

# **Using Business Intelligence to Improve Baccalaureate Student Success**

*Community College  
Baccalaureate Association  
March 2015*



**Community College Baccalaureate Association**  
Better Jobs... Better Lifestyle... The Baccalaureate Degree



- Florida's first two-year college (founded in 1927)
- Comprehensive Community College Mission
- State's First Community College authorized to offer baccalaureate degrees
- Fall 2014 Enrollment: 33,188 (4,202 Baccalaureate)
- Fall 2014 SSH: 278,014 (33,471 Baccalaureate)
- 2013-14 Degrees and Certificates: 6,349
- Accredited by Southern Association of Colleges and Schools (SACS)

## About SPC

**1998:**

Access to the Baccalaureate degree was identified as a significant problem.

**1999:**

Legislature authorized community colleges to seek approval to grant Baccalaureate degrees in areas of high demand.

**2001:**

SPC BOT was given authority to grant Baccalaureate degrees in Nursing, Education, and Information Technology.

**2009:**

SPC BOT authorized to add additional degrees based on local workforce needs.

# History



## Average Earnings at Career Midpoint



# Opportunity

Source: Florida College System Economic Impact Report – Student Perspective

- *“Senate Bill 1148 - BACCALAUREATE DEGREES: Restricts the State Board of Education, and St. Petersburg College, from approving any new baccalaureate degrees before May 31, 2015. No special exceptions allowed.”*
- One-year moratorium – *More to come*
  - Review of all current state baccalaureate programs
  - Develop guidelines for new degree program development
- Annual Baccalaureate Performance Accountably Report – Due August 15, 2015

# Public Policy Issue

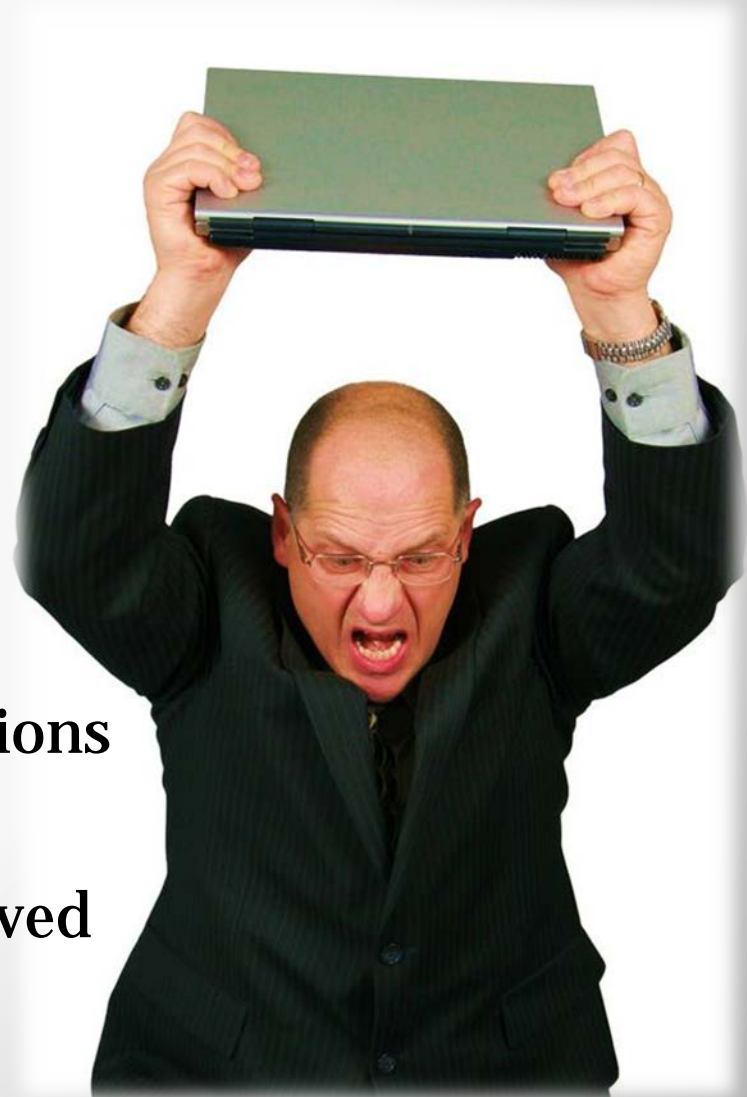
Two-to-three weeks to complete a data request

Discussions became stale

Arguments over the data definitions

New questions once data is received take another two-to-three weeks to get answered

**Where we were...**



- SPC exemplified the ‘data-rich, information- poor’ institution.
- Staff needed timely information for decisions to maximize **student success**.
- Need was for ‘management’ data (as opposed to state reported data) that was easily understood and actionable by college staff and faculty.
- SPC also needed to leverage data from across the College by linking multiple data systems and elements in one reporting interface.

