Rethinking Equity Gaps through Humanized Data

Dr. Kurt Ewen, Vice Chancellor, Planning & Institutional Effectiveness

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Dr. Misha Turner, Director of Student Success

Dr. Melissa Miller-Waters, Faculty Director of Educational Policy

Texas Pathways Institute - November 7, 2019

DRAFT

HCC

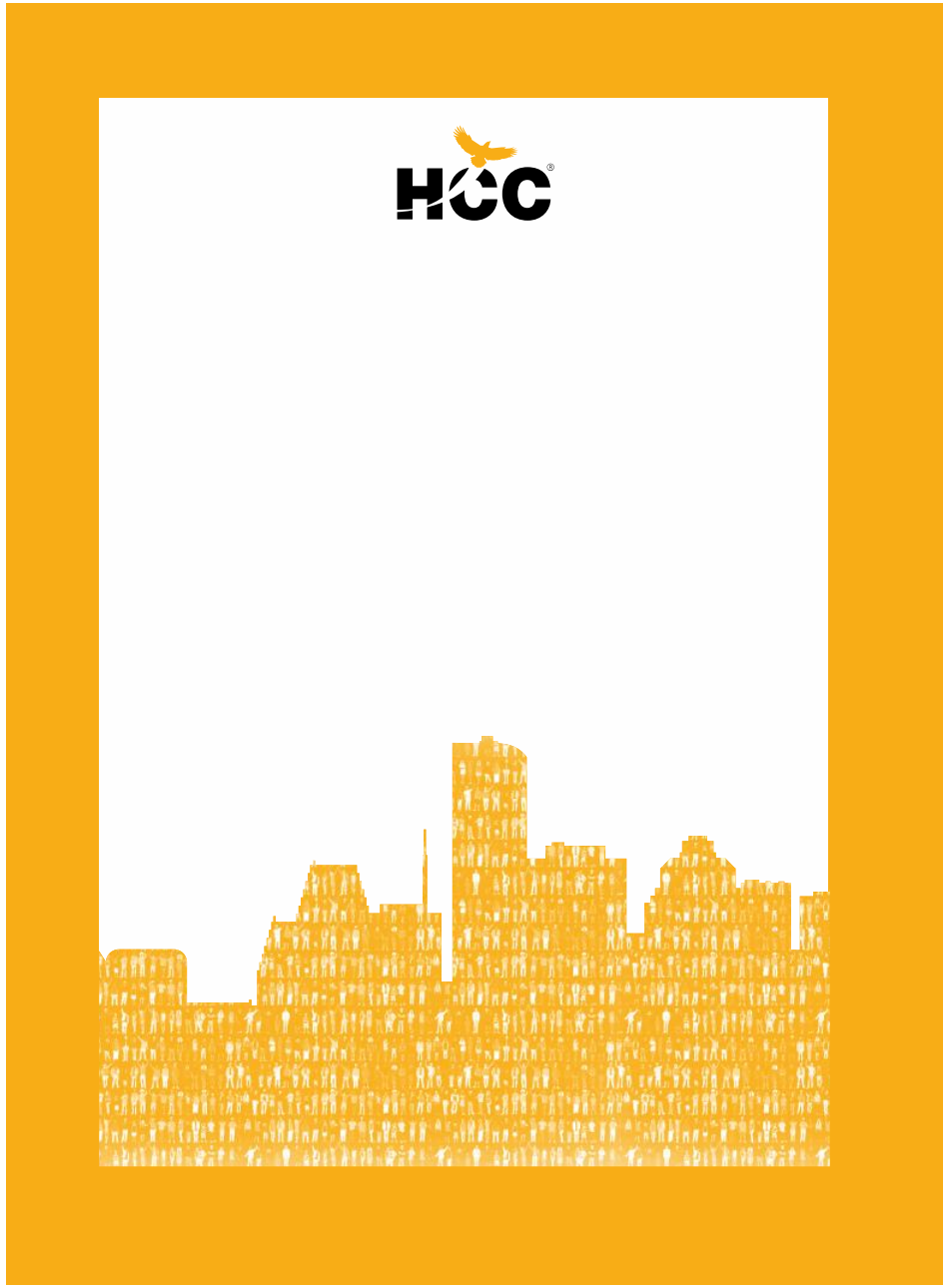
EMBRACING HOUSTON'S FUTURE

A COMPREHENSIVE STRATEGY

ENCOURAGING COMMUNITY INPUT

OUR VISION

Houston Community College will be a leader in providing high quality, innovative education leading to student success and completion of workforce and academic programs. We will be responsive to community needs and drive economic development in the communities we serve.



Dear Kurt,

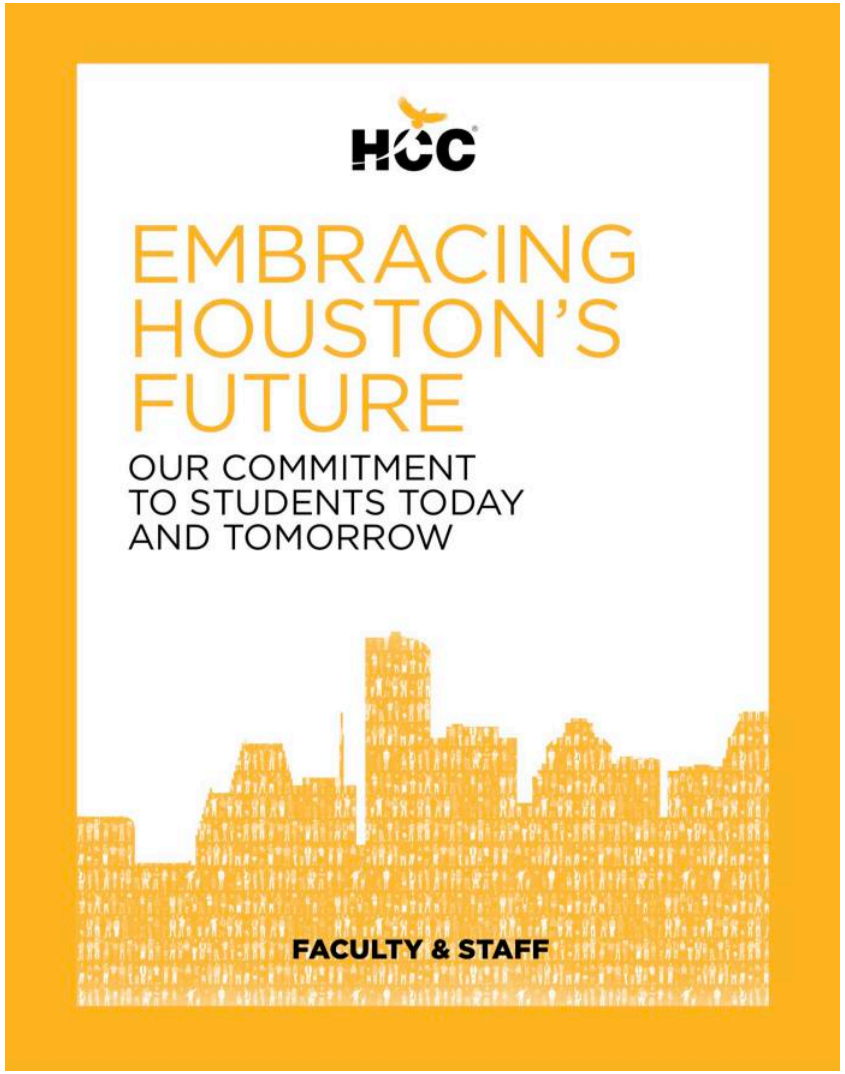
Thank you for your commitment to Houston Community College and our students' futures. As we look ahead, HCC's bold vision to meet the educational needs of our region will ensure that we are preparing Houston's workforce of the future. Your contribution to our strategic planning efforts will enable us to focus on innovation and ensure HCC's continued success. This Challenge Coin recognizes your dedication to our mission. Please make this a personal challenge to commit to our students today and tomorrow. Our future is Houston's future.

