

Transformational Analytics Strategies: ...

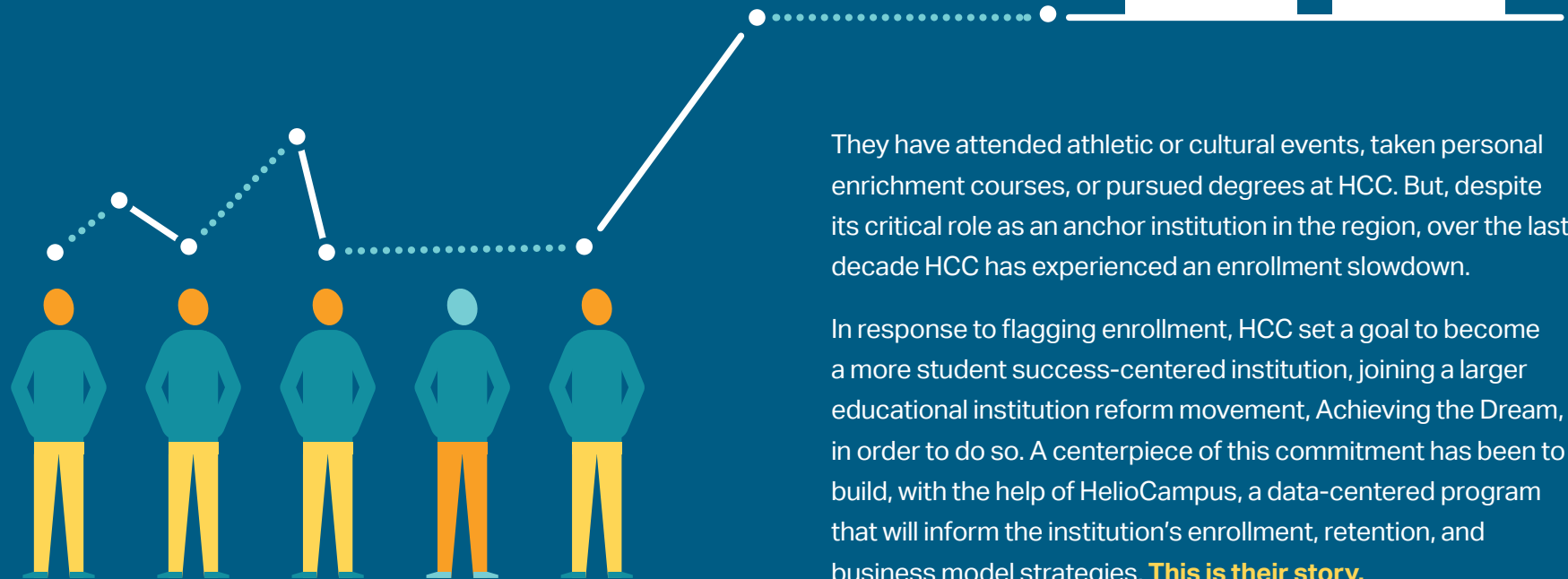


How HelioCampus Is Helping Harford Community College Become the College of the Future

HelioCAMPUS



Four out of five people in
Harford County, Maryland have a
connection to Harford Community
College (HCC).



Ending an Enrollment-Decline Trend

Founded in 1957 in the Maryland countryside halfway between Philadelphia and Washington, D.C., Harford Community College is a well-established and integral part of its community. The institution employs almost 1,000 staff and faculty and offers more than 80 programs of study, including associate degrees, certifications, and workforce development. A mid-sized community college, they have an annual enrollment of roughly 18,000 across their credit and non-credit programs. In recent years, though, enrollment numbers have waned.

Since hitting peak enrollment in 2012, Harford has experienced an 18% decline in enrollment. While this trend is typical of many community colleges across the country, HCC has no intention of letting it slide.

Dr. Dianna G. Phillips, president of Harford, notes that the college is

“in the second semester of a years-long strategic planning initiative, focused on investing in analytic tools and technology that will inform our strategy on how to build a college of the future.”

