Big Data

JD White, Ph.D.
Vice President, Product Management
Established in 2001
Our first three members remain with us today

750+
Members and partners

96%
Renewal rate

48
States, 8 of 10 Canadian Provinces, and several other countries around the world

1
We only serve higher education
Our Beginnings
CAMPUS LABS PRODUCT SUITE

Ca: Compliance Assist
Organize planning and accreditation

B: Baseline
Assess student learning

Ce: Course Evaluations
Elevate teaching and learning

Be: Beacon
Retain students through early alert

C: CollegiateLink
Create involvement experiences

In: Insight
Inform decision making
Data Everywhere

BIG DATA

Dark Data

Little Data

Medium Data

MORE DATA!
Data are seen as a powerful tool for change, but institutions will be measured by the actions they take with data to solve problems.
A DAY IN THE LIFE

- ATTEND CLASS
- VISIT STUDENT SERVICES
- MEET W/ PROF
- STOP AT FINANCIAL AID OFFICE
- SIGN UP FOR INTERNSHIP
- ATTEND PROGRAM
- WORK OUT AT REC CENTER
- STUDY GROUP SESSION
- BUY HOODIE AT BOOKSTORE
Institutional View of Data
There are known unknowns.
That is to say, there are things that
we know that we don’t know.

But there are also unknown unknowns.
There are things we don’t know
that we don’t know.

—Donald Rumsfeld, US Secretary of Defense
Known Knowns

Things we know that we know.

Think everything that’s textbook!
Unknown Unknowns

Things we don’t know that we don’t know.

Analytics!
Known Unknowns

Things we know that we don’t know.

Assessment as it should be...
Once we know something, we find it hard to imagine what it was like not to know it.

Chip & Dan Heath
Authors of *Made to Stick, Switch*
Financial Behaviors

PERSONAL

FINANCE
61%

Of student respondents reported they will have student loan debt upon graduation

Source: Everfi and Higher One  Money Matters On Campus Study (2014)
28%

Of student respondents reported at least $1000 in credit card debt.

Source: Everfi and Higher One  Money Matters On Campus Study (2014)
Financial education is not “one size fits all.”

**PUBLIC COLLEGES**
Students are less responsible with spending and credit cards, but (seemingly contradictory) more averse to debt.

They are also more likely than their peers at private colleges to have their own checking accounts.

**PRIVATE COLLEGES**
Students attending have the highest levels of parental education/socio-economic status, but also expect to have the highest levels of student loan debt when they leave college.

They are also more likely to have a credit card and to have gotten it earlier.

Source: Everfi and Higher One  Money Matters On Campus Study (2014)
Risky financial behavior increases with time on campus.

FALL SEMESTER
First-year students are less likely to have engaged in risky behaviors.

<table>
<thead>
<tr>
<th>Fall Semester Begins</th>
<th>Winter Break</th>
<th>Spring Semester Begins</th>
<th>Late Payment on Credit Card</th>
<th>Summer Break</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit Card Payment Due</td>
<td>Added Second Credit Card</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SPRING SEMESTER
By their second semester on campus, students are more likely to have a credit card(s) and more likely to have paid their credit card bill late in the past year.

Source: Everfi and Higher One  Money Matters On Campus Study (2014)
Student Engagement
WHAT IS A CURRICULUM ON TIGER[LINK]

Curriculums are a collection of programs and activities designed to foster a specific experience at FHSU that will help students make the most of their collegiate experience.
 Mine Tracker is a co-curriculum that is your roadmap to success. It also serves as a network and management tool for registered student organizations.
The Challenge
Throughout Orientation Extended you will be expected to attend at least 10 Orientation Extended events, two on each Metro line, within your first six weeks at CUA. Each Metro line, denoted by a color, represents a category.