Sincerely,

Cesar Maldonado, Ph.D, P.E.
Chancellor
Houston Community College

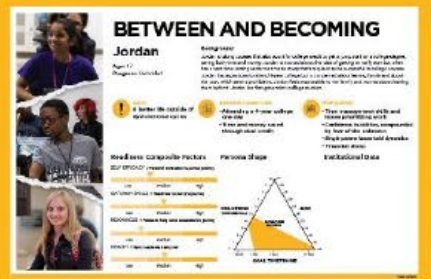
Strategic Planning Feedback Forms

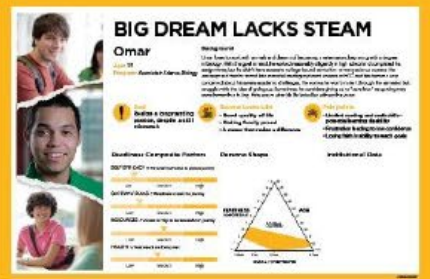
College & District Office Strategic Planning Input sessions

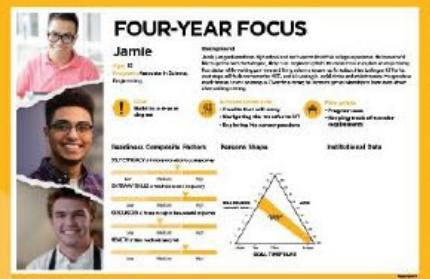


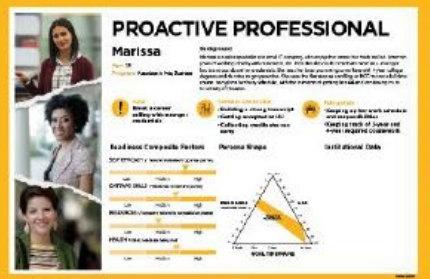
- Three Questions
  1. Describe the one change that will have the greatest impact on HCC's future.
  2. To meet the needs and demands of our city, how will education need to be delivered in ten years?
  3. What are the 10 things that we can do to change
     - the **faculty and staff experience** at HCC?
     - the **student experience** at HCC?
     - the **community experience** of HCC?
- All feedback is collected, organized, and studied using established qualitative research methods.

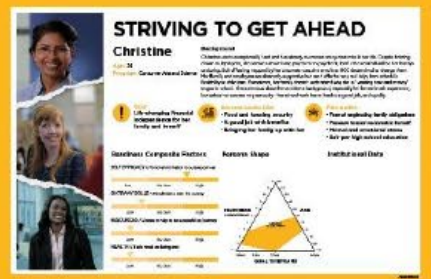
DISTINCTIVE FEATURE: WHY PERSONAS?

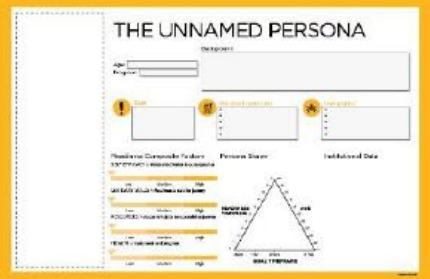












To free HCC from the standard categories that limit HCC's understanding about those it serves in favor of more robust portraits that deepen the College's knowledge of how to serve its students – and those who could be its students – more effectively

Qualitative Methodology:
Bringing Data Alive through Student Voices

- **Quantitative data gives us large general surface**
  - *Numbers, statistics, quantities*

- **Qualitative data gives us a detailed picture of student experience**
  - *Stories, opinions, values, concepts, behaviors in a specific context*

