STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA
Ad Hoc Committee on Data and Policy
Hunton and Williams
951 East Byrd St, Riverfront Plaza, East tower 20th floor
Richmond, VA
February 2, 2018
9:30 a.m. – 11 a.m.

Meeting Agenda

1. Call to Order, Welcome, and Introductions   9:30 a.m.

2. Context and Considerations: Why Now?   9:40 a.m.

3. Charge to the Ad Hoc Committee   10:10 a.m.

4. Alignment with The Virginia Plan   10:30 a.m.

5. Timeline and Process   10:40 a.m.

NEXT MEETING: March 19, 2018 – Christopher Newport University

Committee Members
Ken Ampy
Marge Connolly
Stephen Moret
Tom Slater

NOTES:
Ad hoc member Marge Connelly will participate by phone from 2580 Palmer Dr, Keswick, VA.
No public comment will be taken at this meeting. Council member Gene Lockhart will participate by phone from 315 SouthLake Drive, Palm Beach, FL.

Materials accompanying this agenda are intended for consideration by the Ad hoc Committee on Data and Policy at its meeting (dated above), and may not reflect final Committee action. For a final version of any item contained in these materials, please visit the SCHEV Council's website at http://www.schev.edu/index/agency-info/council-information/agenda-books.

State Council of Higher Education for Virginia
Agenda Item

Item: Ad Hoc Committee on Data and Policy #2– Context and Considerations: Why Now?
Date of Meeting: February 2, 2018

Presenter: Tod Massa, Director of Policy Analytics,
todmassa@schev.edu

Most Recent Review/Action:
☒ No previous Council review/action
☐ Previous review/action
> **Date:**
> **Action:**

Background Information/Summary of Major Elements:

This agenda item contemplates the development of a data and policy blueprint for the Commonwealth. The blueprint would be guided by the goals of The Virginia Plan for Higher Education and anticipate a broader role for the Council in administering the Virginia Longitudinal Data System.

Now is a good time to undertake such a review. The Council depends on high-quality data to implement the Virginia Plan for Higher Education. The data and policy blueprint should reinforce the four goals of The Virginia Plan and its related initiatives.

SCHEV has been collecting student-level data since 1992. Like many states, SCHEV's data collections are based on a model developed by the National Center for Higher Education Management Systems nearly 30 years ago. At the time, the model was designed primarily for resource allocation and planning. While those purposes still are important, state and institutional policy makers today want to address other issues, such as student success in and after college.

In addition to student data, SCHEV also collects and has access to data relating to institutional appropriations, equipment and facilities, student tuition and fees, and student financial aid. And, as lead state agency on the Virginia Longitudinal Data System, SCHEV has the responsibility to develop – in cooperation with agency partners – a coherent strategic plan for addressing questions that cross agency divisions.

Among the duties assigned to Council, at least two (numbers 9 and 30) deal directly with data information systems and their policy implications:

> 9. Develop a uniform, comprehensive data information system designed
> to gather all information necessary to the performance of the Council's

duties. The system shall include information on admissions, enrollment, self-identified students with documented disabilities, personnel, programs, financing, space inventory, facilities, and such other areas as the Council deems appropriate.[1]

30. Administer the Virginia Longitudinal Data System as a multiagency partnership for the purposes of developing educational, health, social service, and employment outcome data; improving the efficacy of state services; and aiding decision making.

SCHEV's role in promoting a sound and vigorous system of higher education requires a breadth of scope that goes beyond just our colleges and universities. For example, we work closely with pre-K-12 partners through high-school outreach and teacher education programs. Our involvement with the New Economy Workforce Grant Program and the Virginia Research Investment Committee also places SCHEV in the middle of workforce and economic development.

As the Council looks to the future, it would be beneficial to develop a data and policy blueprint to guide the work of staff and our partners. How can SCHEV best use its data resources to ensure excellence in Virginia higher education, the graduates who pass through our institutions, and the impact of both on the Virginia economy?

Questions that might be addressed include the following:

1. How should we use the data we have more effectively to meet the needs of the Council and the Commonwealth?
2. What are the essential policy questions we should ask and how do we use our data to inform the answers?
3. What data collections do we suspend, continue or expand? Are they complete and suitable for achieving the goals of The Virginia Plan?
4. What improvements should we pursue to make our data more accessible and transparent to stakeholders?
5. What are the best means to communicate data sources, findings and reports to various audiences?
6. What other data sources should we consider incorporating into our system?
7. Are there data elements that currently do not exist that should be created?

