

Taking the Wheel on the Data-Driven Highway

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Presentation Overview

- Cars
- Transportation issues
- Interstate highway infrastructure



- As a metaphor for data collection, analysis, and reporting



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Research



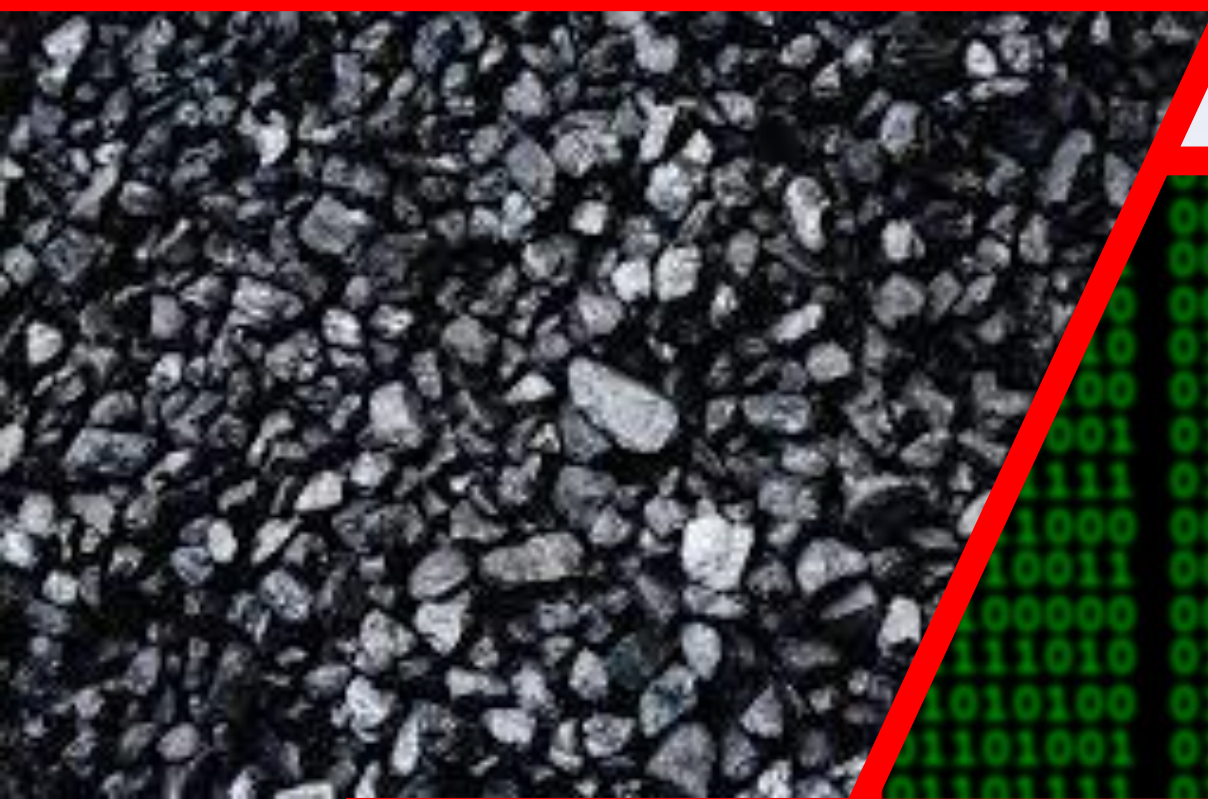
Data is Everywhere

“Without big data, you are blind and deaf and in the middle of a freeway.” – Geoffrey Moore, author and consultant.

“The goal is to turn data into information, and information into insight.”
– Carly Fiorina, former executive, president, and chair of Hewlett-Packard Co.

“You can have data without information, but you cannot have information without data.” – Daniel Keys Moran, an American computer programmer and science fiction writer.

“Data is the new oil.” – Clive Humby, Chief Data Scientist, Starcount





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Ultimate Goal for Data Analytics

“Things get done only if the data we gather can inform and inspire those in a position to make [a] difference.” – Mike Schmoker, former school administrator, English teacher and football coach, author.