Hearing Student Voices: Qualitative Focus Groups

If Nothing Changes... nothing changes

Student Engagement & Success

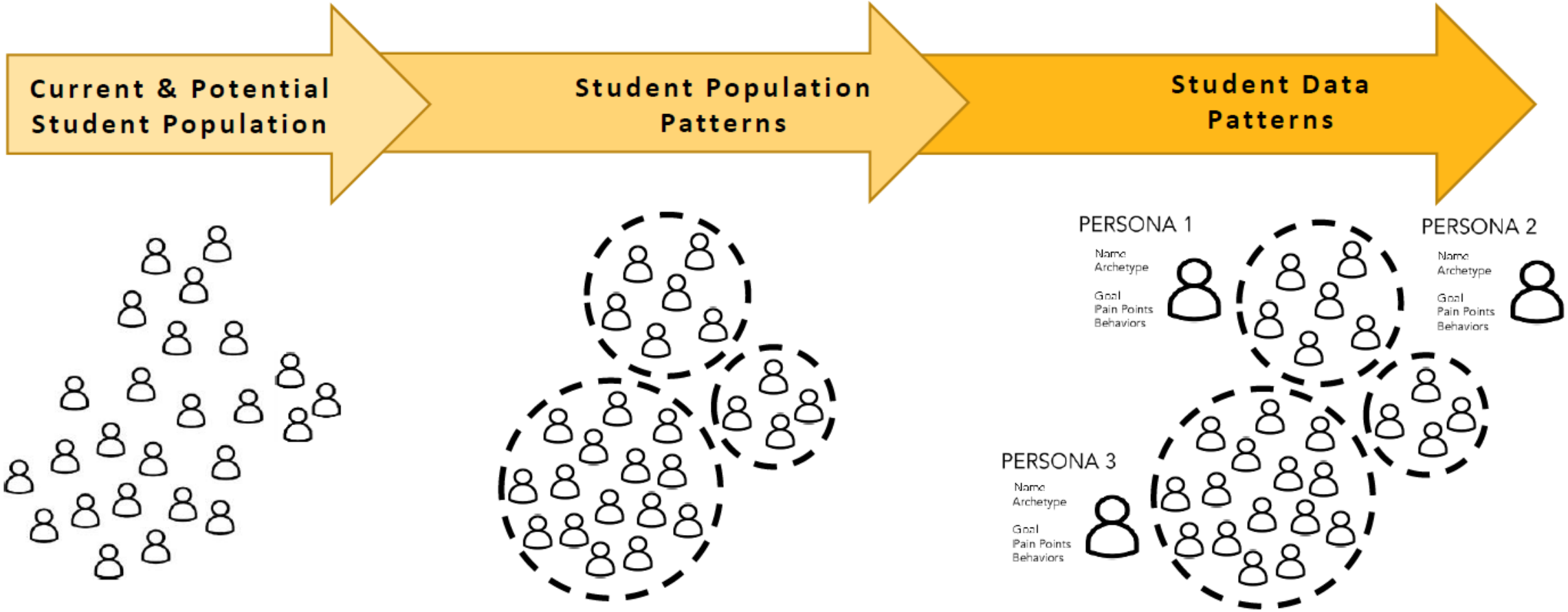
Co-Requisite Courses

Guided Pathways: 15 to Finish

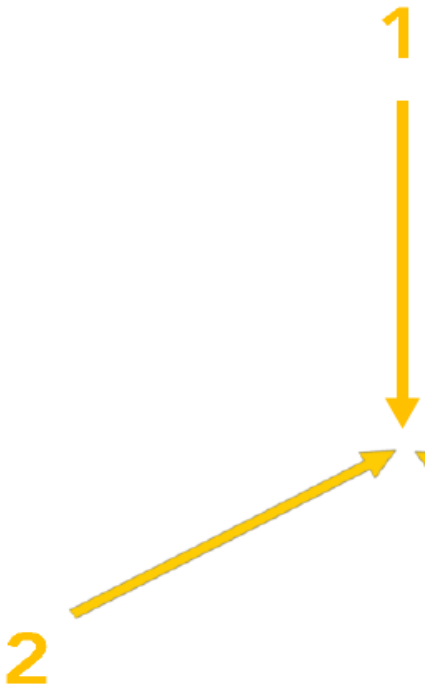
EDUC 1300: Student Success Course

- *My reason for attending HCC is to graduate and move to a university to complete the BA.*
- *We need help with our financial situation – we need help trying to find money for education.*
- *Women have to choose between college and taking care of children, so there should be child care for them.*
- *I hadn't been to a college class in like, twelve years so…I ended up dropping because of work*

Persona Development



Methodology



1 **Self report**

- Direct input from students
- Incomplete, self-referential

2 **Ask the experts**

- Faculty see the spectrum
- Introducing some interpretation

3 **Scale the findings**

- Map to institutional data
- Pervasiveness, trends, outcomes

TIMELINE

"Tell us who you are."

↓

4 initial personas

"Who are we missing?"

↓

Set of comprehensive personas

"How does this map?"