Developing an Analytics Program



"In addition to becoming an *Achieving the Dream* institution, in the spring of 2018 we partnered with HelioCampus," explains Dr. Phillips. "They provided an ROI framework to help us understand the power of an analytics platform." With HelioCampus's help, the community college developed a plan to roll out an analytics platform and data science service model over a three-year period. By the end of the third year, the community college will have transformed itself into an institution that can effectively and consistently leverage data to make informed decisions.

"Using HelioCampus's foundational platform," says Phillips, "our end-goal is to provide wider access to institutional data and standardize data definitions — what we call a data dictionary — and provide easy access to descriptive analytics for the entire campus. In *Achieving the Dream* language, this is called democratizing the data."

A THREE-YEAR PLAN TO LEVERAGE DATA ANALYTICS

Year one:

- › Risk mitigation
- › Removal of technical barriers

Year two:

- › Introducing data-driven efficiency
- › Cost reduction

Year three:

- › Addressing cultural issues
- › Educational decisions
- › Business strategy

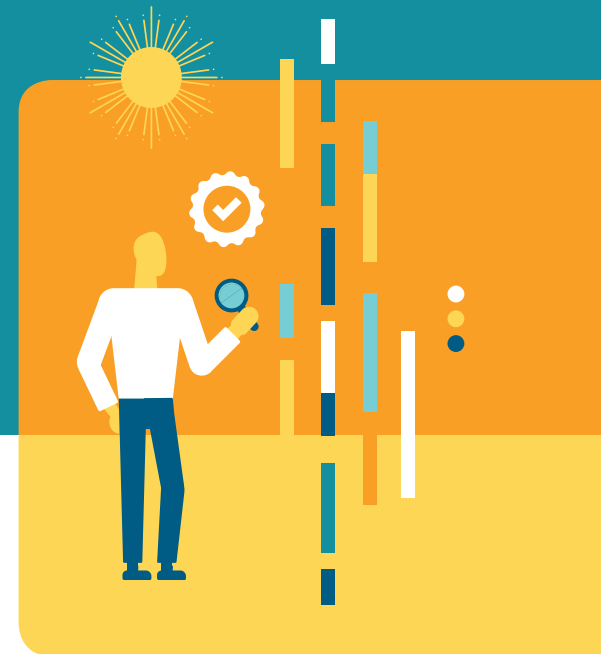


Insights and Accomplishments

Year one has already seen HCC making huge strides forward. Over a six-month period, HelioCampus has helped the institution:

- › Transform their Institutional Research office into an Office of Analytics and Planning;
- › Build out a data platform to collect, organize, and filter data;
- › Create and validate data models; and
- › Start visualizing data to identify trends and patterns.

Through the use of HelioCampus's Student Success dashboards, HCC officials now have multiple ways to see what's working with regard to courses, student persistence, cohort retention, and more, allowing college administrators to identify courses that may no longer respond to the needs of students or the goals of the overall academic program. This knowledge has already empowered them to start making interventions with students and updating courses to promote student success, across the board.

