



APS

Virtual Summit

Getting Buy-In for Data-Informed Decision-Making

Your Facilitators



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Zoom Features

Leverage the **Unmute/Mute** and **Start/Stop Video** during the session.

The screenshot displays a Zoom meeting interface. At the top, the EAB logo is visible. The main content area shows the text "EAB Virtual Session" and "2020". Below this, a dark control bar contains several icons: a microphone with a red slash, an up arrow, a video camera with a red slash, and another up arrow. Below these icons are the labels "Unmute" and "Start Video". At the bottom of the screen, a secondary control bar includes icons for Mute, Stop Video, Invite, Participants (with a '3' indicator), Share, Chat, Record, and a red "Leave Meeting" button. The EAB logo is also present in the bottom right corner of the meeting area.

Red slashes mean your microphone is muted and your camera is off

Access audio and video options by clicking the up arrow next to the Mic and Camera icon

Zoom Features continued

Leverage the **Chat** and **Raise Hand** features to submit questions/comments or volunteer to speak.

The screenshot displays a Zoom meeting interface. The main window shows a presentation slide with the EAB logo and the text "EAB Virtual Meetings 2020". A small video thumbnail of a "Meeting Host" is visible in the bottom right corner of the main window. The bottom toolbar contains icons for Mute, Stop Video, Invite, Participants (with a '2' indicator), Share, Chat, and Record. A callout box points to the "Participants" icon with the text "Open Participants and Chat".

On the right side, the "Participants" panel is open, showing a list of participants: "Test Participant (Me)" and "Meeting Host (Host)". Below the list are icons for "Raise Hand", "yes", "no", "go slower", "go faster", and "more". A callout box points to these icons with the text "Use icons to communicate answers and signals to presenter".

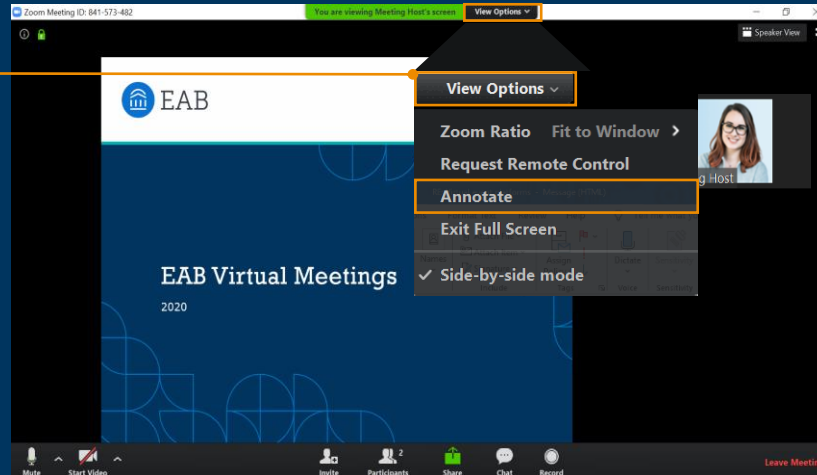
Below the participants panel is the "Zoom Group Chat" window, which is currently empty. A callout box points to the "To:" dropdown menu, which is set to "Everyone", with the text "Select whether you want to chat with everyone or a specific person".

Open Participants and Chat

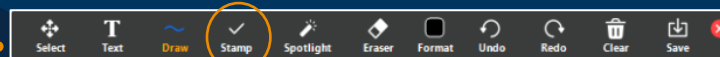
Select whether you want to chat with everyone or a specific person

How to Use the Annotate Feature in Zoom

Step 1: View Options, then Annotate.



Step 2: Panel with different options for annotation. Please select Stamp.



- 1 The Importance of Data
- 2 Rethinking Processes: COVID-19 Disruption
- 3 The Importance of Getting Buy-In
- 4 E.A.S.E.
- 5 Worksheet Activity: Debunking Data Distrust

Does Your Institution Have a Process?



For each statement, use the Annotate feature to place a stamp representing your response in either the Yes or No column.

Process	Yes	No
There is a defined process for course and section planning.		
My institution uses data from previous terms to support this process.		
This process is consistent across departments and colleges.		

Why Use Data for Course and Section Planning?

*Access to data itself will not immediately make your campus more data-informed; **the key is to engage leaders with the data and provide them with tools to shape a strong foundation of data literacy.***

Challenges



Uncertain Enrollments

- Uneven, unsustained annual growth
- Tracking and predicting changing student demand



Section Planning

- Onerous process
- Rolling over schedule doesn't produce accurate picture of demand



Curricular Complexity

- Under/overfilled courses
- Rigid prerequisite pathways
- Reduced options for students