↓

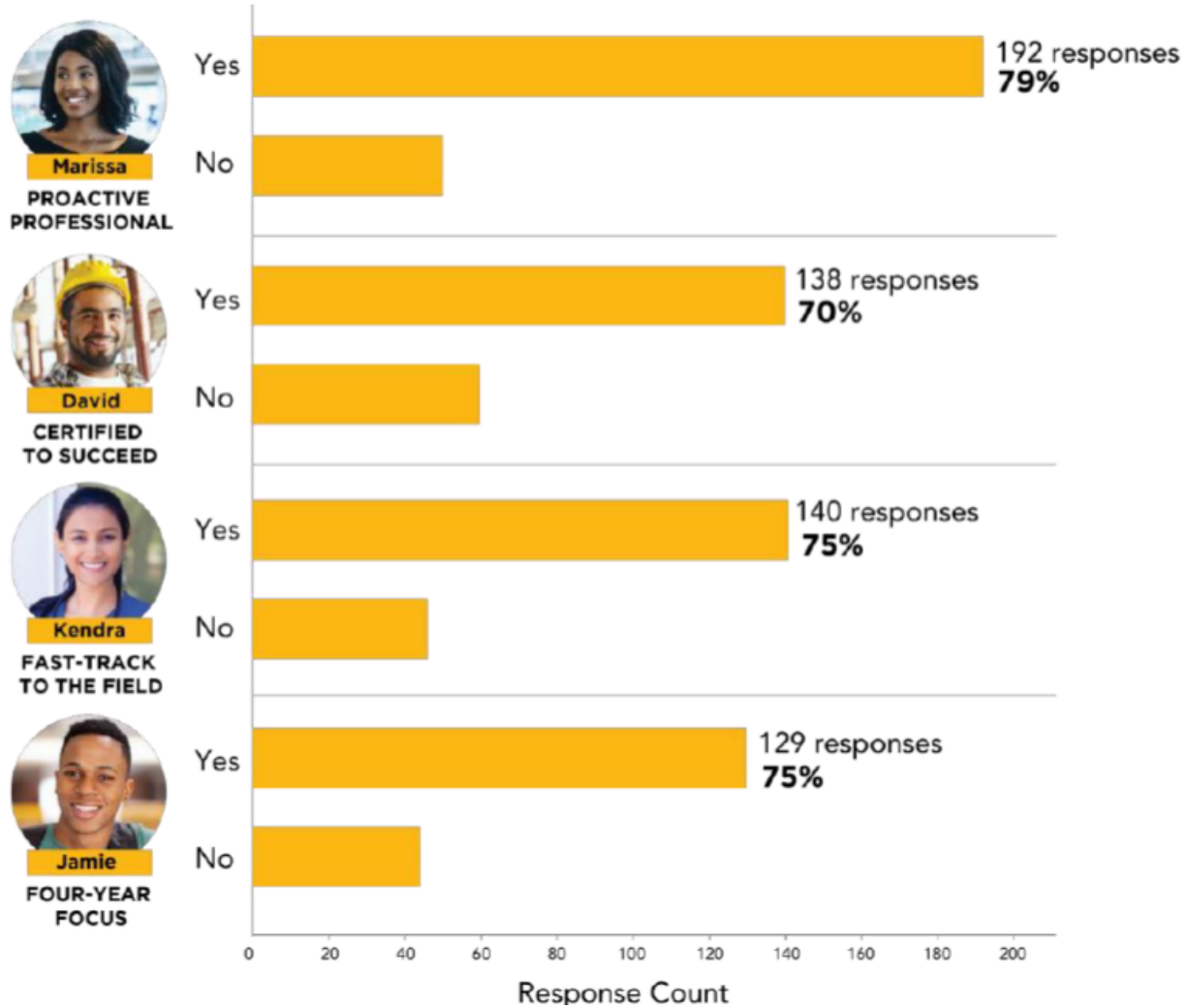
Scale, frequency, outcomes for each

What We've Learned

Initial 4 personas feel right and relevant.

Qualtrics results:

In your career, have you worked with students who would relate to this persona as a high-level reflection of themselves?



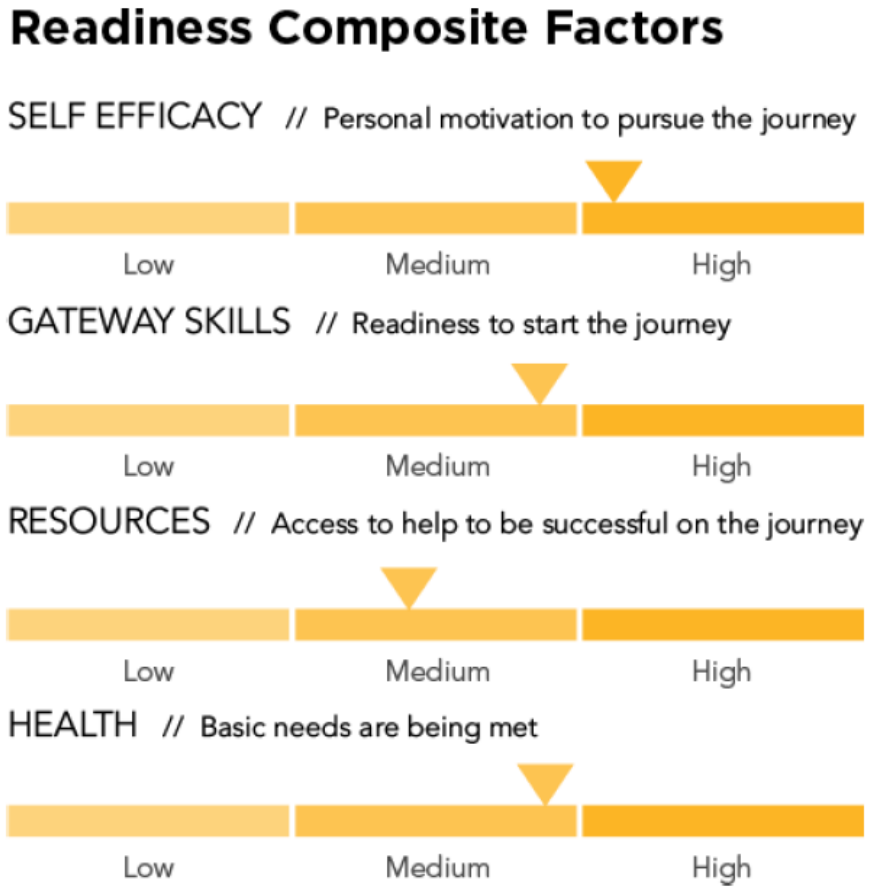
Further Persona Development

Persona Elements

- Name
- Photo
- Descriptive title
- Overall goal
- Pain points
- Feelings, influences, behaviors
- Demographics / Bio
- Metrics
- Proportion of customer base

Completing the Picture

Readiness is a complex consideration, and low readiness challenges have yet to be represented in initial four personas.



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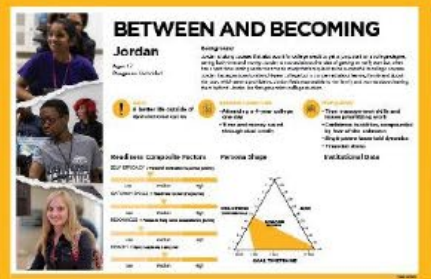