## Where we were...



- **Step 1:** Acknowledge that data in its purest sense is not very useful.
- **Step 2:** Design a tool that defines, aggregates, and organizes the data into useful and relevant information for the stakeholders.
- **Step 3:** Provide end-user training to assist them in correctly interpreting and using information properly.
- **Step 4:** Consistently remind all end-users that data and information can be powerful, but it is *only* the beginning of the conversation.

## Changing the Culture





- *Allows quick access to information required to make decisions.*
- *Provides standardized information with the ability to look at data measures through multiple views.*
- *Enables users to 'drill-down' to student-level detail and 'roll-up' to program, campus , and college-level perspectives.*

# Pulse Business Intelligence

## Development Areas



- Over twenty different dashboards for student information
- Over 700 trained users including Provosts, Deans, Faculty, Advisors, Program Chairs, Senior Administrators, and Administrative Staff.
- 28+ Training Sessions this year.

## Evolution of Pulse BI

ST. PETERSBURG COLLEGE

## **PULSE**

*Using Business Intelligence to Improve Student Success*



### Student System Dashboards

#### Enrollment by Term

- Headcount Enrollment by Term
- Student Semester Hours (SSH) by Term
- Enrollment Trends by Term

#### Enrollment by Day

- Headcount Enrollment By Day
- Student Semester Hours (SSH) By Day

#### Success Rates

- Success Rates By Campus
- Success Rates by Acad Org

#### Student Outcomes

- Fall 2010/2011 Cohort Retention
- Graduates

#### Course Enrollment

- Course Enrollment

#### Program Review

- Academic Program Viability Report

#### College Experience

- College Experience Outcomes
- Early Alert
- Out of Class
- My Learning Plan

#### Beta Dashboards

- Program Plan - Beta
- Daily Enrollment Trends - Beta
- Career Status - Beta
- Flexible Placement - Beta
- PSAV - Beta
- Fall 2014 Daily Enrollment Dashboard - Beta

[https://onecollegesupport.spcollege.edu/spcpulse/SAA/Pages/Student\\_BI\\_Landing.aspx](https://onecollegesupport.spcollege.edu/spcpulse/SAA/Pages/Student_BI_Landing.aspx)

