Project Details

Title: Empowering faculty and staff through an interactive culture of evidence.
Status: ACTIVE

Category: 7-Measuring Effectiveness
Updated: 09-14-2010

Timeline

- Planned Project Kickoff: 06-01-2010
- Target Completion: 05-31-2013

- Reviewed: 10-09-2010
- Created: 06-01-2010
- Version: 1

1: Project Goal

A: To increase faculty and staff involvement in the College’s culture of evidence by making pertinent data available for timely online, ad hoc reporting through a data warehouse.

2: Reasons For Project

A: As of May 2010, Pulaski Technical College has a one-person institutional research, planning and effectiveness department. The College also currently participates in the national, institutional research-intensive Achieving the Dream: Community Colleges Count initiative. Numerous state, federal and grant-related reporting requirements dictate the workload and time restraints of the office, while the office must also coordinate accreditation and short-range and long-range institutional planning. Often, ad hoc data requests from other college departments must be prioritized low in the workload schedule due to state, federal, grantor and accrediting agency deadlines that must be taken care of first because of high stakes ramifications of late reporting. With this action project, Pulaski Technical College will implement a newly purchased data warehouse and dashboard software to facilitate end-user generated data reporting in an intuitive, online environment.

3: Organizational Areas Affected

A: Organizational areas involved in implementing the technical and data aspects of the online data warehouse are the office of institutional research, planning and effectiveness, the registrar’s office and the office of administrative computing. Pulaski Technical College’s Center for Teaching Excellence will help the office of institutional research, planning and effectiveness schedule and deliver college-wide training on the data warehouse once it is operational. Potentially, all college offices will be affected by the data warehouse as information previously coded and stored in the student information system will be readily accessible in an understandable format for important decision-making processes.

4: Key Organizational Process(es)

A: This action project will minimize time delay in accessing college data important to planning and budgeting in academic and administrative areas. Examples of likely reports include grade distributions of concluded courses and live enrollment updates during registration, and any of these reports may be disaggregated by a myriad of pertinent demographic data or tracked over time for historical trends.

5: Project Time Frame Rationale

A: Pulaski Technical College currently uses POISE and Jenzabar products as the basis of its student information system. In spring 2010, the College purchased the Estudias Enterprise Suite by ZogoTech that includes a data warehouse and dashboard module. The data warehouse software is by ZogoTech has been created in conjunction with Educational Systems Products, Inc. (the local technical service provider for POISE and Jenzabar products) for relatively seamless implementation.

As of May 2010, the office of institutional research, planning and effectiveness, the registrar’s office and the office of administrative computing have started the process of data cleaning necessary to launch the data warehouse. After several validity and reliability checks, the data warehouse should be ready to launch campus-wide by mid-to-late October 2010. The office of administrative
computing will continue to work with the office of institutional research, planning and effectiveness to implement data security protocols and issue user names and passwords for the system.

The second phase of this action project will involve college-wide training sessions on using the data warehouse. The office of institutional research, planning and effectiveness will work with the Center for Teaching Excellence to schedule and deliver training during the months of November 2010 through May 2011. Both on-site and online training methods will be investigated. Several on-site training sessions will be scheduled, including multiple sessions on main campus and at least one session each at the College’s Little Rock-South and Little Rock-West sites. The office of institutional research, planning and effectiveness also plans for the need for ongoing training on the data warehouse even after the end of this action project.

Usage statistics and outcome evaluations will be monitored over the initial launch period of November 2010 through May 2011 for improvement needs with interventions to be implemented as soon as possible. During the second year of the action project, usage statistics and outcome evaluations will continue to be monitored regarding college-wide usage; in addition, three academic departments (one from general education, one from an occupational education area and one from developmental education) and one student services-related department will be tracked for case-study data regarding best practices. The office of institutional research, planning and effectiveness will compile and share effectiveness reports on the data warehouse both during and at the end of the action project’s timeline.

### Project Success Monitoring

As described in item 5, usage statistics and outcome evaluations will be monitored both during the initial launch and into the second year. Any needed improvements will be acted upon as soon as possible and may extend the timeline depending upon the nature of the problem. During the second year, best practices data will be assembled and shared college-wide potentially in both written and training formats.

### Project Outcome Measures

High usage statistics and mostly positive evaluation feedback will indicate a successful outcome for this project. The office of institutional research, planning and effectiveness will specifically track whether high volume requestors from the timeframe prior to the data warehouse are actively using and are satisfied with it. Eighty percent or more of these experienced departments should be using the data warehouse during the two-year period; furthermore, overall satisfaction among this group should rate as satisfied to highly satisfied for 75 percent or more of these departments at the end of the two-year period.

Also, the office will track the extent to which offices newer to the usage of data in a culture of evidence are using and satisfied with the data warehouse. Sixty percent or more of these departments will have used the data warehouse by the end of the two-year period; furthermore, overall satisfaction among this group should rate as satisfied to highly satisfied for 75 percent or more of these departments at the end of the two-year period.

