



**GETTING DIRTY  
WITH DATA**

**David Brown, Director of IR/IE**

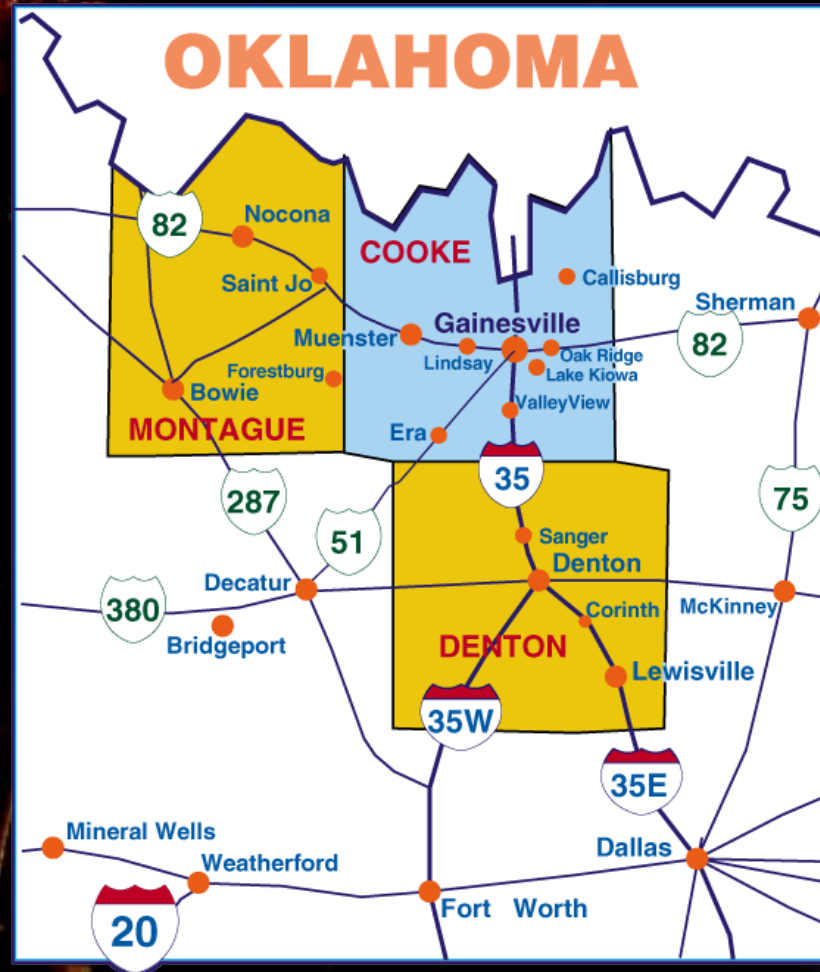
**Denise Cason, CIO**

**Michael Taft, President ZogoTech**



## North Central Texas College

- 3 different counties  
Cooke, Denton,  
Montague
- Tax base: rural  
county of Cooke
- Denton County: 9th  
fastest growing in  
the nation.



## North Central Texas College

- ▣ North Central Texas College has 9,123 Students
- ▣ Increased Students 88% between Fall 2000-2009
- ▣ We are celebrating our 85<sup>th</sup> anniversary this year and are the oldest continuing operated public two-year college in the state



## The Need For Data

- ▣ NCTC has increased it's data needs in the last 3 years.
  - National Student Clearing House (2006)
  - Kansas Study (2007)
  - NCCBP (2007)
  - CCSSE (2009)
- ▣ Studies increase questions that need answers.
- ▣ Increased internal data request.
- ▣ Old favorites such as IPEDS



## Routine Data Requests

- ▣ Headcount by location and department
- ▣ Retention rates
- ▣ Graduation rates
- ▣ Transfer rates
- ▣ First generation
- ▣ Enrolled first time
- ▣ Gender vs. ethnicity
- ▣ Credit hours in district, out of district, out of state, by location
- ▣ Contact/Credit hours by location and department
- ▣ Class size analysis
- ▣ Online course data
- ▣ Financial Aid data

## Data Request Scenario

- ❑ Success rates of developmental to college level by department
- ❑ Iterative process by identifying successes for a particular subject and term then following students in subsequent terms. Processes will need to be repeated for each subject area.
  1. Identify terms and corresponding courses
  2. Identify cohort of students
  3. Creation and population of work file
  4. Identify/evaluate coursework
  5. Queries and updating of data fields for subsequent terms and identified departments
  6. Reporting
- ❑ Additional detail may be requested, such as by campus, by instructor, etc... refreshing of data may involve starting over

