

Introductions



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Introductions



Source: Hands raised up, sibgat, Shutterstock.

Overview

- 1. Definitions**
- 2. Landscape Analysis**
- 3. Ethical Framework**
- 4. Discussion and Q/A**
- 5. Wrap up**

Predictive, what?

Analytics is the analysis of a college or university's data to answer questions about the college and its students.

Predictive analytics is the analysis of a college or university's historical data to make predictions about what may happen in the future.

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THE PROMISE AND PERIL OF PREDICTIVE ANALYTICS IN HIGHER EDUCATION

A Landscape Analysis

OCTOBER 2016

Predictive Analytics in Action

- Recruit, admit, and offer aid to new students (*enrollment*)
- Identify students at-risk of failing (*early alerts*)
- Offer students guidance on course and degree plans (*recommender systems*)
- Help students reach course learning goals (*adaptive technologies*)

Why Ethics Matter

**Closed
futures**



Sources: Road closed sign, ChameleonsEye, Four silhouettes, Adrian Niederhaeuser, Shutterstock.

Transparency



Privacy



Sources: Light Switch, Billion Photos, Small security lock, Elena11, Shutterstock.

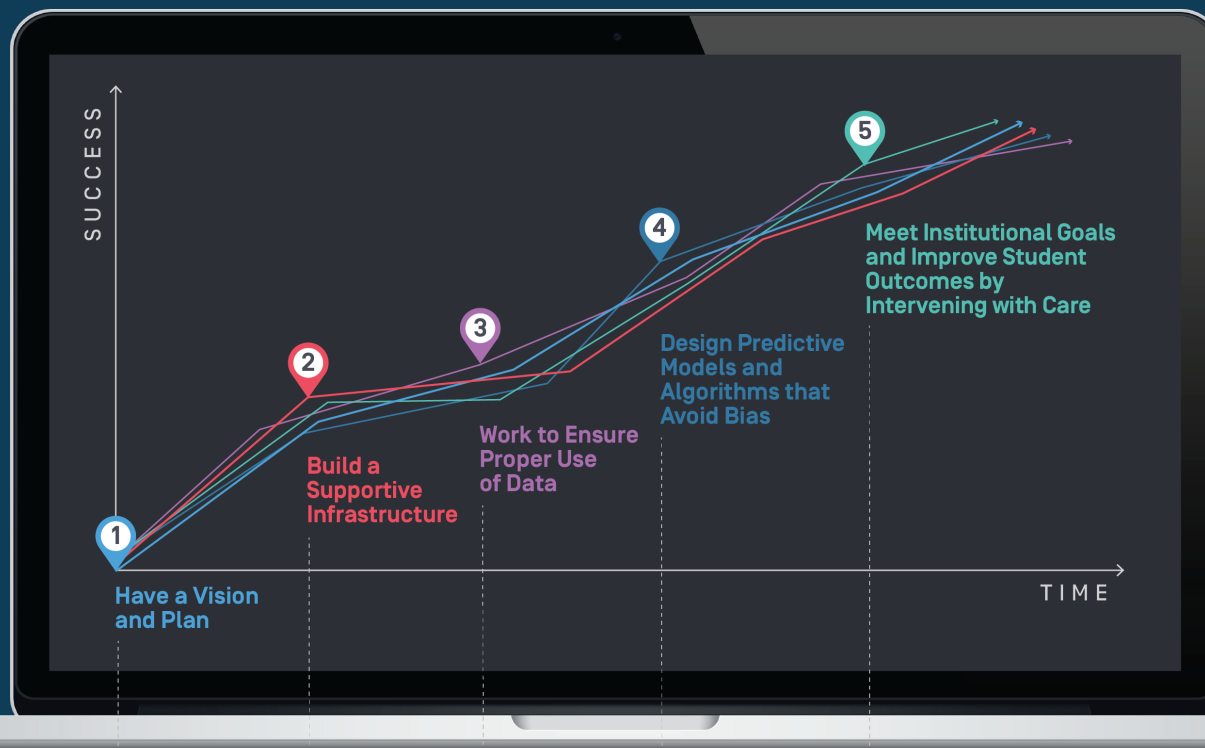
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PREDICTIVE ANALYTICS IN HIGHER EDUCATION

Five Guiding Practices for Ethical Use

MARCH 2017

Predictive Analytics In Higher Education: **Five Guiding Practices For Ethical Use**



