



**National
Postsecondary
Strategy
Institute**

NPSI Webinar Series

Creating a Data Informed District Postsecondary Plan

Thursday, November 15, 2018

Presenters: Dr. Joyce Brown and Kelly Sparks

Webinar Platform

- Everyone will be muted until Q&A section.
- If you have questions during the webinar you can enter them in the chat box (please find chat box at the bottom of your screen).
- You can raise your hand (raise hand function is at the bottom on your screen).
- Please answer Strategy Survey Question into chat box.

Webinar Presenters

Dr. Joyce Brown



Kelly Sparks



NPSI Overview

Mission

The National Postsecondary Strategy Institute (NPSI) helps school districts support every student toward attaining a successful postsecondary pathway through district policy and systemic changes.

Approach

- Holistic approach based on the integration of 3 critical components:
 - A district postsecondary framework & strategy
 - A data strategy
 - Engagement of counselors as leaders
- All consultants have first-hand experience working within a school district

Principles

- Equitable outcomes for all students
- All students should be prepared for postsecondary success, and students are then empowered to choose their own path
- The district is the unit of change
- Building internal capacity is necessary for sustained, long-term outcomes

Critical Postsecondary Metrics

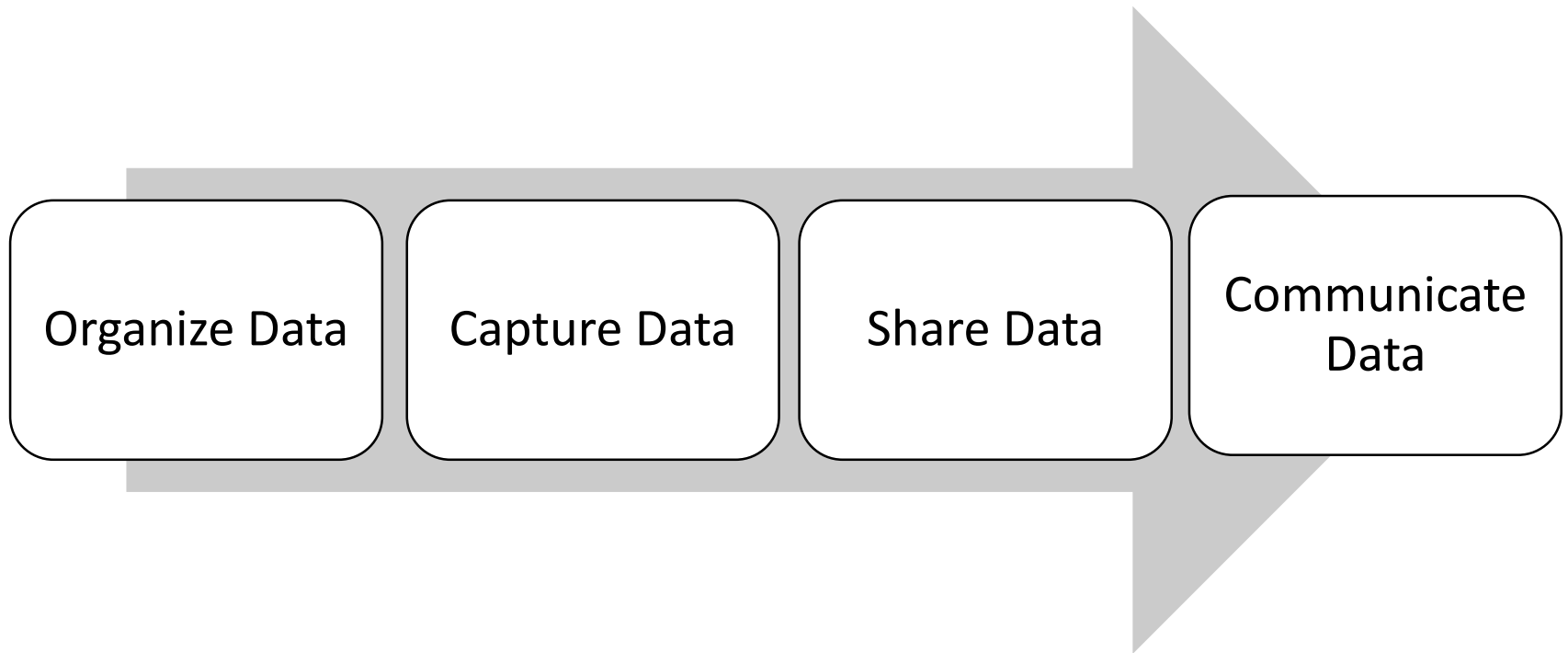
- Attendance rates
- On-track to graduation indicators (middle grades and high school)
- 9th graders passing algebra
- % of students participating in college visits
- % of students enrolling and earning college credit in dual enrollment courses
- % of students demonstrating AP potential
- % of students participating in employment, internships, and job shadows
- Rigorous course enrollment (Honors, AP, IB, Dual Enrollment, Cambridge)
- ACT/SAT registration completions
- College applications completed per senior
- FAFSA completion rates
- High school graduation rates
- College enrollment immediately following high school
- College remediation rates
- College persistence
- College completion
- Postsecondary participation rates (2-year college, 4 year college, industry certifications)
- Postsecondary completion rates
- Employment rates and earnings
- Percentage of counselors earning advanced degrees