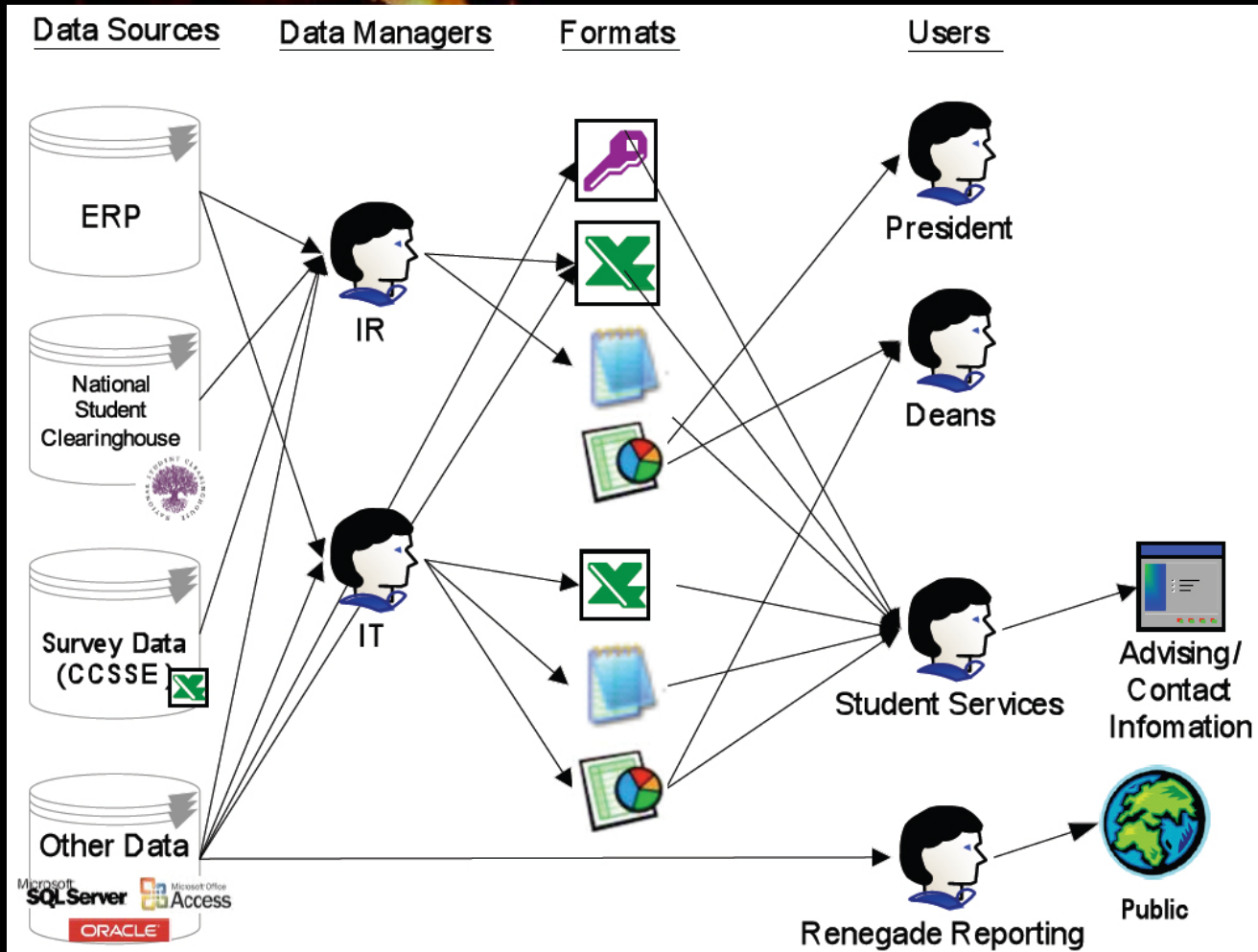
# The Slow Process



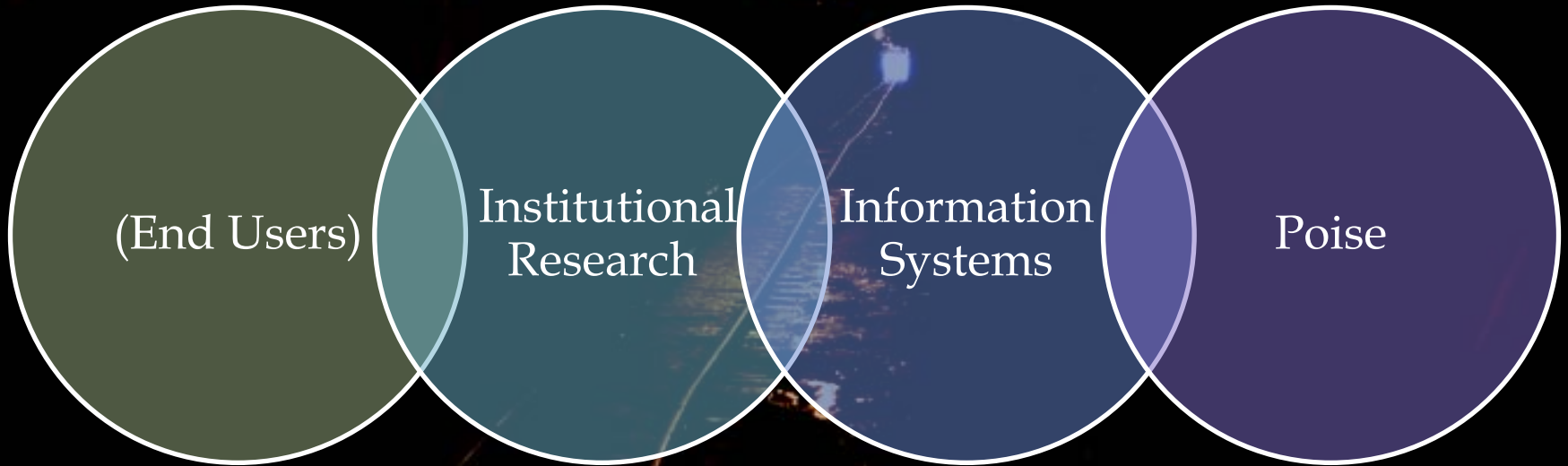
## Some of the Problems

- ▣ Poise requires some programming abilities
- ▣ Majority of staff is not trained on queries so they need help from IR/IS
- ▣ IR office has no screen in which to generate reports. (Everything is custom)
- ▣ No clear data dictionary (What is Fall?)
- ▣ IS office is overflowing with data request from all areas. (Get in line)
- ▣ Numbers look different depending on who pulls the data (Consistency)

