REYNOLDS DATA LITERACY SERIES

Enhancing skills to understand and use data effectively

DATA LITERACY SERIES

From Evidence To Action

Reynolds COMMUNITY COLLEGE

UNLOCKING POTENTIAL

Module 1:
You are a Data Person

Module 2:
Data Visualization

Module 3:
Advancing the Use of Qualitative Data

Module 4:
Sensemaking - Moving from Data to Insight

Module 5:
Translating Insight into Action

This five-part professional development series is designed to strengthen data literacy skills and foster a data-informed culture at Reynolds. Using real student success data, participants will learn how to interpret, visualize, and apply data to support decision-making across campus. Faculty and staff will work together to explore Reynolds' data, transform insights into understanding, and move from evidence to action.

MODULE ONE: YOU ARE A DATA PERSON

SESSION GOALS AND OVERVIEW

Session Purpose

The session builds comfort and confidence in data use for faculty and staff, emphasizing everyday data interaction.

Session Details

Held September 30, 2025, during the fall 2025 In Service Professional Development Day at Parham Road Campus, offered three sequential times for accessibility.

Learning Goals

Participants will practice analyzing data, asking questions, and forming hypotheses to enhance decision-making skills.

Target Audience and Format

Open to all faculty and staff, using computer lab machines or personal devices to enable interactive, hands-on learning experiences.

WHY DATA LITERACY MATTERS

Forms of Data

Data literacy includes understanding quantitative, qualitative, and contextual data in everyday and professional use.

Curiosity and Inquiry

Being data literate means asking good questions and building hypotheses, not just statistical analysis.

Shared Responsibility

Data literacy is essential for all faculty and staff to engage meaningfully and support evidence-based decisions.

UNDERSTANDING TERMINOLOGY

Quantitative Data

Information that is measured and expressed in numbers, like test scores or drop-out rates.

Qualitative Data

Information that describes qualities or experiences, such as feedback, survey responses or stories.

Dashboard

Visual tools that display key information and trends in an easy-to-understand format, often using charts and graphs.

A QUICK NOTE ABOUT US

Reynolds Data Team

The Reynolds Community College Data Team is a cross-department committee that facilitates data-driven decision making at the college.

Membership

Members include faculty and staff from Institutional Research, Institutional Effectiveness, Student Affairs, Professional Development, academic schools, grants management and strategic planning.

What We Do

The data team collects, describes, and analyzes data to provide insights that inform decision making in areas connected to the college's student success goals, including Reynolds' strategic direction, Impact 2027.
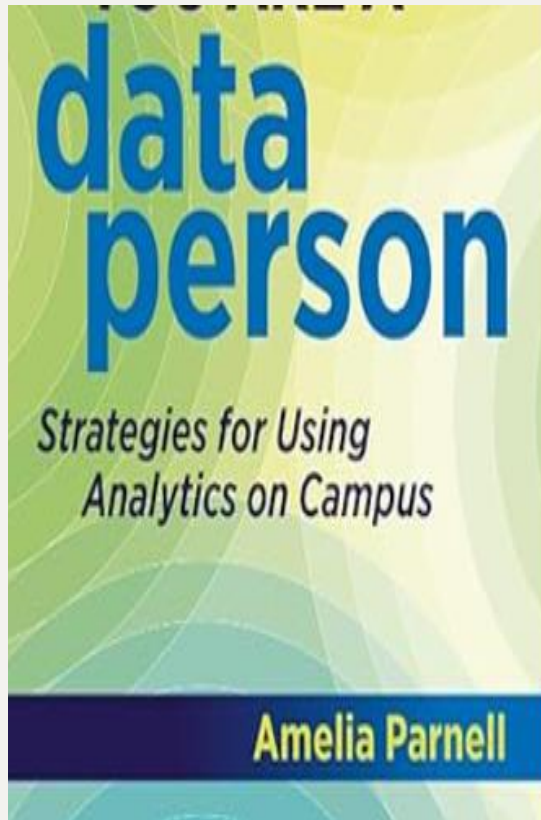
CONNECTING PERSONAL AND PROFESSIONAL DATA USE

CORE CONCEPTS FROM 'YOU ARE A DATA PERSON'

data person
Strategies for Using Analytics on Campus
Amelia Parnell

Broad Definition of Data

Data includes numbers, stories, feedback, and context, highlighting its rich and diverse nature beyond mere statistics.

Everyone Contributes to Data

Data creation and usage involve multiple roles including inputters, users, and interpreters across all levels.

