

# Rethinking Equity Gaps through Humanized Data

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

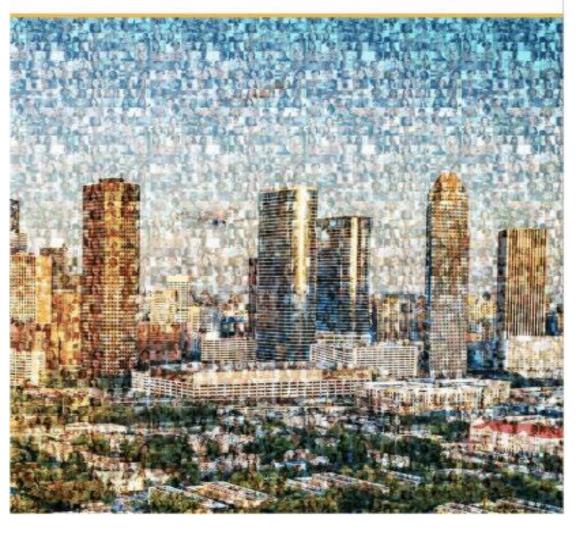
Dr. Andrea Burridge, Associate Vice Chancellor, Research, Analytics and Decision Support

Dr. Misha Turner, Director of Student Success

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

**Texas Pathways Institute - November 7, 2019** 





## 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

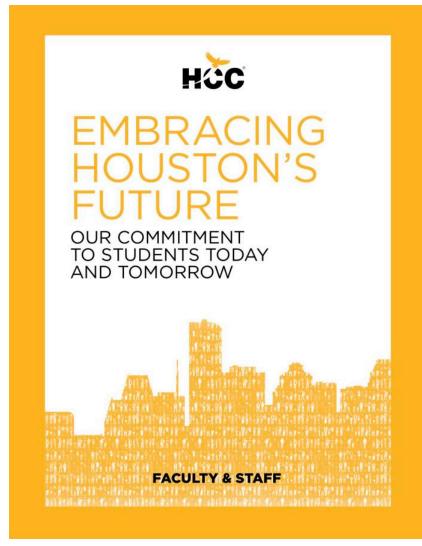
**Houston Community College** 



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## 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



 Stories, opinions, values, concepts, behaviors in a specific context



## Hearing Student Voices: Qualitative Focus Groups

Student & Success

If Nothing Changes...
nothing changes

Co-Requisite Courses



> 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.

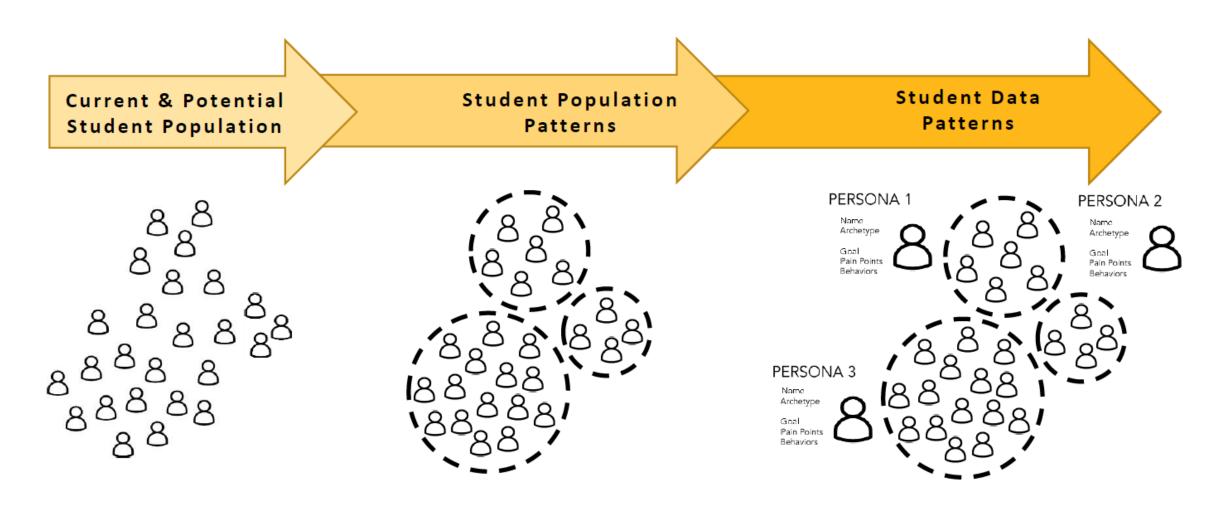
I hadn't been to a college class in like, twelve years so...l ended up dropping because of work