# Pulse BI

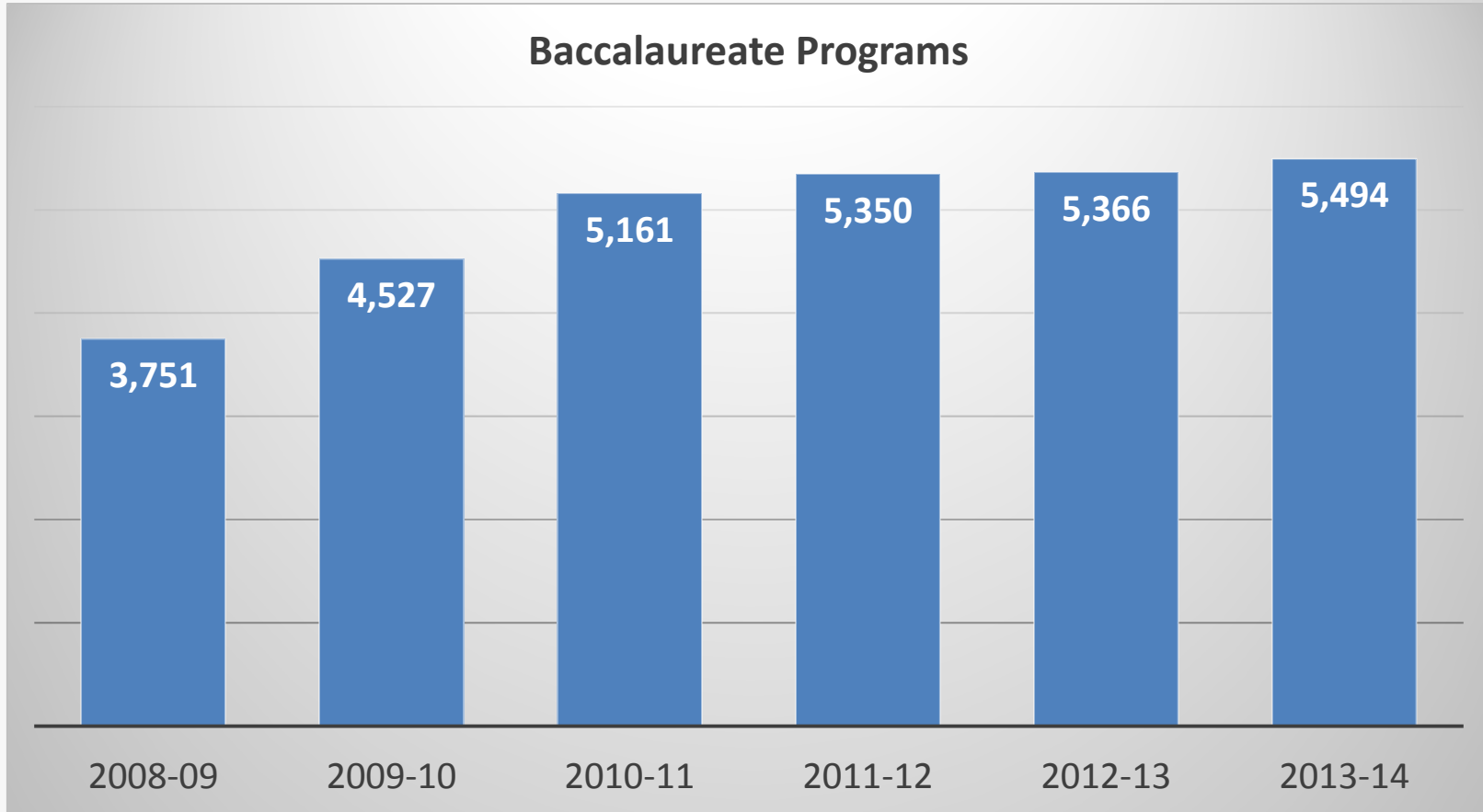


	2002-2003	2013-2014
Programs	3	22
Enrolled	648	5,494
% of Total Enrollment	1.9%	12.1%
Graduates	9	1,129
% of Total Graduates	0.3%	17.8%

# Growth of Bacc Programs

Source: SPC Pulse BI System. Data Extracted March 2, 2015

## Baccalaureate Programs



# 6-yr Enrollment Trend

Source: SPC Pulse BI System. Data Extracted includes Summer Term as of March 2, 2015

College/Department/School	BS/BAS Programs
College of Business	Business Administration, International Business, Management & Org. Leadership, Sustainability Management
College of Computer and Information Technology	Technology Development & Management
College of Education	7- Teacher Certifications 1 – Non-teacher Certification
College of Health Sciences	Health Services Administration, Dental Hygiene, Orthotics and Prosthetics
College of Nursing	RN-BSN Nursing
College of Public Safety	Public Safety Administration
Natural Science Department	Biology
School of Policy and Legal Studies	Paralegal Studies, Public Policy and Admin.
School of Veterinary Technology	Veterinary Technology

# Current Programs

- Contact Hours
- Internship Opportunities
- Authentic Learning (Capstone Courses, Projects, etc.)
- Program Advisory Boards

