Making Data an Ally
(not an obstacle)
in Program Improvement

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Dean-in-Residence
Deans for Impact
10,000 Steps a Day:
Measure what matters: walk your way back to health & energy.
10,000 Steps a Day™

to Your Optimal Weight

Walk Your Way to Better Health

“Walking 10,000 steps a day offers numerous health benefits—from decreasing stress levels to lowering blood pressure.”

By Celebrity Fitness Trainer GREG ISAACS
Activity Level Defined by Steps per Day

- Highly Active: 12,500+
- Active: 10,000–12,499
- Somewhat Active: 7,500–9,999
- Low Active: 5,000–7,499
- Sedentary (Limited Activity): 2,500–4,999
- Sedentary (Basal Activity): <2,500
<table>
<thead>
<tr>
<th>Food</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eggs</td>
<td>200</td>
</tr>
<tr>
<td>Spinach</td>
<td>250</td>
</tr>
<tr>
<td>Cheese</td>
<td>90</td>
</tr>
<tr>
<td>Red Peppers</td>
<td>30</td>
</tr>
<tr>
<td>Orange Juice</td>
<td>90</td>
</tr>
<tr>
<td>Onions</td>
<td>90</td>
</tr>
<tr>
<td>Sausage Linkes</td>
<td>255</td>
</tr>
<tr>
<td>Flank Steak</td>
<td></td>
</tr>
<tr>
<td>Breakfast</td>
<td>Calories</td>
</tr>
<tr>
<td>-----------------</td>
<td>----------</td>
</tr>
<tr>
<td>Darigold - Chocolate Low Fat Milk, 1.5 cup</td>
<td>285</td>
</tr>
<tr>
<td>Fried Egg - 2 Eggs Over Easy With Pam, 3.33 egg</td>
<td>233</td>
</tr>
<tr>
<td>Denny's - Country Fried Potatoes, 1.67 oz</td>
<td>131</td>
</tr>
<tr>
<td>Hunter - Bacon, Hardwood Smoked, 2 slices</td>
<td>35</td>
</tr>
<tr>
<td>Naturi's Own Honey Wheat Bread - Toast With Dab of Butter, 0.5 slice</td>
<td>35</td>
</tr>
</tbody>
</table>

**Add Food | Quick Tools**

<table>
<thead>
<tr>
<th>Lunch</th>
<th>Calories</th>
<th>Carbs</th>
<th>Fat</th>
<th>Protein</th>
<th>Sugar</th>
<th>Sodium</th>
</tr>
</thead>
<tbody>
<tr>
<td>McDonald's - Unsweetened Iced Tea - Large, 32 oz</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Lola's - M Exico Salad, 1 large salad</td>
<td>200</td>
<td>30</td>
<td>14</td>
<td>6</td>
<td>5</td>
<td>232</td>
</tr>
</tbody>
</table>

**Add Food | Quick Tools**

<table>
<thead>
<tr>
<th>Dinner</th>
<th>Calories</th>
<th>Carbs</th>
<th>Fat</th>
<th>Protein</th>
<th>Sugar</th>
<th>Sodium</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Snacks</th>
<th>Calories</th>
<th>Carbs</th>
<th>Fat</th>
<th>Protein</th>
<th>Sugar</th>
<th>Sodium</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Totals**

<table>
<thead>
<tr>
<th>Calories</th>
<th>Carbs</th>
<th>Fat</th>
<th>Protein</th>
<th>Sugar</th>
<th>Sodium</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,869</td>
<td>94</td>
<td>48</td>
<td>50</td>
<td>52</td>
<td>1,450</td>
</tr>
</tbody>
</table>

**Your Daily Goal**

<table>
<thead>
<tr>
<th>Calories</th>
<th>Carbs</th>
<th>Fat</th>
<th>Protein</th>
<th>Sugar</th>
<th>Sodium</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,200</td>
<td>163</td>
<td>40</td>
<td>45</td>
<td>24</td>
<td>2,060</td>
</tr>
</tbody>
</table>

**Remaining**

<table>
<thead>
<tr>
<th>Calories</th>
<th>Carbs</th>
<th>Fat</th>
<th>Protein</th>
<th>Sugar</th>
<th>Sodium</th>
</tr>
</thead>
<tbody>
<tr>
<td>191</td>
<td>71</td>
<td>-8</td>
<td>-5</td>
<td>-28</td>
<td>1,050</td>
</tr>
</tbody>
</table>
Making Data an Ally

An Institutional Perspective
Background

• People
  • “People who work incredibly hard because they care.”

• Passion
  • “The goal was not to be more research-based and data-driven. The goal was to simply to increase student performance.”