“Data really powers everything that we do.” – Jeff Weiner, CEO, LinkedIn

“If we have data, let’s look at data. If all we have are opinions, let’s go with mine.” – Jim Barksdale, former Netscape CEO



YOU ARE HERE

HOW DID THAT HAPPEN?!?!?

**DETOUR
AHEAD**



A Tale of Two Departments

Veterans Affairs

- Cabinet-Level: 1989
- Employs: 377,000+
- Budget: \$273 billion
- Primary Functions: support veterans in their time after service by providing benefits and support.

Education

- Cabinet-Level: 1980
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- Primary Functions: establish policy for, administer and coordinate most federal assistance to education, collect data on US schools, and to enforce federal educational laws regarding privacy and civil rights.

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Summer 2012: The Data Void

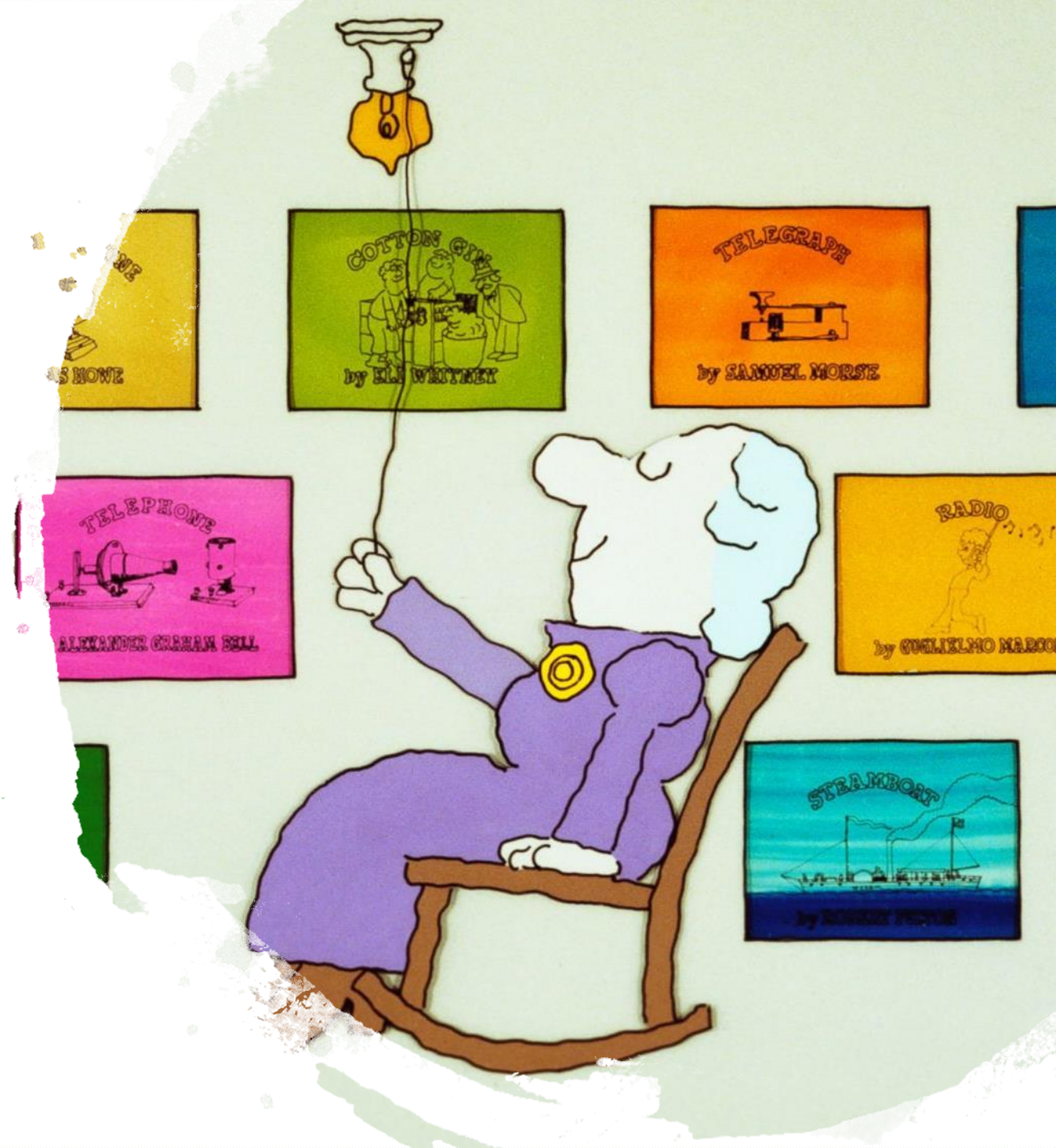
“It is a capital mistake to theorize before one has data.” – Sherlock Holmes, “A Study in Scarlet” (Sir Arthur Conan Doyle)