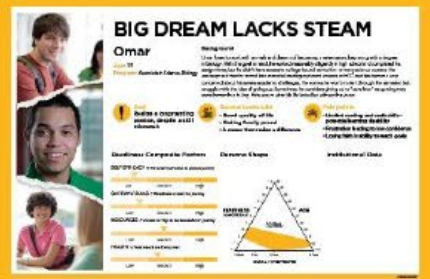

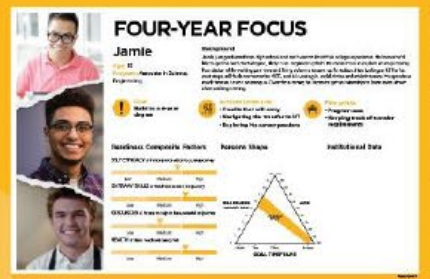

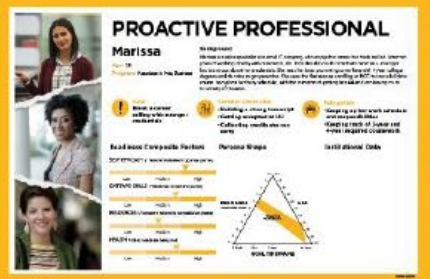

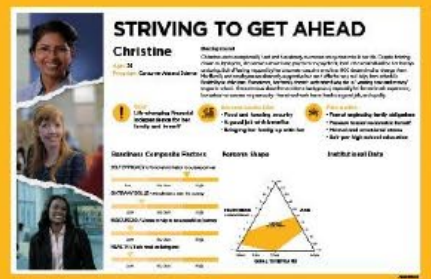

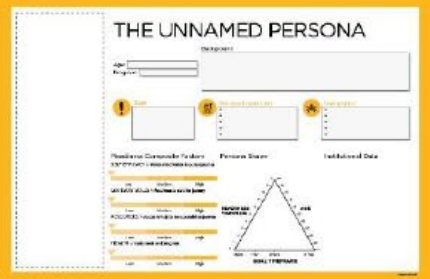

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FOUR-YEAR FOCUS

Jamie

Age: 18
Program: Associate In Science, Engineering

Background

Jamie just graduated from high school and can't wait to kickoff his college experience. He knows he'd like to get his bachelor's degree, likely in an engineering field. He chose HCC to explore an engineering foundation while working part time and living at home to save up for tuition. He's looking at UT for his next steps, still feels connected to HCC, and is investing in social circles and athletic teams. He spends as much time as he can on campus. Over the summer, he hopes to get an internship to learn more about chemical engineering.

Goal
Build to a 4-year degree

Success Looks Like
- **Credits that will carry**
- **Navigating the transfer to UT**
- **Exploring his career passions**

Pain points
- **Program cost**
- **Keeping track of transfer requirements**

Readiness Composite Factors

SELF EFFICACY // Personal motivation to pursue journey

Low | Medium | High

GATEWAY SKILLS // Readiness to start the journey

Low | Medium | High

RESOURCES // Access to help to be successful on journey

Low | Medium | High

HEALTH // Basic needs are being met

Low | Medium | High

Persona Shape

Institutional Data

Printed: 02/04/19

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SECOND ACT SEEKER

Denise

Age: 50
Program: Associate in Arts, Teaching

Background

Denise has spent the last 25 years working as a personal accountant at a small firm. She fell into accounting because of the stable money and flexible hours, after completing most of a math degree and starting a family in her early 20s. While she's proud of what she's accomplished, she sees the industry changing around her as more people choose to do their own taxes online. She knows the time is now to start a new career chapter—with aging parents who will need increasing help and kids who are now independent, she's in a bit of a sweet spot to focus on herself. Becoming a teacher appealed to her when she was younger, and the youthful energy and capacity to give back still feels right in many ways. She enrolls at HCC to test the waters and learn how to be a student again.

Goal

Start her next chapter in life with a new, second career

Success Looks Like

- **Transitioning into a career she enjoys**
- **Credit for practical experience where possible**
- **Successful job placement**

Pain points

- **Social stigma for her age**
- **Managing a lot of uncertainty**
- **Not comfortable with online learning and degree management tools**

Readiness Composite Factors

SELF EFFICACY // Personal motivation to pursue journey

Low | Medium | High

GATEWAY SKILLS // Readiness to start the journey

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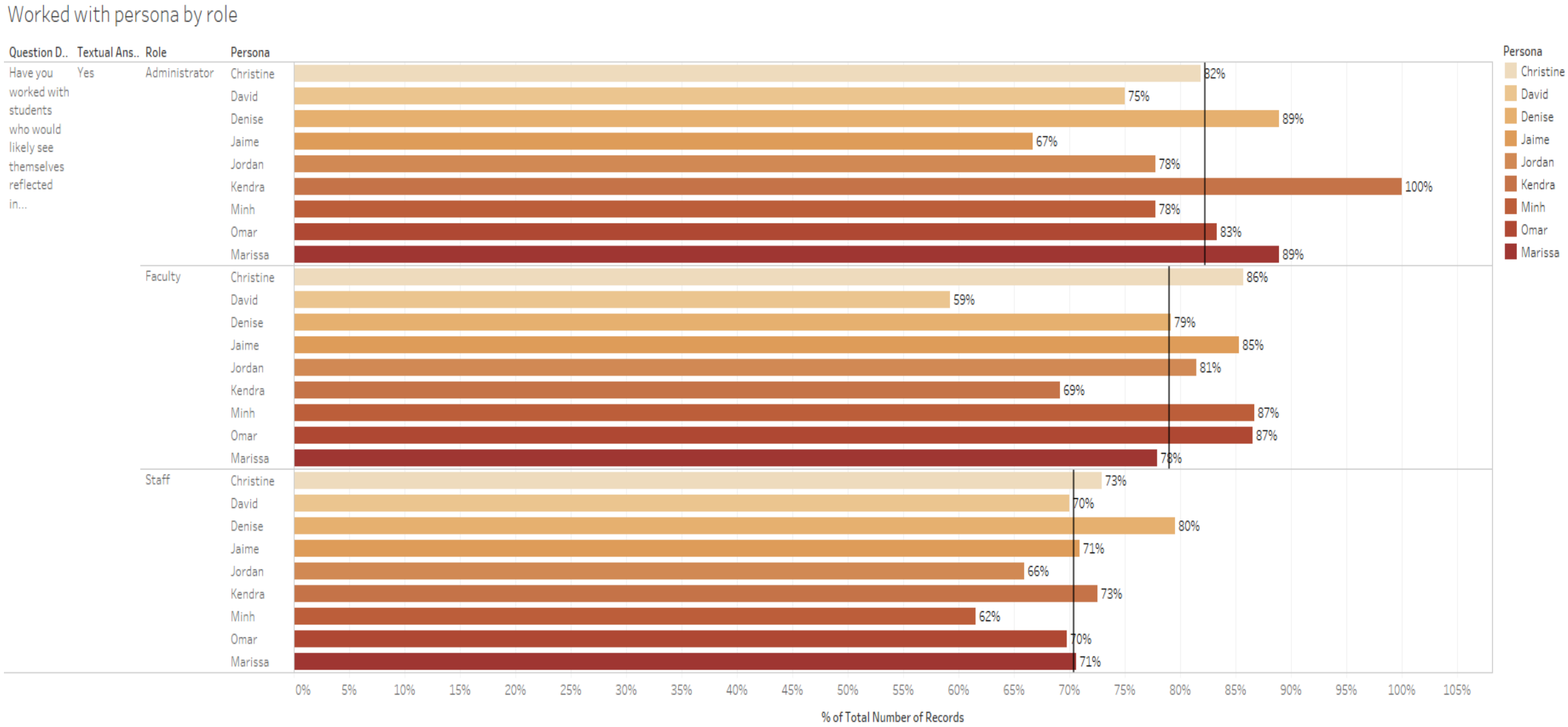
Employee Survey

