



Bringing Information Home to Roost: *Using Data for Local Decisions*

Presentation to
the Florida Achieving the Dream
CONNECTIONS 2007 Statewide Conference
May 17, 2007

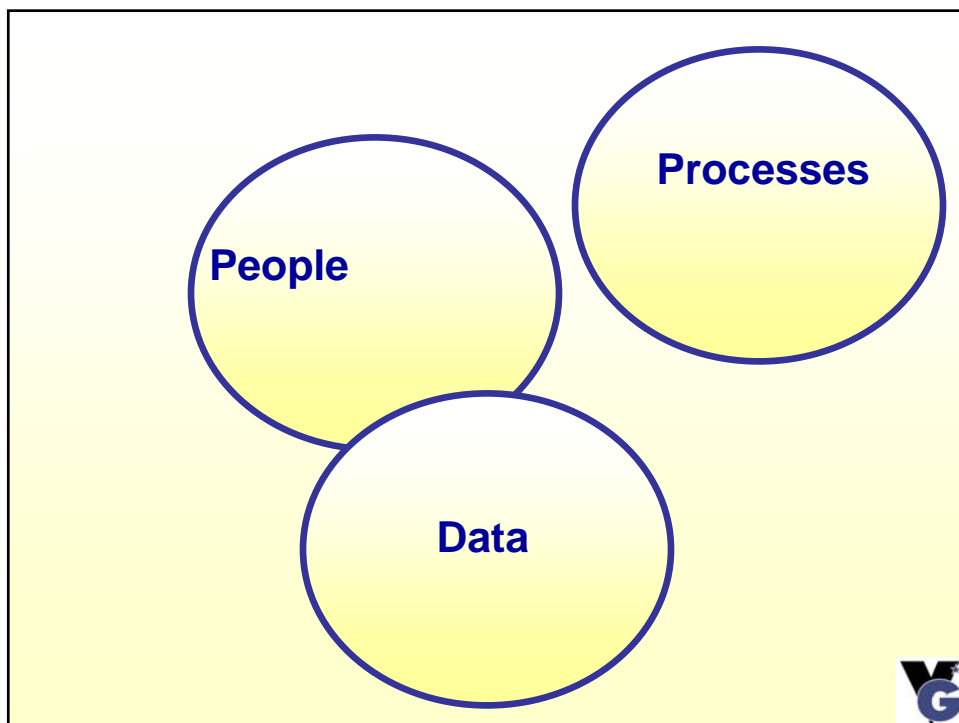
