Tableau Is More Than Data Visualizations: Operational Dashboards for SSSP

Fresno City College
Alex Adams, Lili Gao, Chuck Kralowec,
Julie Preston-Smith, Carol Rains-Heisdorf, and Lijuan Zhai

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A little bit about FCC …

• Established in 1910, one of three colleges in the State Center Community College District

• 2015-16
  • 17,539 FTES
  • 6% African American, 12.4% Asian, 53.4% Hispanic, 22.2% White
  • 70% on Financial Aid

• Staff of five in the FCC IR Office (1 director, 3 coordinators, and 1 assistant)

• Information system is Colleague (Datatel) with an operational data storage (ODS) that we access with Microsoft SQL Server

• Tableau server implemented in Spring 2016
Challenge

• Fresno City College needs to become more reliant on data that aids in making program and service unit decisions that increase student success.
How?

Develop a Culture of Inquiry that makes FCC into an Institute of Inquiry
Culture of Inquiry

• Reflects the unique culture of academic institutions by involving faculty and campus practitioners in interactive processes of inquiry
• Uses data as a jumping-off-point as for intentional and critical analysis of equity in outcomes
• Fosters reflection on practices and processes of practitioner self-change
• Shifts focus from institutional responsibility, rather than student deficits, when devising solutions

Theoretical Framework

Single-Loop Learning vs. Double-Loop Learning

By: Emily Barnett

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Data and SSSP

• Focus on new matriculating students who complete core services:
  • Orientation for new students
  • Assessment for placement
  • Advising to develop a Student Education Plan (SEP)
  • Follow up services for at-risk students

• Questions include:
  • Where are my gaps?
  • Are we reaching our target population?
Problems with SSSP Data in the Past

• CCCCO uses MIS data to track SSSP activities, which creates problems at the campus:
  • Reporting of duplicate numbers to state
  • Need additional local data to identify impact on special populations
  • Difficult to plan strategic services for improvement
1st Question: Which students need SEPs?

• Need emails and contact information to outreach
• Plan expanded hours, workshops, events
• Abbreviated vs Comprehensive SEP
• By units completed, GPA, terms, PT/FT, Major, ethnicity
• Non-priority registration groups/special programs
2nd Question: Effect of Multiple Measures?

- Placement results by Reading, Writing, Math, and ESL
- Basic skills levels
- Ethnicity, gender, and age
- High school attended
Simple Research Request

• Which courses have decent first time student success rates?
  • “Here’s a dashboard for that!
  • Division, Subject, Course Level, Course Name, Prerequisite
  • Transfer, CSU-GE Area, Basic Skills
  • Pop-quiz - “Which Comm class has the best course success rates?”
Dashboards

• SSSP Core Services:
  • Placement
  • Orientation
  • SEP
    • First time students
  • Follow-up services:
    • Probation
• Intrusive services:
  • Transfer academy/Cal works
• Planning/Institutional effectiveness:
  • Program review
  • Active Majors
  • Degrees
  • Transfers
  • Student Success Scorecard
  • Student Equity Course Completion
  • Surveys

Conclusion