potential health benefit of reducing sodium intake...



...the potential health benefit of reducing sodium intake...
...the potential health benefit of reducing sodium intake...
...the potential health benefit of reducing sodium intake...



PREVENTING CHRONIC DISEASE
Facilitation of and Support for Implementing a Local Policy to Reduce Sodium Consumption in the County of Los Angeles Government, California, 2011



Joanna Wooster Elmi (CDC, 2011)

QUESTIONS?

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UNIVERSITY

A Maryland University of National Distinction

SALISBURY