



AQIP Action Project CHARTER Commitment Declaration

Institution: Black Hawk College

Planned Project Kick off Date March 2010

Target Project completion date June 2011

Actual Project completion date

A. What is your short identifier (10 words or fewer) for this challenge (or opportunity or problem) that you would like to address with an Action Project? Develop and implement academic analytic tools to support decision making and student academic success

B. Describe the Action Project's goal in 100 words or fewer

To support a culture of data informed decision making the College will complete the first of five phases to developing a culture of deploying academic analytics. (Capture, report, predict, act, and refine.) This first project will focus on capturing data from multiple sources and in multiple formats; extracting data and migration to a data warehouse, and integrating those data to make them available for analysis.

C. Identify the single AQIP Category that the Action Project will most affect or impact.

Measuring Effectiveness

D. Describe briefly your institutions reasons for taking on this Action Project now

BHC is under heightened scrutiny as governments, accrediting agencies, staff, students and parents hold the College accountable for new ways of improving student success and monitoring and reporting progress on these accountabilities. At the same time assessment, accreditation, ICCB regulation and increased competition are all driving the need for more information and analysis.

The College uses SunGard Banner administrative system to support student, financial aid, finance and other functional transactions. However, the College lacks a central data repository dedicated to reporting and academic analytics. Operational units have downloaded their own data and manipulate it to create the reports they need. This data is often limited by the fact that it is data that relates solely to events and transactions. Additionally data is stored in multiple locations and is not easily integrated to support decision making.

A current challenge to BHC is that while the College collects a great deal of data that can potentially assist in addressing challenges such as student retention and attrition, the data is not adequately converted into meaningful information that supports critical decision making at all levels of the College in an environment that allows for robust analysis.

E. List the organization areas- institutional departments, programs, divisions, or units most affected by or involved in this Action Project

Planning and Institutional Effectiveness, Information Technology, Presidents Cabinet, all internal stakeholders including faculty, staff, deans and administrators that make decisions on college issues

F. Name and describe briefly the key organizational process (es) that you expect this Action Project to change or improve.



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Internal decision making, continuous quality improvement processes, state reporting, student support services, WEAVEonline Unit Plans. Strategic Plan monitoring and College wide Dashboards

G. Explain the rationale for the length of time planned for this Action Project (from kickoff to target completion)

Integrating College operations, policies, practices data and information technology to support student success is a very complex and multidimensional project which will require a long term strategy. This action project will focus specifically on the initial foundational phase of building the capability and capacity of the internal workforce to understand academic analytics, business intelligence as it applies to higher education in order to build appropriate practices for capturing data storing and organizing that data in a way that provides meaningful information to internal stakeholders. This will require the hiring of a dedicated staff person to shepherd the project, internal training, goal setting, conducting a data audit, purchasing appropriate hardware and software. The first phase is anticipated to be completed by June 2011.

H. Describe how you plan to monitor how successfully your efforts on this Action Project are progressing.

The Action Project Academic Analytic Team will meet monthly and report monthly to Presidents cabinet its progress. Additionally documentation regarding the project will be posted to the College AQIP web page.

I. Describe the overall “outcome” measures or indicators that will tell you whether this Action Project has been a success or failure in achieving its goals.

The College will use the following metrics to measure progress towards achieving its goal:

- define the College current culture and readiness,
- determine key College personnel who have a vested interest in academic analytics,
- as a result of a data audit produce a strategy for capturing the data,
- determine ways in which to address risk and security issues,
- design the plan to store and integrate data from multiple sources and
- ultimately prepare the college to move to the next stage of *reporting* thru the use of analysis tools that perform queries, examine information, and identify trends, patterns, and exceptions in the data. .

J. Other information (e.g. publicity, sponsor or champion, external partners, etc)

K. Project Leader and contact person (First name, Middle Initial, Last name, Title, Email, Telephone)

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