## Workforce Emphasis

Fall 2014

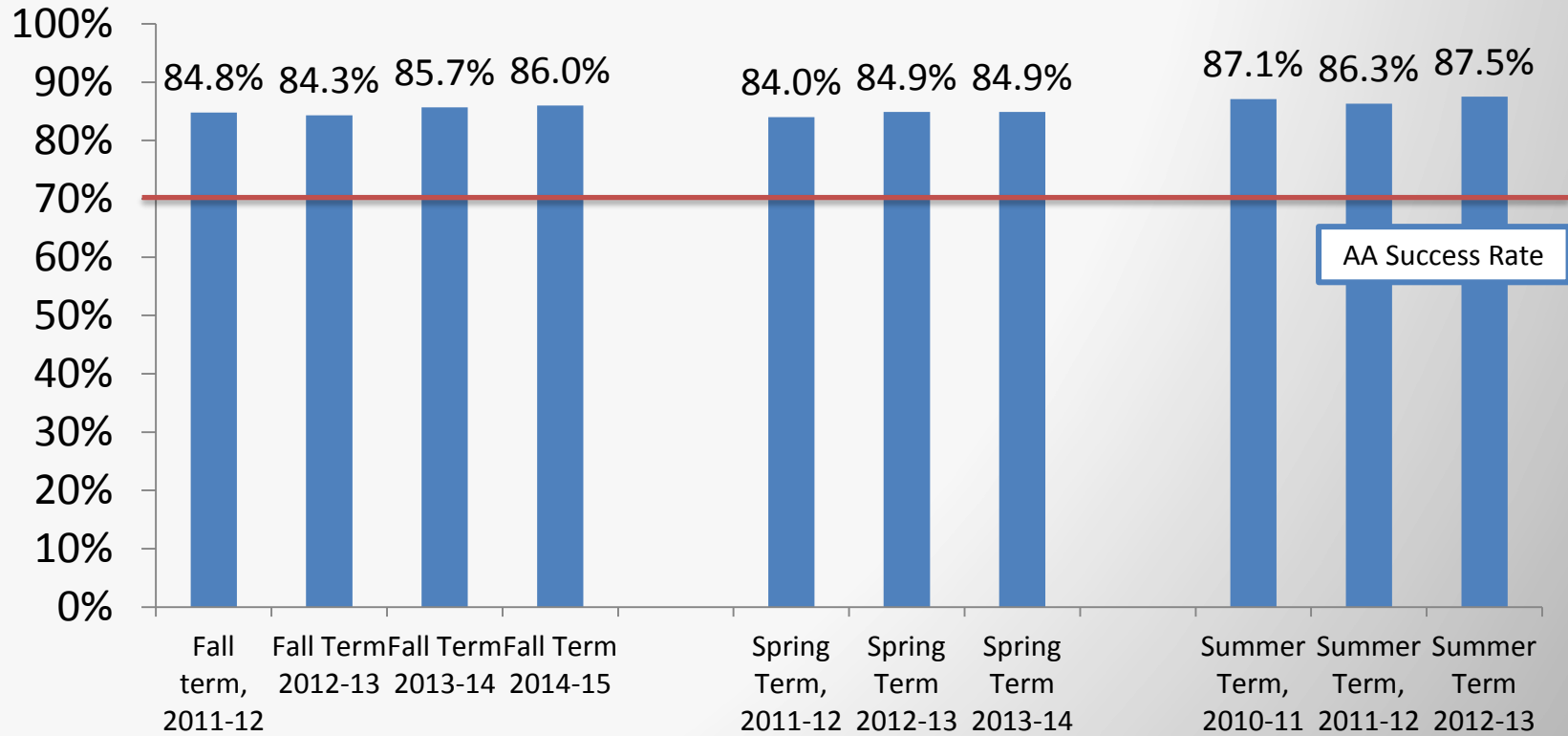
- 4,202 Headcount Enrollment
- Older: 35.6% are 36 or older
- Part-Time : 70.4% (Avg.=8.0 CHs)
- Female: 65.4%
- Diversity: 72.3% White; 9.1% Black/African American; and 9.8% Hispanic/Latino
- Online Only: 59.3% of students
- New Students: 226 students were 'new' to SPC