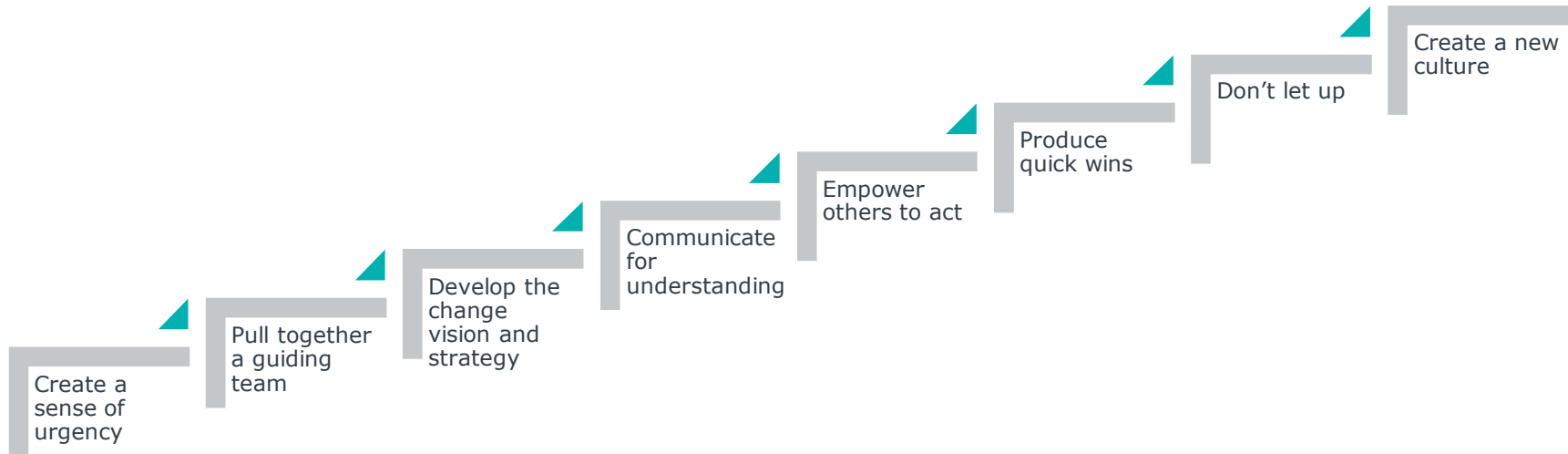
Rethink Strategies

- ✓ **Data-Informed Planning**
Predict demand earlier and more accurately
- ✓ **Streamline Processes**
Engage all stakeholders in accessing and viewing the most current data

Course Planning & Optimization

- Proactive course planning based on student demand
- Optimize your institution's resources

Kotter's 8 Step Change Model



Why Get Buy-In?

Buy-in

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Definition: acceptance of and willingness to actively support and participate in something (such as a proposed new plan or policy)

Challenges to Buy-In?



For each option, use the Annotate feature to place a stamp representing your response.

Anticipating Resistance

Lack of Prioritization

Data Distrust

Change-resistant Culture

Messaging/Communication

Lack of Support Mechanisms



Gain Buy In with E.A.S.E



Expectations

Accountability

Support

Embeddedness



Buy-In

Expectations

Accountability

Support

Embeddedness

Yours & Theirs

EXPECTATIONS

- Ensure the initiative remains an organizational priority and is visible to the team.
- In what ways are users expected to use the data and when?
- How do expectations around APS align with or differ from other required tools/processes?



Expectations

Yours & Theirs

Accountability

*Keeping Stakeholders
Responsible*

Support

Embeddedness

ACCOUNTABILITY

- What mechanisms are in place to encourage leaders to use data and keep them on track towards impactful change?
- How are you keeping stakeholders responsible?

Expectations

Yours & Theirs

Accountability

*Keeping Stakeholders
Responsible*

Support

Resources & Guidance

Embeddedness

SUPPORT

- Identify and create quick wins that can help generate momentum on campus.
- What resources are available and what is the ease of access?
- Who are the champions they can lean on?

Expectations

Yours & Theirs

Accountability

*Keeping Stakeholders
Responsible*

Support

Resources & Guidance

Embeddedness

Making it sticky

EMBEDDEDNESS

- Anchor new approaches in the culture
- Sustain improvements and clearly associate demonstrated behaviors with success
- Integrate into transparent milestones and timelines

Worksheet Activity

Name: _____
Institution: _____

Debunking Data Use Objections

Gain Buy-In and Engage Academic Leaders with APS Data

Complete the worksheet to prepare for potential objections to APS data use on your campus.

1 Data in the APS platform is not even our institution's data.

2 The data is wrong, so I don't trust it.

3 The data will be used against our department or school.

EAB

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Please take 5 minutes to complete the **Debunking Data Use Objections** worksheet. Download the worksheet using the link in the Chat.

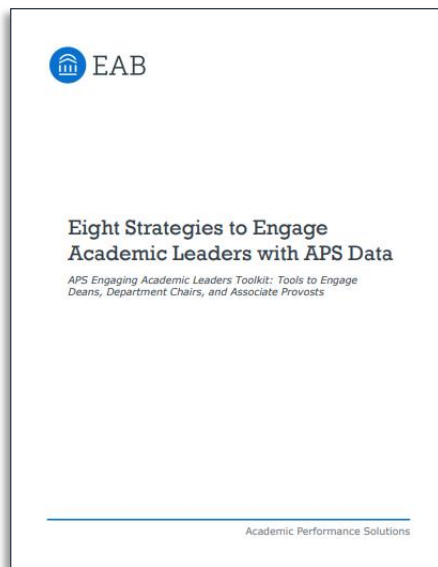
We'll convene as a group for an opportunity to share out using either the "Raise Hand" or Chat feature.





Available Resource: Engaging Academic Leaders Toolkit

Strategies and Tools to Generate Buy-In at Your Institution



Eight Strategies with Corresponding Tools

- > **Strategy 1:** Advocate from the Top Down
- > **Strategy 2:** Craft Your Data Transparency Message
- > **Strategy 3:** Identify a Champion
- > **Strategy 4:** Embed APS Data in Existing or New Processes
- > **Strategy 5:** Leverage Influence to Promote Data Use
- > **Strategy 6:** Coach Others Towards Data Use
- > **Strategy 7:** Maintain Momentum with Strategic Follow-Up
- > **Strategy 8:** Make Resources Easy to Access

Download the Toolkit!
Use the link in the Zoom Chat





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