



Data Literacy at Dallas College

TAIR

2:30pm - 3:15pm Concurrent Sessions A

Wednesday 26 February

Amber Raley & Arthurine Wade

EL CENTRO

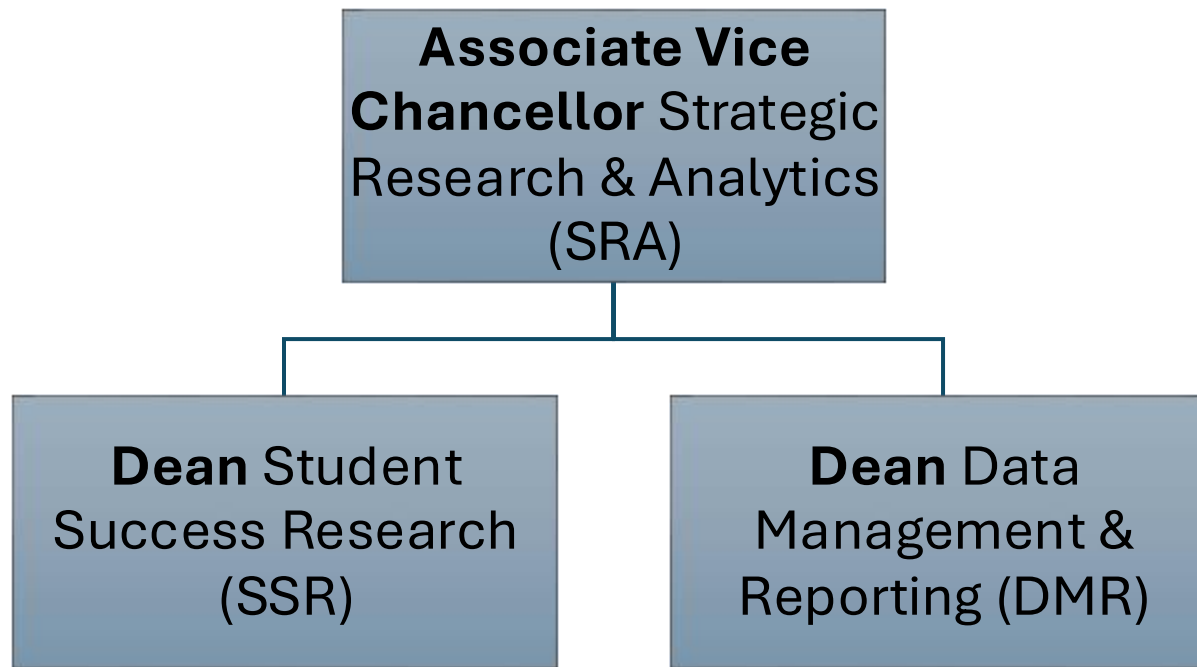
DALLAS COLLEGE
EASTFIELD



About Dallas College

Strategic Research and Analytics

- > 100,000 credit students
- > 28,000 continuing education
- > 16,000 credentials awarded (AY)
 - > 150 Bachelor's
- > 3,200 faculty (FT and adjunct)
- > 100 Programs of Study
- > 150 Dual Credit Partners
- 18 ISDs

