



NORMANDALE
COMMUNITY COLLEGE

Developing a Fact Book and Implementing a Data Needs Assessment

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2 PROJECTS:

Sponsored by Office of Planning, Institutional Research and Effectiveness

FACT BOOK

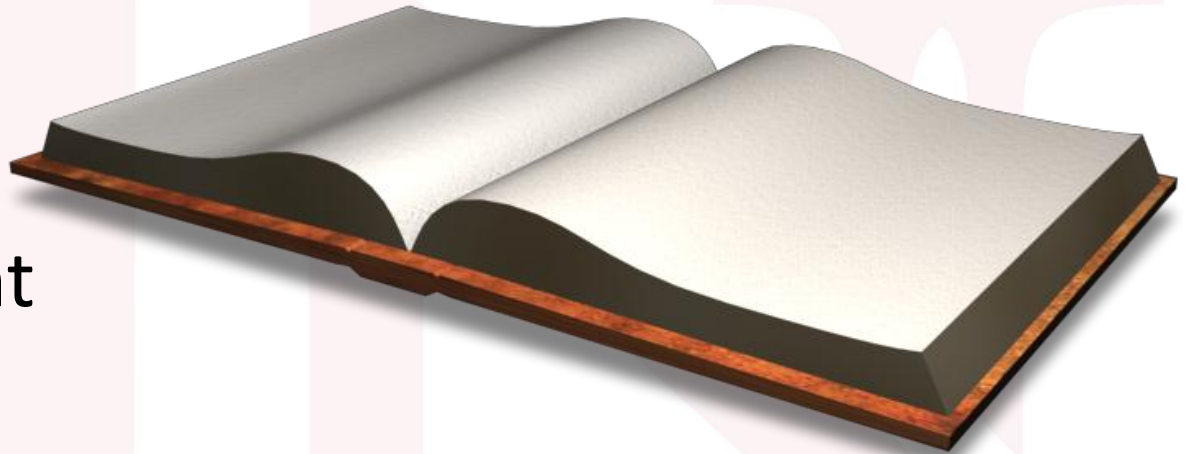
Define and implement a fact book as a central data resource to improve communication to the community and to Normandale Community College

DATA NEEDS ASSESSMENT (DNA)

Assess data needs to identify data usage, types, sources and future needs as a base to college projects on data related tools

Fact Book Project

- Team
- Team Process
- Final Results
- Future Content



Fact Book Project Team

- 8 members
- 9 month project - semimonthly
- Work group on SharePoint Employee Portal
- All decisions documented

Fact Book Team Process

1. Research other universities and colleges

- Fact books
- Fact summaries

2. Fact Book Product

- Location
- Format and structure
- Security and protection
- Public and private data concerns



Fact Book Team Process (continued)

3. Content

- Current IR data requests
- College 1 page sheets
- Regular annual reports
- Other college fact books

Fact Book Team Process (continued)

4. Page Layout

- Headers & footers
- Visual
- Data table
- Fonts & highlighting
- Data source

Fact Book Team Process (Continued)

Table of Contents

Fall Data (30th Day):

- Student Demographics
 - Current Fall
 - Enrollment Trends
- Top 10 High Schools Trends
- FTE Credit Hours Trends

Other:

CCSSE 2010 Key Findings

Fact Book Team Process (Continued)

Table of Contents

Fiscal Year Data (Final):

- Enrollment Trends
- FYE Trends
- Student Success
- Degrees Earned
- Employees
- Status of Graduates within 1 year

Fact Book Team Process (Continued)

5. Fact Summary

- What is the intent?
- Length
- Name
- Content

Fact Book Project Final Results

1. Facts at a glance and Fact Book

- Announced and advertised
 - Institutional Effectiveness Committee
 - Employee Portal Announcement (periodically)
 - Opening Day Workshops (Poster Session)
 - Key Institutional Research data requesters



Fact Book Project Final Results

(Continued)

2. Guidelines

- Fact Book Decision Tree
- Submission Process
- Report/page layout rules
- Maintenance plan
 - Report ownership
 - Query cross reference
- Definitions

Fact Book Future Content

From Other Normandale Community College Departments/Services/Organizations

- Joined efforts with Data Needs Assessment Project
- Stakeholders; the same group of people
- Data Needs Assessment Project Team Deliverable
 - List of proposed data items for Fact Book

Data Needs Assessment (DNA) Project

- Team
- Identifying Stakeholders
- Team Process
- Analysis
- Final Results



Data Needs Assessment (DNA) Project Team

- 6 Team members
- Institutional Research(IR) and Information Technology (IT)
- 12 months project; semimonthly and monthly meetings
- Work group on SharePoint Employee Portal

Identifying Stakeholders

- Joint effort DNA and Fact Book Project Teams
- Identified stakeholders
 - (departments / organizations / services)
 - Internal (36)
 - External (11)
- Developed stakeholder interview questions
- Grouped stakeholders

DNA Team Process

- Designed Excel DNA Grid (Data Inventory)
 - Collect current and future data items
 - Collect any data quality, accuracy, or privacy concerns
 - Department name
 - Name/purpose
 - Person responsible
 - Source
 - Notes

DNA Team

- For Each Stakeholder

Process (Continued)

- DNA Overview
 - Identified Data Caretaker
 - Completed DNA Grid
- Group Interviews
- Review
- Feedback
- Completed DNA Grids