Data Supports Judgment

Data complements professional judgment by blending evidence with expertise, rather than replacing it.

Empowering Engagement

Understanding these concepts demystifies data and empowers users to confidently engage with it in decision-making.
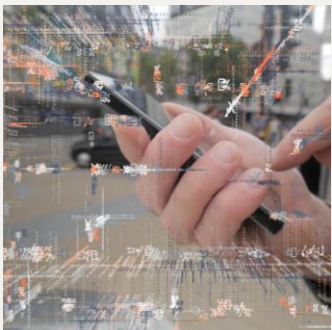
YOU ARE ALREADY A DATA PERSON

Everyday Data Engagement

People use data daily in activities like checking weather, reading reviews, managing money, and tracking health.

Professional Data Applications

Data skills used daily extend to higher education roles such as monitoring attendance and student outcomes.

Bridging Personal and Professional Data

The session encourages connecting personal data habits with professional responsibilities in education settings.

INTERACTIVE ACTIVITY: DATA IN ACTION

Data Focus

This activity helps participants consider how they interact with data on a daily basis – whether for personal or professional use.

Activity Goals

Participants should take 5 minutes to reflect and discuss the following:

- What are some ways that I use data in my life?
- Why do I use that data?
- What action(s) do I take based on what the data tells me?

Pattern Identification

Groups identify commonalities in data usage behaviors.

Collaborative Learning

Sharing observations to encourage group discussion and comfort with data inquiry.

WORKPLACE DATA PARALLELS

Data Tracking in Education

Workplace data monitors student enrollment, course completion, and program outcomes effectively.

Qualitative Data Analysis

Collecting and analyzing qualitative data, like student surveys, helps us improve programs and understand the participant's experience.

Reflective Decision Making

Encourages reflection on workplace decisions where data could inform better outcomes.

COLLEGE DATA USE AND INTERACTIVE ACTIVITIES

REYNOLDS FLIGHT PATH STUDENT SUCCESS INITIATIVE

In 2022, Reynolds joined the Achieving the Dream (ATD) Network to holistically advance equity, access, and student success. By joining the ATD Network, **Reynolds committed to a tailored engagement in whole-college transformation** and gained access to a nationwide network of peer support and expertise.

The **Red Hawk Flight Path** is the culmination of two years of work to **advance student success** at Reynolds. Grounded in research, Flight Path is designed to keep students on track to graduate while saving them time and money. The Flight Path ensures students find success, soar, and meet their academic goals.

FLIGHT PATH

Launch Your Successful College Journey

1 Explore your academic interests and select a **major/program of study**

2 Meet with an **Advisor** and develop a personal **Academic Plan**

3 **Complete your first English and Math** course needed for your program

4 Earn 24 credits in your first year at Reynolds

Complete your First-Year Flight Path and be **3x more likely to graduate.**

1-2 Complete in the first semester **3-4** Complete in your first year

FOCUS ON GATEWAY COURSE COMPLETION

Gateway Course Completion Metric

Completion of gateway math or English courses with a C or better is a key measure of student success in the first year.

Impact on Degree Completion

Early completion of gateway courses significantly increases the likelihood of students completing their degrees.

Flight Path Initiative

The Flight Path initiative focuses on improving gateway course completion as a strategy to boost overall student outcomes.

FLIGHT PATH INTERVENTIONS

Financial Incentives

Offering up to $500 incentives encourages students to complete their first gateway course within the first year.

Program Maps and Advising

Implementing program maps and increasing advisor engagement guides students through recommended course sequences effectively.

Course Kits for Gateway Subjects

Introducing course kits for instructors teaching gateway math and English that provide essential resources to support student learning.

High-Impact Practices

Embedding high-impact practices in the classroom bolsters early academic momentum to improve retention and completion rates.

INTERACTIVE ACTIVITY: DATA IN ACTION

Data Focus

This activity leverages a student success dashboard to examine how new students who begin in the fall semester enroll in and complete gateway math courses during their first year.

Activity Goals

Participants should take 10 minutes to reflect on the following:

What is the dashboard telling me?

Why are we concerned with tracking this information?

What might the college DO with this information?

Pattern Identification

Groups identify trends for fall cohort results to create hypotheses.

Collaborative Learning

Sharing hypotheses to encourage group discussion and comfort with data inquiry.

Goal – Gateway Math: Gateway/college-level math** from 27% in 2020-2021 to 34% in 2024-25.