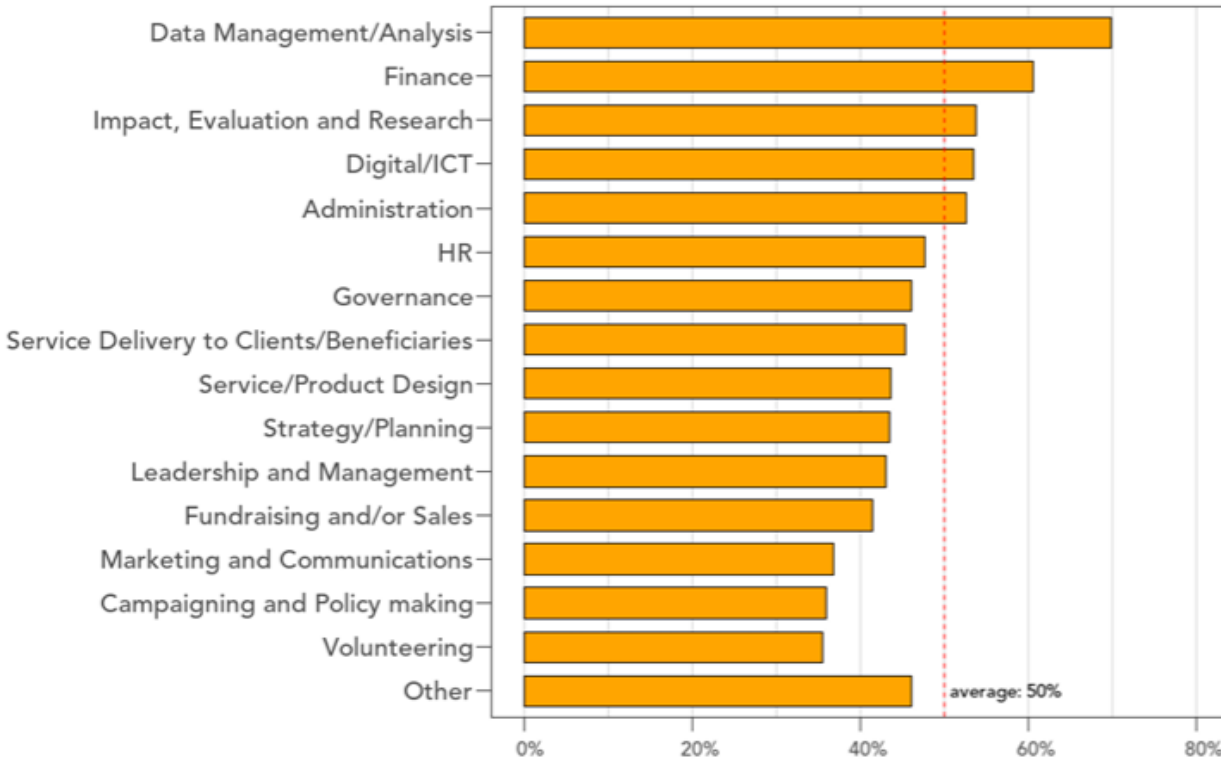


Source: Dallas College Fast Facts <https://www.dallascollege.edu/about/pages/fast-facts.aspx>



Data skills relevant to EVERYONE!

Percentage of jobs working with data

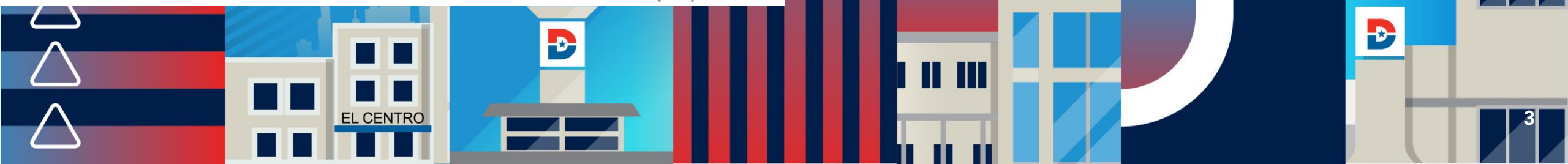


- Data Literacy a challenge for >75% of organizations
- Public sector and non-profit orgs reported lower levels of data literacy AND fewer coordinated training efforts.

Percentage of jobs working with data

Number of unique respondents: 7410

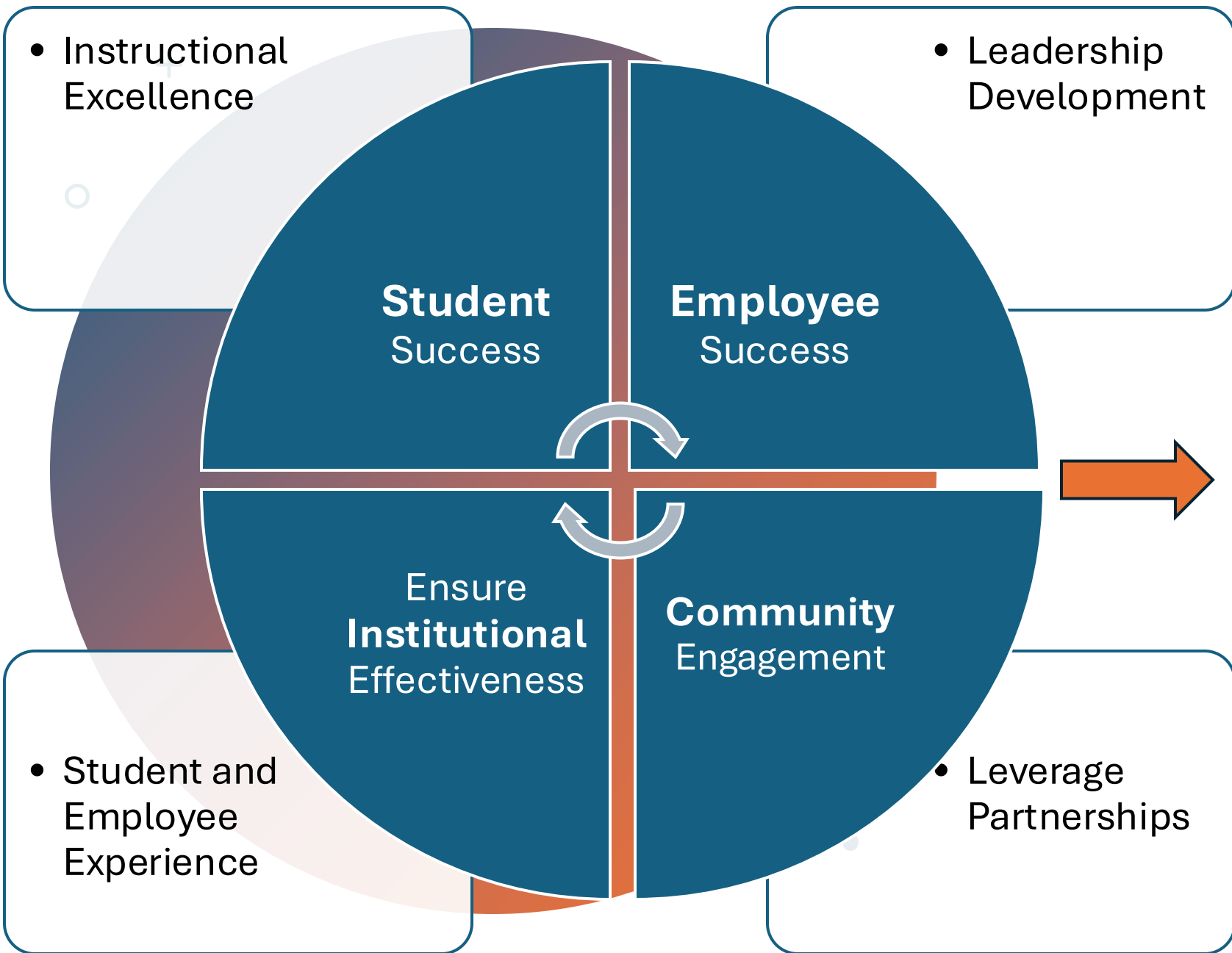
Source: Data Orchard Data Maturity Assessment



