Welcome to #WCETWebcast

February 21, 2019

The webcast will begin shortly.

There is no audio being broadcast at this time.

An archive of this webcast will be available on the WCET website next week.

WCET WEBCAST

FEBRUARY 21

A Student Response to Analytics, Privacy, and Security

Welcome!

Use the question box for questions and information exchange.

Archive, PowerPoint, and Resources available will be next week.

Follow the Twitter feed: #WCETWebcast.

Megan Raymond
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Overview

01

Introductions

02

Overview of data analytics in higher ed.

03

Moderated conversation around data, privacy, and security of information.

04

What students want you to consider when using their data.

05

Audience Q&A

06

Conclusion

Questions from the Audience

If you have a question during the presentation, please add your questions to the question box.

We will monitor the question box and have time for Q&A at the end of each section.
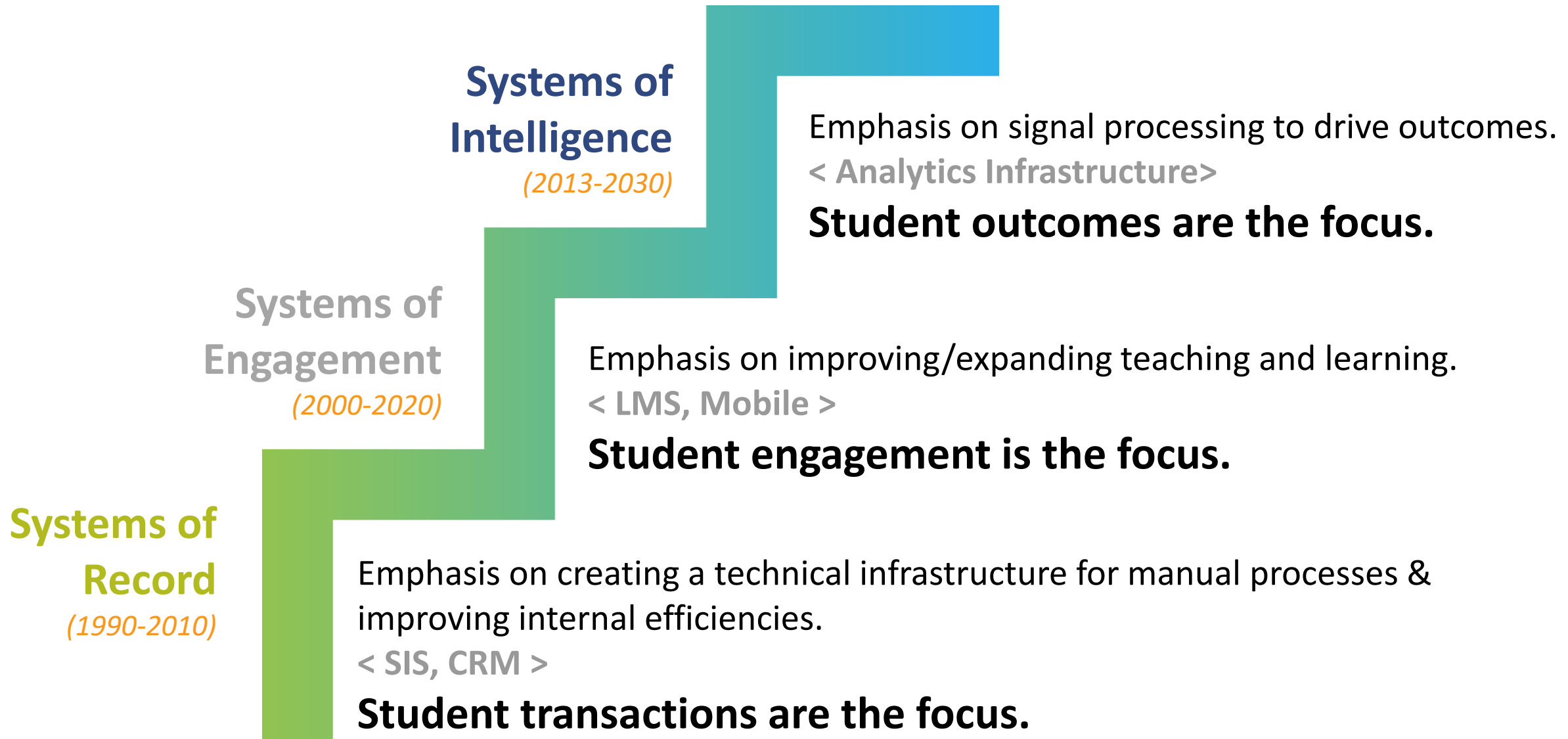
Moderator

Rob Robinson

Senior Principal Partner Strategy Consultant

Civitas Learning

THE EVOLUTION OF STUDENT SUCCESS SYSTEMS

Systems of Intelligence
(2013-2030)

Emphasis on signal processing to drive outcomes.
< Analytics Infrastructure>
Student outcomes are the focus.