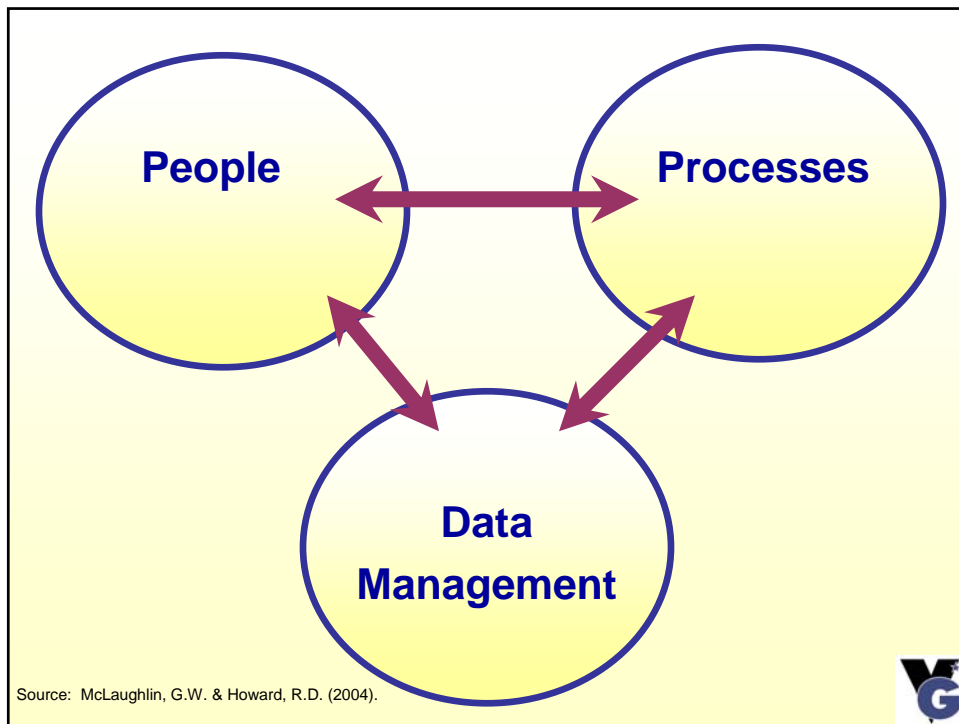
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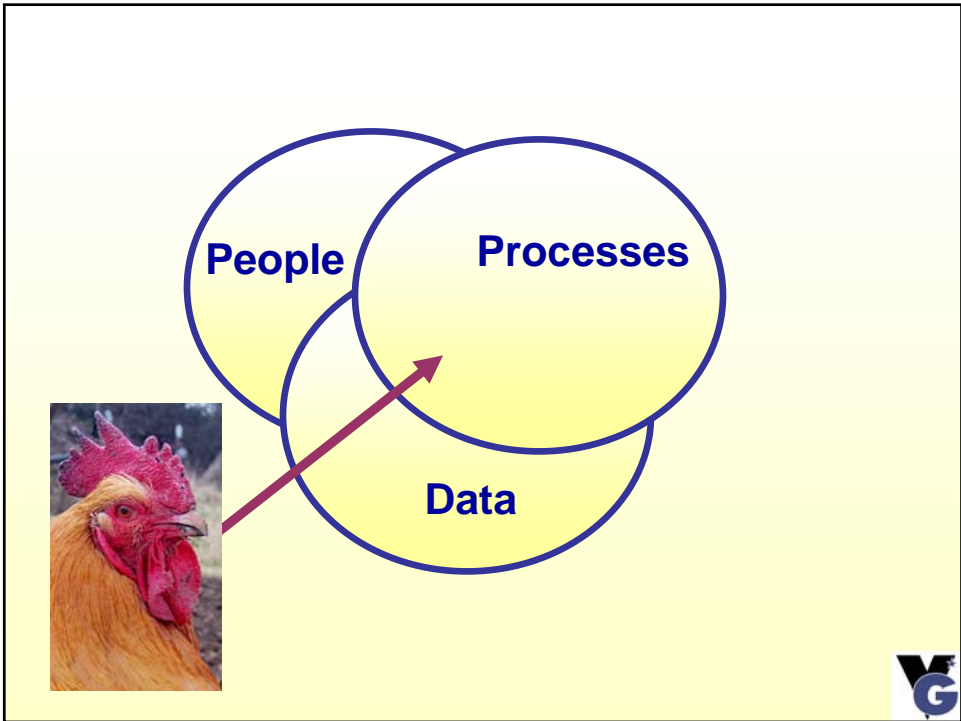
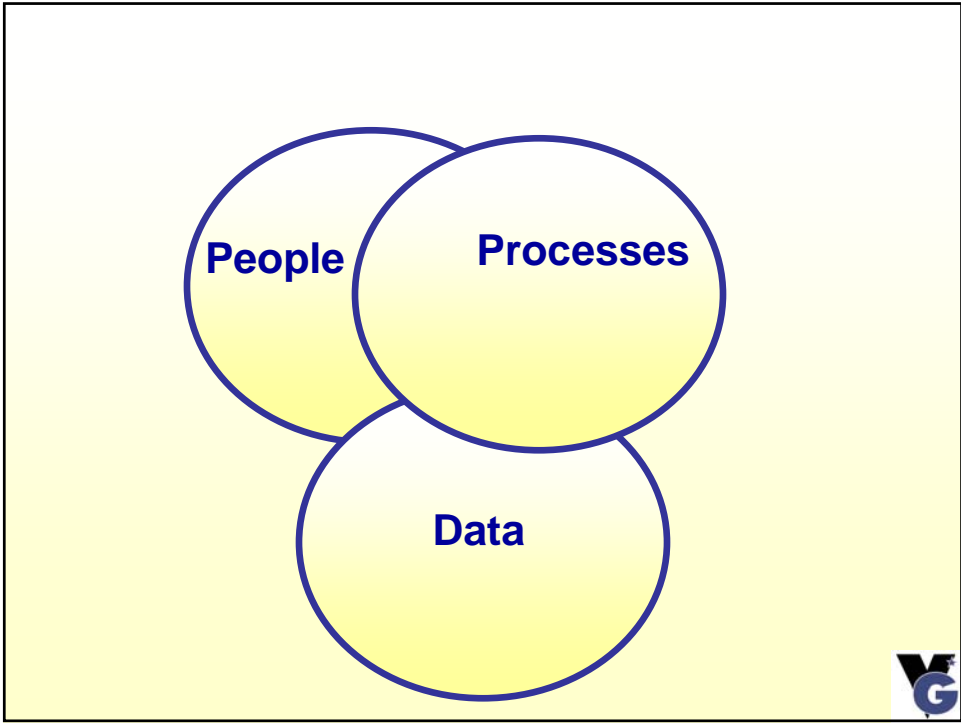