Dallas College 2030 Plan

Create a high-performance work and learning culture that develops leaders at all levels, increases skill proficiency, and supports collaboration.

- Leadership
- Learning Culture
- Systems



Data Literacy Charge



Prepare and train employees on necessary skills in key areas such as data literacy, new legislation, and new processes and procedures



Building a data-informed campus culture. Contribute to better overall understanding of the data itself and how to make informed decisions for student success.



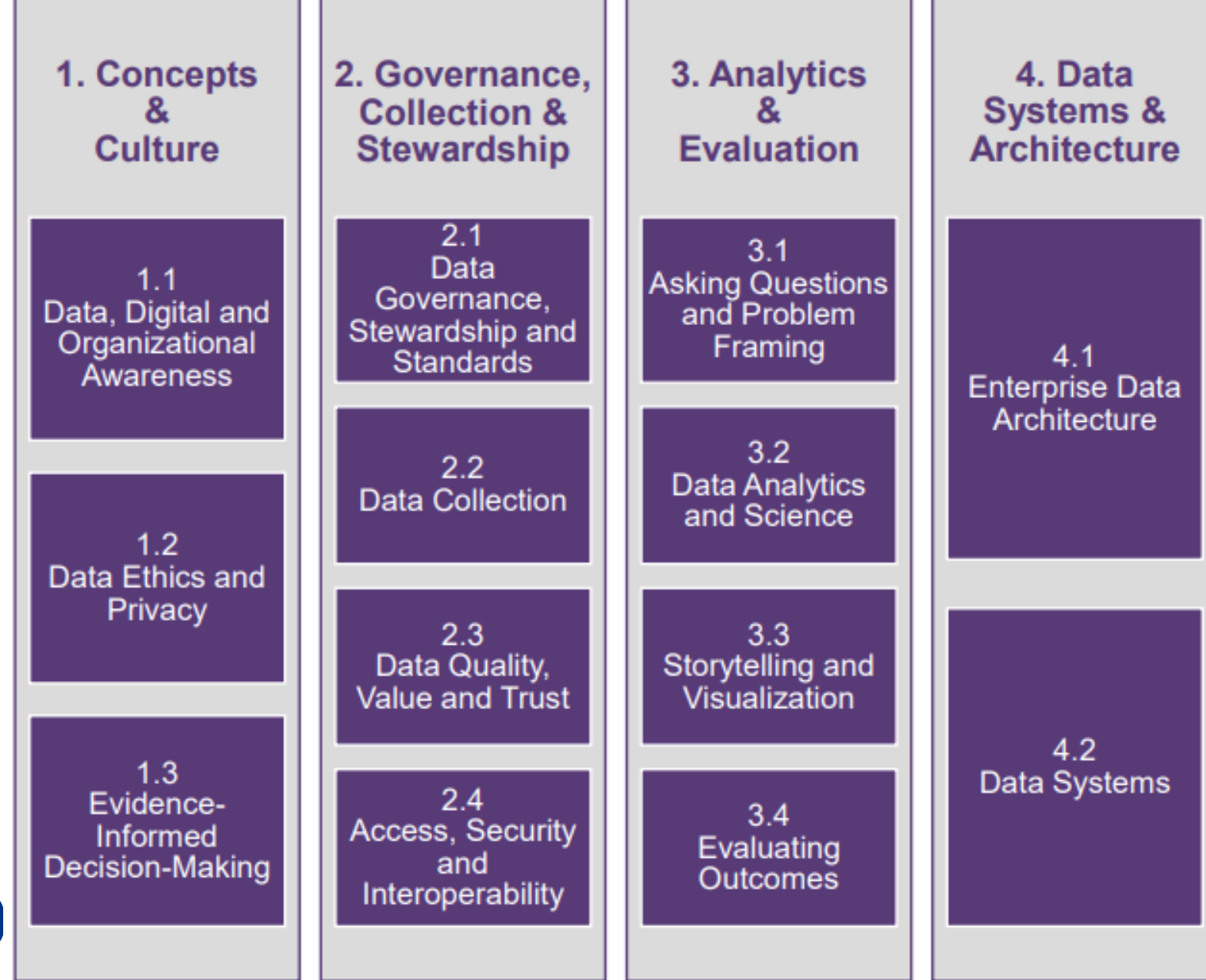
Create a Data Literacy Competency Model for employees, ALL EMPLOYEES



