Data Democratization: A Key Strategy for Creating a Campus Culture of Data-Informed Decision Making

Dr. Maria Thompson, Dr. Ahmed El-Haggan, Mr. Prasad Doddanna, and Dr. Dionne N. Curbeam
Coppin State University (Baltimore, Maryland) | www.coppin.edu

We democratized our data to focus all employees on our ultimate goal: Student Success.

How Data Democratization Supports Student Success
- Focusing on institutional goals
- Lowering the walls of silos
- Coalescing information
- Increasing transparency
- Supporting organizational learning

Data Democratization In Action
Example
- Immediate faculty outreach to:
  - Applicants
  - Newly admitted students
  - Current students who are eligible but not enrolled
- No waiting for third party report generation

Success Indicator
Fall 2016 on, we experienced a 50% increase in the freshman class after several years of decline.
Increase 20% in Graduation Rate and on trajectory for another 25% increase.

Campus Dashboard Development Process
- Created a prototype and presented to cabinet.
- Hosted focus groups to gather feedback.
- Made changes based upon focus group feedback.
- Published the dashboard.
- Continuously evolving based upon new requests.

Guiding Principles
Coppin Data Democratizations followed these Guiding Principles:
- Access to Public Data is Open
- Access to details (Drill Down) is governed by FERPA/HIPPA requirements.
- Breaking down silos
- Data is used for Decision Support, aiming for "Continuous Quality Excellence", not for punitive or staff/faculty evaluations measures

Deans and Chairs Briefing followed these Guiding Principles:
- Data are not segregated by college or department.
- Deans and Chairs have access, with Drill Down, to ALL Students Analytics reports.
- Any faculty, with the authorization of their chair, is given access to the Deans and Chairs Briefing.

Campus Dashboard Available to All Coppin Employees

Top Users

Seven Dashboard Panels Providing Twenty Reports
1. Applicant Summary, trend and comparative analytics on applicants and demographics
2. Applicant/Enrollment by College/Department/Majors and enrollment by popular majors.
3. Enrollment – Current, prior like semesters
4. Enrollment comparatives by same day last year, number of days from start of the semester
5. Not enrolled student population by College/Department/Majors
6. Classes with high enrollment
7. Building utilization by room, day of time, and week

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