**CIMA Session 1: Ethical Use of Data**

**July 10, 2017**

**Notes**

What’s the difference between prescriptive v predictive analytics?

What’s the difference between group v individual-level predictions?

It’s important that institutions start with: what’s the question we want to answer?

Also, what’s economically feasible for our institution to carry out?

Don’t forget theory-based research. –Michele Hansen, Indiana

What’s our obligation to use data and to take a student off a path they will fail in? –Philip Rous

Who’s going to do the training to help faculty and administrators to use data appropriately?

--vendors

--faculty

--IR

--One CIMA member’s institution created a data governance training toolkit. They are in the early stages and can update us on how successful they are with it.

Should we share predictions with students? –Bryan Terry, UNC Greensboro

These ethical concerns aren’t new. We have always made decisions based on students’ grades about what programs they could enroll in.

Transparency and communicating with care. Stay positive with how we communicate predictions.

Who on a campus do we share data with, and who don’t we share data with?

We should share data with everyone and not exclude people from data that will help them support students.

Cooling off and heating up theories

What data is off limits?

An institution’s culture is key to ethical use.

Students are using ratemyprofessor.com, why shouldn’t we use students’ data?

What are the ethics around using social media data? –Neena Verma

Advisors should report when the data isn’t good or useful, as a quality assurance mechanism.

We may do harm unintentionally, so we must include people we hope to serve in the analysis. For example, students.

Missing student voice. –Neena Verma

Residence halls can tell you who’s at risk. You don’t need fancy tools for this.

Honoring the time it takes to peer-review answers derived from predictive models. How to balance pressures from presidents IR staff feel when they aren’t able to take the appropriate time to gather analysis and do the research well.

How does change look like? Culturally, organizationally, and structurally? –Jonathan Gagliardi, ACE

UNC Greensboro uses analytics because they couldn’t hire more advisors. –Bryan Terry

Resource constraints and ethics are always in tension with one another.

Phillip Rous said he couldn’t trust individual advisors to use the data well and so wouldn’t use it on his campus.

Shouldn’t we use the predictions to see what would happen if we changed the institutions?