Imperatives for Community College Growth—and the Data You Need to Meet Them

The community college landscape is at a pivotal turning point due to evolving perceptions of college value, talent market shifts, emerging technologies, a dynamic economy, and more. Across the next decade, these changes will reshape operations, programs, staffing, and learner engagement—and effective data management is key to staying ahead of them.

### Address Post-Pandemic Student Needs
- Improve yield, retention, and graduation rates by identifying your students’ biggest barriers to success.

### Evaluate Operational Processes
- Use limited staff and faculty capacity more effectively.

### Recalibrate Your Value Proposition
- Understand and clearly articulate your institution’s value to students.

### Build Skills for High-Demand Work
- Strengthen the connection between local industry needs and your curriculum.

#### Identify early intervention opportunities
- Track LMS engagement to spot students who haven’t logged in to the system or submitted assignments on time. Compare this with advisor interaction data and early semester checkpoint outcomes.

#### Ensure funding is allocated to the most critical services
- Monitor support service usage metrics such as number of appointments made in your tutoring center or other support offices. Measure use against budget allocations as well as intervention effectiveness data.

#### Address missed academic preparation
- Analyze precollege data such as GPA and placement exam scores. Compare them with advisor interaction data and DFW rates in gatekeeper courses such as Math 101 and English 101.

#### Close equity gaps
- Track financial holds and cross-reference with DFW rates, Pell Grant utilization, and support services usage.

#### Optimize staff capacity
- Track completion times of routine or repetitive tasks as well as related costs to identify efficiency improvements.

#### Secure talent and enhance employee satisfaction
- Use employee satisfaction data such as “stay interviews,” professional development records, and salary data. Measure against employee retention, national salary trends, and rates of promotion.

#### Identify under-filled course sections
- Compare course fill rates to identify potential consolidation opportunities.

#### Adjust facility spend based on building utilization
- Collect space utilization data and relevant financial records to optimize spending.

#### Align curriculum with in-demand careers
- Analyze workforce development and job growth trend data in relation to student course enrollment data.

#### Ensure meta majors and pathways provide a clear path to completion or transferability
- Measure course success rates, completion rates, and average completion time. Compare with National Student Clearinghouse data.

#### Measure postgraduation financial impact
- Track job placement and average salary data by degree or credential type. Compare with the cost of degree and average completion time.

#### Understand industry training needs for future employees
- Access local, state, and national workforce trend data. Compare with curriculum syllabi to identify skill gaps.

#### Cultivate industry partnerships and develop upskilling programs for incumbent employees
- Track employee training and certification data. Compare with industry demands to develop targeted upskilling programs.

#### Facilitate rapid course development
- Track faculty expertise and past teaching experience. Compare with industry skill trend data to inform new course creation.

#### Stay Ahead of Tomorrow’s Challenges with the Right Data
- Struggling to pull multiple data sources together to tackle short- and long-term imperatives? Unify and activate your data with Edify, the holistic data management solution built for higher education.

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