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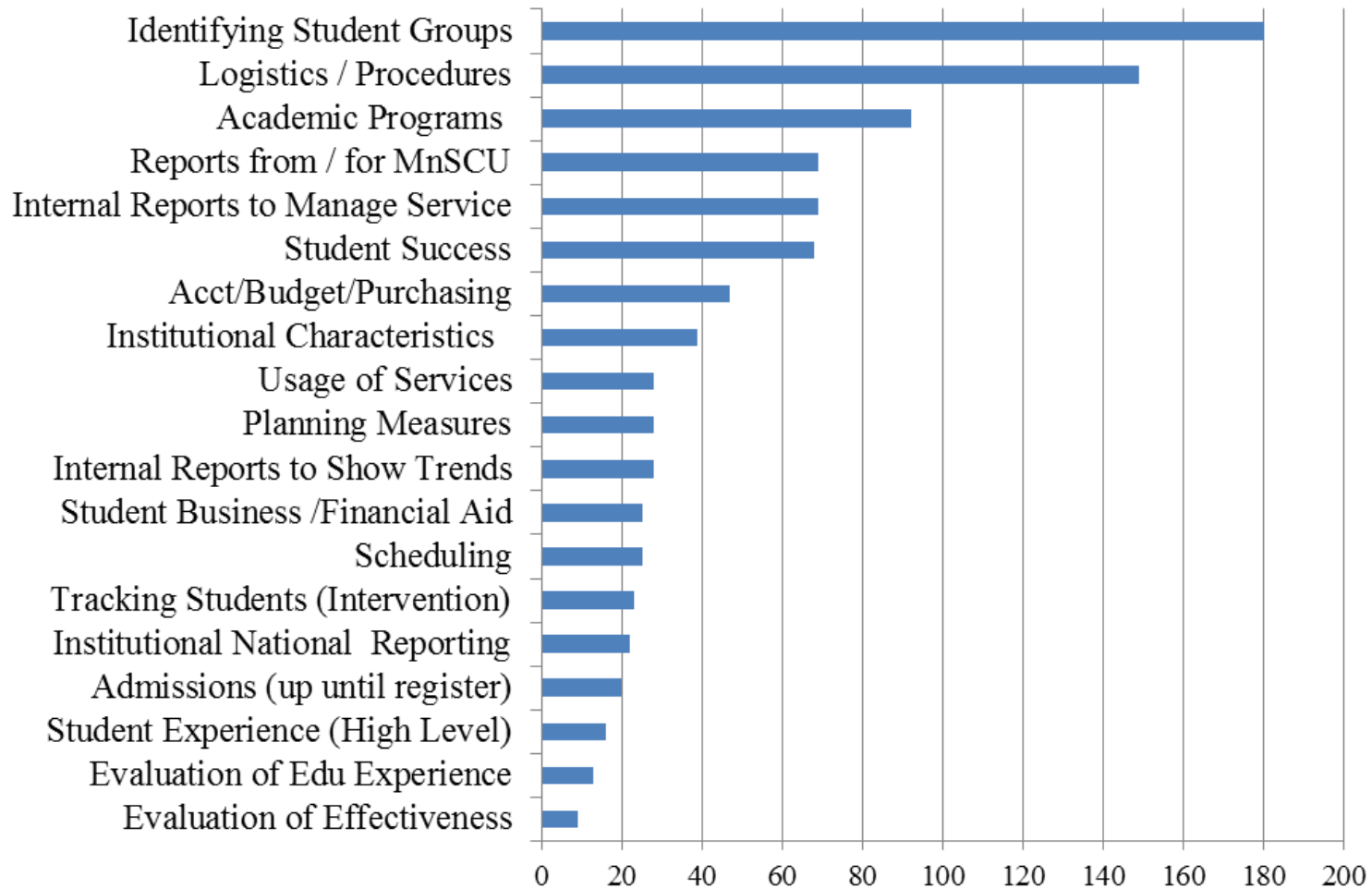


DNA Team Analysis

- Analysis on Completed Grids

	Data Items
Current DNA Grids	465
Future DNA Grids	158
Total Data Items	623

DNA Team Analysis (Continued)



DNA Team Analysis (Continued)

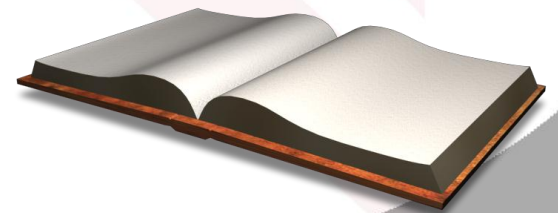
- Analysis Results
 - Data that should be shared with the college
 - Data Integrity Issues and Concerns
 - Duplicate reporting
 - Some future data needs are available in other college departments/services/organizations
 - Identified future tools to assist the college to work more effectively

DNA Project Results

- Comprehensive Analysis Grid
- DNA Final Analysis Report
 - Themes identified for developing tools in the future data mart
 - Listed duplicate reports and data integrity issues
- Completed DNA Grids for each stakeholder
- List of proposed data items for Fact Book
- Updated external software list for IT

Next Steps

1. DNA Team distributes list of proposed data items to the Fact Book Team
 - Fact Book Team decides on future content of the Fact Book based on the DNA List and other resources
 - Fact Book Team investigates and implements Americans with Disabilities Act (ADA) compliant



Next Steps (Continued)

2. DNA Team distributes the final report to

- Data Mart Project
- Stakeholders
- Institutional Research
 - Data Integrity Group
 - Duplicate reporting
 - Revised distribution plans for existing reports

3. DNA Team distributes external software list to

- Information Technology Department



Developing a Fact Book and Implementing a Data Needs Assessment

Any questions?

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