Implementing Transformational Analytics Strategies

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Agenda

- Harford Community College Overview
- Overview of Analytics Initiatives & Strategy Development
- Partners
- Where is Harford Community College Today?
- What’s Next?
- Questions?
Harford Community College Overview
Serving Harford County since 1957

- HCC offers more than 80 degree and certificate programs, along with a wide variety of non-credit continuing education courses.
- Certifications are offered in such growing industries as cybersecurity, drone technology, and heavy equipment operations.
- We also offer apprenticeship programs and contract training services for local employers.
- The College enjoys strategic partnerships with area businesses and institutions—most notably the U.S. Army’s Aberdeen Proving Ground, the largest employer in Harford County.

Pictured: HCC’s Library, which serves as the “heartbeat space” of campus for students, staff, and administrators, housing both a state-of-the-art digital media lab and the Office of the President.
The Quintessential Community College

- Harford County, MD is conveniently located near Baltimore, Philadelphia, Wilmington, and Washington, DC.

- The County has a population of approximately 250,000 and contains a mix of small urban and rural communities.

- We enroll more than 18,000 students annually across our credit and non-credit programs.

- We employ 961 people, including 100 full-time faculty.

- We are working to become a true College of the Future—an adaptable institution that can evolve to meet the ever-changing needs of the community we serve.
Challenges

- Student Enrollment
- Student Success (Retention and Completion)
- Adaptable and Sustainable Business Model
Overview of Analytics Initiatives & Strategy Development
Strategic Planning at HCC
Performance-Driven Strategic Plan
Comprehensive Plan

- Strategic Planning Kickoff
  Envisioning Future Trends in Education
- Form SP Committee
  SWOT Survey
  Future Summit
  Develop Impact Statements
- Share Impact Statements
  Scan Teams Formed
  Conduct Research
- Strategic Directions:
  Scan to Plan
  Values Survey
- Implementation Readiness
  & Measurement
- Mission/Vision
  Value & Strategies Review
  Spring Community Event
- BOARD LEADERSHIP & ENGAGEMENT
- COMMUNITY ENGAGEMENT
- Community Engagement
- COMPLETED
- UPCOMING
Partners
Engaging a Partner

Helio + ASSESSMENT + Achieving the Dream = TRANSFORMATIONAL ANALYTICS
Maturity and ROI Framework: From Foundational to Transformative

1. **RISK MITIGATION**
   - Institutional knowledge transfer
   - Reduce technical barriers and provide easy access to data

   **TIME:**
   - YEAR 1

2. **FOUNDATION FOR ANALYTICS**
   - Introduce efficiencies across staffing and technology

   **LEVEL OF MATURITY:**
   - YEAR 2

3. **COST AVOIDANCE**
   - Leadership, business process and cultural evolution will enable the use of data to make effective decisions

   **RETURN ON INVESTMENT:**
   - Analysis Agenda
   - Data Science
   - Predictive Modeling
   - Cultural Evolution
   - Monitoring & Measuring Impact
   - Admission Yield
   - Retention & Graduation
   - Operational Efficiency

   **TIME:**
   - YEAR 3

4. **TRANSFORMATIVE**
Executive Summary

**OPPORTUNITIES**

- Build Off Strengths in IR
- Plan for Increasing Technical Fluency
- Introduce Efficiencies in Reporting and Analysis Across IR and IT
- Plan for Data Governance
- Leverage Synergies Across Strategic Initiatives

**RECOMMENDATIONS**

- Elevate the Role of IR
- Increase Technical Fluency Across IR and IT
- Data Governance
- Advance Sequentially from Legacy Reporting to Advanced Analytics

**ADVANCE SEQUENTIALLY**

- Legacy Reporting
- Business Intelligence
- Advanced Analytics

**LEVELS**

- Descriptive
- Diagnostic
- Predictive
Achieving the Dream – Data Review

EMERGING THEME #1: Transitional and Gateway Course Completion

EMERGING THEME #2: Course Delivery Modes

EMERGING THEME #3: Onboarding

EMERGING THEME #4: Attainment Gaps
Where is Harford Community College Today?
Insights & Accomplishments

June 2018 – December 2018

Major Accomplishments:

- Migrated our IR Office to be an office of Analytics and Planning
- Built data platform
- Validated data models
- Visualized data to identify trends and patterns

STUDENT SUCCESS
Data: The Fabric Of The Institution
Obstacle Course Analysis

WHAT’S IMPORTANT?

- Student Success dashboards present multiple views of student success: success in courses, student persistence and cohort retention.
- We can now identify which courses are impediments to successful progression in students' academic programs, and make updates and interventions to course programs as necessary.
The Term to Term comparison dashboard allows our institution to identify changes in headcounts or credit hours over time. This allows us to identify trends and patterns in the data that require action.
Class Size Metrics

The Class Size Metrics dashboard is intended to be used to track metrics that help with capacity planning and space utilization.

This allows us to identify trends and patterns in the data that require action.
Student Geographics

The Student Geographics dashboard provides an interactive map of enrollment by zip code, residency and city, allowing us to visualize which parts of the state and region our students are coming from.
What’s Next?
Going Forward

- Data Dictionary
  Status: Not Started

- Training: Senior Leadership & Across Campus
  Status: Not Started

- Financials Implementation Kick-Off
  Status: Not Started
Questions?