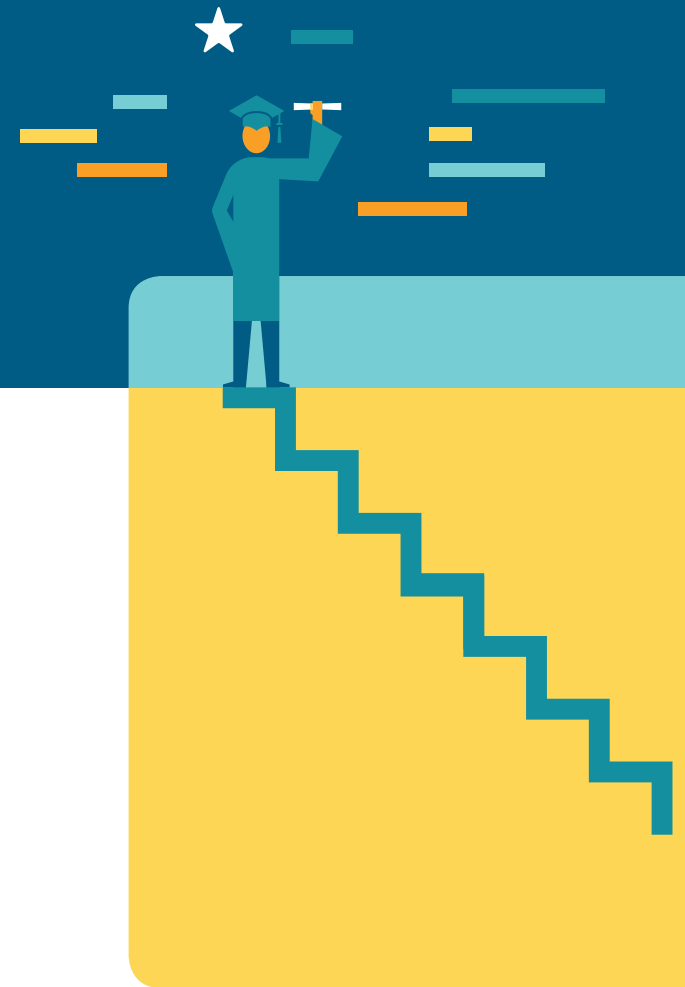


Understanding the Factors Behind Student Success

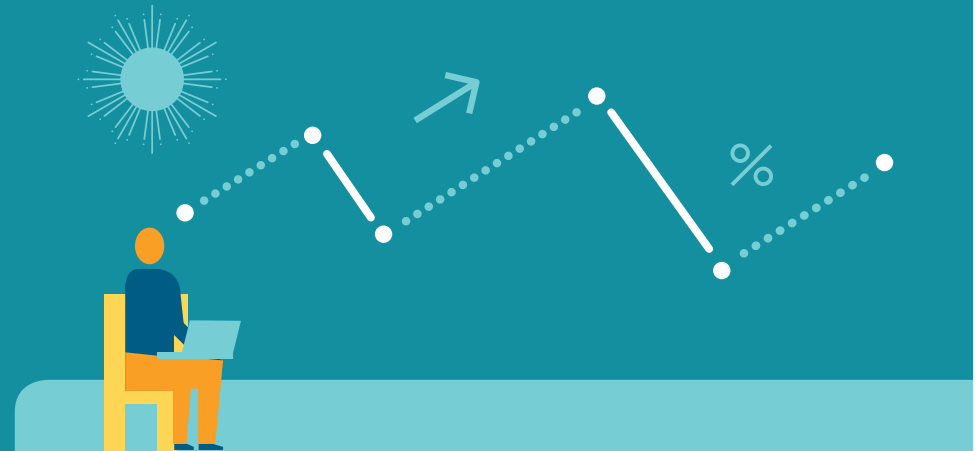
For HCC leadership, the big takeaway is that there are multiple factors that drive student success at the institution. "What we have learned on our journey over the last two years is that student success is about their learning success," says Dr. Phillips. "It is also about degree-planning success and registration success. It's about financial aid success. It's transportation success and childcare success. And it's about personal-care success. I think you see my point!"

Thankfully, HelioCampus's easy-to-use dashboards help HCC track the wide range of metrics that affect student success. These dashboards include:

- › Term-to-term comparisons that let HCC identify changes in headcount or credit hours to uncover retention trends that require action;
- › Class size metrics that show which programs, classes, and class times are drawing the most students, helping the school plan future course offerings; and
- › Student geography data that, when combined with the class size metrics above, help HCC more effectively utilize their facilities and serve specific areas of their community better.



HelioCampus: The Crystal Ball of Data Analytics



With the help of their newly hired associate vice president for analytics and planning, HCC is busy creating a campus-wide training program for staff and leadership to learn how to most effectively use the dashboards for decision-making and student interventions. As for how all of this will impact the community college's future, Dr. Phillips has this to say:

"I have often said that I would love a crystal ball to help me make decisions. What I've realized is that working with HelioCampus is as close as anyone can get to a crystal ball. I'm confident our 'crystal ball' will help us make good decisions for this institution as we support student success and transform ourselves into the college of the future."



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If you would like more information on HelioCampus solutions,
email info@heliocampus.com.