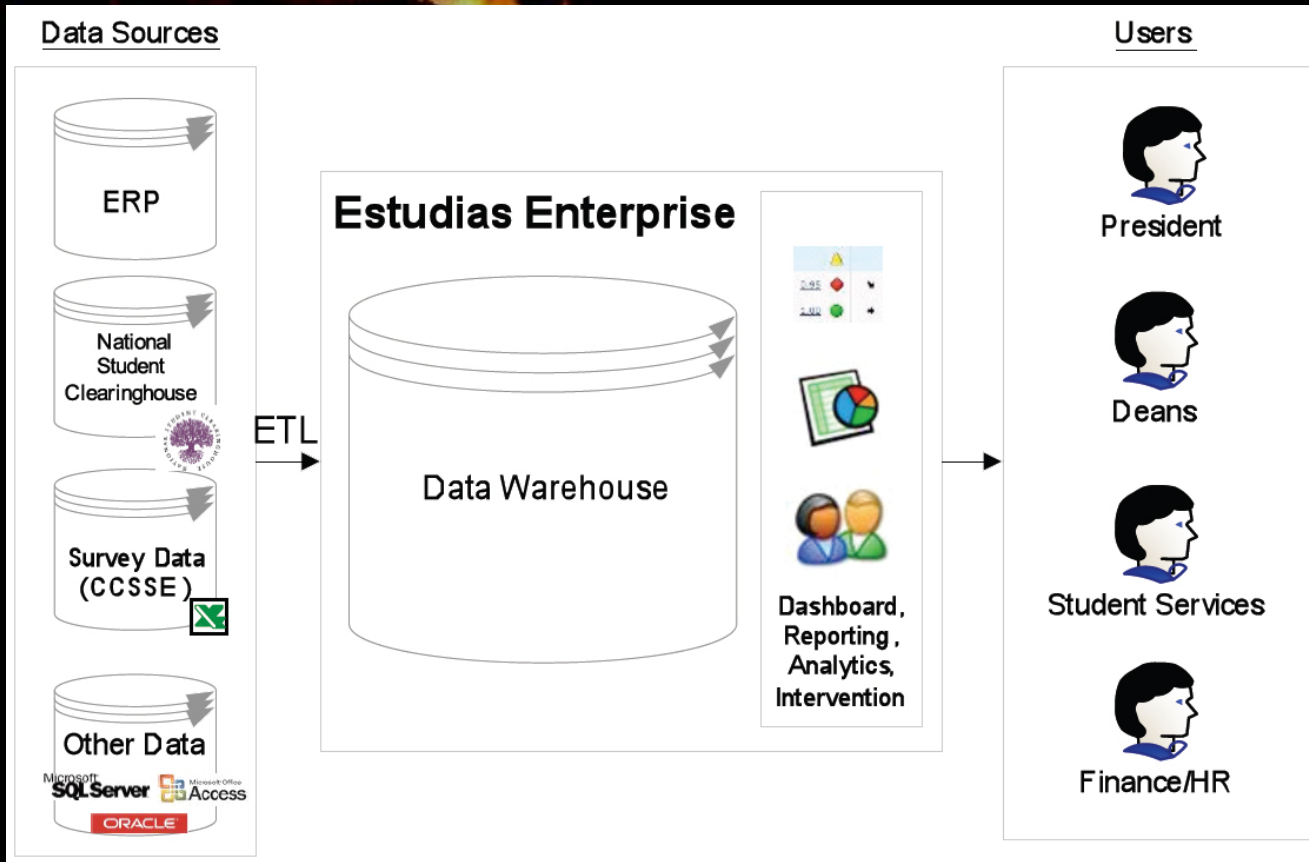
# A Miners Life



A Miners  
life at NCTC



# A Miners Life



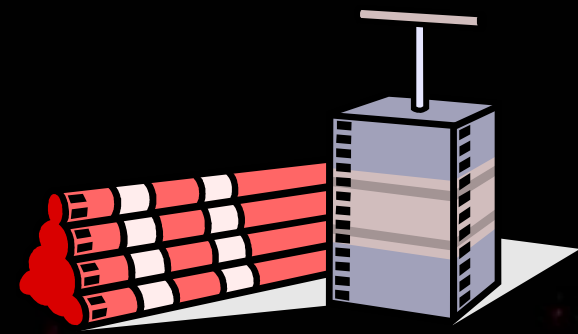
# The Dream

Users  
Become  
Miners

Information  
(Estudios)



## The Game Plan

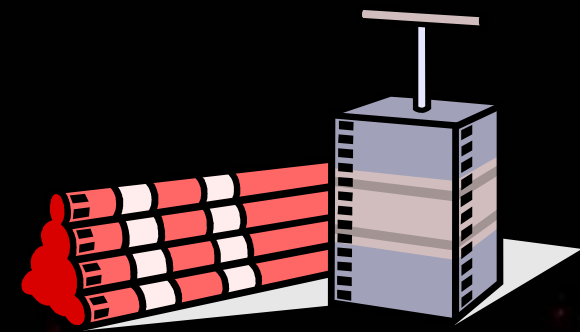


# Find miners with experience working with dynamite

- ▣ Start working with ESP and ZogoTech to form a partnership.
- ▣ ESP – ZogoTech development of ETL processes



## The Game Plan

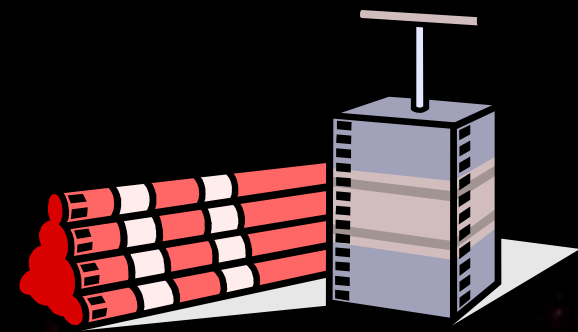


# Bring the picks to the mine

- ▣ Install Estudios onto the computers at NCTC