Objectives

Today's Webinar Conversation

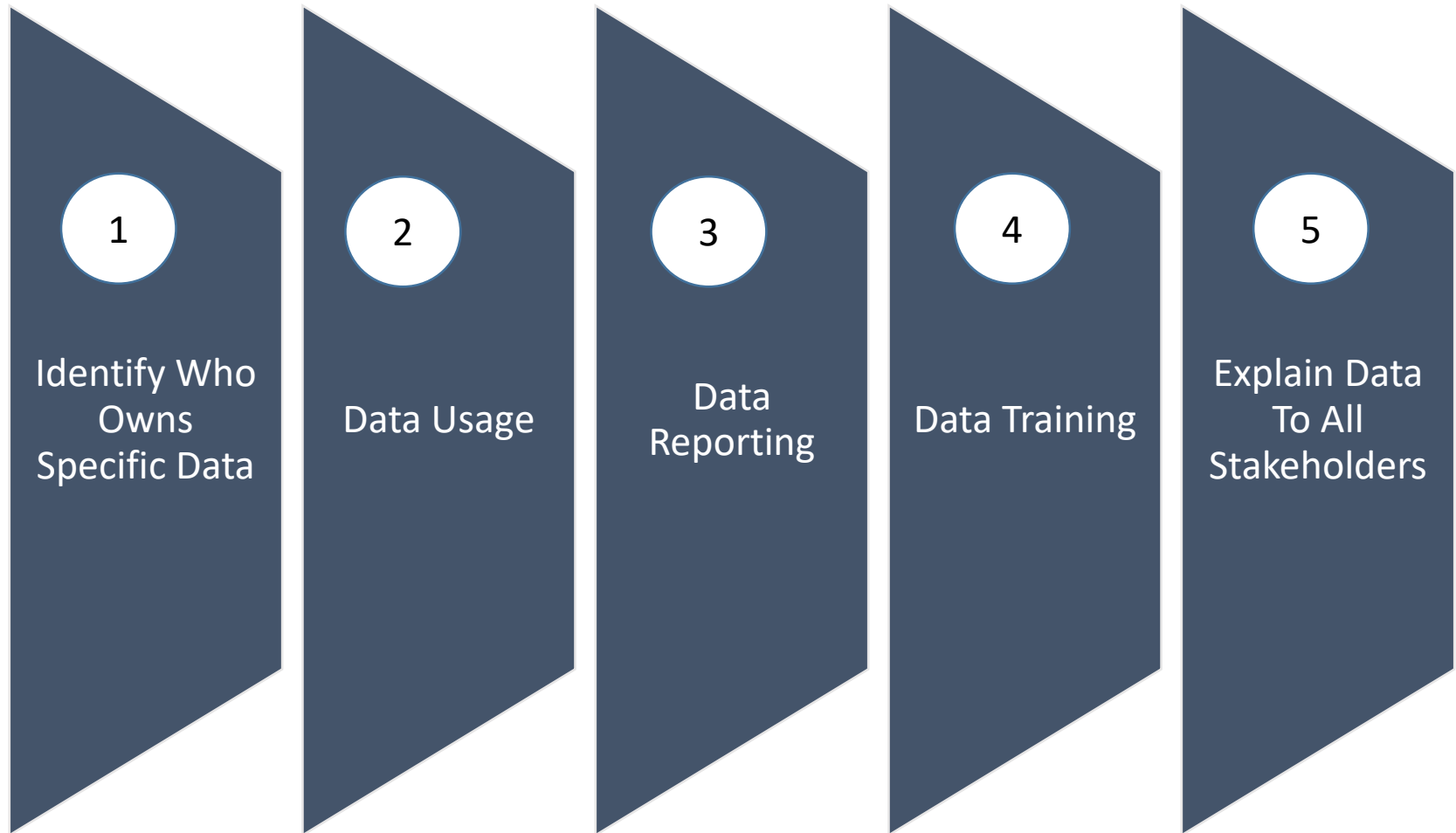
1. Review how to **organize data** to impact student level outcomes.
2. Review how to **capture data** in a format to drive postsecondary outcomes.
3. Discuss how to **share data** in a usable format for stakeholders.
4. Review **data communication** strategies between the district office and school based practitioners.

