IT TAKES A COLLEGE: ENGAGING FACULTY AND STAFF IN DATA-INFORMED DECISION-MAKING

STEPHANIE HAWLEY, ASSOCIATE VICE PRESIDENT, COLLEGE ACCESS PROGRAMS, AUSTIN COMMUNITY COLLEGE

DEREK THOMAS, LEAD, COMPUTER LAB SUPPORT TECHNICIAN, AUSTIN COMMUNITY COLLEGE & PAST-PRESIDENT, CLASSIFIED EMPLOYEES ASSOCIATION
ACC – At a Glance

- Single college district founded in 1973
- ~45,000 credit & ~1500 non-credit students
- 8 campuses (+3 in progress), 11 centers
- Serving 8 counties (7,000+ sq miles)
- ~4500 faculty & staff
- Very inclusive Shared Governance Structure (all faculty, staff, and students represented)
PARTICIPANT QUESTIONS & EXPECTATIONS
Student Success
It Takes A College

Student Success

- Students
- President
- Board
- Instruction
- Student Services
- Community
- Marketing
- Institutional Research
- Information Technology
- Facilities & College Operations
- Finance & Human Resources
CRITICAL FACTORS

- Focused Leadership
- College-Wide Engagement
- Data Collection & Analysis
Key Challenges and Solutions

Operations vs. Innovation
(“The pendulum swings mentality”)

Focus on improvement and evaluation

“Project-itis”

Integration and Alignment
Established Long-term goals

Traditional Reporting Structures

Cross-functional teams

Data Collection for Reporting Purposes

Data for Internal Use:
process and outcomes improvement
ENAGAGEMENT

- Employee Support & Success
- Cross-Functional Teams
- College-Wide Events
- Data Resources
Employee Support & Success

- Employee Success & Engagement Plan
- “It Take a College” Communications Workshop & Survey
- Culture of Institutional Success
- Broad Collaboration Between Faculty, Staff & Administration
Employee Success
& Engagement Plan

- Collaborative plan developed by internal employee groups as part ACC’s SSI.

- Based in College culture of Servant-Leadership, Shared Governance, and CARES value system.

- Communications vehicle for encouraging stakeholder engagement and increasing trust.

- Inventory of current and potential resources for employee support.
Defining Employee Success

- Based in Servant Leadership, as a collaborative College-wide commitment to:
  - encourage open and transparent communications
  - identify and break barriers to student success
  - acknowledge and commend accomplishments
  - nurture an atmosphere of collegiality and service
Defining Employee Success Cont’d

– promote awareness of mental and physical health

– provide the tools and training that ensure excellence

– maintain fair and market competitive compensation and benefits systems

– focus on employee and student recruitment and retention

– promote effectiveness and accountability
Cross-Functional Teams

- Student Success Initiative Steering Committee
- College Transitions Work Group
- Marketing & Communications Teams
Data in the Right Hands

Research from O. Mink, J. Shultz, B. Mink (1991) supports the importance of data in helping staff to take “an experimental-minded attitude without relying heavily upon pressure, persuasion, or prayer.”

Faculty Coaches

- Faculty Leadership
- Data in the “right hands”
- Department Engagement
College-Wide Events

- Annual Data Retreat
- Achieving the Dream Site Visits
- Developmental Education
- General Assembly
- Planning Retreats
- Spring Development Day
DATA COLLECTION & ANALYSIS

- Data warehouse
  www.austincc.edu/oir_epub/portal/main

- Institutional Snapshots

- Departmental Snapshots

- Cohort Data

- Survey Results

- Focus Group Results
Success Equity