Fall 2024 Cohort: 38.2% of new, curricular students had a C or better in gateway math in their first year; this is **+5.9% higher than last year's cohort**

Cohort	Number Enrolled	Percentage Enrolled	Number Completed	Percentage Completed
Fall 2024	708 of 1,491	47.5%	569	38.2%
Fall 2023	646 of 1,451	44.5%	469	32.3%
Change	**+62 students**	**+3%**	**+100 students**	**+5.9%**

ROLES AND COLLABORATIVE ANALYSIS

STRATEGIC ROLES IN DATA ANALYSIS

Tools Development

Institutional Research develops reports and dashboards that help faculty and staff gain useful insights.

Qualitative and Quantitative Insights

The Data Team guides the college in using surveys and focus groups to complement numerical data analysis.

Strategic Leadership Roles

College leaders guide data analysis and ensure clear understanding of performance among stakeholders.

Everyday Data Usage

Faculty and staff receive regular updates and support interpreting data in context of advancing student success at the college.

YOUR ROLE IN ENGAGING IN SENSEMAKING

Cross-Functional Team Collaboration

Participate in discussions that bring together faculty and staff to interpret student data collaboratively.

Data-Driven Discussions

Get curious about performance metrics like course completion, retention, and enrollment to guide strategies.

Continuous Improvement Focus

Ask a member of the Data Team how you can embed data updates in your communications and decision-making.

SHARING INSIGHTS CAMPUS-WIDE

Monthly Data Newsletter

Data Team critical insights are included in the employee newsletter *The Wrap Up* as a way to share data insights broadly across the campus community.

Scorecard with Visuals

Each edition feature contains data visualizations and narrative explanations to clarify performance metrics.

Promoting Evidence-Based Culture

This update fosters a culture of data-driven decision making by sharing progress and insights campus-wide.

FLIGHT PATH EARLY MOMENTUM METRICS

11%
INCREASE IN MATH GATEWAY COURSE SUCCESS RATES

2.5%
INCREASE IN ENGLISH GATEWAY COURSE SUCCESS RATES

6.7%
INCREASE IN 24 OR MORE COLLEGE-LEVEL CREDIT COMPLETION RATES

FLIGHT PATH — Reynolds

Flight Path Early Momentum Metrics

Flight Path is Reynolds Student Success Plan. Grounded in research, Flight Path is designed to improve new student success rates in first year math and English courses and increase first year credit accumulation.

The Reynolds Data Team monitors three core Flight Path Early Momentum Metrics and is pleased to share updated results from the Fall 2024 student cohort (first-year, curricular students).

- **Flight Path Goal – Gateway Math – Fall 2024 cohort: 38.2%** of new, curricular students earned a C or better in gateway math in their first year; this is **+5.9% higher than the Fall 2023 cohort** and 11% higher than the 2020-21 baseline cohort*.

- **Flight Path Goal – Gateway English – Fall 2024 cohort: 53.5%** of new, curricular students earned a C or better in gateway English in their first year; this is **+4.2% higher than the Fall 2023 cohort** and 2.5% higher than the 2020-21 baseline cohort*.

- **Flight Path Goal – 24 or More College Credits – Fall 2024 cohort: 28.7%** of new, curricular students earned 24 or more college credits in their first year; **this is +1.4% higher than the Fall 2023 cohort** and 6.7% higher than the 2020-21 baseline cohort*.

*Established baseline targets were based on 2020-21 summer, fall, spring cohort. The metrics above represent the Fall 2024 cohort (2024-25 fall, spring, summer).

Data Focus

This activity asks us to explore a recent "data insight" in the Reynolds employee newsletter, *The Wrap Up.*

Activity Goals

Participants should take 10 minutes to reflect on the following:

- What is this update telling me?
- Why are we concerned with tracking this information?
- What might the college DO with this information?
- What might I do about this information?

Pattern Identification

Groups identify their role in data usage and sensemaking.

Collaborative Learning

Sharing conclusions to encourage group discussion and comfort with data inquiry.

CONCLUSION AND REFLECTION

WRAP-UP AND REFLECTION

Reflection Prompt

Participants are encouraged to think about how to use data differently in their roles this semester.

Resources

Dashboards available on the college intranet: https://intranet.reynolds.edu/enrollment-reports/index.html.

Contact Tim Merrill (tmerrill@reynolds.edu) or Mel Boynton (mboynton@reynolds.edu) to be connected to the Data Team.

You can borrow *You Are a Data Person* by Amelia Parnell from the Reynolds library.

Ongoing Engagement

Recommendation for continued participation in the Data Literacy Series for institutional improvement.