Data and Analytics 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.

Throughout the course, participants will be provided with competence, resources, evaluations, and direct applications for their campuses. 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.

Course Deliverables

This course, augmented by group conversations, will help those interested in data and analytics by providing:

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.

Moreover, each participant will have the opportunity to build individual professional portfolios highlighting their work in the course utilizing Chalk and Wire.

Course Schedule

Eight lessons will be offered during the course. A 90-minute meeting/webinar is associated with each lesson.

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

Lesson Descriptions

Challenges and Opportunities on Campuses Today – Today, in an era of rapid transformation, campuses face historic challenges as well as new obstacles. Questions about sustainability, cost, quality, and mission are among many of the issues that require greater attention and creative approaches and solutions. This lesson will explore critical priorities for campuses – through the lens of data and analytics – that can serve as resource for institutional leaders to focus their important work.

Institutional Effectiveness and Data on Campus – This lesson will discuss the meaning and power of institutional effectiveness and how to ensure it is a continual process engrained in the culture of our institutions.

An Impactful Assessment Flow – This lesson will address strategies for engaging campus constituents in the process—from designing for ease of use and challenging assumptions, to using data to improve personal pedagogy and student success outcomes. Most importantly, participants will review an assessment flow that accounts for campus climate and ensures faculty and staff benefit from the data they provide as much as the institution does.

Creating Meaningful Partnerships on Campus – When partnerships are done right, they build powerful coalitions to advance work being done on campus. This lesson will help participants determine specific actions to promote structural initiatives and individual outreach with faculty and staff towards increased usage of data and analytics.

Internal and External Reviews – Whether undergoing home-grown periodic academic program reviews, internally responding to CAS standards, or seeking regional or disciplinary reaffirmation, it is essential that institutions and their programs are prepared to provide provocative answers to challenging questions. This lesson will discuss how to best prepare our campuses for success when undergoing internal and external reviews.

Enrollment and Student Success – With all the conversations in higher education today centered on retention, graduation, and various other outcomes, institutions recognize the importance of ensuring students are positioned to succeed. However, less attention is typically paid to how your admissions funnel shapes expectations and likelihood of institutional success. In this lesson, we

discuss enrollment practices and managing the competing interests of needing to make a class with ensuring students who are admitted are likely to succeed.

Working with Faculty – Faculty are our most direct link with students. They have regularly scheduled classes with them that provide opportunities for observing both positive developments and emerging concerns. Further, without their efforts, measuring educational program effectiveness would be impossible. In this lesson, we examine strategies for engaging with faculty to deepen our commitment to student success, effective pedagogy, and program effectiveness.

Analyzing and Reporting Data – While collecting data takes significant time and effort, it's what we do once it's been gathered that makes the greatest impact on our institutions. Understanding different way to analyze and report on various campus datapoints is key to building an effective analytics culture on campus. In this lesson, we discuss ways to analyze and report data that builds a knowledgeable data community on campus.

Credential Structure

Individuals who complete all lessons will receive a Data and Analytics Credential digital badge via Milestone – a skill and achievement platform.

There are other nested opportunities for certification built into the course per lesson. Each lesson incorporates certain critical skills: Collecting Data, Consuming Data, Analyzing Data, Assessing Data, and Collaborating with Data. Badges are available at the conclusion of each lesson based on the participants' demonstration of these skills.

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	

Audience

This course is designed for senior administrators, mid-level managers, support staff, and faculty members who work with or interested in data collection and usage for institutional as well as unit improvement and accountability.