

## ***Student Success Elevated: a Proposal for a District wide Student Success Initiative***

***By W. Cherry Li-Bugg, PhD***

***Spring 2015***

*With the less than optimal completion rate of students nationwide and in our District, and with ongoing achievement gaps between and among disaggregated student populations, it is imperative that the District as a whole elevates our ongoing and substantial efforts at improving student success. The proposal for a District wide Student Success Initiatives arises out of this context. This Project is designed to further cement the Student Success mindset of all District constituencies from faculty to staff to students to management including the Board. It is also designed to further the goals and objectives outlined in the Student Equity plans for Cypress and Fullerton Colleges and School of Continuing Education. It is an innovative project that combines business intelligence and just-in-time information gathered about student performance to conduct real-time intervention with students so that we will see appreciable rate of improvement in course and program completion especially with specific student populations such as Latino males and African-American males, veterans and foster youths.*

*The overarching purpose of the Project is to create a district wide student success infrastructure that includes a student success action desk and a district wide business intelligence system. The goal is to provide a comprehensive roadmap detailing responsive, and agile data governing and reporting solutions which will meet the District, colleges, and constituent requirements to accurately evaluate student achievement and program effectiveness that directly supports and addresses improving student success and outcomes as outlined in the NOCCCD District-wide Strategic Plan, the Student Equity Plans and the Student Success and Support Programs for Cypress and Fullerton Colleges and for the School of Continuing Education.*

*The specific objectives are:*

- a. Create a strategy to manage the student success reporting environment*
- b. Assess management reporting needs not met by other NOCCCD enterprise applications for inclusion in the Student Success and Business Intelligence solution*
- c. Define Student Early Warning Alerts, Key Performance Indicators and measures of student success and incorporate State metrics in institutional effectiveness as defined by the IEPI (Institutional Effectiveness Partnership Initiative):*
  - 1. Initial emphasis will be on defining strategies to address and monitor the Student Equity Plan and Student Success and Support Program Plan initiatives with a focus on population groups (Ethnicity, Gender, Student with Disabilities, Age, Economically Disadvantaged, Foster Youth and Veterans) utilizing indicators such as: Access, Course Completion (Retention, Persistence), Basic Skills and ESL Completion, Degree and Certificate Completion.*

- d. *Develop a comprehensive architecture and approach to automate student early warning alerts, reporting for NOCCCD management and other mandatory reporting concurrent with application software implementation, utilizing currently available applications*
- e. *Enhance and develop NOCCCD effectiveness by enabling direct reporting and query by departments through secure data access and a custom-configured Business Intelligence system*
- f. *Use Business Intelligence software to integrate data from multiple enterprise applications into student early warning alerts, management reports and key performance indicators*
- g. *Create a plan and program to train users in the Business Intelligence applications*
- h. *Create a Student Success Action Desk staffed by student workers as a component of the overall responsive strategy to conduct near real time and authentic student intervention*
- i. *Acquire software that will advance the action objectives outlined in this proposal including the capacity to send automated alerts with a personal touch - meaningful, relevant messages that lead to authentic engagements and performance improvement on the part of the students.*

*This is a multi-year project; however, the bulk of the development work will occur in the first year. Hence this Proposal is presented for approval of funding out of the Strategic Plan Fund. Specifically in year 1, the first six months will be spent on creating a detailed project plan and shared understanding and commitment by all District constituencies in the need for a District wide business intelligence system and a Student Success Action Desk to address at scale the District's strategic directions of improving student completion and eliminating the achievement gap. Specifically, for the first six months (July-December 2015), we will conduct the following activities in three phases:*

***Phase 1- Communication and buy-in***

- *The Vice Chancellor, Educational Services and Technology will create a communication plan to foster shared understanding and commitment for project.*
- *Develop a detailed project plan defining the tasks, milestones, responsibilities, and timeline for the project*

***Phase 2- Identify User Needs and Build Roadmap***

- *Work with all constituency groups to identify, define and quantify Student Early Warning Alerts and Key Performance Indicators to measure success at the NOCCCD.*
- *Work with user groups to build a data roadmap to guide moving the data around and to identify and define reporting needs per user group*

***Phase 3- Acquire Solution***

*Using the results of Phase 2, consolidate requirements, issue RFP and acquire software solution.*

*In the second six months of the Project, we will conduct the following activities in two phases:*

***Phase 4- Testing, Training and Go-live***

*The acquired software solution will be tested, users will be provided training and the system goes live by February 2016.*

***Phase 5- Student Success Action Desk***

*A Student Success Action Desk will be staffed with student workers beginning in March 2016. The SSAD staff will use alerts and dashboards provided by District wide business intelligence system and appropriate student engagement technologies to intervene with students to ensure their success in courses and programs. Technologies may include but are not limited to SMS (texting), Click to Chat, email and voice.*

***Resources***

We are requesting seed money from the Strategic Plan Fund to get this project started for the first year. Thereafter, 3SP funding and/or student equity funding would be well suited to support this project as the goals of this Project are in perfect alignment with the goals of 3SP and student equity. The personnel for the Project will be Project staff, not District staff; in other words, not permanent.

This project is designed to complement and supplement all activities, initiatives and projects that are being conducted to fulfill the District's strategic directions and the goals of student equity. It is not being implemented to add more workload to college/SCE faculty and/or staff nor is it designed to replace the work being by college/SCE faculty and/or staff. The business intelligence system with its robust data querying and reporting capabilities will be leveraged to incorporate tools of predictive analysis so that the system will yield meaningful, near real time alerts. The innovative, most unique component of this initiative is the creation of a student success action desk with which the District will be able to intervene and engage with students who might be experiences challenges in staying in class and being successful. This is the added value to what's already happening on the campuses at Cypress and Fullerton Colleges and the School of Continuing Education that as far as I am aware is not being anywhere in the California community college system. This will truly be a first-in-California initiative.