



Data and Advocacy

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Workshop Description

This pre-conference Data & Advocacy Workshop is an opportunity to learn about how colleges are using data for advocacy, accountability, and strategic planning. The discussion will focus on data from the perspective of community vibrancy, with an emphasis on the college's talent development goals related to regional workforce needs. Participants will learn about the narratives associated with data analysis to empower better advocacy on behalf of community colleges.



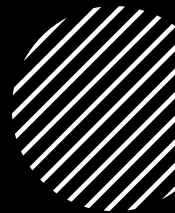
Overview

- Introductions
- Community Vibrancy
- Ways We Use Data
- Data Storytelling
- Wrap Up





Introductions



Name



College



Years of Service



Data Comfort



Role of Community College



Community Vibrancy





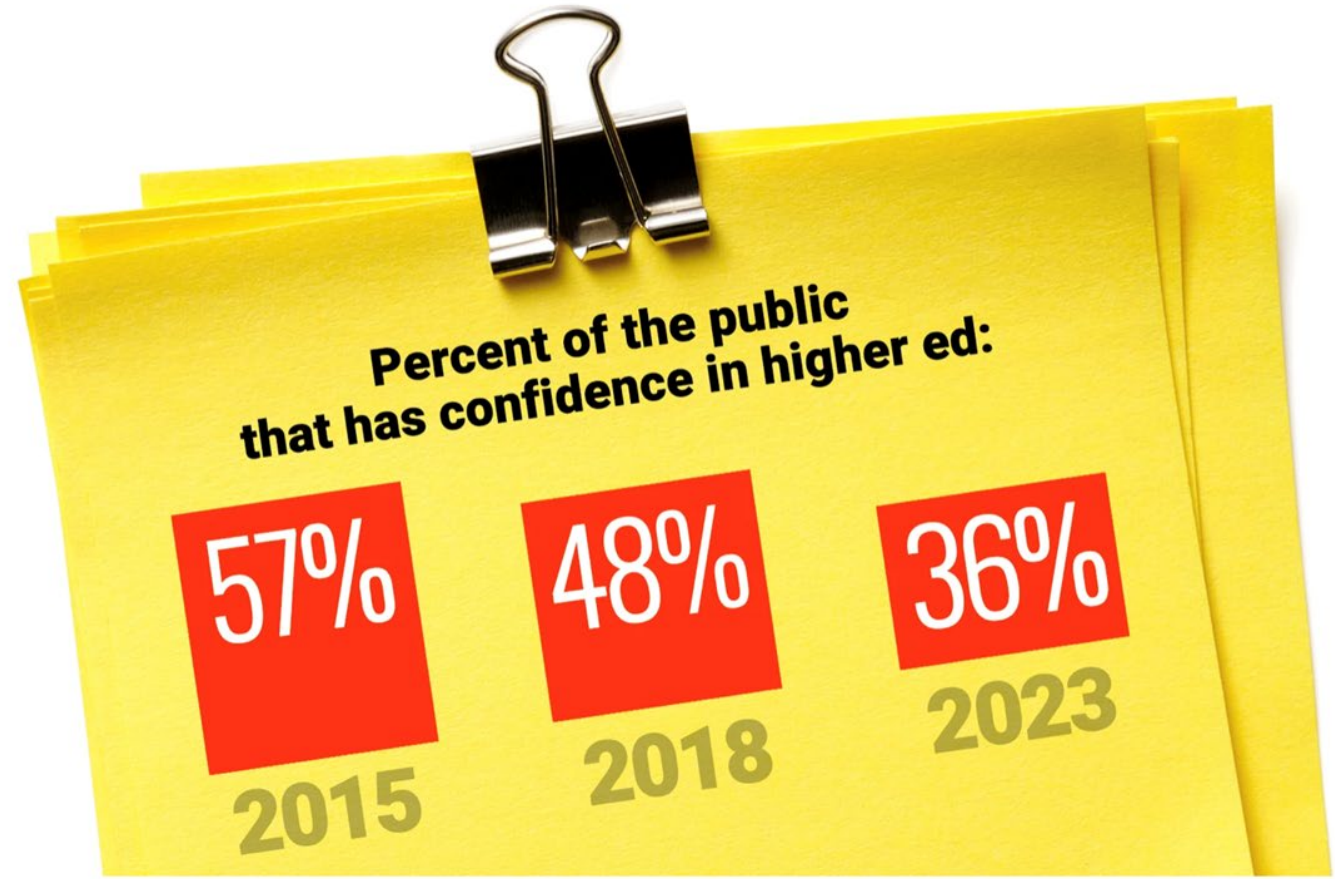
Why Focus on Community Vibrancy?

