

4 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.