## Student Profile







*Note: Excludes Pass/Fail Grading basis courses and audits*

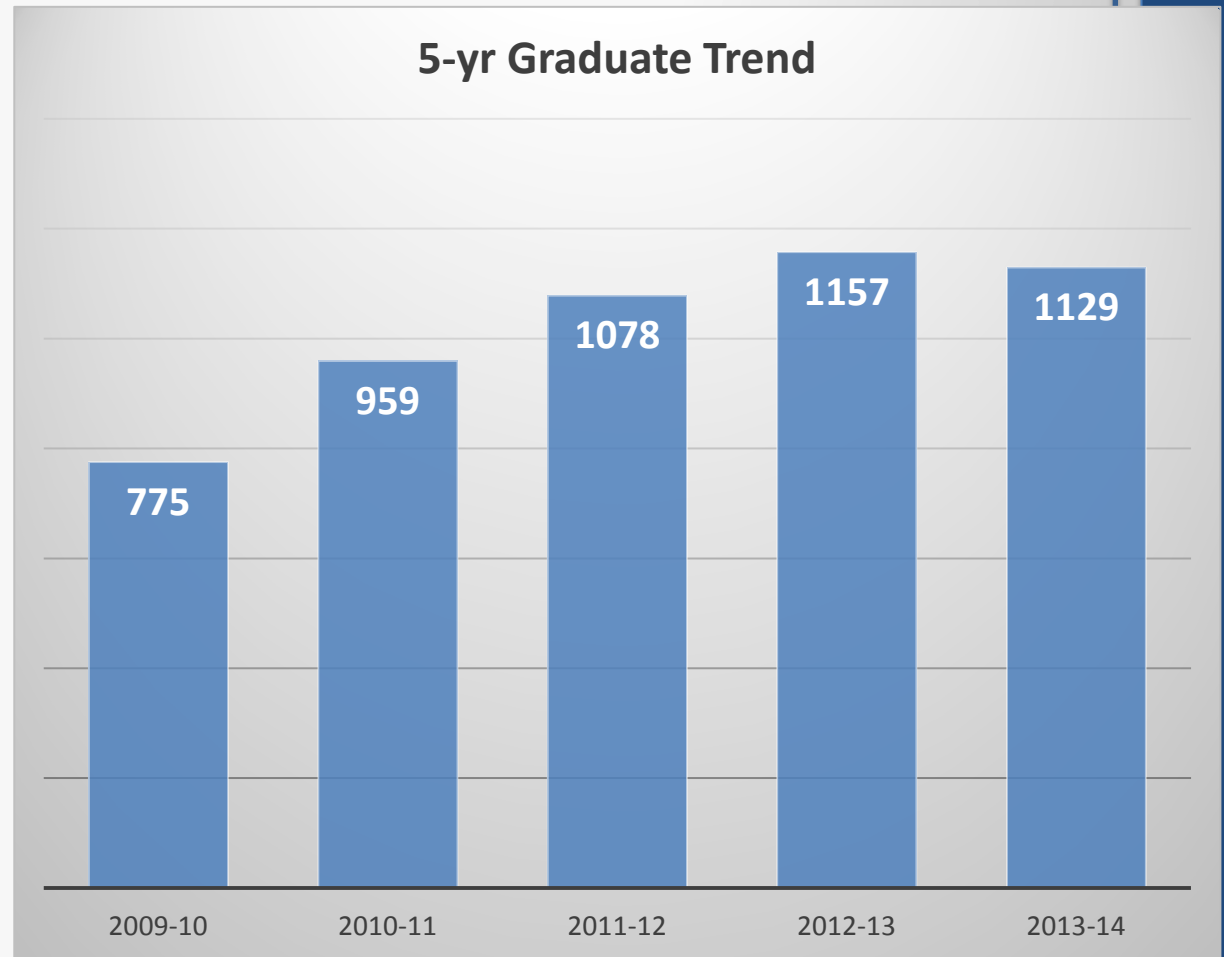
# Course Success Rates

	Fall-to-Spring	Fall-to-Fall
Enrolled Fall 2013-14	4,545	4,545
Graduated or Returned	3,948	3,552
Retention Rate	86.9%	78.2%

*Note: Includes returning students and those who graduated prior to the start of the term.*

# Retention Rates

- SPC has produced 7,953 baccalaureate graduates since inception
- Over 1,000 SPC graduates a year which leads the other 22 state colleges who have Bacc Programs



# Graduate Analysis

- Focus will be on the 1,129 BAS/BS graduates from the 2013-14 academic year (Fall 2013, Spring 2014, Summer 2014)
- 23 Different Baccalaureate Degrees
  - 12 Bachelor of Applied Science (BAS) Degrees
  - 11 Bachelor of Science (BS) Degrees

# Graduate Analysis



	% Male	% Minority
Education n=175	11.4%	20.6%
Business/ Management n=413	47.9%	19.0%
Nursing n=321	11.2%	28.6%
Other Health n=220	18.1%	25.6%
Total n=1,129	26.0%	22.5%

*Note: Within the 1,129 total graduates there are 2.1% (24 students) with undisclosed gender and 4.1% (46 students) with undisclosed ethnicity.*

# Gender and Ethnicity

Source: SPC Pulse BI System. Data Extracted March 3, 2015

Semesters	1 to 3	4 to 6	7 to 9	10 to 12	12 or more
Graduates	12	654	369	86	36
Percentage	1.0%	56.5%	31.9%	7.4%	3.1%

- Average time to degree was 6.7 semesters.
- 94.7% of graduates took courses in a least one summer semester.