Spring 2019



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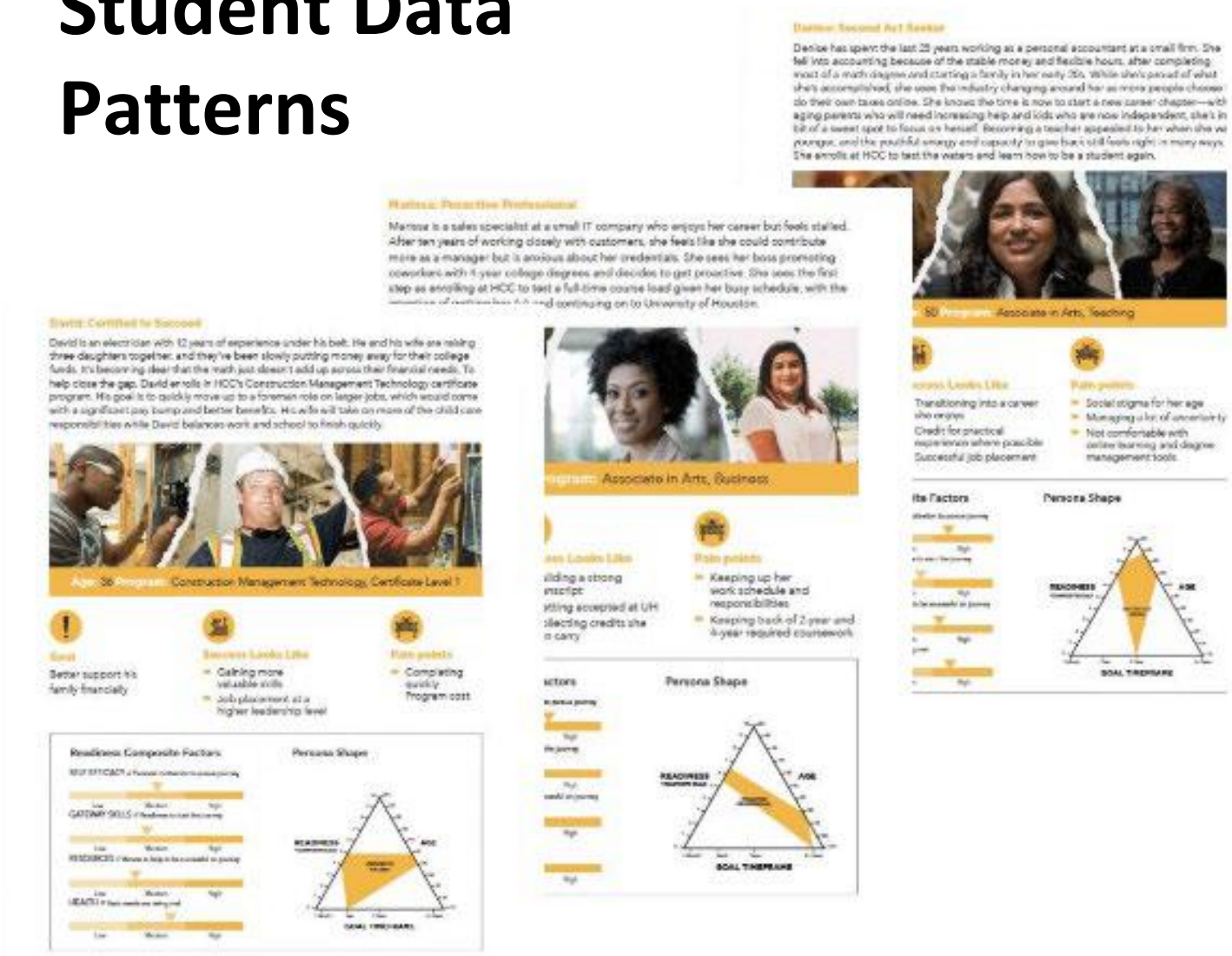
Student Data Patterns



