Enhancing Programs for IT Certification
Third Party Report of Deliverables

Deliverable: Scorecard for EPIC

Reviewer: Mary Forbes

The EPIC (sp.) was awarded $10 million through the United States Department of Labor's Trade Adjustment Assistance Community College and Career Training grant program to offer the EPIC Program, a three-year program aimed at supporting eligible workers affected by trade as well as other adult learners including veterans, unemployed and underemployed workers, underrepresented workers, low-skilled workers, and similar participants to participate in grant-modified or grant-created degrees and certificates in major information technology (IT) pathways in the computer and medical fields.

Deliverable Information/Description:

Evaluation Rating:

Based on your expertise, how would you rate the product's ability to meet standards with your field?			
☐Outstanding	☒Satisfactory	☐Needs Improvement	☐Incomplete

Executive Summary:

OVERVIEW

Why it was developed:

The Scorecard was developed in order to disseminate and communicate student outcomes from the EPIC grant project. In addition to employment results, it was designed to show data for the grant reporting metrics. The results were intended to inform EPIC staff and participating colleges of results, as well as encourage potential students to participate.

How it was developed:

The Data Analyst, in consultation with KCTCS Office of Research and Policy Analysis (ORPA), chose to use Tableau as the platform for the Scorecard in order to utilize its interactive features and public availability. ORPA has developed dashboards in Tableau for similar purposes – such as enrollment and retention tracking.

Early drafts of the Scorecard were presented at meetings of the EPIC Consortium to get feedback. As later drafts were developed, other groups giving feedback included ORPA, grant contact persons at each college, EPIC Project Team Leaders, and Outreach and Placement Specialists.

General description:

The Scorecard was broken into two main pages: "EPIC Scorecard" and "Grant Context".

EPIC Scorecard: The EPIC Scorecard webpage contains all of the grant required metrics for the project. These are broken into two tables: "Outcome Metrics by College" and "Outcome Metrics by Program". College metrics can be filtered by program, and program metrics can be filtered by college. Definitions for each metric appear in a box as the mouse pointer hovers over the metric title.

Grant Context: The Grant context webpage contains visual representations of data in addition to the required metrics. There is a pie chart of students by program, a pie chart of students by college, and a Kentucky map of students served.

The visuals inter-relate. If one of the programs is clicked on, the other pie chart will change to show what college those students are from. The map below will also change to reflect the filters in use.

RATINGS

A rating scale of Not Met, Met, and Exceeded was used to evaluate the Scorecard. The elements of design, content, and grant requirements were evaluated.

Design:

Contrasting colors and bold lines make it easy to view. Gold and blue fit with the KCTCS brand, and color options were chosen to contrast well. Data visualizations are on separate page which keeps both pages less cluttered. Visuals allow more interactive capabilities.

Metrics are laid out in a logical manner. Graduation comes first, followed by transfer, employment, employment retention, and average wage. These follow the timelines that these events usually follow.

Branding: Designer does a good job of displaying multiple brands associated with this project: KCTCS, grant project, and federal funding source (TAACCCT). Colors are coordinated so the logos do not clash with each other. It is suggested that the U.S. Department of Labor is also listed as the funding source.

Clarity: Wording and elements are kept simple. Metrics, college names, and program names are all spelled out rather than using acronyms. Pie charts are labeled with titles as well as data. Colors have enough contrast to clearly show demarcations. The map uses a dark red color to make dots stand out from the neutral background. It is suggested that the legend also show red dots to match the map.

User Friendliness: The second page, "Grant Context", provides an additional way for users to view the data with visual graphics. The visuals allow more interactive capabilities, such as filtering to data on students in a specific program at a specific college. A corresponding map adjusts to follow the filters that are in use. It was not as easy to remove the filters on the "grant context" page as it was on the "scorecard" page, so this is a small improvement that could be made.

This page should be a useful tool for a specific college or program to highlight the data that focuses on their population. The visual representations would be beneficial for presentations or reports that are geared to a targeted audience, such as an advisory committee or college faculty in a particular program. This was seen as a "value added" component and thus earned a higher rating of "exceeded".

Content:

Definitions: The dashboard does an excellent job of showing the definition for each metric. A definition box pops up quickly whenever a mouse pointer touches any part of the box. It does not require a click or a wait. It pops up so easily that the user clearly sees the definition before even looking for it. The definitions are accurate and clear without being too lengthy.

Clarity: The data is laid out clearly in a chart separated by bold lines. Alternating white and gray bars make it easy to see what data belongs to each college and each metric.

Department of Labor Metrics: All required metrics are included and are easy to find on the scorecard. However, some data (such as transfer and employment) is not yet available.

Additional Data: The added visualizations on the second page give users the ability to view comparative data. The pie charts easily show how the programs compare in enrollment size. The college pie chart illustrates how the enrollment is divided among the colleges.

An added feature is the map with dots. This displays overall enrollment, as well as enrollment by program and/or college. The map shows the entire state and disperses enrollment across counties. This provides added data that is broken out in more detail (by county) rather than confined to a college.

TAACCCT Grant Requirements:

All required outcomes metrics from the TAACCCT grant are included in the scorecard.

However, the data for employment rate, employment retention, and average earnings is not yet complete. This data is obtained from Kentucky's Unemployment Insurance data and is only available to the KCTCS Vice Chancellor due to an agreement with the State. Time constraints for the Vice Chancellor have delayed the availability of this data.

Data on transfer rates is also problematic. The EPIC programs (Medical Information Technology and Computer Information Technology) are typically not "transfer" programs at Kentucky's community colleges. Most students, particularly adult students (age 25 and older), who participate in the EPIC program are seeking certificate-level credentials that will improve their job prospects immediately.

Challenges and Lessons Learned:

Data suppression rules and practices have hindered the ability to display data for EPIC programs. As data suppression rules generally do not allow publication of data for 10 or fewer participants, this limits the ability to show data from EPIC's smaller colleges with low enrollment.

Also, there are limitations to the data that can be obtained from the Kentucky Unemployment Insurance (UI) database. Students who are self-employed or working for the government are not reported. Also, the Kentucky system does not have data on students who are employed out-of-state. This affects colleges that are located near the state border, and also those who participate in distance learning programs from locations that are out-of-state.

Data on transfers to universities also has some limitations. There is a lag time between the time that the student graduates or leaves a KCTCS college, and is reported as enrolled at a university. This data is obtained from the National Student Clearinghouse.

Future Considerations:

The Scorecard is to be maintained on the EPIC website in the future, and employment results are expected to be updated through September 2019.

Signature:

mary forbes

Date:

9-19-18

EPIC

•••*READY SET **LEARN***