Data Strategies



Data Informed Postsecondary Plan

Key Components



Stakeholder Capacity Building —Learn To Become Data Driven

1. Understand how to explore colleges.
2. Understand how to apply to college.
3. Understand how to pay for college.
4. Help students enter postsecondary pathways without remediation.
5. Increase the rates of postsecondary completion for all subgroups.
6. Raise awareness about the attitudes, skills and knowledge required to succeed in a postsecondary setting.

**College Ready
VS
College Eligible**

Data will provide us with accountability and knowledge.

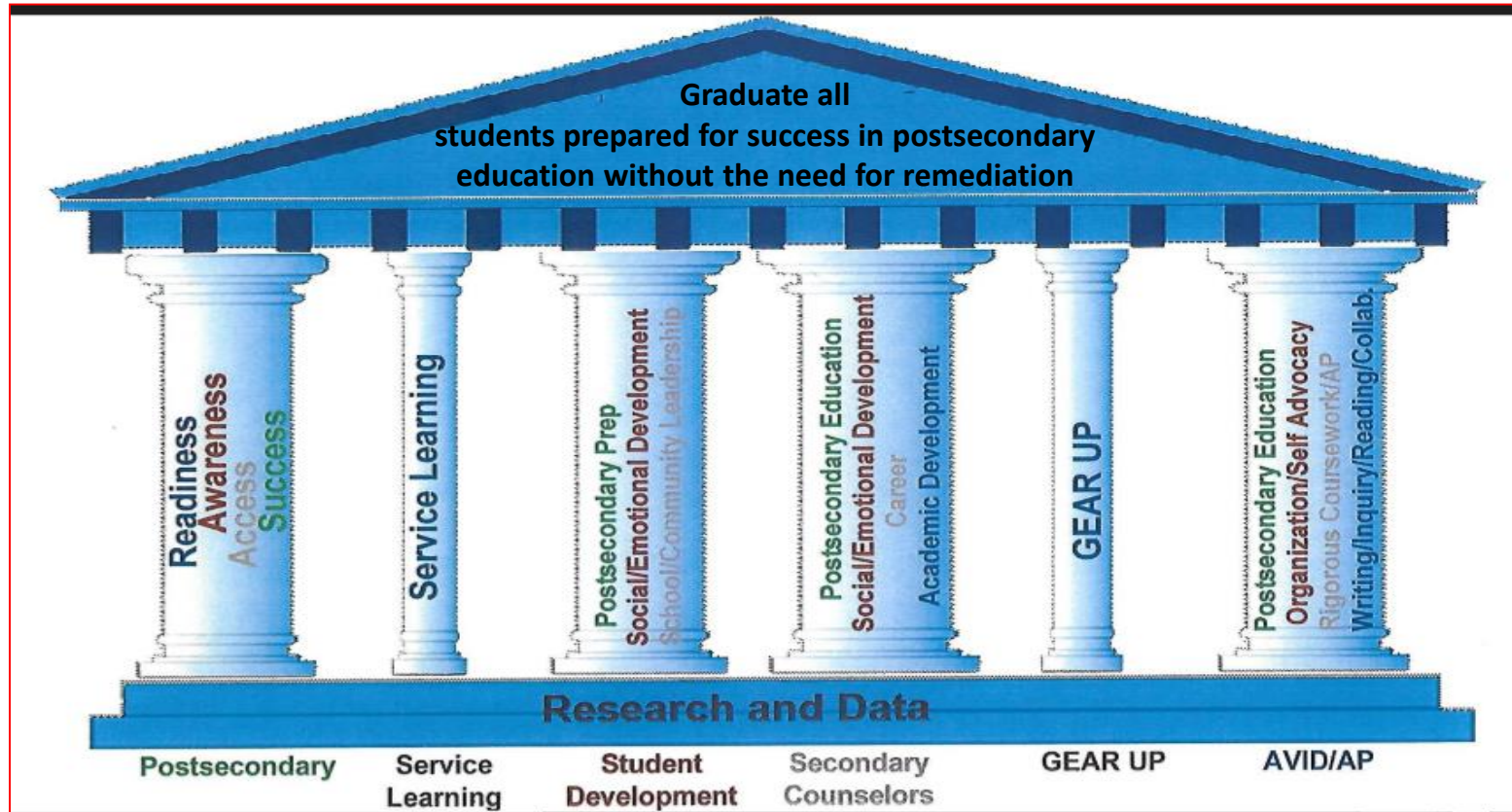
Capacity Building Strategies

1. **Intentional Stakeholder PD-** Provide supports and resources and time to build data competency
 2. **Link postsecondary data to student achievement** data to develop a connected vision.
 3. Provide **real time progress metrics** toward college readiness.
 4. Strengthen **adult capacity** to use and understand data.
 5. Teach how to evaluate results of actions taken.
 6. **Establish Postsecondary Advising Reporting Areas** – College Readiness Indicators
 - Academic Preparation (course taking patterns – AP, IB, Dual Enrollment)
 - College Knowledge (EFC, FAFSA, Net Price Calculators)
 - BAG REPORTS – Provide **real time** academic supports to parents and students
4. **Celebrate** Success
 5. Build supportive partnerships.