Systems of Engagement
(2000-2020)

Emphasis on improving/expanding teaching and learning.
< LMS, Mobile >
Student engagement is the focus.

Systems of Record
(1990-2010)

Emphasis on creating a technical infrastructure for manual processes & improving internal efficiencies.
< SIS, CRM >
Student transactions are the focus.

Presenters

Linda Baer
Senior Consultant
Linda L. Baer, Consultants

Collen Carmean
Associate Vice Chancellor for Academic Innovation
University of Washington, Tacoma

Emma Tilson
Student, Salt Lake Community College and Administrative Coordinator, WICHE
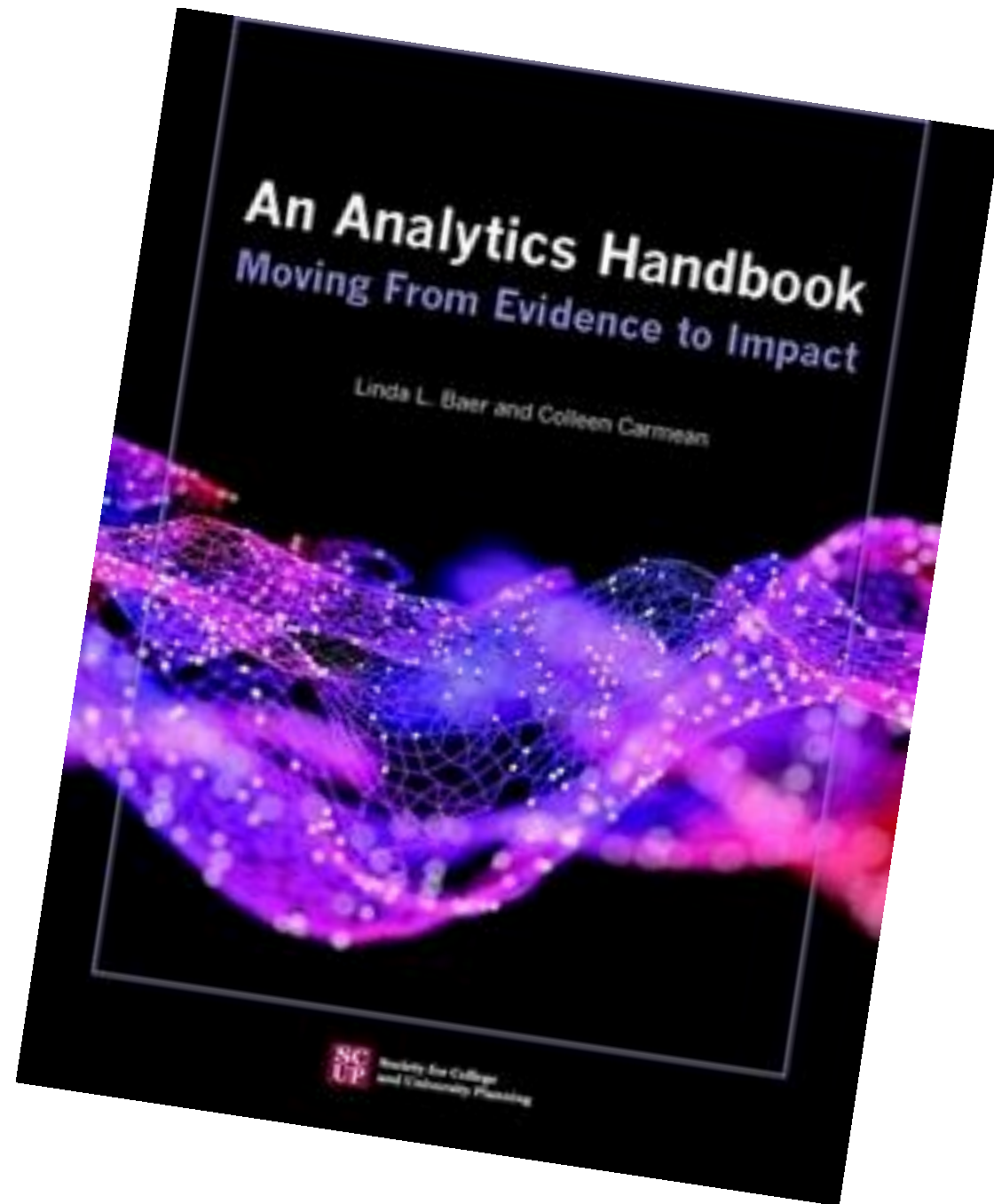
ANALYTICS AND UNINTENDED CONSEQUENCES

"DO NO HARM"

Linda Baer & Colleen Carmean

An Analytics Handbook:
Moving From Evidence to Impact

Society for College University & Planning
tinyurl.com/analyticsHB

St. Paul, Ramsey County, & St. Paul Public Schools Youth Data-sharing Agreement

Potential of "predictive analytics" in 2014, signed a 3- way joint powers agreement to share youth data.

