WCET’s Leadership Summit will help you answer the big questions about innovation and leadership in higher ed.

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#WCETSummit17
Making Your Data Analytics Actionable

• Barbara Grover
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• Jeff Aird
  • Assistant Vice President of Strategy and Analysis

• Mike Sharkey
  • Vice President of Analytics, Blackboard
Contextual Definition of Analytics

• Analytics...defined across a spectrum

Descriptive — Predictive
Individual — Institutional
Admissions — Graduation
Simple — Complex
Readiness vs. Action
## Progression to Action

<table>
<thead>
<tr>
<th>What?</th>
<th>Descriptive</th>
<th>Simple reports and dashboards</th>
</tr>
</thead>
<tbody>
<tr>
<td>So what?</td>
<td>Insights</td>
<td>Storytelling; analytic techniques</td>
</tr>
<tr>
<td>What now?</td>
<td>Intervention</td>
<td>Data bolsters human interactions</td>
</tr>
</tbody>
</table>

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Persona...who benefits?
Planning & Implementation

ready, aim, aim, aim vs. ready, fire, aim
Thank You!

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feeling :(

turn that frown upside down

the "(" would still look the same due to its horizontal symmetry

:(

reflect that frown along its vertical axis

:)
Given $\frac{1}{\infty} = 0$, prove $\frac{1}{0} = \infty$.

Proof: Rotate $\frac{1}{\infty} = 0$ anticlockwise (90°), giving $-18 = 0$
adding 8 to both sides, giving $-10 = 8$.
Then rotate $-10 = 8$ clockwise (90°), giving $\frac{1}{0} = \infty$. Q.E.D.