Assemble cross-functional team including SME in data from multiple areas of the college, curriculum and training specialists, as well as input from Data Governance, IT, HR, Digital Learning, etc.

Data Literacy

- Context is critical
 - Dallas College
 - Division
 - Level/Role
- Many curriculum sources
 - Texas Data Literacy Program
 - Data Literacy Project
 - Open Data Literacy (University of Washington)



<https://www.statcan.gc.ca/en/wtc/data-literacy>



Support from Leadership

Employee Data Literacy

Data Literacy



Employee Data Literacy

Dallas College is committed to developing data literacy among all employees to help build a culture of data-informed decision-making in all roles and to equip employees to grow professionally in their current and future positions. A key component of these efforts are the Employee Data Literacy Workday Learning courses, which are created at Dallas College, specifically for our institution's needs.

Data Literacy Course

- [Learning Home – Workday](#)
- Launched 14 February 2025!
- Assigned to entire Student Success division with June 30th due date.
- Available for ALL employees for Professional Development
 - Highlighted at annual PD Days on 20 February 2025



Pilot Course Feedback

> 80%

Course alignment with standards

≈ 80%

Course alignment with Dallas College strategic priorities

≈ 75%

Clarity of information

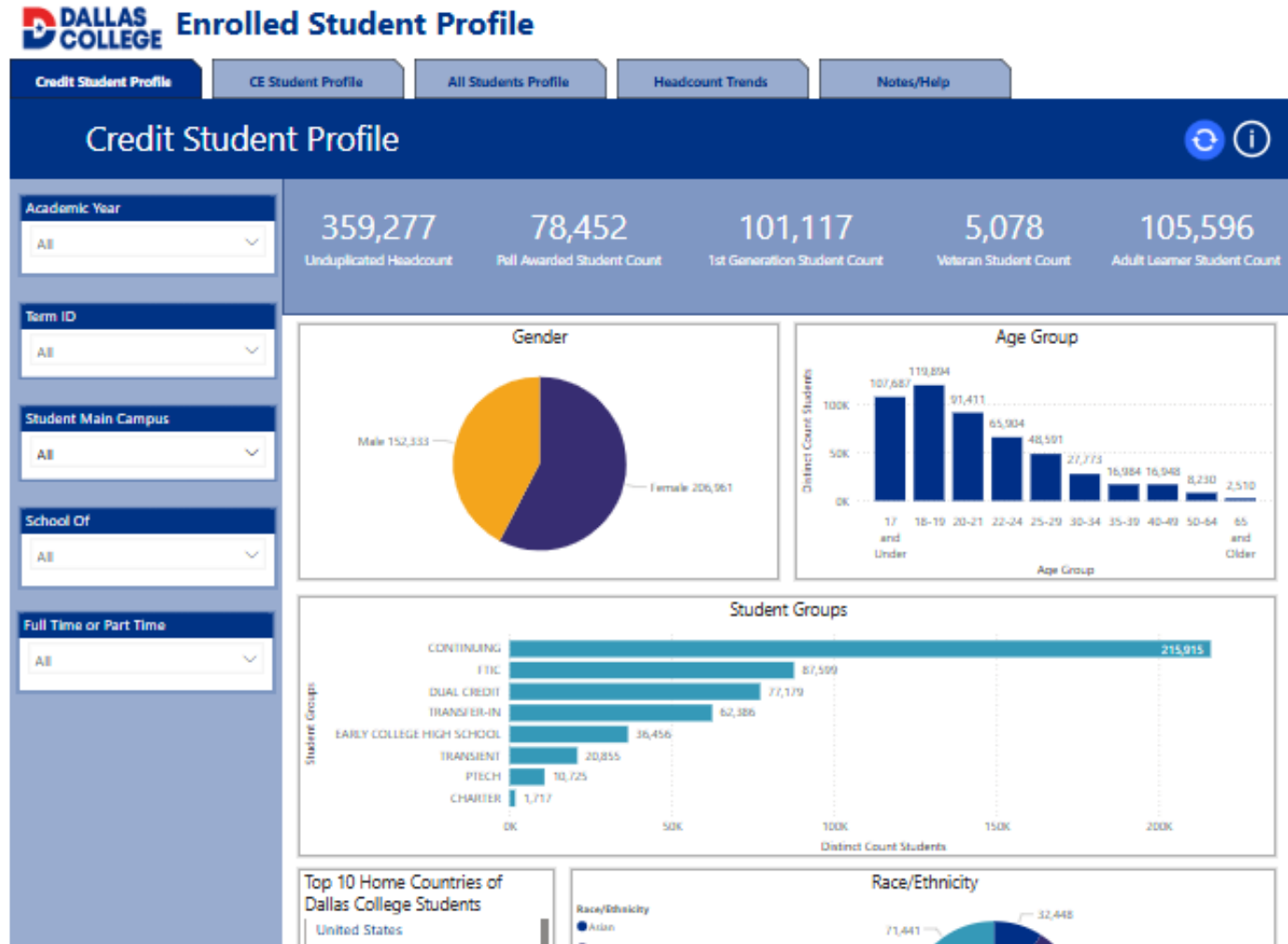
> 80%

Order and flow of information

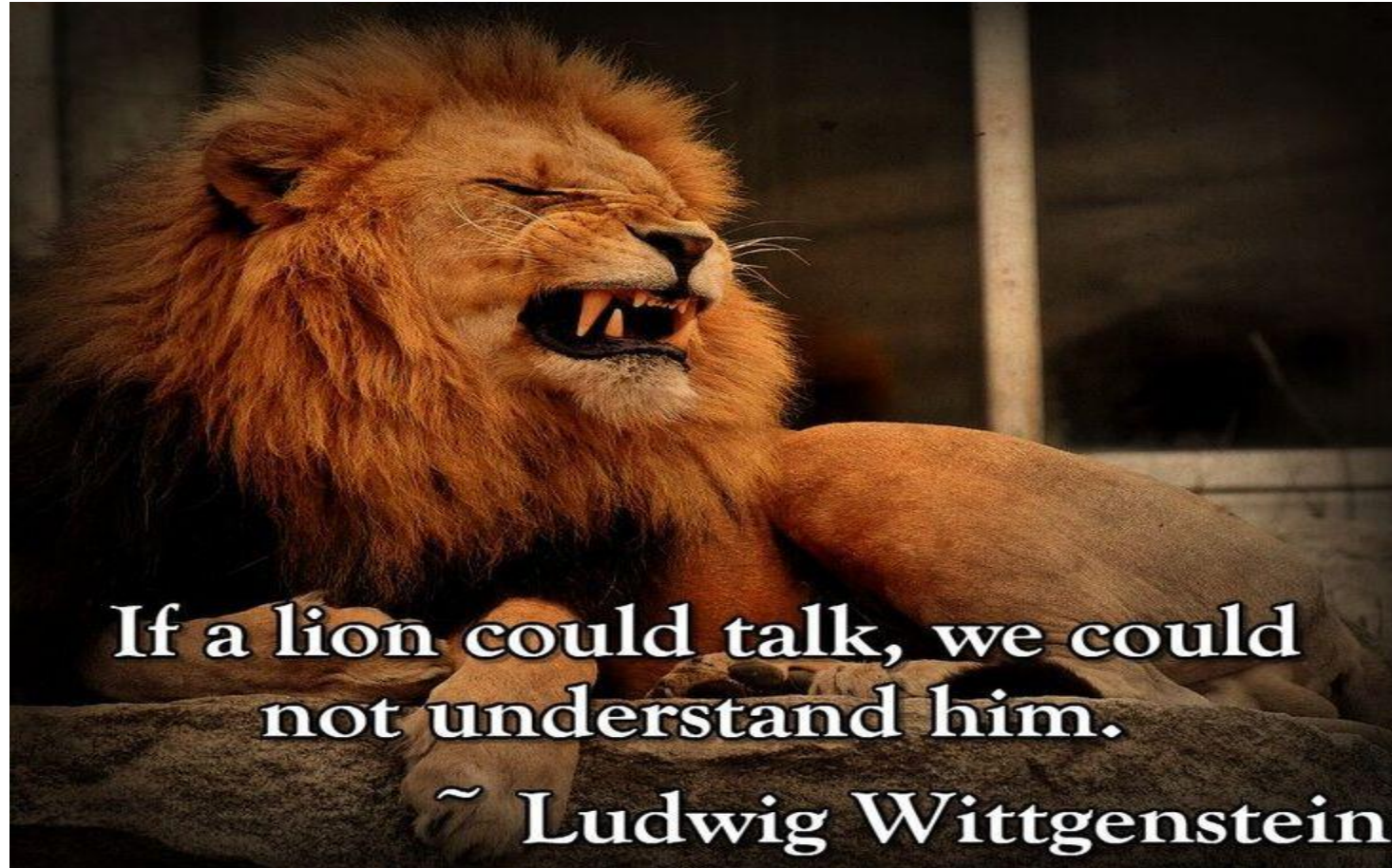
Comments:
Hands-on training specific to department needs/goals