Predict which families were most likely to slip through the cracks based on zip codes, incomes, truancy numbers, race and other indicators.

But the possibility of labeling children who had not committed a crime as potential future troublemakers worried advocacy organizations.

Agreement ended after 5 years.

On Privacy, Security and Silos

- *University of Washington case study on putting institutional governance and policies in place guiding retrieval, permissions, the data included, and response to insights.*
(Carmean & Lyle, Chapter 4)

- *A Student Response to Analytics*
(Avery Horton, sophomore, Chapter 5)
  - *Transparency*
  - *Security*
  - *Agency*

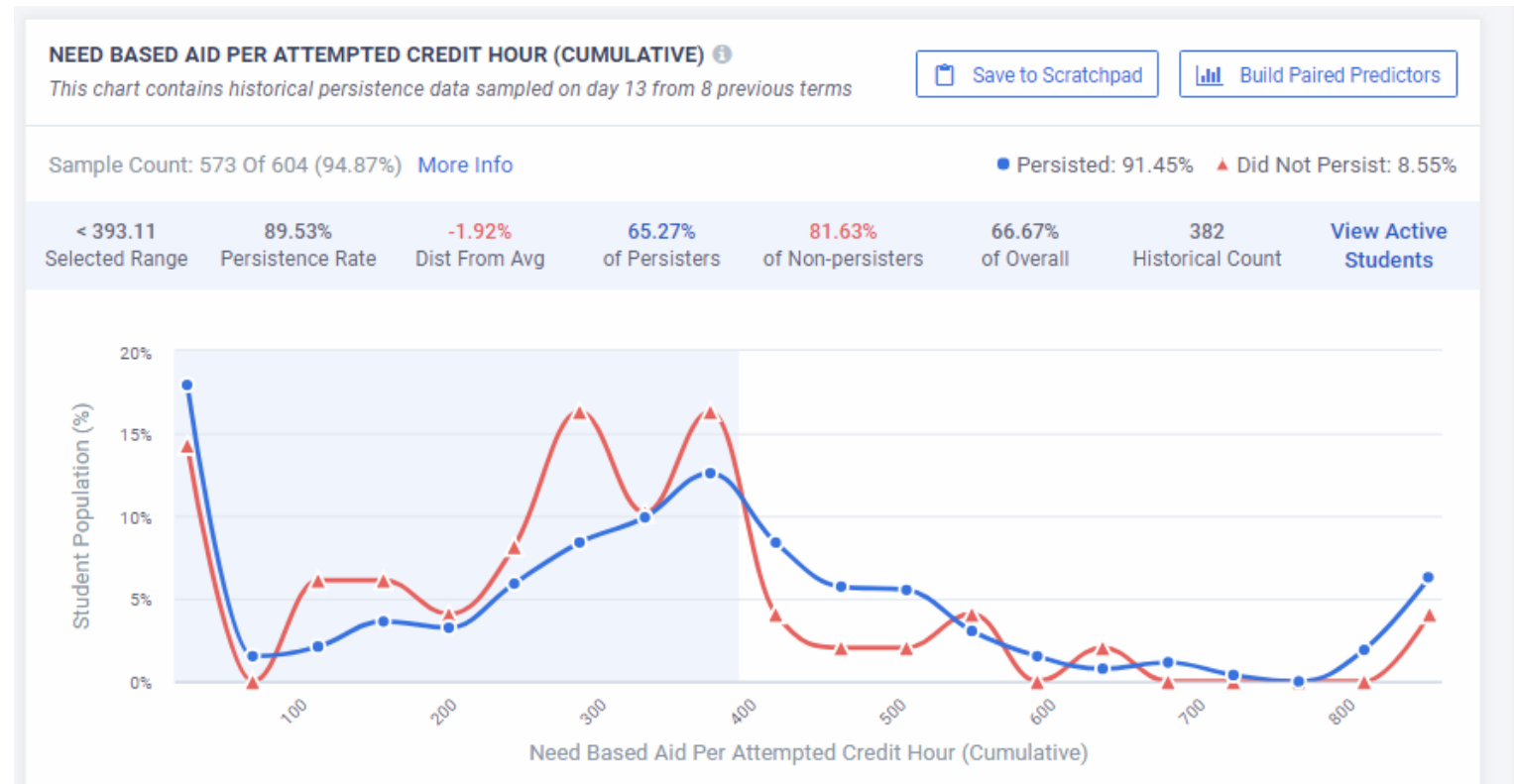# Ensuring Student Privacy in Predictive Analytics