Higher Education is the Pathway to a Better Life

“The prevailing narrative about higher education is that it serves as the most direct pathway to a better life, and this is especially true for community colleges that serve the most diverse student populations”

Karen Stout, ATD President and CEO



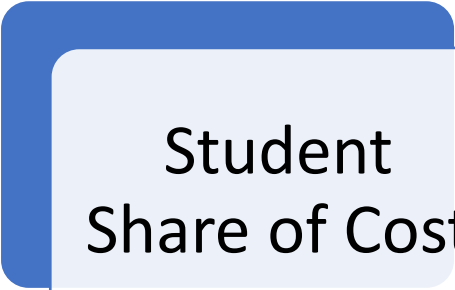


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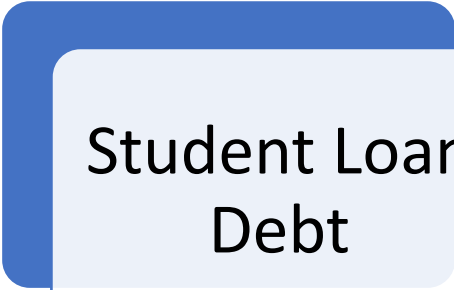
Public
Confidence
in Higher
Education is
Decreasing



Calling Into Question



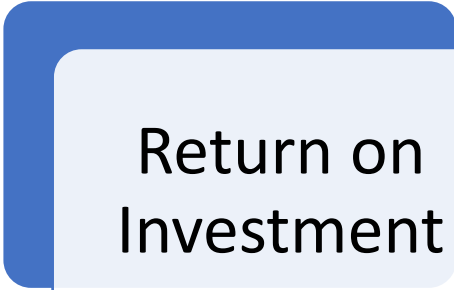
Student
Share of Cost



Student Loan
Debt



Workforce
Outcomes



Return on
Investment

Valid Concerns about Outcomes and Relevancy

Fewer than 1 in 3 Associate Degrees...

and fewer than 1 in 4 certificates awarded by community colleges in 2016/17 produced median earnings above the 4th income quintile (\$42K)—the minimum income quintile for college graduates to experience economic mobility

Source: CCRC

Net earnings and affordability

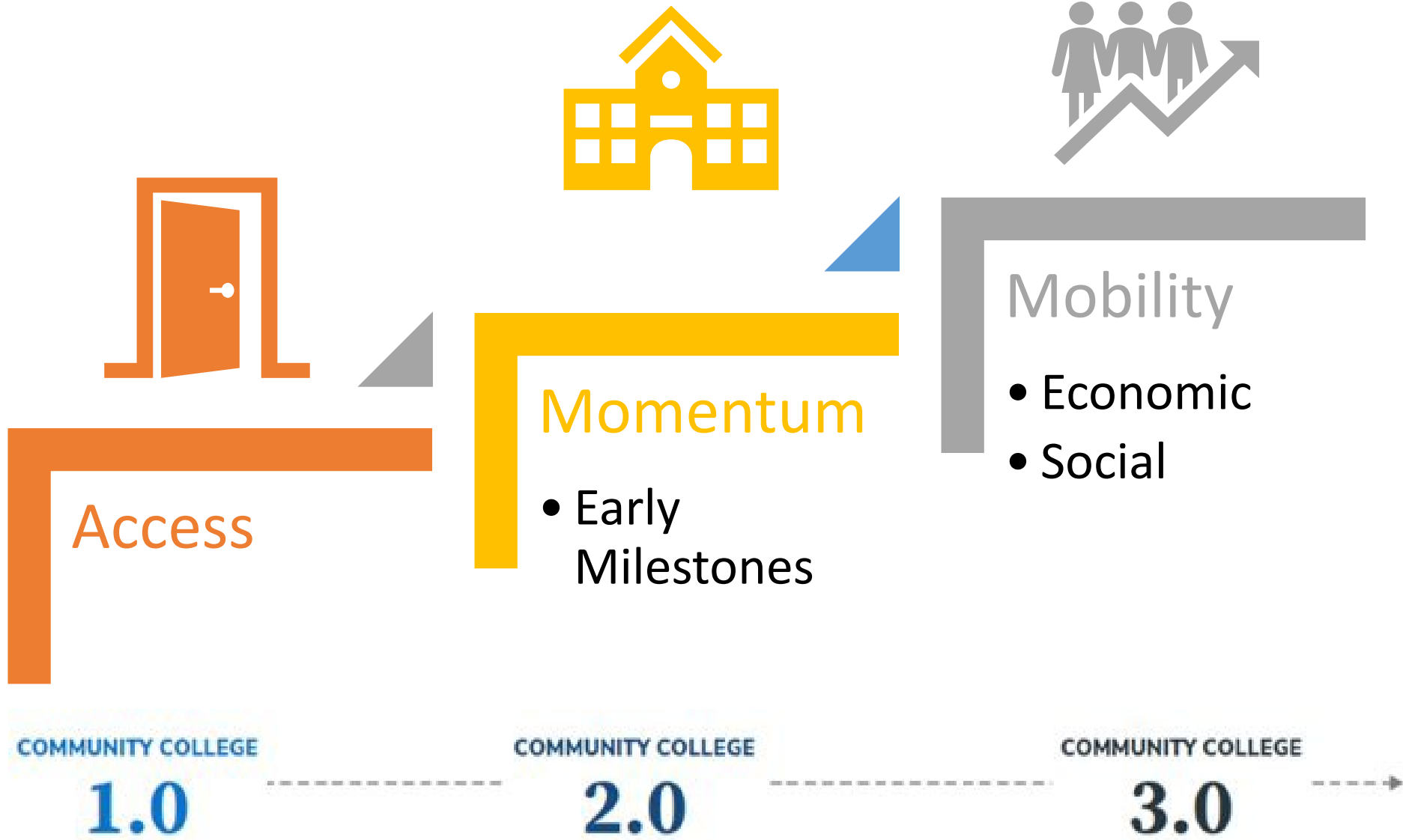
vary substantially by field of study as does student representation across programs