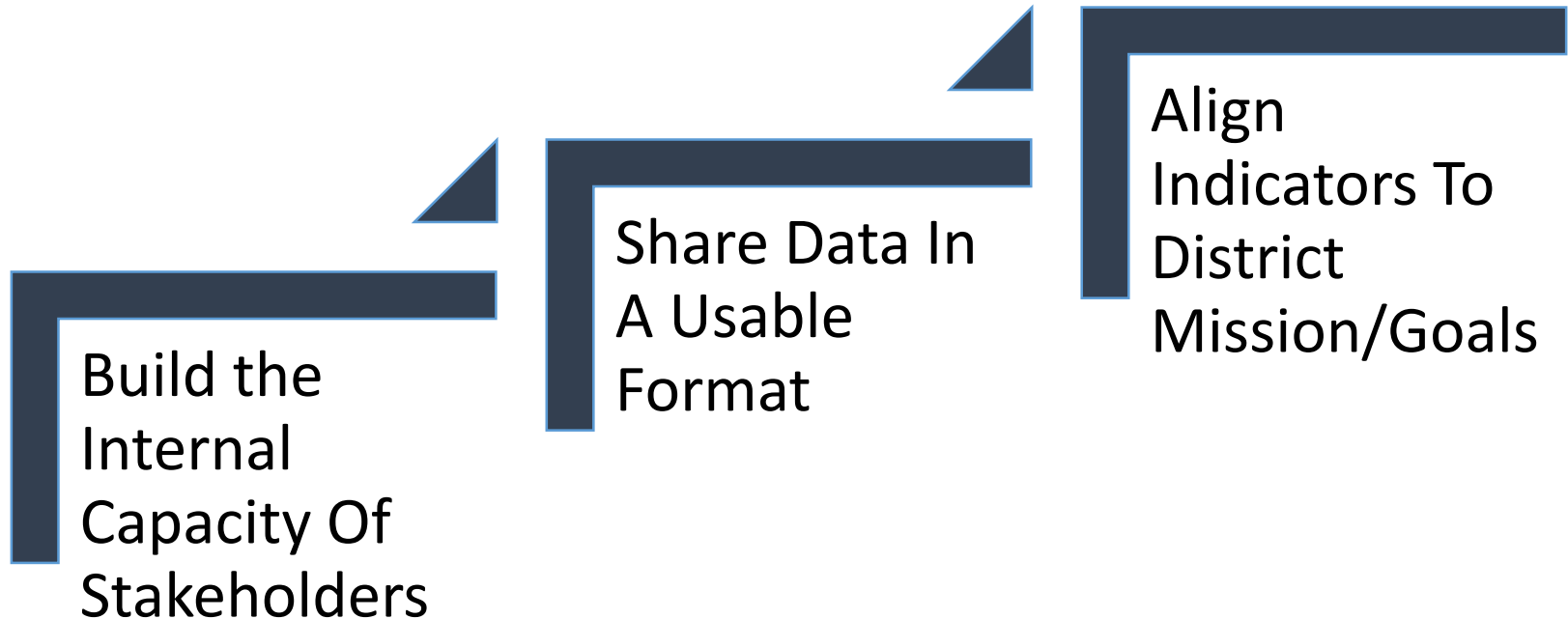
Strategy Area 1

Organizing and Aligning Data to Postsecondary Outcomes

Starting Point—A Framework



Supporting Actions



Getting Organized

When will reports be generated? How often?



Who Is The Audience?



Distribution Methods?



Information Sharing?