“Errors using inadequate data are much less than those using no data at all.” – Charles Babbage, originated the concept of a digital programmable computer

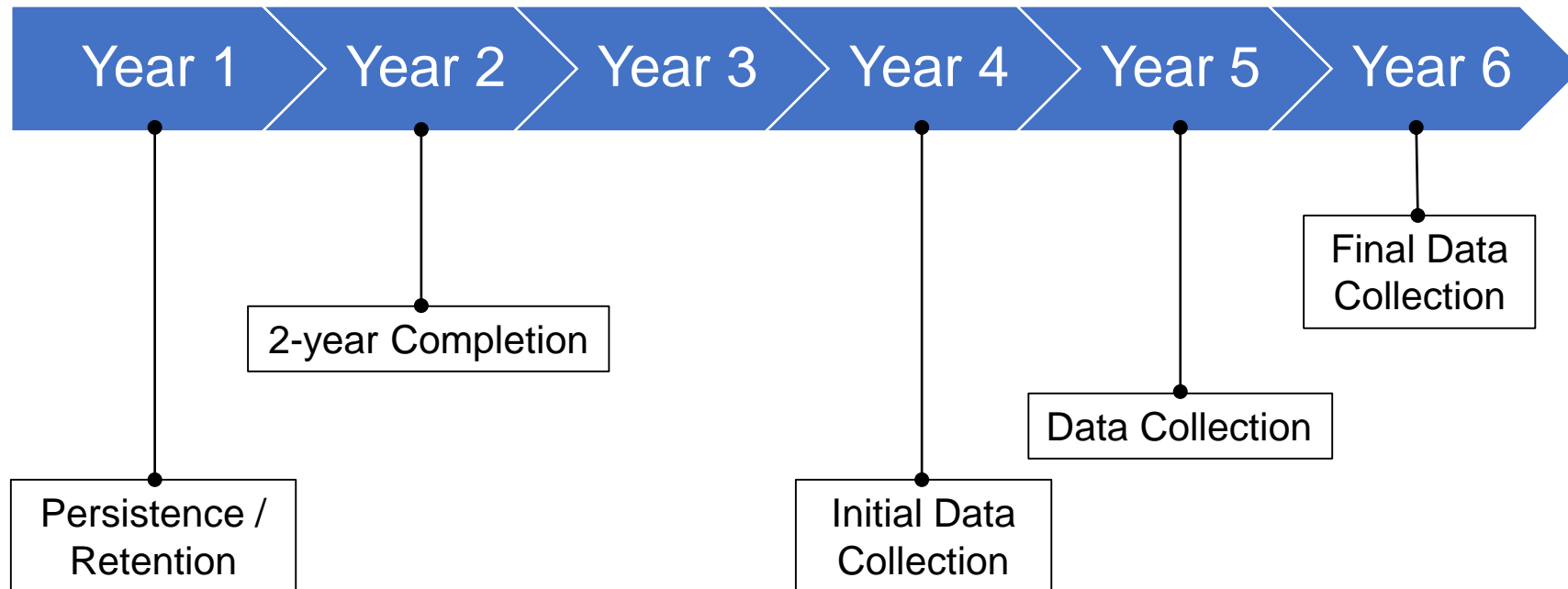
“Data beats emotions.” – Sean Rad, Founder of Tinder