Transferability

Too many students transfer without a credential, lose credits, acquire debt and do not complete a baccalaureate degree



Reframing College Completion as
Momentum Towards Economic
and Social Mobility



Moving Beyond Access and Completion to Community Vibrancy (Post-Graduation Success)





Investing in
Economic and
Social Mobility
is Community-
Building Work

Do you view the work at
your college as Community-
Building work?



Today's Commission on Higher Education: The Postsecondary Value Commission

“If postsecondary education can ensure equitable attainment and increase the number of students who reap the economic benefits of a postsecondary credential, it will have a tangible payoff for society in terms of . . .

- A stronger economy
- Better public goods and services from more taxpayers
- A more diverse and prepared workforce across middle and high skill jobs
- A healthier populace
- Financially self-sustaining households

Envisioning a Brighter Future for Individuals, Families and Communities



A New Theory of Change Starts with Your College





Your College

What is your college is doing to center the work around economic and social mobility and community-building work?



Individuals and Families

- Strengthen their earning potential and recoup their financial investment in higher education within a shorter time.
- Strengthen their social networks within the communities they live, work, and play.
- Feel safer in their community a greater sense of belonging, autonomy, and pride ultimately contributing to stronger civic engagement and participation.
- Pursue housing stability, e.g. home ownership
- Invest in early childhood and postsecondary education for generations to come.



Community Benefits

- Higher employment rates and labor force participation
- Increased per capita and median household incomes
- Increase in households that earn a family-sustaining wage and are self-reliant
- Higher levels of safety
- Increased public services and goods such as better roads from more people paying taxes
- Higher rates of housing stability, home ownership and racially integrated neighborhoods
- More high-wage employers attracted to area as destination of choice for talent

A New Framework for the Future



Seeing and understanding **local opportunity** in new ways



Ensuring **access** to affordable postsecondary education for traditionally disconnected populations



Establishing early **momentum** and ensuring timely completion for all student groups