Next Steps

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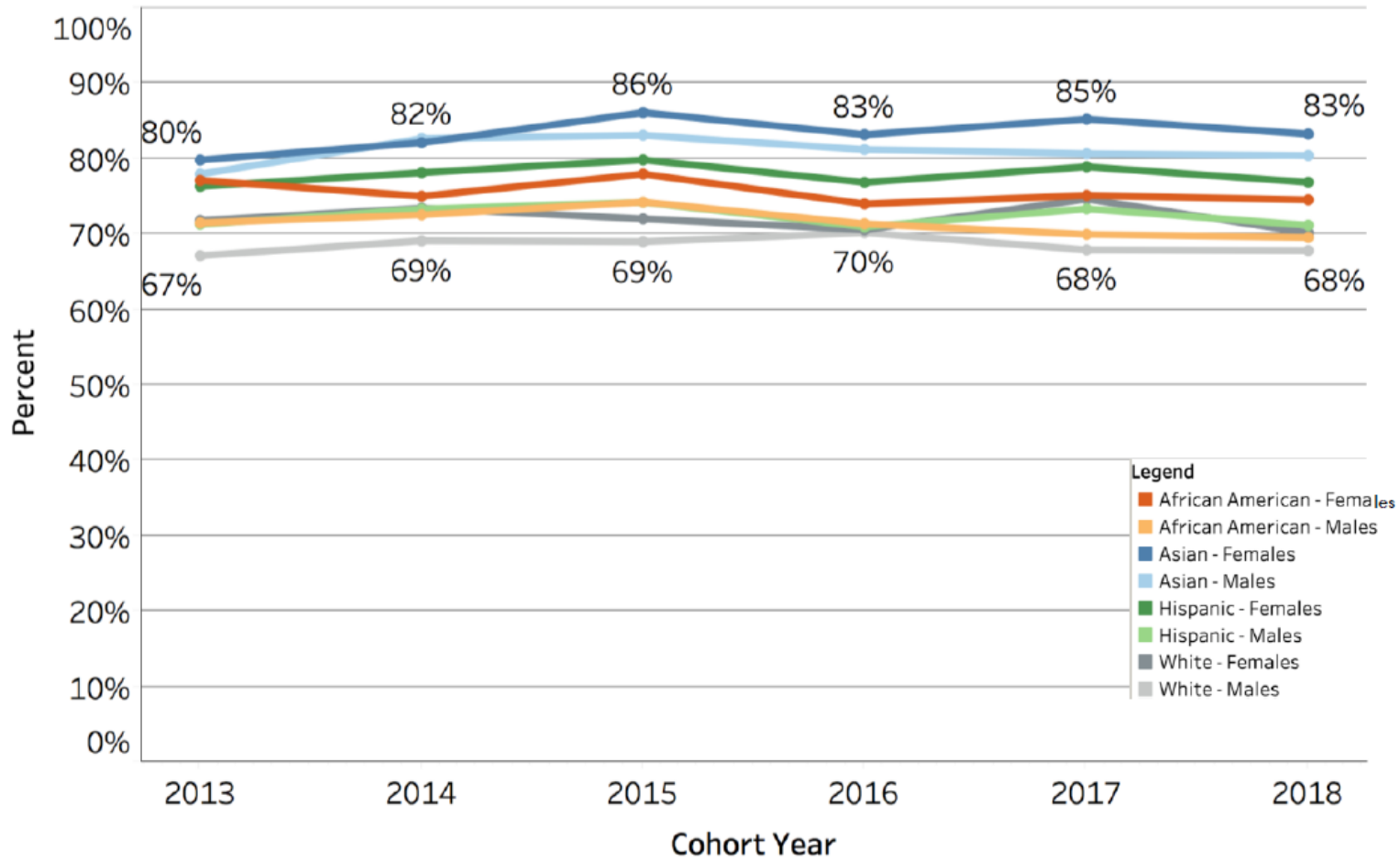
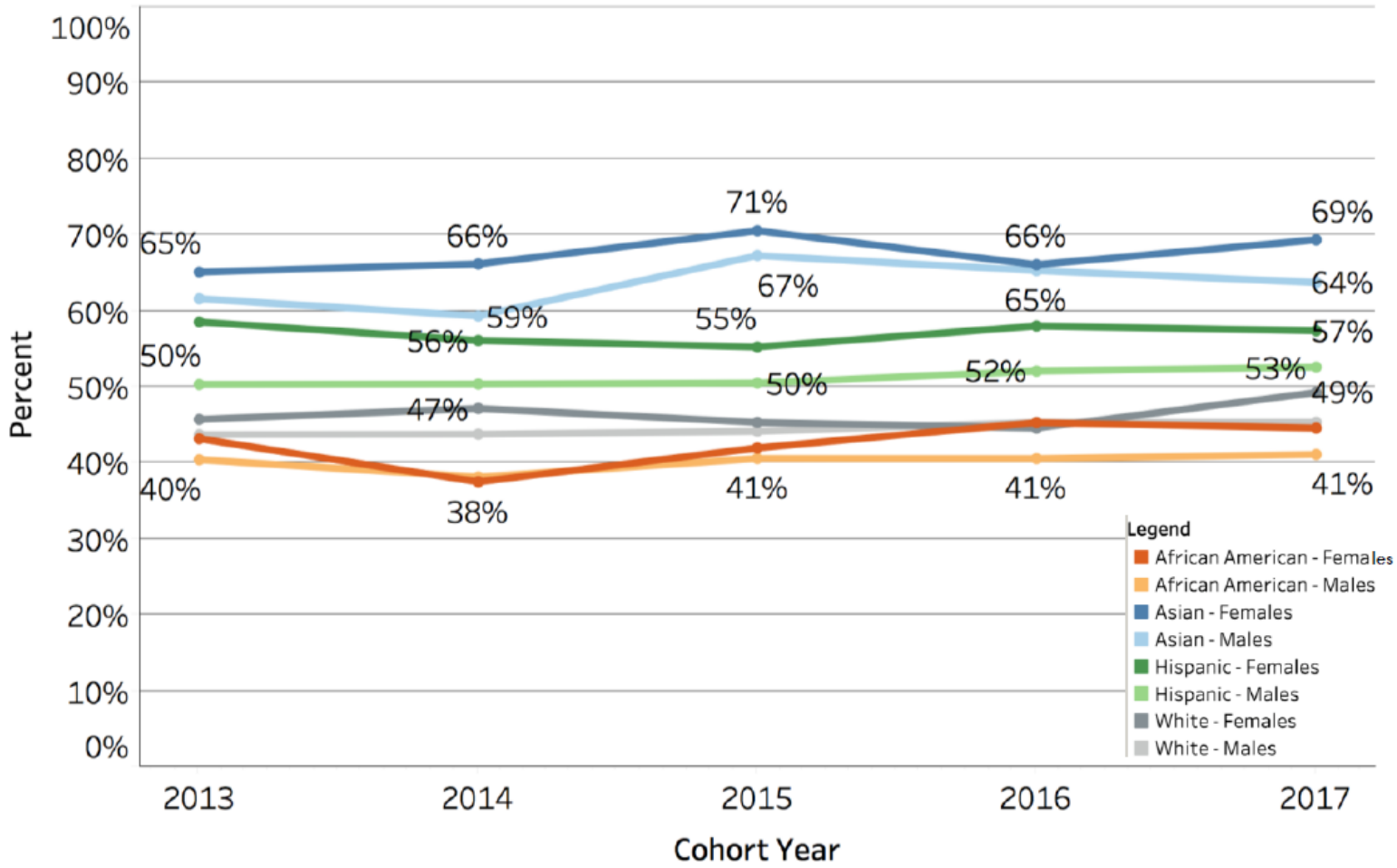
Fall to Spring Persistence



Source: OIR AtD Report, 04/20/2019.
Enrollment ongoing for Spring 2019.