DMR & Dashboards

- Provides valuable insights into student demographics, enrollment patterns, and key performance indicators
- Supports administrators, faculty, and advisors in making informed, data-driven decisions.



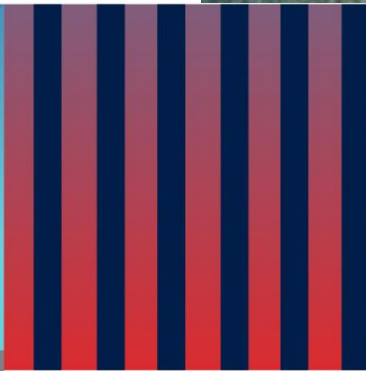
Data Dictionary



SSR – Data-Informed Culture

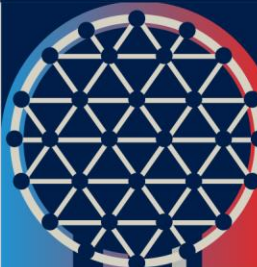
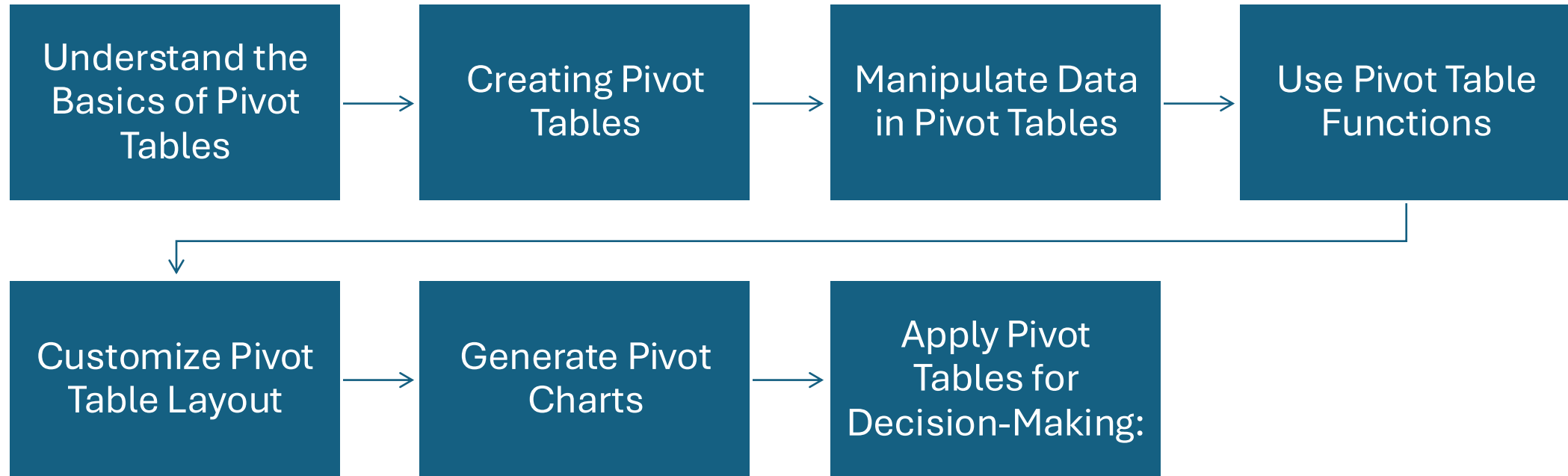
Student Voice Project with Military-Connected

- Leveraging Data for Deeper Insights
- Utilizing the Military-Connected Dashboard
- Using Data to Drive Student Outcomes
- Understanding the Student Journey Through Data
- Employing data to drive strategic decisions



Hands-On Data Training (Pivot Tables)

Learning Objectives



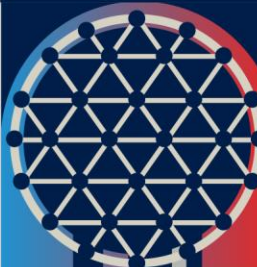
Example of Student Engagement (boards)



What are some potential strengths and areas for improvement for the approach Dallas College is taking for Data Literacy?