  - ▣ Microsoft Server 2008 and SQL 2008
- ▣ Business rules
  - ▣ in house -then with ZogoTech and ESP



The  
Game Plan

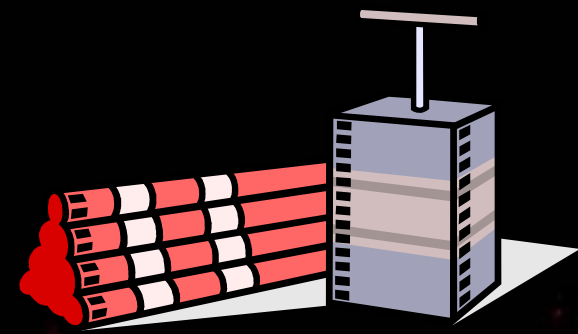


Look over the picks for integrity and quality  
issues

- ▣ Data Quality!



# The Game Plan

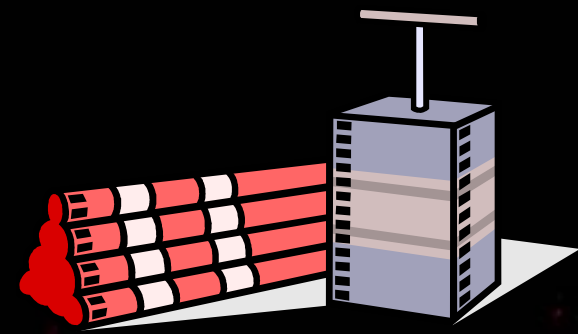


Pass out the picks to the stronger miners

- ▣ Train heavy data users on all of our campuses



The  
Game Plan



Pass out the picks to the other miners

- ▣ Train other data users on all of our campuses



# Estudios in Action



Thanks

- ▣ Any Questions????
- ▣ Go get dirty!!!

