

## DATA-DRIVEN DECISION MAKING

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*The University has not fully leveraged the power of the data it collects, and at times does not collect the most strategic data, to gain a better understanding of operational dynamics (for example student success), to inform decision making or to monitor progress toward goal achievement.*

### **The Charge**

- Through data collection and analysis, develop a better understanding of student behavior.
- Select and implement appropriate data warehousing tools that will afford senior administration, deans, department chairs and directors direct and immediate access to information that will assist in decision-making.
- Develop information-based models (i.e., factor analysis) predictive of student success to support the tailoring of services and to support the selection, development, and implementation of early intervention strategies.
- Disseminate useful and needed information to students and staff proactively through a to-be-developed university portal and other systems designed to support the academic enterprise (e.g., early alerts, text messaging, etc.).
- Explore retention solution options – web-based opportunities for us to collect, analyze and share information about student persistence and success

### **Goal I**

*Consistently collect data at the right times in an effort to increase the efficiency and effectiveness of data collection.*

### **Strategies**

- A. Fully leverage the power of the data collection to gain a better understanding of operational dynamics (e.g., student success) to inform decision-making or to monitor progress toward goal achievement.
- B. Monitor progress toward the achievement of stated goals and initiatives and better tell the university's story by capturing and reporting information (e.g., class attendance or campus involvement) historically missing from academic records.
- C. Develop a timeline for the creation of all reports pertinent to student success.
- D. Develop a master list of all reports that pertain to student success that includes a brief overview of the data contained in an effort to increase the likelihood of sharing reports.
- E. Allow users to create custom reports from data stored in BANNER.



## **Goal II**

*Create models based on student behavior and/or performance to predict potential challenges and opportunities that influence success.*

### **Strategies**

- A. Develops student profiles based on individual characteristics of each student.
- B. Utilize predictive modeling to organize observed data into abstract or logical representations to predict the probability of outcomes that allows the university to provide early interventions before the student is aware of issues and barriers to successful achievement of their goals and degree completion.

## **Goal III**

*Enhance the dissemination of information.*

### **Strategies**

- A. Identify and implement strategies that support the capture and reporting of non-academic factors in combination with academic data to tailor services and support that will improve student outcomes.
- B. Select and implement data warehousing and reporting tools to support data-driven decision-making related to student data contained in the university administrative systems.
- C. Identify and implement a set of performance metrics and reporting tools in support of Vision 2020 Strategic Plan, the Higher Education Policy Commission Compact, etc.
- D. Design and implement a single sign-in portal for MyState, MyDegree@State, WVSU Online, email, and supports customized information alerts for each student.
- E. Develop and implement appropriate factor analysis to allow key decision makers to better understand and predict student outcomes.
- F. Expand the delivery of information to students via mobile and portable devices.
- G. Generate and distribute retention and registration reports on a college, department and advisor level.