Guided Pathways:

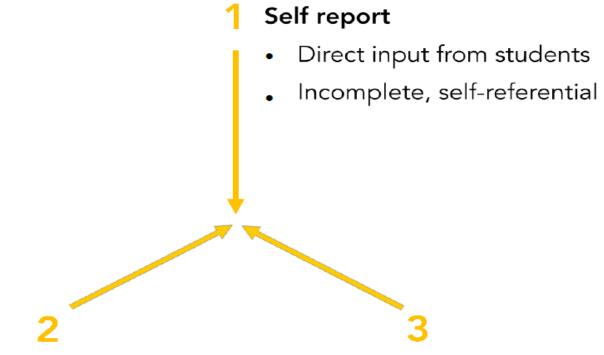
15 to Finish

EDUC 1300: Student Success Course

## PERSONA DEVELOPMENT



## **M**ETHODOLOGY



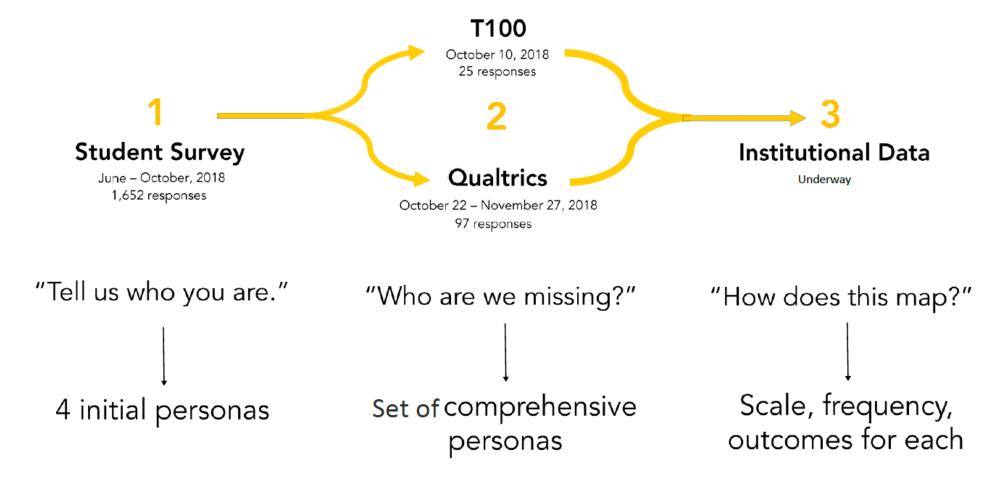
### Ask the experts

- Faculty see the spectrum
- Introducing some interpretation

### Scale the findings

- Map to institutional data
- Pervasiveness, trends, outcomes

## TIMELINE

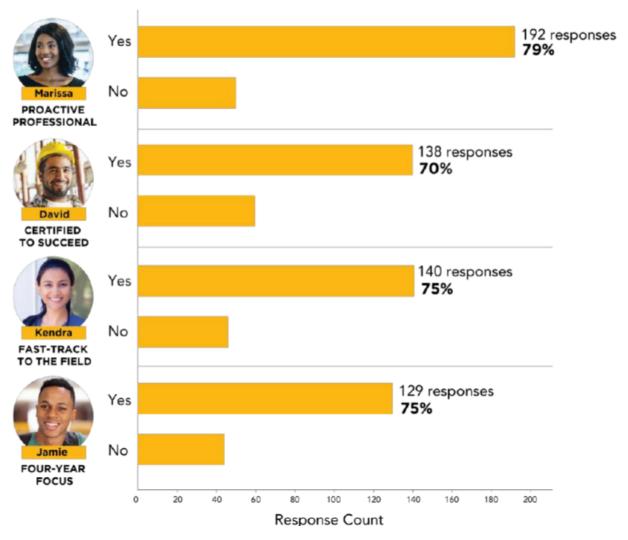


## WHAT WE'VE LEARNED

# 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?



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## FURTHER PERSONA DEVELOPMENT

