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# A Rising Tide Lifts All Boats: An Assessment Credential for Improving Campus Performance

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## O V E R V I E W

## About the credential

- The Data and Analytics Credential is designed for individuals interested in discovering more about the collection and use of data across campus—with a focus on assessment and institutional effectiveness.
- This credential is offered through eight separate lessons.
- Whether senior administrators, support staff, or faculty with an interest in data collection and usage, the credential provides an opportunity to learn best practices and share successes and challenges.

## O V E R V I E W

## About the credential

- For each lesson, there will be a recorded presentation, a live discussion session, a self-guided assignment, and an opportunity to submit ideas and work for evaluation.
- While the work will be self-paced, there will also be hosted huddles where participating members will come together to discuss the topics, pose questions to the group, and seek input on campus experiences.

## O V E R V I E W

## Deliverables

1. Competence – The lessons, videos, and learning outcomes are designed using accepted best practices within higher education. Participants can feel confident that they are gaining the competencies expected within higher education.
2. Resources – Each lesson will have a variety of topical resources (readings, videos, web links) as well as webinars on each topic led by staff and campus stakeholders.
3. Evaluation – A unique aspect of this certification is that participants will have the opportunity to demonstrate competence and have their work evaluated. This will ensure that the learning outcomes are being met, provide feedback to the participants, and ensure the credibility of the certification.
4. Direct Application – Participants will be able to use the resources and information to apply their learning to their campus environment. The takeaway will be artifacts useful for their work on campus.

OVERVIEW

# Structure

Lesson	Collecting Data	Consuming Data	Analyzing Data	Assessing Data	Collaborating with Data
Challenges & Opportunities on Campuses Today		X			X
Institutional Effectiveness & Data on Campus	X		X	X	
An Impactful Assessment Flow	X		X	X	X
Creating Meaningful Partnerships on Campus		X			X
Internal and External Reviews			X	X	X
Enrollment and Student Success	X	X	X		X
Working with Faculty			X		X
Analyzing and Reporting Data			X	X	

RESOURCES TO START

## What We Needed

- An LMS
- Badging technology
- An audience
- Screen recording equipment
- Instructional design support

RESOURCES TO MAINTAIN

## What We Needed

- Time
- Continued audience

C H A L L E N G E S

## Hurdles to Overcome

- Various starting points
- Various reasons for being there
- Uneven work completion
- Uneven attendance
- Workload



LESSONS LEARNED

## Things to Consider

- Open for all or applicants?
- Building asynchronous copy
- Importance of reason
- Balancing theoretical and applied

# QUESTIONS?

# THANK YOU

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AVP for Continuous Improvement and Institutional Performance

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