Internal Capacity Action Steps

Postsecondary
Advising System

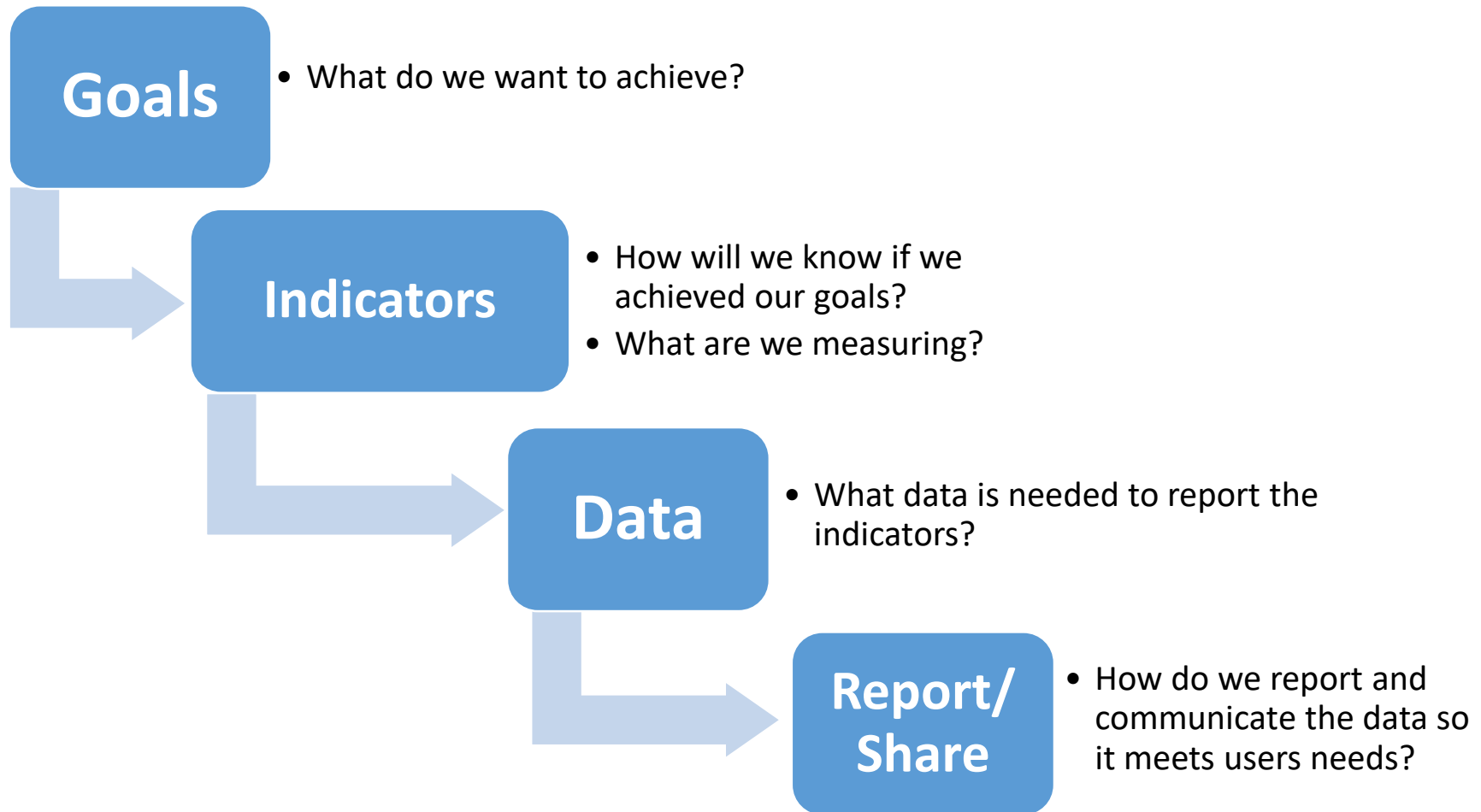
Shared
Measurement

Shared
Milestones

Monitoring
Protocols

How Are We
Doing As a
District?
As A School?

Developing Aligned KPIs



Why Use KPIs

KPIs are indicators of school performance and growth and the benchmarks against which a school/district postsecondary progress can be evaluated and monitored.

Identifies the results the district expects

Documents current progress

Documents milestone progress

Why KPIs? The Benefits

Communicates
school/district
postsecondary
progress

Provides a
basis to target
supports and
identify
resources

Guides the
decision
making
process

Sample Postsecondary KPIs

FOT

Drop Out

Graduation Rates

Attendance Rates

College Enrollment

College Persistence

Early College Credit

Strategy Survey Question

Please answer in chat box

Does your district use key performance indicators?

What accountability measures are used for postsecondary outcomes?

Identifying KPIs

Focus on problem you are trying to solve

Questions to ask

- Is data available?
- What actions will we take when we review the data?
- Are we able to make measurable improvements?
- If we improve the indicator, how will our goal be impacted?

Critical Postsecondary Metrics

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School Counseling Indicators

Turn data points into KPI Measures

Course Pass/Failure Rate

Retention Rates

