Welcome to #WCETWebcast

February 21, 2019

The webcast will begin shortly.

There is no audio being broadcast at this time.

An archive of this webcast will be available on the WCET website next week.
A Student Response to Analytics, Privacy, and Security
Welcome!

Use the question box for questions and information exchange.

Archive, PowerPoint, and Resources available will be next week.

Follow the Twitter feed: #WCETWebcast.

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Overview

01 Introductions
02 Overview of data analytics in higher ed.
03 Moderated conversation around data, privacy, and security of information.
04 What students want you to consider when using their data.
05 Audience Q&A
06 Conclusion
Questions from the Audience

If you have a question during the presentation, please add your questions to the question box.

We will monitor the question box and have time for Q&A at the end of each section.
Moderator

Rob Robinson
Senior Principal Partner Strategy Consultant
Civitas Learning
THE EVOLUTION OF STUDENT SUCCESS SYSTEMS

Systems of Record (1990-2010)

Emphasis on creating a technical infrastructure for manual processes & improving internal efficiencies.
< SIS, CRM >

Student transactions are the focus.

Systems of Engagement (2000-2020)

Emphasis on improving/expanding teaching and learning.
< LMS, Mobile >

Student engagement is the focus.

Systems of Intelligence (2013-2030)

Emphasis on signal processing to drive outcomes.
< Analytics Infrastructure >

Student outcomes are the focus.
Presenters

Linda Baer  
Senior Consultant  
Linda L. Baer, Consultants

Collen Carmean  
Associate Vice Chancellor for Academic Innovation  
University of Washington, Tacoma

Emma Tilson  
Student, Salt Lake Community College  
and Administrative Coordinator, WICHE
ANALYTICS AND UNINTENDED CONSEQUENCES

“DO NO HARM”
Linda Baer & Colleen Carmean

An Analytics Handbook: Moving From Evidence to Impact
Society for College University & Planning
tinyurl.com/analyticsHB
St. Paul, Ramsey County, & St. Paul Public Schools Youth Data-sharing Agreement

Potential of “predictive analytics” in 2014, signed a 3-way joint powers agreement to share youth data.

Predict which families were most likely to slip through the cracks based on zip codes, incomes, truancy numbers, race and other indicators.

But the possibility of labeling children who had not committed a crime as potential future troublemakers worried advocacy organizations.

Agreement ended after 5 years.
On Privacy, Security and Silos

• University of Washington case study on putting institutional governance and policies in place guiding retrieval, permissions, the data included, and response to insights. (Carmean & Lyle, Chapter 4)

• A Student Response to Analytics (Avery Horton, sophomore, Chapter 5)
  • Transparency
  • Security
  • Agency
Ensuring Student Privacy in Predictive Analytics

1. Become educated about data privacy.
2. Use data to improve holistically.
3. Use the availability of analytics to ask great questions.
4. Predictives should complement human intuition.
5. Include students in the conversation.

Beyond Implementation of an Analytics Tool

• **USING Insights to Create Change**
  • Support
  • Services
  • Outreach Initiatives

• **Who Creates Change on Your Campus?**

• **Who Seeks and Determines Insights in the Data?**

• **What Institutional Safeguards and Supports for Student Protections are in place?**
Emma Tilson

Student, Salt Lake Community College
and Administrative Coordinator, WICHE
Questions from the Audience
Contact Information

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Rob Robinson  rob.robinson@civitaslearning.com
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WCET Leadership Summit: Workforce Partnerships that Work: Creating Public-Private Partnerships that Serve Students, Institutions, Employers, and Communities

June 4-5
Newport Beach, CA

https://wcet.wiche.edu/events/summits/workforce-partnerships-that-work-2019

WCET 31st Annual Meeting and Celebration

November 5-7
Denver, CO

Call for proposals opens next week!
Access to the resources discussed during this webcast, including the archive, will be available next week.

http://wcet.wiche.edu/connect/webcasts
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