• Proof
  • “Professional judgement and anecdotes aren’t enough. People want proof.”
Background

• Data became an ally in
  • Attracting students and increasing their achievement
  • Continuously improving programs and practice
  • Telling our story
  • Garnering the respect that faculty deserved

• Now, I am committed to helping other institutions along this daunting but rewarding journey
Indicators of Healthy Behavior

**FitBit**
- 10,000 steps
- 10 Flights of stairs
- 2 Hrs of rigorous activity
- 8 hrs of sleep
- 1350 Calories
- 64 Ozs of water

**School of Ed**
- Content knowledge (Praxis II passage rates)
- Instructional practice
- Professional dispositions
- Mutually beneficial Pk-12 partnerships
- etc.
Data Helps Monitor Performance on Indicators

**FitBit App**
- Activity Monitor
- Scale
- Food Journal
- Tape Measure

**School of Ed**
- Standardized Test Scores
- Course Assignments
- Observations in the field (multiple assessors)
- Self Assessments
- Surveys
But, data can . . .

• overwhelm
• confuse
• misdirect
• oversimplify
• lead to data overload

“Measure What Matters”
Data Collection Considerations

**FitBit App**
- Activity Monitor
- Scale
- Food Journal
- Tape Measure

**School of Ed**
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*FitBit for One, FitBit for ALL!*
Data Collection Considerations

Data Silos

Data Compatibility
Data Trust Precedes Value
Data Provides a Language for Improvement Discussions

Data-Driven Dialogue

- **Taking Action**
  - Generate solutions
  - Use data to guide implementation

- **Predictions and Assumptions**
  - Activating
  - Engaging

- **Explanation/Causation**
  - ID testable explanations
  - Confirm with data

- **Exploration/Observation**
  - Make fact statements
  - Use multiple sources

*START HERE*
Data Language is Powerful when Shared with Stakeholders
No value is created by insights if they are not acted upon. No Action, No Value.
Data Helps Programs Fix Problems

• Do our candidates have command of the content knowledge they need to be effective in the classroom? Indicator: Praxis II Scores

  • 100% of our graduates pass Praxis II content knowledge assessments

  • Every semester, students in the Secondary English program came to my office to appeal the policy requiring passage of Praxis II before they entered student teaching
Data Helps Programs Fix Problems

• There was a disconnect, so we had to dig deeper into the data.

  • We started to track at first-time passage rates, instead of ultimate passage rates

  • We engaged our stakeholders, specifically content area faculty, in discussions about the expectations that candidates were not meeting

  • We wanted to design and target interventions, together
Data Helps Programs Fix Problems

Composition of Praxis II for English Language Arts

- Reading: 48
- Language Use and Vocabulary: 33
- Writing, Speaking, and Listening: 49
Data Helps Programs Fix Problems

• Our strategy was to look at the scores of students who failed the exam on their first attempt.

• Identified a pattern that our students were failing the reading portion of the test.
  • Imagine the headlines.

• We did not stop there. We dug deeper.
Data Helps Programs Fix Problems

• Looked at the test specifications for reading. The test specifications describe the knowledge and skills measured by the test.

  • Informational Texts and Rhetoric

  • Literature
Data Helps Programs Fix Problems

• Literature

• Knows the major works and authors of United States, British, World (including non-Western) Literature, and young adult literature.

• Knows the historical, cultural, and literary contexts of the major works and authors of United States, British, and World literature.
Data Helps Programs Fix Problems

• Discovered the deficiency
  • Test – United States, British, and World Literature
  • Curriculum – Prominent African American Literature
  • Students did not have the opportunity to learn, limited exposure to the texts to the depth required to be successful on the exam
Data Helps Programs Fix Problems

• Created a reading list that would expose candidates to the major works that they would encounter on the exam

• Education could not change the English curriculum, so we created a book club during which faculty and students could engage around the works that were listed on the reading list.
We fixed the problem and increased our first-time passing rate.
We learned that data can . . .

- Help define goals and focus efforts
- Transform conversations
- Confirm/Dispute perceptions
- Reveal blind spots
- Help pinpoint specific needs
- Add nuance to understanding
- Impact practice
Culture of Evidence

- Use of data is everyone’s job
- Use of data is routine
- Use of data for improvement, not merely compliance
- Data as an ally, not a magic bullet
Making Data an Ally

Considerations for the State Perspective
Take-Aways

• Asking programs to do things differently
• Variations among institutions in their readiness to do this work; technical assistance is needed, particularly for those institutions that are facing the greatest lift
• Repurposing data points
• Plan for data use, not just collection
• Data for improvement differs from accountability
• Dialogue is as important as data
Data not only measure progress; Data inspire progress.

- To know where we need to go, we need to know what we have achieved – where progress is being made and where major challenges remain.

- Despite the best intentions, strong programmatic work, and impassionate debate, without reliable data on the gains and gaps, it is nearly impossible to accelerate and sustain lasting progress.
Data do not magically make things better.

Making Data an Ally furthers Program Improvement efforts.
Thank you!

Dr. Cassandra Herring