



ASA Strategic Data Coaching Services

ASA Research, LLC provides tools and services to facilitate institutions' strategic use of data to drive change. ASA is a small, women-owned research firm located in Bethesda, Maryland. Our research team has served the education community for over 20 years with a mission to provide high-quality, client-centered research, analysis, and consulting services. ASA Partners have worked with individual institutions, state and district systems, and national completion initiatives, as well as national associations, private foundations, non-profit and community organizations, and government agencies. ASA's Research team consists of subject matter experts who have served as principal data partners on numerous national and local student success initiatives.

ASA provides tools and hands-on assistance, workshops and services that support the strategic use of data at institutions and throughout networks of institutions. These products and services are designed to help achieve data-related goals, including: identifying barriers to student success and inequities; setting goals and benchmarks; developing the institution's or network's story; documenting impact and promising and best practices; and, facilitating continuous improvement. The tools and services ASA offers are designed to support institutions and networks as they embark on their student success work, and to help increase institutions' capacities to use data strategically. Our services and tools are developed around the four phases of strategic data planning process:

- **Data Needs Assessment** to guide an institution through a data inquiry to identify motivators, facilitators, and barriers to their students' academic success.
- **Metrics Identification & Alignment** to help institution teams with developing their own customized metrics framework that aligns operational metrics and student outcomes with their own reform strategies and facilitates understanding of cause and effect and potential impact.
- **Strategy Implementation and Goal Setting** to assist colleges in setting improvement targets and intermediary outcomes.
- **Monitoring and Communications Plans** to assist with tracking progress, analyzing outcomes and communicating impact.

WORKSHOPS AND WEBINARS. ASA offers a series of "Get Your (Data) House in Order" training workshops and webinars, each focusing on a phase of the strategic data planning process and the use of data to support student success initiatives. Key to our workshops and webinars is that we engage the institution's team members in a manner that puts them in the driver's seat and increases their capacity to independently conduct similar exercises across the campus in the future. The ultimate goal is to empower the institution to make evidence-based decisions as they implement their student success agenda. ASA-developed tools will be used during workshops and webinars, along with practical examples. Customized to participants' needs, ASA can conduct the trainings in-person, via webinar, or in a combination of the two.

Workshops range from half-day to one-and-a-half, and one or two ASA team members to lead, depending on content and needs. Sample workshop topics follow.

- **Deep Data Dive.** ASA guides the institution's team to identify the data and information needed to examine achievement gaps and areas where program or policy change can facilitate improved student outcomes. Then, through guided discussion, ASA and the institution's team collaboratively examine student outcomes, highlight achievement gaps, and discuss policies or practices that are barriers to, or potential facilitators of, student success. Through this workshop, participants will gain an understanding for how to develop actionable research and operational questions, and increased skills in interpreting student outcomes data.
- **Identify Strategies and Align Progress Metrics.** ASA facilitates institutional conversation as participants identify their strategies, programs, and policies that support their improvement in their students' success, along with their related activities that take place on campus. ASA will guide institutions as they identify and develop operational- and process-level metrics to measure the depth of occurrence each activity. Then, we will help colleges map these operational- and process-level metrics to student outcome metrics and key performance indicators. This workshop will provide participants with an understanding of the relationship between real-time program and practice activities and broad, lagging indicators and KPIs, a precursor to setting effective and well-informed targets.
- **Goal Setting.** ASA will guide workshop participants through the goal setting process. We will discuss how activities are related to targeted outcomes metrics and assist workshop participants with developing a shared goal for their students' outcomes. As desired, we will assist participants with creating models to estimate the magnitude of change that can be expected on their KPIs. Through this workshop, participants will learn how to set informed goals on their student outcomes.
- **Monitoring Progress.** ASA will assist participants with developing a monitoring plan customized to their own campus scenario, programs, and related activities. We will also assist in developing a monitoring schedule to ensure campuses are making the best use of their data, as soon as it becomes available. ASA and workshop participants will collaboratively discuss a communications plan and identify which stakeholders need what information, and when. At the culmination of this workshop, participants will rest assured that they have a monitoring plan in place and that those needing data and information will receive actionable information, at the appropriate level.

Workshops range in price from \$6,500 to \$12,500 plus an estimated \$1,200 per person for travel expenses. Webinars are two- to three-hours in length and are \$2,500 per webinar.

RESEARCH ARM CONSULTATION. ASA provides ad hoc consultation to institutions or sets of institutions. We can assist on the spectrum of research tasks, for example, developing and implementing a global research plan – beginning with identifying and operationalizing research questions, to developing research plans, gathering data, conducting analyses, and preparing analytical reports, visualizations, infographics. We can also provide guidance to develop and/or help to conduct an individual research task. Examples of areas of assistance include:

- **Documentation review and research planning.** Existing data and reports are often available, in abundance, but it is often not clear how to make the best use of the information. ASA can assist with understanding the contents of the available data and provide guidance on conducting any

additional requisite analysis. We can assist with interpreting metrics, KPI reports and data, and help respond to a variety of topics.

- **Data translation and communication.** ASA can act as a liaison between institutions, state or districts offices, and NSC to assist and support data collection and analysis efforts, explain definitions, and interpret results. We are well-versed with these activities through our work on a wide variety of national initiatives.
- **Institutional assessment.** ASA can assist with analyses to identify trends in areas where institutions are struggling or improving.
- **Qualitative research.** ASA can conduct case studies in a particular area of student success or where an institution has an interesting story to tell about a particular focus of their student success activity. ASA provides a variety of qualitative research services including interviews, surveys, and/or focus groups to develop an understanding of the related activities and strategies; we can prepare case studies, story-telling reports, or blogs to disseminate information.
- **Analyses and reporting.** Data can be used to tell an institution's or student success story; ASA can advise on and assist with analyses and identifying an appropriate type of communication (e.g., issue brief, news release, blog, infographic, etc.). ASA can assist with or prepare reports, develop visuals and presentations.
- **Data visualization/dashboards.** To help monitor the progress of institutions, ASA can help develop a system to display trends in outcomes on actionable metrics and KPIs. ASA can provide consult regarding easy-to-use and effective data displays as well as ongoing assistance to help interpret the data.
- **Data retrieval.** ASA can be called on to assist with data sharing agreements, work with the NSC, or work to obtain labor data.
- **Program evaluation.** ASA conducts program and policy evaluations using both quantitative and qualitative methods, including quasi-experimental design, to assess the implementation and effectiveness of institutional and state-level policies and programs. ASA can assist institutions with identifying the data they will need to conduct evaluations and developing an evaluation study plan.

Research arm consultation engagements can be as short as one hour, or up to the user's needs. ASA typically provides such services via phone or video conference, but can meet in person, as desired. The cost of research arm consultation is \$170 per hour, plus travel expenses, as incurred.

TOOLS, ASSESSMENTS AND TOOLKITS. ASA's suite of tools, assessments and toolkits support institutions' student success related data work. These tools and assessments, typically meant for use during ASA-conducted workshops or webinars, can be used by campus teams to conduct data work and have data-related discussions independently. If this is desirable, ASA will develop a guide customized to user's needs to pair with the tool or toolkit. Examples of tools and assessments include: Institutional probing guide • Data template to support institutional assessment • Analyzer tips • Inventory template • Metrics mapping guide • Goal setting template • Modeling methodologies guide • Monitoring guide • Data communications planning guide. Tools, toolkits and assessments with the customized companion guide are priced individually, depending on the needs of the customized guide; estimates range from \$700 to \$2,800.