Attendance Rates

**Suspension/Discipline
Rates**

Special Ed Placement

College Enrollment

Standardized Test Scores

PSAT Participation

FAFSA Completion

Graduation Rates

Scholarships Awarded

Freshman Pass/Fail Rates

Drop Out Rates

Learning Plans

Extracurricular Involvement

Parent Involvement

Course Taking Patterns

AP Enrollment

On Track Graduation Rates

Strategy Survey Question

Please answer in chat box

DEVELOPING SCHOOL COUNSELOR DATA CAPACITY

1. Do school counselors have assigned KPI's?
2. Are they trained to use data?
3. Identify 3 alignment areas from the national postsecondary metric list and the school counselor monitoring indicators.

Tool—Linking Indicators to Action

| | |
|--|--|
| Goal | |
| Indicator | |
| Indicator Owner | |
| Data source | |
| Frequency of data | |
| Data communication plan | |
| Reporting method(s) | |
| Actions that will be taken based on data | |
| Timeline for reviewing data and revising action plan | |

Strategy Area 2

How to Capture Data

Datasets

District Internal Data

Transcript data

Program participation

Surveys (senior,
freshmen, etc.)

College and career
exploration and
access data

3rd Party Datasets

FAFSA

National Student
Clearinghouse

Employment data

National/State Datasets

IPEDS

Barron's

Civil Rights

NCES

State dashboards

Strategy Survey Question

Please answer in chat box

What datasets does your district use?

Do you use internal, 3rd party, or state/national data sets?

