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
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
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.