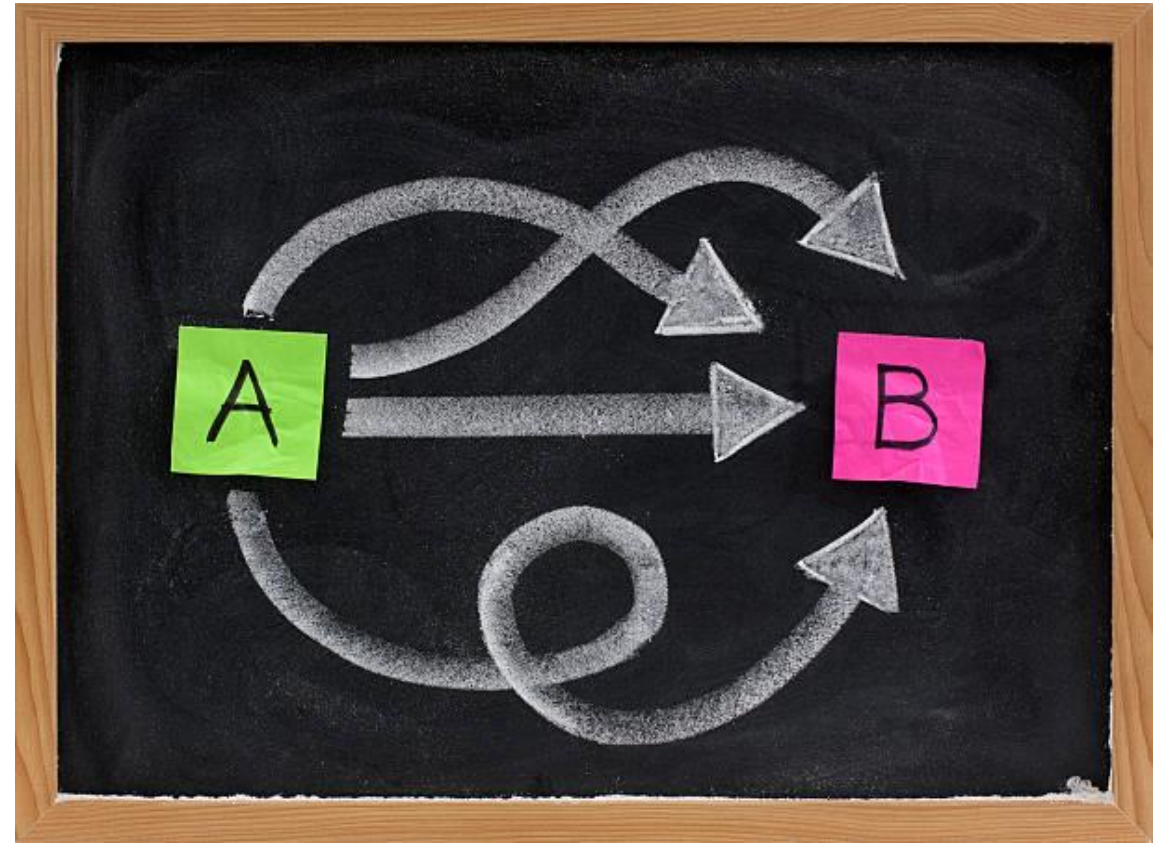
Summer 2012: Mother Necessity

- Three years after Post-9/11 GI Bill program started, August 1, 2009.
- Media reports on unreliable and invalid student veteran dropout rates.
- Organizations and schools begin to worry about student veterans.
- No clear data on the current generation of student veterans available.



Traditional Research Methods





Won't Work with Student Veterans



Classic vs Modern



Big Data Solution

A new attitude by businesses, non-profits, government agencies, and individuals that by combining data from multiple sources and analyzing the data, this could lead to better storytelling of the population of interest.