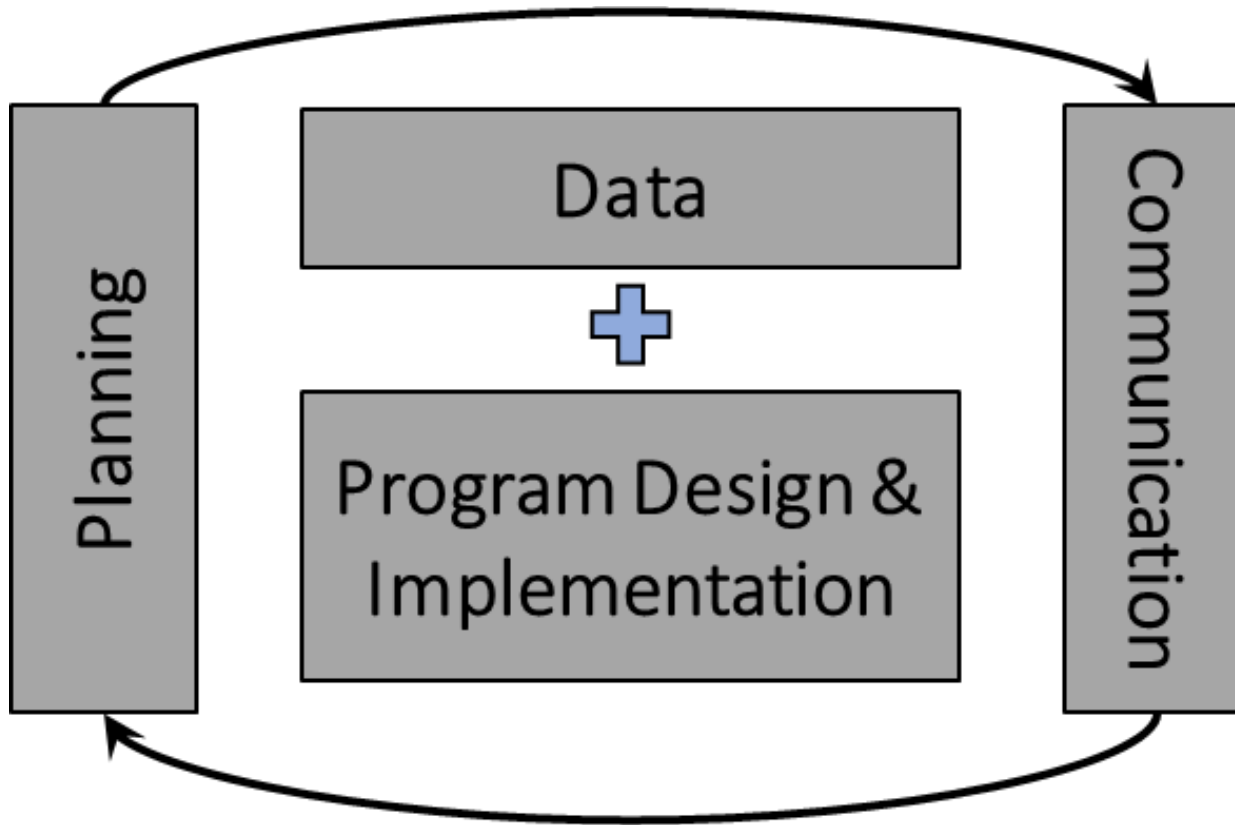
Best Practices for Capturing Data

1. Capture by student identifier whenever possible
2. Know limitations of data
3. Use data for measuring progress and explaining context
4. Develop rules for capturing and cleaning data—keep consistent over time to ensure trend data is usable

Strategy Area 3

How to Share Data

Data Planning and Communication Cycle



Usable Data Formats

1. Disaggregated Data Reports
2. 1 Pager Data Point Overview
3. Counselor Data Portal
4. Early Warning Systems
5. Data Dashboards
6. Over time data snapshots
7. National, State and Local Data
8. Focused Data Points/KPI's

How Data Drives
Equitable
Results Based
Practice

Strategy Survey Question

Please answer in chat box

Who has access to postsecondary advising data at the school level?

1. Principals
2. Counselors
3. Teachers
4. Department Chairs

At the district level?

1. Superintendent
2. Assistant Superintendent
3. Department Heads

Who needs to be added?