What are promising practices and lessons learned for your institution?



Scan the QR code to
complete the
session survey.



Texas Association for Institutional Research

Annual Conference: February 25-28, 2025
Omni Hotel in Corpus Christi, TX





Texas SB 475 from 87th Ledge and DIR (TX Dept. of Information Resources)

- Texas Administrative Code Title 1 Part 10 Chapter 218 Subchapter C (Institutions of Higher Education) Rule §218.20
- Adopted to be effective 16 November 2023 (48 TexReg 6581)
- Requires not only a data governance program
- But also training to **promote data literacy**
- As part of a data maturity assessment
- In addition to addressing all information security assessment requirements (1 Texas Administrative Code Chapter 202).
- Public junior college is subject pursuant to Texas Government Code § 2054.0075.



Data skills relevant to EVERYONE!

What kinds of jobs are data jobs?

Percentage of jobs working with data

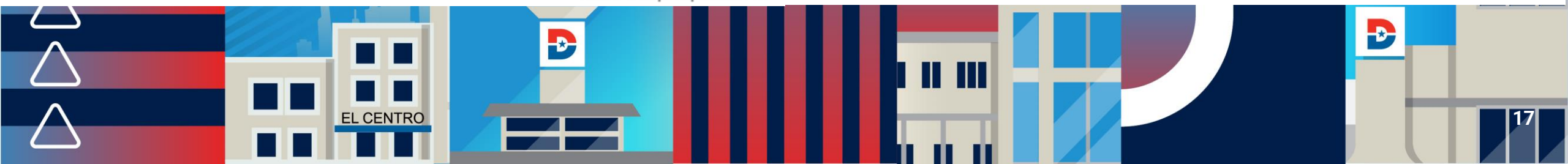


Percentage of jobs working with data

Number of unique respondents: 7410



Source: Data Orchard Data Maturity Assessment





Employee Data Literacy



-0:44

1x



Lesson 1 Objectives

- 1 Define data literacy and explain its importance in the context of Dallas College.
- 2 Differentiate between quantitative and qualitative data, providing examples of each from the Dallas College environment.
- 3 Describe the key stages of the data lifecycle and how data are transformed into information.
- 4 Distinguish between the roles of data producers and data users, and identify examples of each within Dallas College.
- 5 List and explain the six essential data literacy competencies.



Grammar Check: Data are plural. Datum is singular. So, when we say "**data are** important," we're treating it as a plural collection of individual pieces of information. It's similar to phrases like "people are happy" or "the team are winning."



Raw Data



Processed Data

Real-World Applications Across Dallas College

Both quantitative and qualitative data play crucial roles in informing decision-making and driving improvements across various departments. Click on each tab to learn more.

STUDENT SUCCESS

ACADEMICS

ADVANCEMENT &
INNOVATION

OPERATIONS

Scenario: A student meets with a success coach to discuss course registration.

Quantitative data: The coach reviews the student's Texas Success Initiative (TSI) assessment scores to recommend appropriate courses.

Qualitative data: The coach considers the student's declared degree plan and interests to guide course selection.