Fall to Fall Persistence



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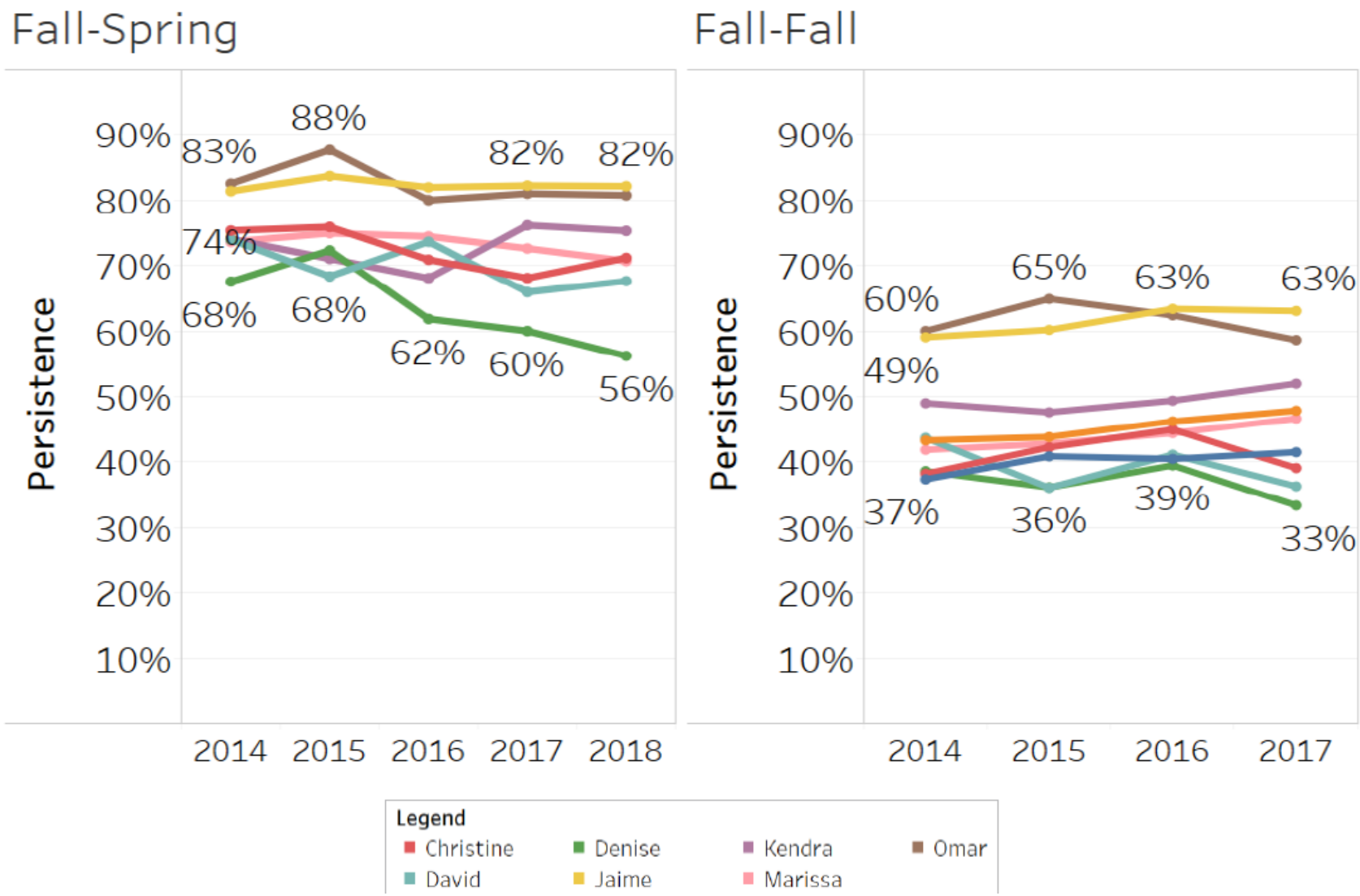
Persistence by Persona



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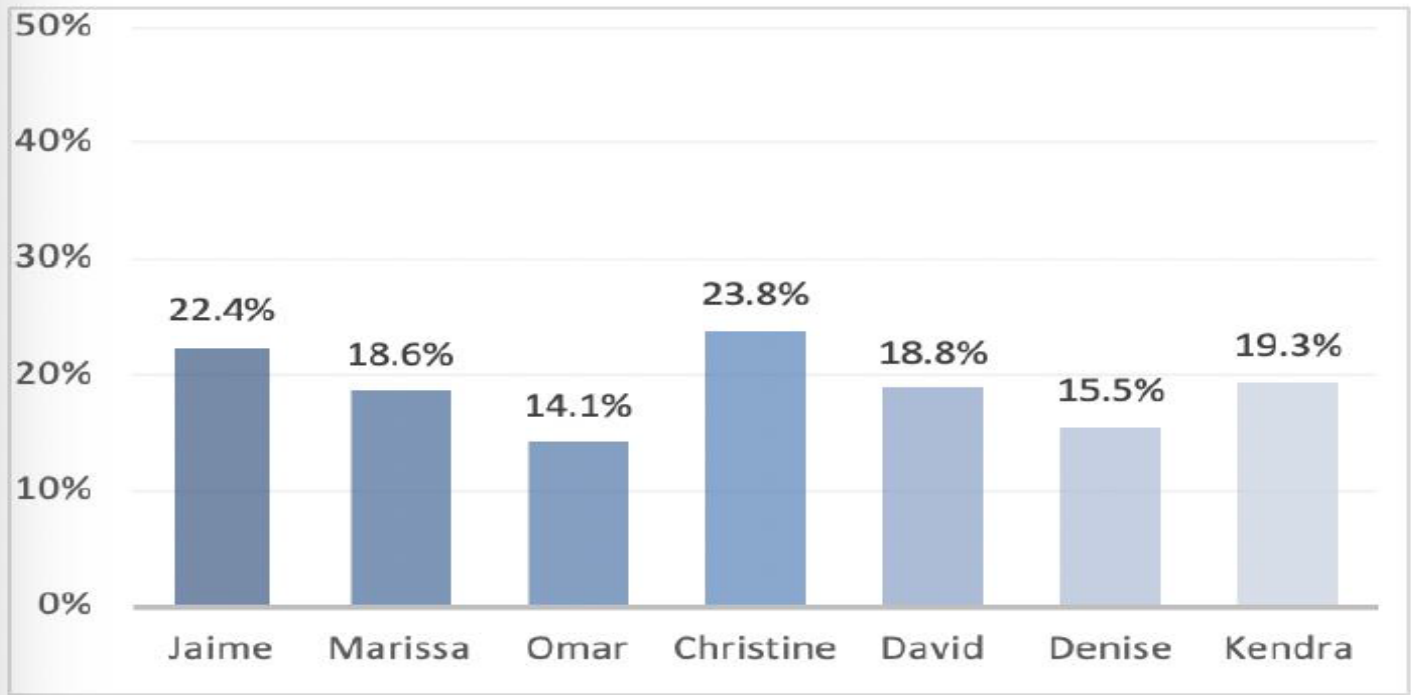
KPI 1 - 3-Year Award Rate

Baseline data

Figure 2: 3-year award rate by persona



Questions?

Comments?