### Project Update

#### 1: Project Accomplishments and Status

In spring 2010, Pulaski Technical College (PTC) purchased the Estudias Enterprise Suite by ZogoTech that includes a data warehouse and dashboard module. As of September 2010, the office of institutional research, planning and effectiveness, the registrar’s office and the office of administrative computing have started the process of data cleaning necessary to launch the data warehouse. The three offices still plan to have this process completed as proposed by the end of October 2010. A limited live launch of the data warehouse will take place in November as the office of institutional research, planning and effectiveness and the office of the registrar will pilot the data warehouse for their internal data-related purposes. Also during November and December, development of training curriculum will occur. Trainings and full system launch will occur during the spring 2011 semester.

#### 2: Institution Involvement

The director of institutional research, planning and effectiveness and a newly hired institutional research associate (an internal transfer who previously served as the associate registrar) are leading the project. The vice president for student services, the
The registrar, an assistant registrar, the director of institutional research, planning and effectiveness, the institutional research associate and the programming analyst in the office of administrative computing are currently working on data cleaning efforts. The newly hired institutional research associate will take the lead on developing training for full scale system launch in spring 2011. Upon full launch, the entire College will be engaged in this action project.

### Next Steps

The next steps for this action project involve continued data cleaning, ongoing training and ongoing technical assistance after system launch. Effectiveness measures of this action project in terms of training and system usage will also be developed and monitored on an ongoing basis. Recruitment of departments to study for best practices will occur in spring and fall 2011, and that information will be incorporated into subsequent trainings. This action project has a two-year timeline for AQIP but is expected to continue following the end of that timeframe. This action project is still on schedule as originally proposed.

### Resulting Effective Practices

Since this action project just launched, there are none to date; however, we hope that tracking case studies of departmental usage will demonstrate several effective practices regarding the data warehouse.

### Project Challenges

PTC still faces college-wide launch and training aspects and expects them to be time consuming. However, College personnel feel that the time investment on this project will ultimately free up institutional research resources in the future as campus users will be able to query a readily accessible and intuitively understandable data warehouse themselves.

PTC would also welcome feedback from others with best practices experience and information in the area of data warehouses and dashboards. Kellye Mashburn, the director of institutional research, planning and effectiveness, should be contacted to arrange logistics of such a discussion between AQIP and PTC. Her number is (501) 812-2314.

### Update Review

**Project Accomplishments and Status**

PTC's Action Project demonstrates the value the institution places on establishing systems and processes for measuring effectiveness in support of establishing a culture of interactive evidence. The new enterprise system provides a data warehouse and dashboard module that, when fully operationalized, will support the collection, analysis, use, and storage of data. It also provides comparative data to inform planning and decision-making (AQIP Category 7-Measuring Effectiveness). The implementation of the Action Project relies upon collaboration (a principle of high performance organizations) among several internal departments including the registrar, institutional research, and administrative computing. The proposed time-line and milestones seem appropriate but may leave insufficient time for the introduction and adoption of systems and processes that are essential for the success of the project. Offering faculty, staff, and administrative training demonstrates that PTC understands the need to invest in people (AQIP Category 4-Valuing People) through on-going education, resulting in the improvement that is essential for project success. PTC is making reasonable progress toward the completion of the project and development of an institution-wide continuous quality improvement culture.

**Institution Involvement**

PTC has identified a six-person, cross-departmental team to launch the first phase of the Action Project that includes data cleansing and pilot testing. The project team might benefit from engaging a wider range of key stakeholders (AQIP Category 3 Understanding Students’ and Other Stakeholders’ Needs), using their feedback to guide the first phase of the project. Taking the initiative to involve end users can advance desired improvements and enhance the results of the Action Project. Involvement and collaboration are both principles of high performance organizations. The ultimate success of the project will require broad-based support. Expanding stakeholder involvement in the early stages of this project provides opportunities to build relationships as well as analyze feedback to set an appropriate course of action (AQIP Category 3- Understanding Students’ and Other Stakeholders’ Needs).
### 3: Next Steps

**A:** PTC has established a timeline and project milestones for the Action Project. However, outcome measures and targets appear to be less clear. Identifying project objectives, selecting measures, and setting performance targets for the Action Project may be useful in helping to achieve its goals (AQIP Category 8 - Planning Continuous Improvement).

### 4: Resulting Effective Practices

**A:** It is understood that the PTC's Action Project is in the earliest stage of implementation so it's too early to report any effective practices resulting from the new data warehouse or dashboard. However, the Project Team may find effective practices reported on similar efforts located in the AQIP Action Project Directory. Completed Action Projects provide a rich source of systems, processes, and best practices that are intended to be shared among AQIP institutions. Seeking more effective ways to improve performance and improving services in ways that create additional value for students are principles of high performance organizations (learning and foresight).

### 5: Project Challenges

**A:** The PTC Project Team demonstrates earnest commitment and a willingness to invest time toward the success of the Action Project (AQIP Category 8 - Planning Continuous Improvement). This reviewer has forwarded your request for assistance to AQIP staff so that they will be aware of your desire to receive information on best practices using data warehouses and dashboards.