

# THE POWER OF DATA

Dr. Rhonda Blackburn

DATA

WHAT IS DATA?

## WHAT IS INSTITUTIONAL DATA

Institutional data refers to all information that is created, collected, licensed, maintained, recorded, used, or managed by [an institution], its employees, and agents working on its behalf, regardless of ownership or origin.

## AND DATA...

is substantive and relevant to the planning, managing, operating, documenting, staffing, or auditing of one or more major administrative functions, or multiple organizational units, of the [institution].

## WHY USE DATA?

What does it mean to **use data** in service of [individual] **learning**? **Data** is one of the most powerful tools to inform, engage, and create opportunities for [individuals] along their **[learning]** journey—and it's much more than [~~test~~] scores. **Data helps us make connections that lead to insights and improvements.**

WHERE DOES DATA COME FROM?

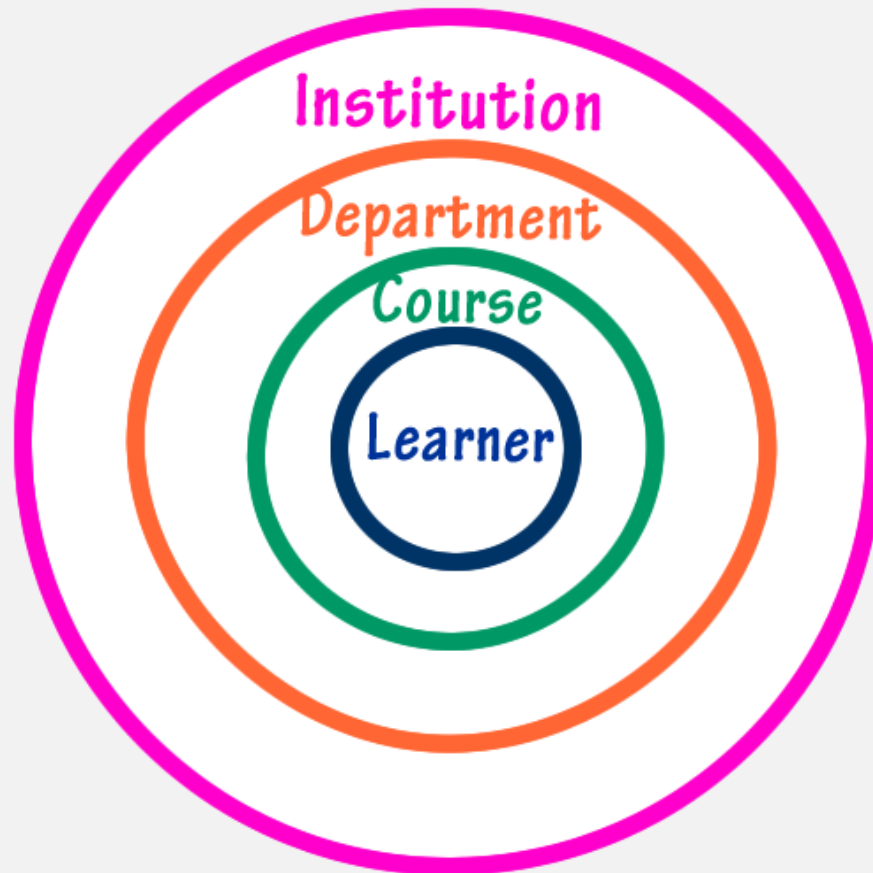
## WHERE DOES DATA COME FROM?

- LMS
- SIS / CRM
- Financial Aid
- Dorm Records
- Sports Records
- Organizations / Associations
- Professional Development Records
- Training Records



HOW SHOULD YOU  
LOOK AT THE DATA?

HOW SHOULD YOU LOOK AT DATA?



LET'S GO BACK TO THE 'WHY'!

# WHAT DOES THE DATA HELP YOU WITH?

Raise your hand if you think it helps you:

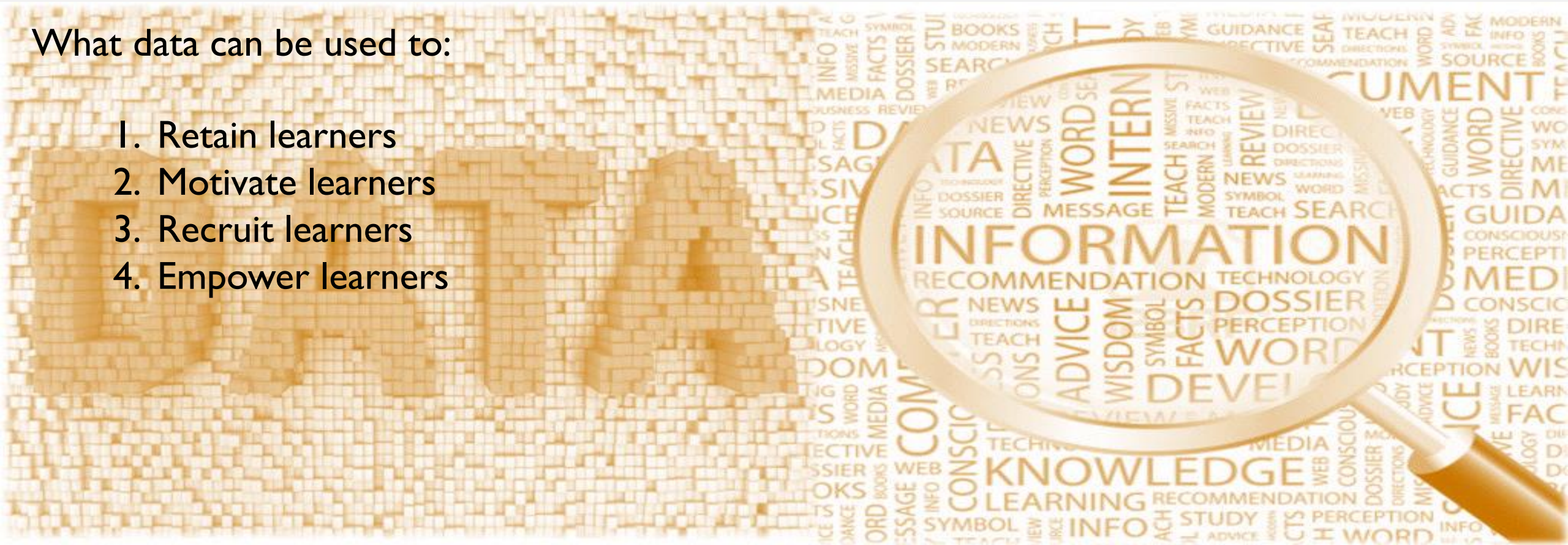
1. Retain learners
2. Motivate learners
3. Recruit learners
4. Empower learners



# WHAT DATA CAN BE USED?

What data can be used to:

1. Retain learners
2. Motivate learners
3. Recruit learners
4. Empower learners



DOES IT MATTER WHO IT IS?



## WHO SHOULD PARTICIPATE IN THE GATHERING OF THE DATA?

- Administrators?
- Teachers / Trainers?
- Institutional Systems?
- Learner?
- Staff?
- Supervisors?
- Human Resources?

## LET'S BRING IT TO DISTANCE LEARNING

- Big Data and Adaptive / AI
- Microdata
- Privacy



## TO WRAP UP!

Data is everywhere!

But, you need to know what you want to use data for before you can determine where to collect it and who needs to be included!

THANK YOU!



RHONDA D BLACKBURN, PHD

rblackburn91@gmail.com

979-255-0289