### **Persona Elements**

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











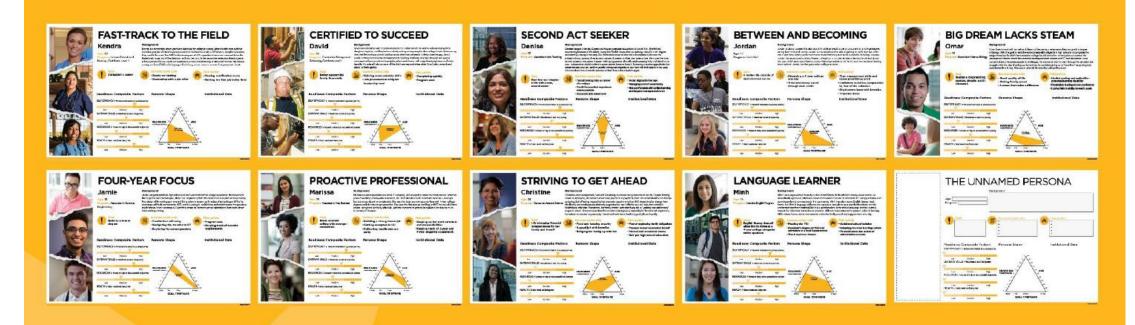
## COMPLETING THE PICTURE

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

### **Readiness Composite Factors**



### **DISTINCTIVE FEATURE: WHY PERSONAS?**



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### **FOUR-YEAR FOCUS**

#### **Jamie**

Age: 18 Program: Associate In Science, Engineering

degree

## Build to a 4-year

#### 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.

#### 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



#### Persona Shape



#### Institutional Data



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Printed: 02/04/19



### 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.

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

#### Persona Shape

#### Pain points

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

#### Institutional Data

#### **Readiness Composite Factors**



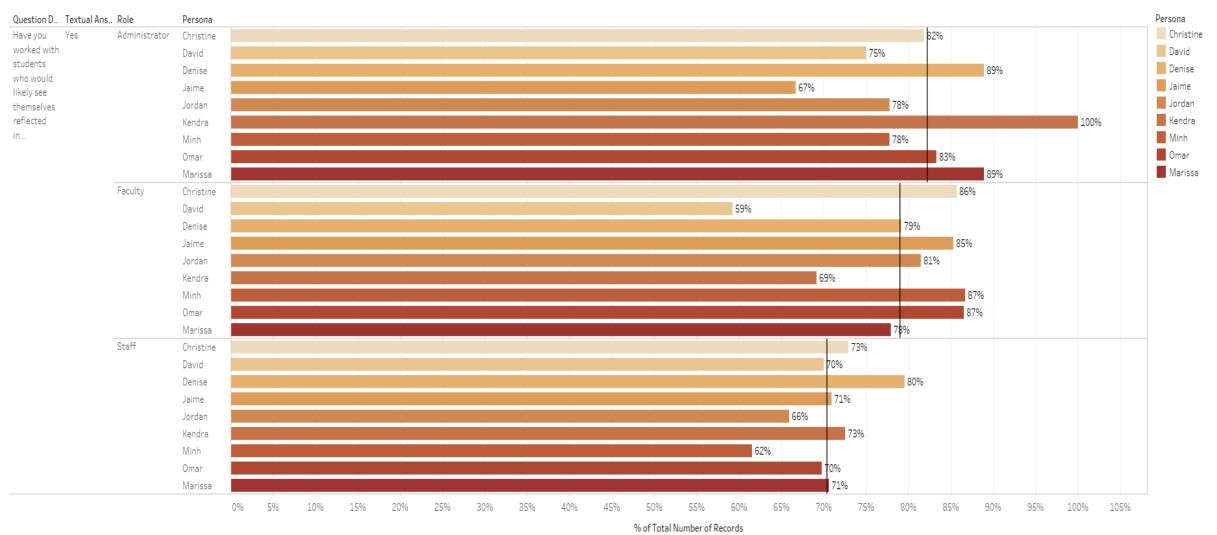




## Employee Survey

## Spring 2019

Worked with persona by role



## **Student Data**

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#### feli into accounting because of the stable money and flexible hours, after completing word of a mark diagree, and starting a family in her early 26s. While sho's proval of what she's accomplished, she soon the industry changing around her as more people choose. **Patterns** do their own taxes online. She knows the time is now to start a new samer chapter—with aging parents who will need increasing help and lods who are now independent, she's in bit of a sweet spot to focus on hesself. Becoming a teacher appealed to her when she we prompter, and the prochful energy and expectly to give have still feets right in many ways. She amplit at HCC to test the waters and learn how to be a student again. Martosa is a sales specialist at a small IT company who enjoys her cereer but feels stalled. After ten years of working closely with customers, she feels like she could contribute more as a manager but