Tool—Developing Usable Report

Understand Users' Needs

| Who are the users? | What action(s) will they take based on the data? |
|--------------------|--|
| | |
| | |

Develop Reporting Mechanisms

| Who is the user? | What data do they need? | How often does the data need to be refreshed? | What is the best report format? |
|------------------|-------------------------|---|---------------------------------|
| | | | |
| | | | |

Strategy Area 4

Communicating Data between District Office and School-based Practitioners

Communication Strategy

KEY ACTIONS

EQUITABLE STUDENT
OUTCOMES

Organize Data

(Districts have abundant data)

Interpret Data

(PD to analyze and Train)

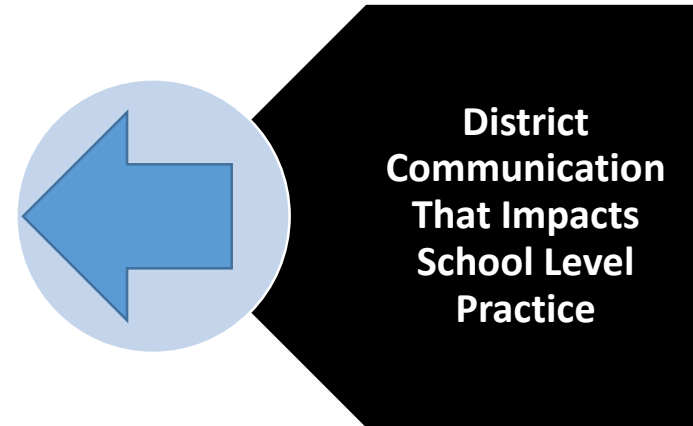
Data Informed Action Planning

(Usable Format – Intentional
School Level Review)

Important Postsecondary Communication Areas

THE DISTRICT COMMUNICATES:

1. College Applications (Fit and Match)
1. FAFSA Completion
2. College Enrollment
3. College Persistence



Strategy Survey Question

Please answer in chat box

- How does central office share data with practitioners?
- How often?
- Can practitioners request data? What is the process?

Strategy Survey Question

Please answer in chat box

When considering your postsecondary advising stakeholders, who needs data training?

1. Principals
2. Teachers
3. Counselors
4. Advisors
5. Students
6. Central Office Staff

What Districts Can Do with Data

- Targeted District Wide Events
- Scholarship Fairs By GPA
- Career Fairs By Interest
- Financial Aid Fairs By Subgroup
- Match/Fit List
- GPA List To Target Scholarships
- FAFSA Completion

**Create School
Based Lists**

**Create District
Dashboards**

District and School Based Communication Platform

Indicators are aligned to district policies (AP/Dual Enrollment)

Data sharing agreements

College Ready Reporting

Central Office and School Level Alignment Strategy



GOAL - Same Page Alignment

READINESS INDICATORS - District and Schools
(GPA, Test Scores, Attendance, Behavior)

Understanding The Data Manager Role

Key Metrics

How is this data communicated to schools?

AP, Dual Enrollment, IB

FAFSA/Financial Aid

Assessment Implementation and Analysis

Workforce Readiness

Grade 8 – 9
Transition/Orientation

College Application and Enrollment

CTE/Postsecondary Alignment

Remediation

Course Enrollment/Scheduling

Summer Melt

On Track Monitoring

Professional Development

Postsecondary Planning

Fit and Match

Advisory Programs and Seminars

Persistence

Sharing Best Practices

Please answer in chat box

Does your district have a data strategy to share to support one of the following areas?

1. How data is organized across the district?
2. What data is captured to drive postsecondary planning?
3. How data is shared between central office and school level practitioners.
4. How data is communicated from central office to practitioners across the district?

Want to learn more?

2019 NPSI Events

February 14-15: NPSI
California Regional Conference

March 3-5: NPSI National
Conference 1.0 (for
Foundational Districts)

March 5-7: NPSI National
Conference 2.0 (for Advanced
Districts)

Learning Opportunities

NPSI 1.0 and NPSI 2.0

Regional NPSI Conferences

Learning Community Strategy
Sessions

Join Webinar Series

District Coaching Support

Questions?



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