



Increasing Institutional Data and Analytics Capacity through the MDC Data Academy

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Overview

- Context
- Rationale
- Getting Buy-in
- Building the Course
- Next Steps

Context

- SACSCOC Reaffirmation
- New Strategic Plan
- New ERP
 - Business Intelligence and Data Analytics tools
- Association for Institutional Research (AIR)
Statement of Aspirational Practice
- Focus on strengthening our ability to produce and use evidence

Rationale

- As we improve our Business Intelligence and Data Analytics technology infrastructure, there is a complementary need to upgrade employee skills related to the use of data for decision support
 - Improve data literacy across the institution
- Facilitate transition to “teach you how to fish” model to improve efficiency and effectiveness

Getting Buy-in

- Rigorous content
 - Consulted materials for similar graduate-level courses
 - Reviewed AIR Data & Decisions Academy curriculum
 - Contextualized modules for maximum applicability
- Partnerships
 - Training and development office
 - ✓ Official certificate of completion
 - Regular IR data requesters and users
- Marketing of value-add
 - Administrative leadership
 - Faculty

MDC Data Academy

- Contextualized, 30-hour noncredit professional development course structured as a graduate-level research methods course
- Content designed to help employees improve their data literacy and cultivate a culture of inquiry and evidence within their respective units

Target Audience

- Designed to empower employees with little to no background in statistical analysis
 - Make information user-friendly and accessible
 - Make information applicable
 - ✓ Participants develop a research proposal to address a problem of research or problem of practice relevant to their respective areas and approved by their supervisors
 - Not required to be implemented as part of the course

Course Learning Outcomes

- Describe the principles of evidence-based decision-making
- Demonstrate familiarity with institutional, state, and national data sources
- Apply research design concepts to complete a research proposal relevant to their respective areas

Core Modules

1. Introduction to Evidence-based Decision-making
2. Literature Review; Data Definitions; Institutional, State, and National Data Sources
3. Research Design
4. Measurement and Data Collection
5. Data Analysis I: Descriptive Statistics
6. Storytelling and Data Visualization

Elective Modules

1. Outcomes and Assessment for Annual Effectiveness Reporting
2. Data Analysis II: Inferential Statistics

Logistics

- Modules build on each other, so attendance is “required”
 - 2-hour monthly sessions
 - ✓ Each module has associated learning outcomes
 - ✓ Structure: Presentation (30 minutes); Discussion (30 minutes); Activity (60 minutes)
 - 3 hours of independent study
 - ✓ Pre-module: Articles, videos, exploration of extant datasets
 - ✓ Post-module: Component of the research proposal

Logistics

- Set up as a course in Blackboard
- Course has been developed and is facilitated by a team of IE/IR staff
 - Six months to develop curriculum and materials
 - Opportunity for staff to develop and present content
- Staff provide feedback on assignments

Progress So Far

- Pilot cohort of 20 participants
 - Resource Development
 - Testing and Assessment
 - Student Achievement Initiatives
- Evaluation (so far)
 - Formative
 - ✓ Good
 - Cohort model
 - Specific takeaway from each module that is immediately applicable
 - ✓ Could use improvement
 - Effectiveness of research proposal assignment as the overall course project
 - Summative
 - ✓ To be conducted in July 2016

Next Steps

- Conduct formal evaluation
- Explore options for formal recognition
- Develop rubrics for assignments

Other Activities

- Planning, assessment, and evaluation workshops and webinars
- One-on-one consultation

Your Turn!

- What activities and approaches have you found most effective in engaging non-data-minded faculty and staff in data and analytics?

Contact

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