## Time to Degree

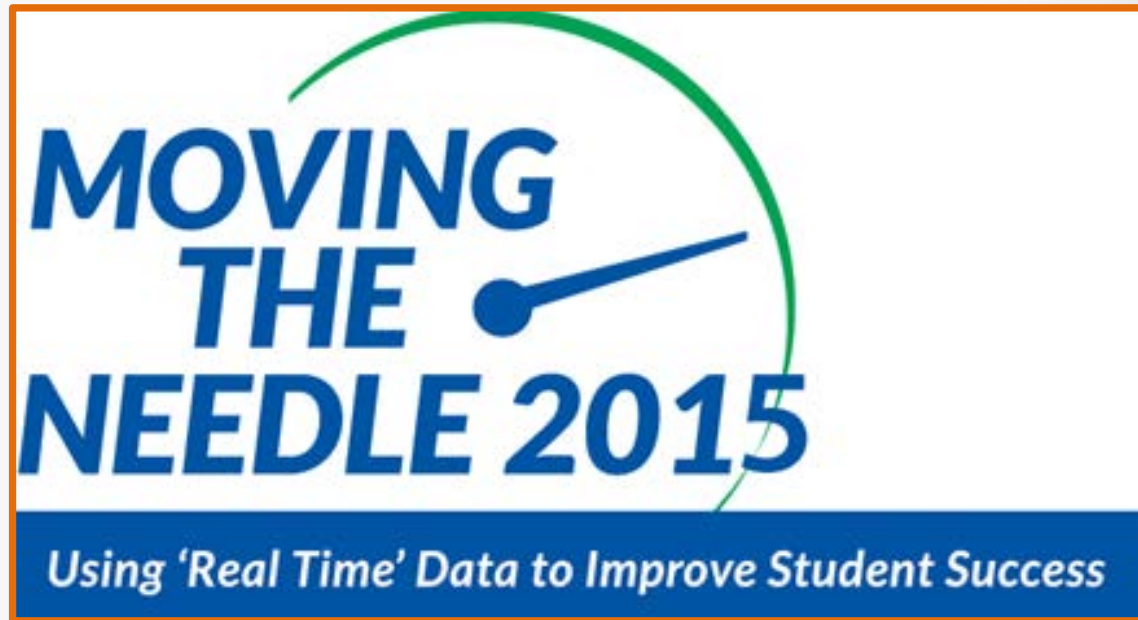


SPC produces non-traditional workforce focused graduates:

- **Older:** Median age is 31 with one third over the age of 36
- **Committed:** Almost ninety percent (89.4%) completed the program within 3 years with almost all enrolled at least one summer term (94.7%)
- **Employed:** Over three quarters (79%) are employed with an average annual wage of \$36,880 for education majors and \$52,524 for non-education majors (Graduates from 2010-11)
- **Local:** Over three quarters of graduates received their previous degree within the local area.

## Noteworthy Observations

*Save the Date – October 28-30 – St. Petersburg, FL*



*Institutions will be sharing their transformational data strategies and best practices*

**Moving the Needle 2015**





# Questions



## **Using Business Intelligence to Improve Baccalaureate Student Success**

St. Petersburg College was the first community college to offer baccalaureate programs in the State of Florida and is still the largest today with 1,000 graduates per year. With the recent Florida legislative ‘moratorium’ placed on the creation of new state college baccalaureate programs, ‘real-time’ access to data and information on baccalaureate programs has been more crucial than ever. To gather this information, SPC has relied on PULSE BI, a business intelligence data system of dashboards that empowers users to maintain the “pulse” of their respective program. SPC PULSE BI was developed by SPC out of the need for access to information to maximize decisions that affect student success and a desire for these conversations to occur with commonly defined metrics. SPC PULSE BI provides ‘real-time’, relevant, and valid information in an easy-to-interpret format, which supports sound decision-making and drives performance improvement. This information has been used to share college baccalaureate information and provide reporting information to the state. Information will also be provided regarding the original rationale for creating the baccalaureate programs at SPC and the model for implementing and developing these programs.

# Session Description

<http://www.accbd.org/conference/conference-overview/>