Work Groups

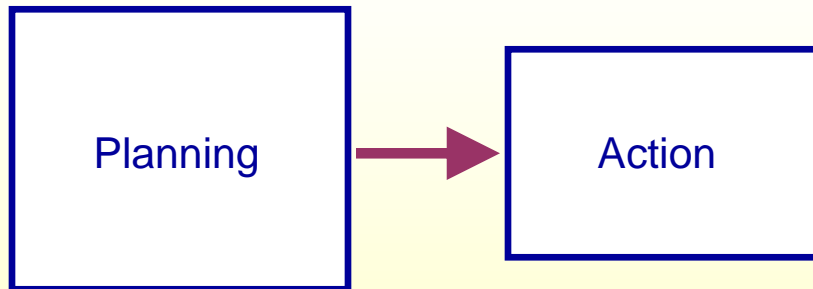
- What is your most pressing need for information and data?
- What are the barriers to getting that information and data?
- What would you do with this new information and data?
- How would you ensure that it's **actionable**?







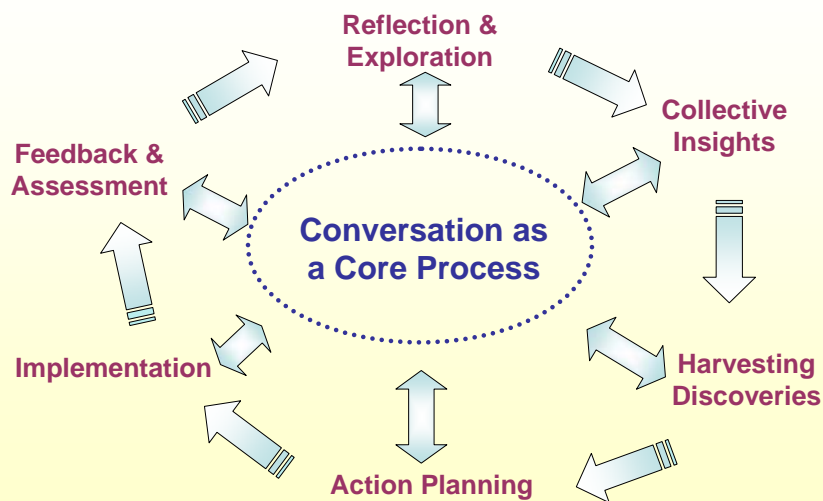
Traditional View



Source: Brown, J. with Issacs, D. (2005)



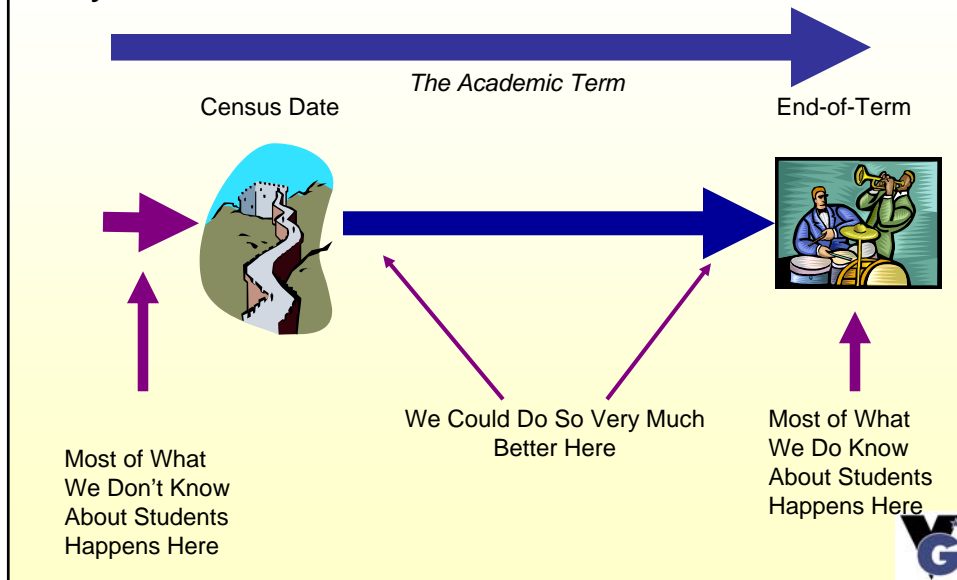
Emerging View



Source: Brown, J. with Issacs, D. (2005)



Academic Terms, Administrative Data Systems, and What We Know About Students



Two Types of Data

- **Wall Paper**
 - *Most* factbooks
 - Historical reports
 - *Most* accreditation studies
 - *Nearly all* strategic plans
 - *Most* journal articles
 - *Many* government reports
- **Actionable Data**
 - Cohort survival data (Disaggregated)
 - Enrollment scenarios
 - Program enrollment trends matched to transfer numbers and labor markets
 - Focus group research
 - Competitor analysis
 - Penetration rates



Sources and References

Brown, J. with Issacs, D. (2005). *The World Café: Shaping our futures through conversations that matter*. San Francisco: Berrett-Koehler Publishers, Inc

McLaughlin, G.W. & Howard, R.D. (2004). *People, Processes, and Managing Data* (2nd ed.). Tallahassee, FL: Association for Institutional Research

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