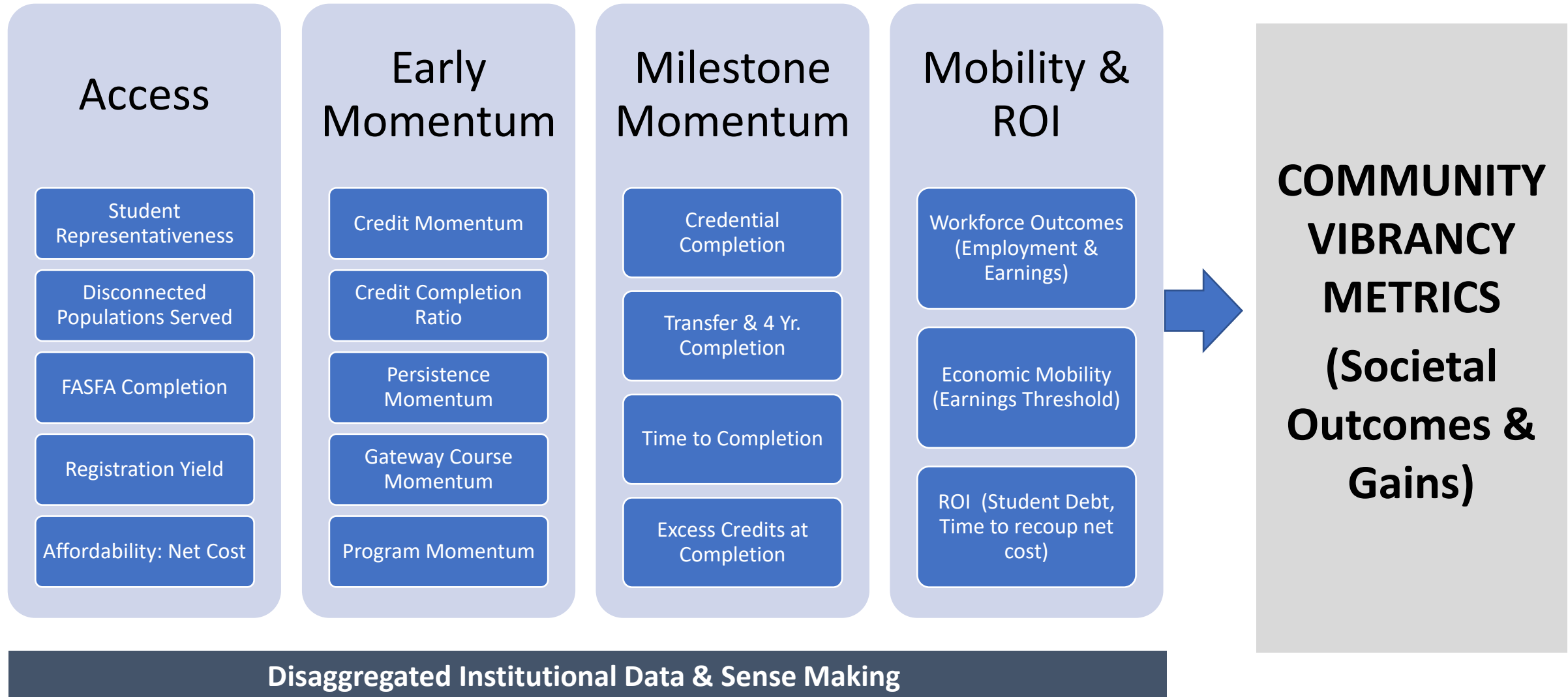


Contributing to **economic & social mobility** for individuals and families



Resulting in **Economically Vibrant Communities**

Introducing the Community Vibrancy Framework






Community
College work is
Community
Vibrancy work...

A graphic of several hands of different colors (brown, tan, blue, orange, red, yellow) raised in the air, symbolizing community and diversity. The hands are positioned behind the main text.

COMMUNITY

Together We Shine

ILLUMINATED LIV



...and we
have the data
to prove it!



Questions

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Data and Advocacy Workshop: Data Storytelling Example

Title: "Transforming Lives and Communities: The Power of Community College Education"

Introduction: Meet Sarah, a determined student from a small town who faced numerous challenges on her path to success. Her journey through community college not only transformed her life but also had a profound impact on economic mobility and community vibrancy.

Background: In our region, access to quality higher education has been a pressing issue. Many students like Sarah often lack the resources and opportunities to pursue traditional four-year degrees. Let's look at the data:

- **Data Point 1:** Only 25% of high school graduates in our community immediately enroll in a four-year college.
- **Data Point 2:** The cost of tuition at four-year institutions has been steadily rising, placing higher education out of reach for many.

Sarah's Story:

- **Data Point 3:** Sarah grew up in a low-income family and faced financial constraints that made attending a four-year university difficult.
- **Data Point 4:** However, Sarah's local community college, Johnson County Community College (JCCC), offered affordable tuition and flexible scheduling options.

The Turning Point:

- **Data Point 5:** At JCCC, Sarah joined a program aimed at increasing degree completion rates for students like her.
- **Data Point 6:** With personalized support and guidance, Sarah's academic performance improved significantly.

Achieving Success:

- **Data Point 7:** Sarah graduated from JCCC with an associate's degree in Business Administration.

- **Data Point 8:** She transitioned to a four-year university with a full scholarship, taking advantage of articulation agreements between JCCC and regional universities.

Economic Mobility:

- **Data Point 9:** Sarah's story is one of upward economic mobility. By pursuing higher education at JCCC, she increased her earning potential and contributed to her family's financial stability.
- **Data Point 10:** Studies show that for every dollar invested in community college education, students can expect to earn significantly more over their lifetime, benefiting not only themselves but also their communities.

Community Vibrancy:

- **Data Point 11:** JCCC plays a vital role in our community's vibrancy. It provides skilled graduates to meet the workforce demands of local businesses, driving economic growth.
- **Data Point 12:** Community college graduates are more likely to stay in the region, contributing to local communities as employees, entrepreneurs, and engaged citizens.

Conclusion: Sarah's journey, supported by the community college system, exemplifies the transformative power of accessible higher education. By analyzing the data, we see that community colleges are pivotal in providing opportunities for students who may face barriers to traditional universities. This not only elevates individuals but also enhances economic mobility and fosters community vibrancy.

Call to Action: Let's continue to support and invest in our local community colleges to ensure that more students like Sarah have the opportunity to pursue their dreams, enhance economic mobility, and contribute to the vibrancy of our communities. Together, we can create a brighter future for all.