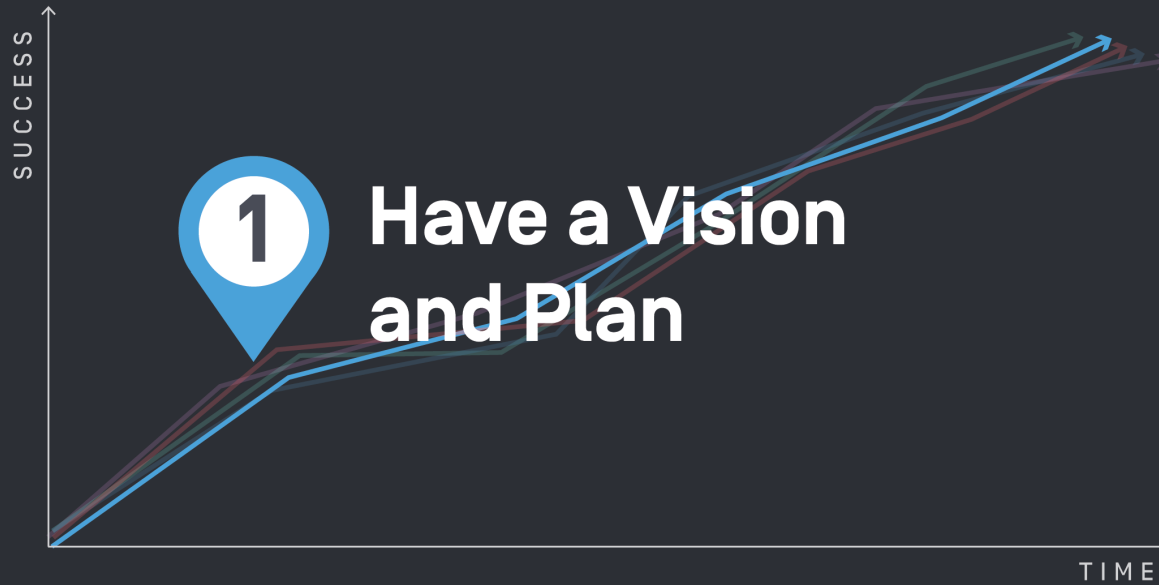
- Convene key staff to make important decisions.
- Consider the purposes, unintended consequences, and outcomes to measure when developing the plan.

- Communicate the benefits of using predictive analytics and create a climate where it can be embraced.
- Develop robust change management processes.
- Assess institutional capacity.

- Ensure data are complete and of high enough quality to answer targeted questions.
- Ensure data are accurately interpreted.
- Guarantee data privacy.
- Monitor data security.

- Design predictive models and algorithms so that they produce desirable outcomes.
- Test and be transparent about predictive models.
- Choose vendors wisely.

- Embed predictive-driven interventions into other student success efforts.
- Communicate to staff and students about the change in intervention practices.
- Recognize that predictive-driven interventions can do harm if not used with care.
- Carefully communicate when deploying interventions.
- Train staff on implicit bias and the limits of data.
- Train students to use their own data.
- Evaluate and test interventions.



SUCCESS

2

Build a Supportive Infrastructure

TIME



SUCCESS

3

Work to Ensure Proper Use of Data

TIME



SUCCESS

4

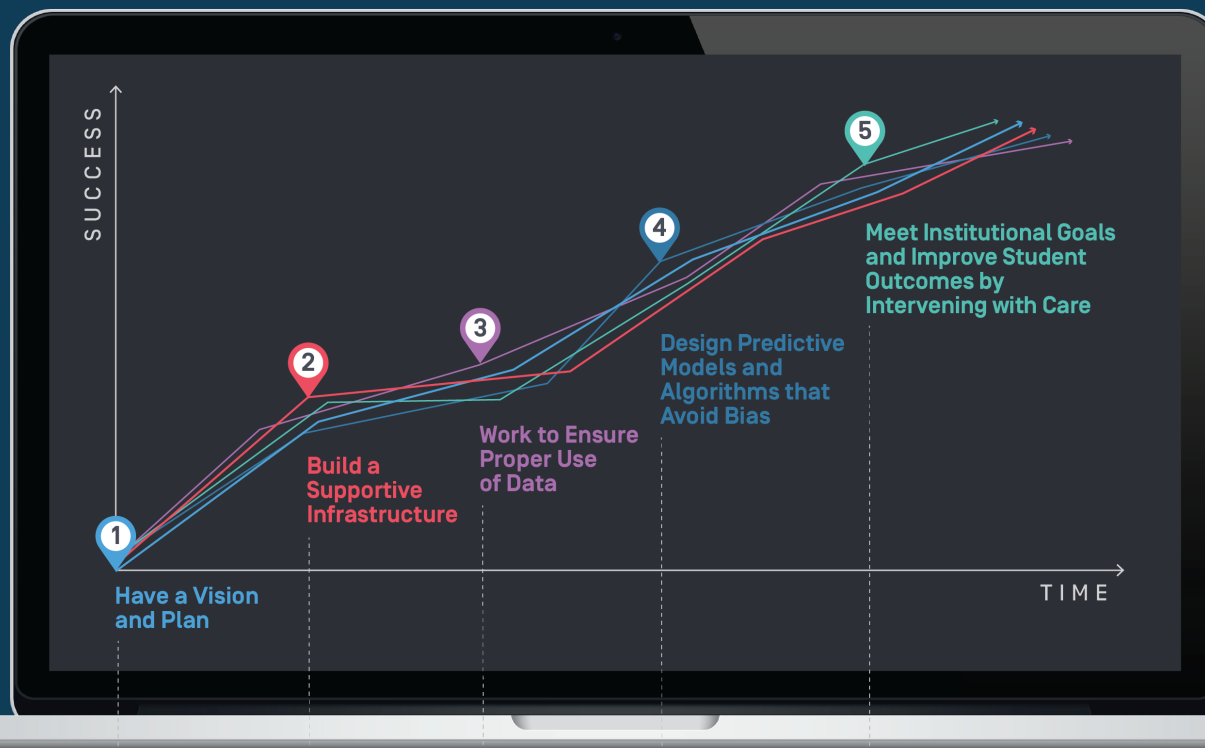
Design Predictive Models and Algorithms that Avoid Bias

TIME





Predictive Analytics In Higher Education: **Five Guiding Practices For Ethical Use**



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Thank you!

Stay in touch!

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