1. Become educated about data privacy.

2. Use data to improve holistically.

3. Use the availability of analytics to ask great questions.

4. Predictives should complement human intuition.

5. Include students in the conversation.

https://www.campusintelligence.com/2018/11/13/five-ways-to-remember-students-and-their-privacy-in-predictive-analytics/

Beyond Implementation of an Analytics Tool

- *USING Insights to Create Change*
  - *Support*
  - *Services*
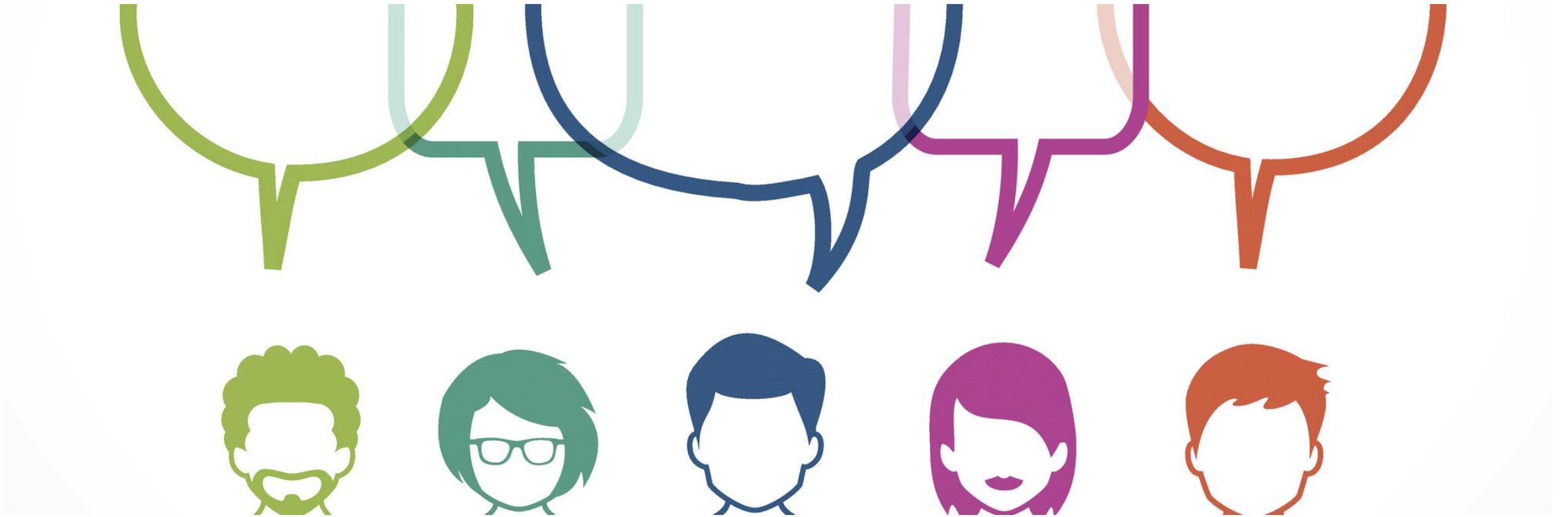 - *Outreach Initiatives*

- *Who Creates Change on Your Campus?*

- *Who Seeks and Determines Insights in the Data?*

- *What Institutional Safeguards and Supports for Student Protections are in place?*

NEED BASED AID PER ATTEMPTED CREDIT HOUR (CUMULATIVE) ⓘ
This chart contains historical persistence data sampled on day 13 from 8 previous terms

Save to Scratchpad   Build Paired Predictors

Sample Count: 573 Of 604 (94.87%)   More Info   ● Persisted: 91.45%   ▲ Did Not Persist: 8.55%

< 393.11 Selected Range	89.53% Persistence Rate	-1.92% Dist From Avg	65.27% of Persisters	81.63% of Non-persisters	66.67% of Overall	382 Historical Count	View Active Students

Student Population (%)

Need Based Aid Per Attempted Credit Hour (Cumulative)

Emma Tilson

Student, Salt Lake Community College

and Administrative Coordinator, WICHE

Questions from the Audience

Contact Information

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Focus Areas ▼   Initiatives ▼   Events ▼   Get Involved ▼

Learn More and Stay Connected

WCET Leadership Summit: Workforce Partnerships that Work: Creating Public-Private Partnerships that Serve Students, Institutions, Employers, and Communities

June 4-5

Newport Beach, CA

https://wcet.wiche.edu/events/summits/workforce-partnerships-that-work-2019

WCET 31st Annual Meeting and Celebration

November 5-7

Denver, CO

Call for proposals opens next week!

ADDITIONAL INFORMATION AND RESOURCES

Access to the resources discussed during this webcast, including the archive, will be available next week.

http://wcet.wiche.edu/connect/webcasts

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