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No Guarantees

“I have not failed. I've just found 10,000 ways that won't work.” –
Thomas A. Edison, Inventor

“Failure should be our teacher, not our undertaker. Failure is delay, not defeat. It is a temporary detour, not a dead end. Failure is something we can avoid only by saying nothing, doing nothing, and being nothing.” – Denis Waitley, Author and Speaker

“It's only when you risk failure that you discover things. When you play it safe, you're not expressing the utmost of your human experience.” –
Lupita Nyong'o, Actress

Ripple Effects



Research from Student Veterans of America



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DATA DRIVEN

Post 9/11
GI Bill
changes

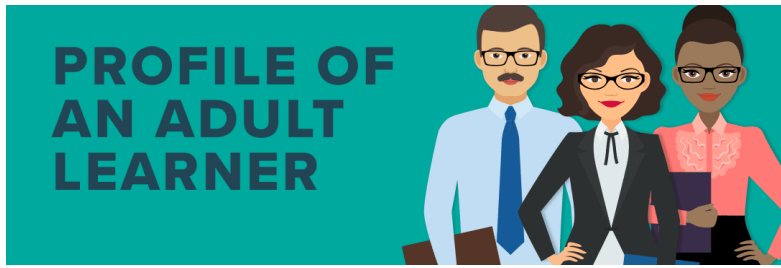
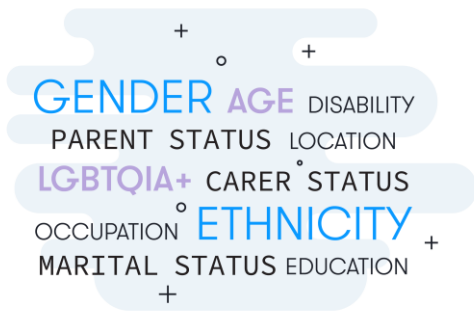


State Needs and Federal Needs



Data more
valuable at
the state and
local level





Greater Details = Better Q&A

Your On-Campus Ally



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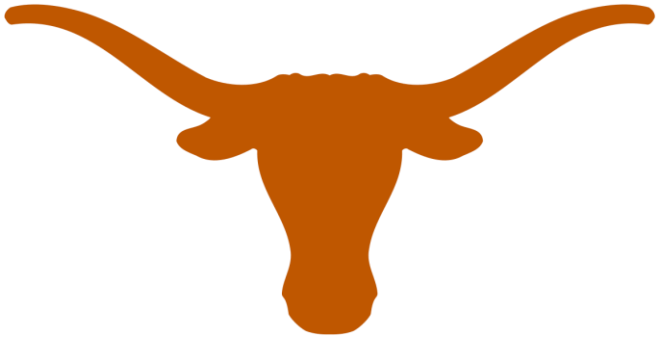
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Your On-Campus Rivals



If you are going to a demolition derby,
Bring the monster truck!

Data Driven Workflow



1. What are our most pressing question(s) regarding our:
 - Policies?
 - Programs?
 - Recruitment?
2. What data do we need to answer those questions?
3. What is the best way to collect/analyze that data?
4. What does the data tell us our next action(s) should be?
5. What does the data not tell us that we need to know?

*****Go to Step 1*****





Remember
Your/You're Allies



Parting Thoughts

“Consumer data will be the biggest differentiator in the next two to three years. Whoever unlocks the reams of data and uses it strategically will win.” – Angela Ahrendts, Senior VP of Retail at Apple

“In the end you should only measure and look at the numbers that drive action, meaning that the data tells you what you should do next.”
c Alex Peiniger, CEO at Quintly

“Data are just summaries of thousands of stories – tell a few of those stories to help make the data meaningful.” – Chip & Dan Heath, Author and Professors

SVA Research Projects

- Student Completion: nvest.studentveterans.org
 - Million Records Project (MRP)
 - National Veteran Education Success Tracker (NVEST) Project
- Life Cycle Atlas: atlas.studentveterans.org/
- SVA Census
- On-Campus Service Utilization Survey

<https://studentveterans.org/aboutus/research>

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