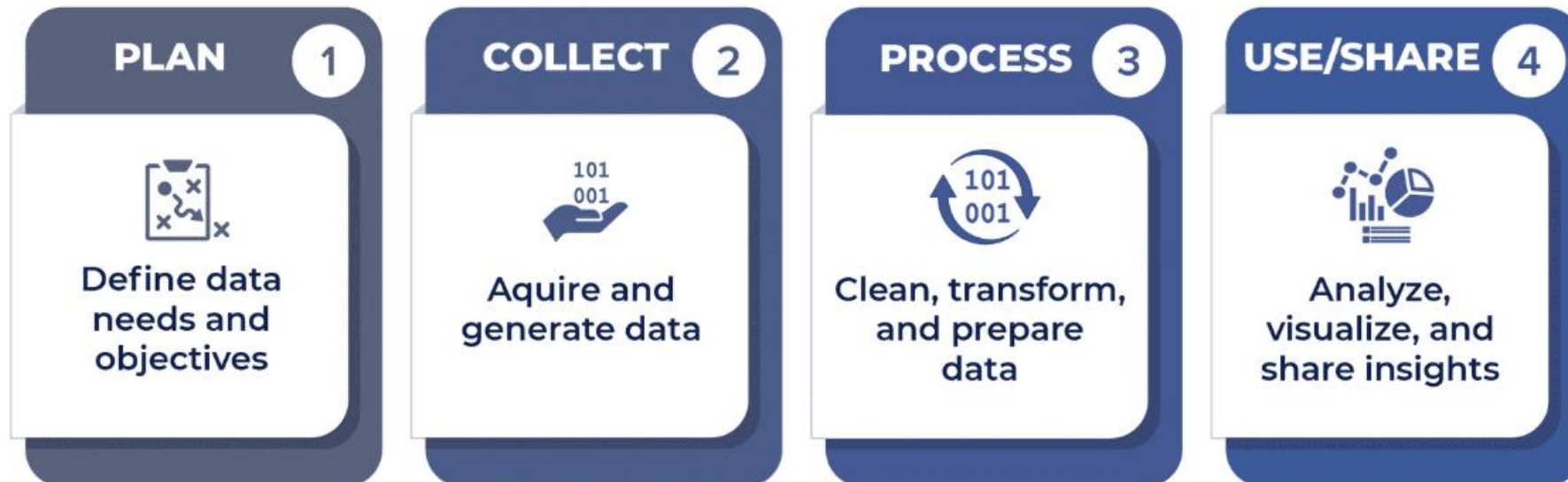


The Data Lifecycle

From Raw Data to Actionable Insights

Data don't magically transform into knowledge that drive action. They undergo a journey, a lifecycle, that involves several key stages. Understanding this lifecycle is crucial for effectively managing and utilizing data at Dallas College.

DATA TO INFORMATION



Essential Data Literacy Competencies

To be truly data literate, individuals in both roles need to develop a range of skills:

1

Understand Data: Grasp the fundamental concepts of data, their various types, and their potential impact.

2

Find and Obtain Data: Know where to locate relevant data sources and how to access them responsibly.

3

Read data: Interpret data accurately, identify patterns and trends, and understand their limitations.

4

Manage data: Apply data management principles to ensure data quality, security, and ethical use.

5

Use data: Prepare data for analysis and apply appropriate techniques to extract meaningful insights.

6

Communicate with data: Present data findings clearly and persuasively to diverse audiences.

Exploring Our Strategic Priorities through Data

Data literacy is a key driver of progress in each of our strategic priorities, enabling us to measure impact, identify opportunities, and make data-informed decisions. Click on each priority to explore further.

Streamline Navigation To and Through Our College & Beyond —

Data-Driven Student Success: By equipping employees with data literacy skills, we can analyze student data to identify those at risk, provide timely interventions, and personalize support, leading to improved retention and completion rates.

Technology and Training: Data can inform the development and implementation of targeted training programs for success coaches, ensuring they have the tools and knowledge to effectively guide students.

Supportive Environment: Analyzing data on student inquiries and feedback allows us to identify areas for improvement, streamline processes, and provide timely and accurate responses, enhancing the overall student experience.

Reduce Income Disparity Throughout Our Community +

Create a High-Performance Work & Learning Culture +

Data Literacy in Practice: Real-World Examples

From student support to operational efficiency, data literacy is woven into the fabric of our daily work. Flip over each card to learn more about a real-world example in that division.

Student Success



Student grades, class enrollment, class attendance.



Advancement & Innovation



Operations



Lesson 1 Knowledge Check

Match the data lifecycle stage to its proper order within the data lifecycle. Drag the items on the left to the items on the right that match.

≡ 1	Fourth	Plan	▼
≡ 2	Third	Collect	▼
≡ 3	Second	Process	▼
≡ 4	First	Use & Share	▼

- 2:30pm 3:15pm Concurrent Sessions A Wednesday 26 February
- **This session shares the progress and lessons learned from a data literacy training program implemented at Dallas College. Aimed at equipping staff, faculty, and administrators with essential data skills to support college operations and, ultimately, student success, the program combines theoretical knowledge with practical applications across domains. The training emphasizes the importance of data-driven decision-making connected to individual and organizational goals. Our cross-functional team identified competencies, built a curriculum, and developed interactive, on-demand training accessible to all employees. This initiative not only provides individual professional development but also strengthens organizational effectiveness through foundational skills development. We propose that such programs can serve as a model for other institutions aiming to promote data literacy in their context.**
- This interactive session shares the development process as well as the training itself for a college-wide data literacy training to equip staff, faculty, and administrators with essential data literacy skills to enhance decision-making and improve institutional effectiveness. Participants will explore the team composition, competency framework and learning outcomes, curriculum and course development for the employee data literacy project at Dallas College. Then we'll take a look at the first module of the course which covers fundamental concepts of data literacy and share pilot results and lessons learned during development and implementation.
- Explain the rationale behind developing a college-wide employee data literacy course and its intended impact on organizational effectiveness, including application to their institution.
- Compare and contrast different approaches to data literacy training, assessing the effectiveness and applicability of the Dallas College approach to their institution based on pilot participant feedback and implementation outcomes.
- Critique the implementation process of the course, discussing strengths and areas for