- **Red** = Faith and Service
- **Yellow** = Academic and Cultural
- **Green** = Personal Development and Community Building
- **Orange** = Social
- **Blue** = Health and Safety

We can't possibly cover all the things you need to know to be successful at CUA during Orientation. That is why we have Orientation Extended (Ox). Orientation Extended offers you a variety of programs to help you with this transition.
Using Data to Support Student Success
Welcome to Educational Support Services

Educational Support Services houses ten key offices that provide services to enhance the academic experiences of junior high, high school, college and returning adult students. We work to help students achieve their academic goals and achieve a bachelor's degree.
Student Report

Chris DeMarchis  cdemarchis
Last Visit: 2/21/2014 at 2:39 PM
cdemarchis@campuslabs.com

64% Retention Probability
82% Academic Success Probability
3 Open Alerts

Student Strengths Inventory

STEM Scholars Program Results
Taken 11/14/2012 at 11:39 AM

<table>
<thead>
<tr>
<th>Trait</th>
<th>Percentile Rank</th>
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<tbody>
<tr>
<td>Academic Engagement</td>
<td>47</td>
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<tr>
<td>Academic Self-Efficacy</td>
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<tr>
<td>Campus Engagement</td>
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<td>Educational Commitment</td>
<td>64</td>
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<tr>
<td>Resiliency</td>
<td></td>
</tr>
<tr>
<td>Social Comfort</td>
<td></td>
</tr>
</tbody>
</table>

Learn more about how this information can help your students.

Academic Engagement
Your commitment to school work and the value you place on academics.

Moderate
What's Next?

Network

Stream

Message
CSI on Campus
Hey guys, did you hear that the actors from CSI are going to...

Check In
at Recreation Center
1/16/2014 at 4:43 PM

Alert: Open
Chris has been missing a lot of class lately. I'm recommending he see a counselor.
by Kyle Pace. Delete
Audience: Full Network (Professionals and Peers)
Category: Academic Performance

Update
I met with Chris today and we talked about internship opportunities for the fall.
9/5/2013 at 9:39 AM

Data Insight
8/30/2013 at 9:54 AM
Micro Surveys

Fall

How does it feel to be away from home?

How are things going with your roommate?

Have you made friends?

Spring

How do you feel about your academic performance last fall?

How much do you like your major/studies?

Academic resources are available on campus to help you succeed in your classes. Which of the following reflects your use of these support services?
Over 23,000 Alerts and updates to student support networks
Increase in retention rates in the past few years.
• Co-creation sessions in 3 cities
• Approximately 60 students from more than 10 institutions
• Exploring their experience around:
  • Academics
  • Finances
  • Career
“Big” decisions and “large” timeframes were sources of stress for students.
When I think about my rent being 500 dollars every month, I start to freak out.
Once consumed by financial concerns, the decision trade-off begins.
Student Networks and Systems
Students preferred university provided academic support programs, but …

…students didn’t see them as accessible.
Instead of these campus resources, students turned to their peers.
#coursebackchannel
Paths to Success

2-Year Students

4-Year Students
The Future
Big Data or Something like it
Integrated Planning and Advising Systems (IPAS)

Student Report

Chris DeMarchis cdemarchis
Last View: 2/23/2014 at 3:03 PM
cdemarchis@campuslabs.com

64% Retention Probability
82% Academic Success Probability
4 Open Alerts

Academic Profile

25 Cumulative Credits Completed
3.54 Cumulative GPA
Major CRIMINOLOGY
Minor BUSINESS
Class Standing Fourth Year
Enrollment Status Full Time

Grades & Absences

ENG (3950) HolyLand: 3rd year Writing
Excused Absences: 0
Unexcused Absences: 3

Network

Add Member

Stream

Create Update
Create Alert

Check-In
1. Student Success Center for Academic Progress and Major Change and Graduation Requirements and Tutoring
4/17/2014 at 10:12 AM

Alert Open
Chris has been caught with beer in the dorms. Nothing terribly unusual. A case with the conduct office has been created.
4/7/2014 at 1:02 PM

Alert Open
Chris mentioned that he will need to leave campus for 7-10 days for a family issue but wouldn't specify further. Does anyone else have insight into this?
4/7/2014 at 12:59 PM

Update
Today Chris and I talked about Career Coach. I told him to go to the website, he said it suggested he go into technology.
3/14/2014 at 9:59 AM
Empowering Students with Data
Questions?

Contact me:
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