it annious about her predentials. She sees her boss promoting coworkers with 4-year college diagrees and decides to get proactive. She uses the first atop as enrolling at HCC to tast a full-time course load given her busy schedule, with the rise of nation has 4.5 and continuing on to University of Houston. Associate in Arts, Teaching Switz Combell to Second David is an electrician with 12 years of experience under his belt. He end his wife are relaing three daughters together, and they've been slowly putting money away for their college. funds. It's becoming slear that the migh just sleeps t add up scross their financial needs. To help close the gap. David enrolls in HOC's Construction Management Technology certificate served Leaves Line program. His goal is to goldkly move up to a foreman role on larger Jobs, which would come Transitioning into a career Social stigma for her age. with a significant pay bump and better benefits. His wife will take no more of the child care . Managing a lot of ancestainty responsibilities while David belances work and school to finish quickly Credit for practical Not comfortable with reparience where possible petine barring and degree Successful job placement management toxis. Associate in Arts, Suciness its Factors Persona Shape Ass Louis Like Pain points siding a strong \* Keeping up her Construction Management Technology, Certificate Level 1 work schedule and responsibilities HU to berquos accepted at UH Keeping back of 2 year and slecting credits she 5-year required coursework Secretary Looks Liber Para polets - Calhing more - Completing Setter support his SOAL TREPLANE Persona Shape sctore veil auble strille. family francisty. Program cost \* Sub-placement at a higher leadership level febres. Resdiness Composite Factors BUT STICACY of Name of Street Commences of

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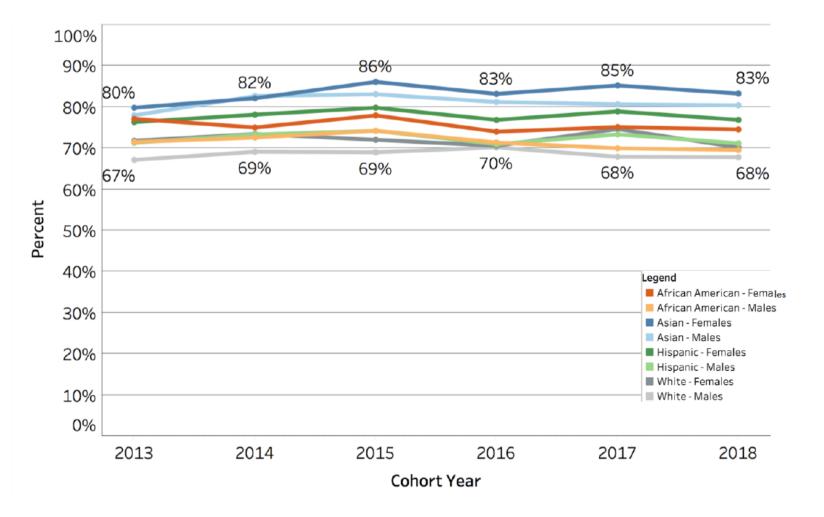
**GOAL THEPSARE** 

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Denice has spent the last 25 years working as a personal accountant at a small firm. She

