

Ways to Use Data in Decision-Making

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About Coker

- **Location:** Hartsville, South Carolina
- **Community Population:** 7,500 People
- **Coker Population:** 1,300 Students
- **Traditional Undergrad:** 800 Students
- **Residential Population:** 600 Students



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Longitudinal Dataset

- Key to success
 - someone that knows your student database
- Most of the data is required by IPEDS
 - PELL eligibility is now required



Takeaways from the Longitudinal Data Set - Across all Schools

- The most at-risk students are those where specific risk factors intersect
 - Disaggregate your data
- Earning credits before college is a strong predictor of persistence
 - Expanded dual enrollment opportunities



Takeaways from the Longitudinal Data Set

- YWMC data allowed us to compare populations where we were above/below the median
- Some populations had high variability from year-to-year



Focus Groups

- Topics identified by students:
 - Programs for first-gen students
 - Sports psychologist
 - GRE prep
 - Resume writing help
 - Greek life
 - Help with study abroad
 - Be more transfer friendly
 - Improve counseling services
 - Distributing contact information for Title IX
 - More healthy options in the dining hall



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Sharing the Data

- Student Success Team
- Faculty and Staff
- Administrative Team
- Board of Trustees



Lessons Learned

- Don't wait for the perfect data set.
- Don't get sidetracked by other data sets.
- Don't get caught up in stories.





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