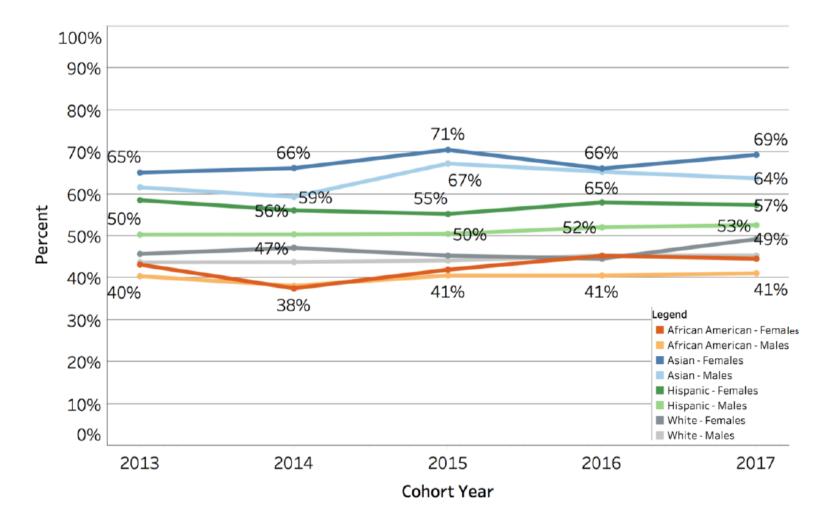
## Next Steps

## Fall to Spring Persistence



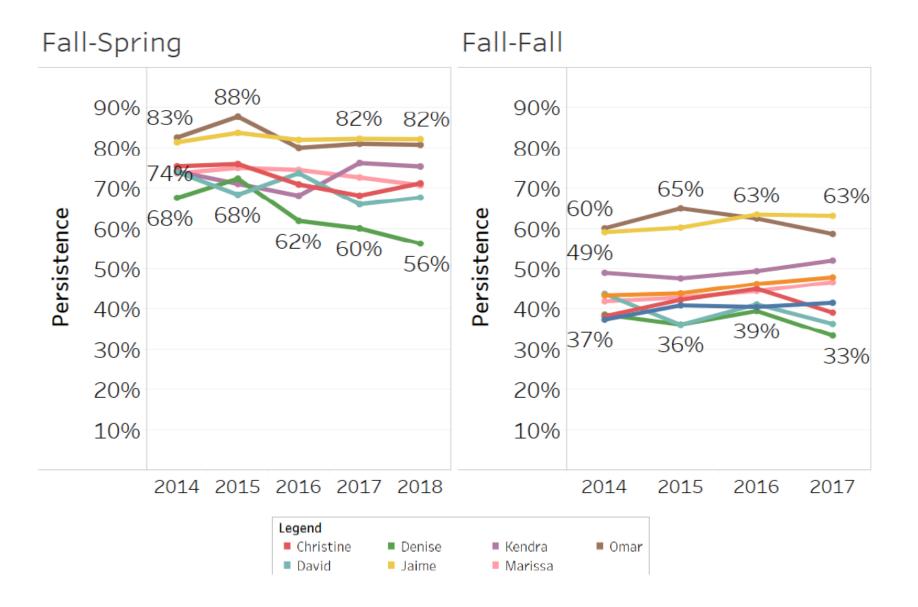
Source: OIR AtD Report, 04/20/2019. Enrollment ongoing for Spring 2019.

## Fall to Fall Persistence

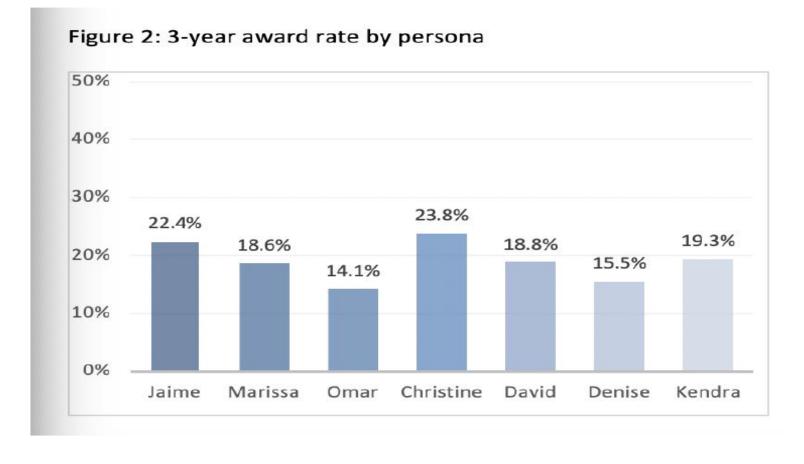


Source: OIR AtD Report, 04/20/2019. Enrollment ongoing for Spring 2019.

## Persistence by Persona



## KPI 1 - 3-Year Award Rate Baseline data



## Questions?

## Comments?