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[1] Duty 9 also includes the following language, which is necessary to protect the privacy of individuals for certain data-sharing activities. "When consistent with the Government Data Collection and Dissemination Practices Act (§ 2.2-3800 et seq.), the Virginia Unemployment Compensation Act (§ 60.2-100 et seq.), and applicable federal law, the Council, acting solely or in partnership with the Virginia Department of Education or the Virginia Employment Commission, may contract with private entities to create de-identified student records in which all personally identifiable information has been removed for the purpose of assessing the performance of institutions and specific programs relative to the workforce needs of the Commonwealth."

8. What financial resources will be necessary to achieve the outcomes of the data blueprint?

In addition, given the significance of the data, is it prudent to develop a data governance structure aimed at protecting these assets? Data governance is described in a variety of ways, but all include the concept of a decision making process that prioritizes investments, allocates resources, measures results, seeks to ensure that data is managed and deployed in a way that provides accessibility, usability, and security.

Materials Provided:

[The Virginia Plan for Higher Education](#)
Members are encouraged to consider The Virginia Plan for Higher Education's goals, strategies and initiatives as the committee develops its blueprint.

Goals and Strategies

Goal 1: Provide Affordable Access for All
Strategies
- Expand outreach to PK-12 and traditionally underserved populations
- Improve the college readiness of all students
- Cultivate affordable postsecondary education pathways for traditional, non-traditional and returning students
- Align state appropriations, financial aid and tuition and fees such that students have broader access to postsecondary education opportunities regardless of their ability to pay

Goal 2: Optimize Student Success for Work and Life
Strategies
- Strengthen curricular options to ensure that graduates are prepared with the competencies necessary for employment and civic engagement
- Provide effective academic and student services infrastructures focused on persistence and completion
- Increase on-time completion of certificates and degrees
- Engage adults and veterans in certificate and degree completion and lifelong learning

Goal 3: Drive Change and Improvement through Innovation and Investment
Strategies
- Identify and implement public funding strategies to sustain long-term planning and responsiveness
- Cultivate innovations that enrich quality, promote collaboration and improve efficiency
- Foster faculty excellence, scholarship and diversity
- Enhance higher education leadership, governance and accountability

Goal 4: Advance the Economic & Cultural Prosperity of the Commonwealth & its Regions
Strategies
- Build a competitive, future-ready workforce for all regions
- Become a catalyst for entrepreneurship and a model for business incubation
- Target funding, resources and partnerships to support research and development
- Expand participation and engagement in public service & institutional service to the community
- Demonstrate the impact of higher education on state and regional economic development

Initiatives
1. Coordinate the development and implementation of programs that align resources from PK12, colleges, universities and other public sources to ensure affordable, efficient and effective pathways for students in all parts of the state.
2. Seek legislative changes that support stable and sustainable public funding for higher education, such as a constitutional amendment, a dedicated funding source, and a revenue stabilization fund.
3. Review and recommend potential initiatives for further restructuring and shared services that enhance institutional and administrative flexibility and improve quality and efficiency.
4. Collaborate with institutions to measure the quality of undergraduate education, including civic engagement of graduates and relevance to demand occupations across regions of the state.
5. Launch a communications strategy to address public knowledge and benefits of higher education, through Council reports, traditional media, social media and other means.
6. Promote economic development for the Commonwealth by implementing a long-term plan that supports recruitment and retention of research faculty, provides matches to federal and private research grants and enhances commercialization of higher education research.

Members previously received the followings links to articles to help set the context of the discussion.

[Creating a Thriving Postsecondary Education Data Ecosystem](#)
Leveraging data reported regularly by colleges and universities into useful information is critical to ensuring that more students have access to and succeed in higher education. Experts detail the opportunities available now to create an agile and effective postsecondary education data ecosystem that will meet current and emerging future needs.

[Understanding Information Security and Privacy in Postsecondary Education Data Systems](#)
As stakeholders consider meaningful ways to provide information about post-secondary student outcomes, their conversations should include how to best protect

student privacy and ensure the security of data. The report provides a detailed framework for ensuring effective information security and privacy protections within post-secondary education data.

[The Case for 'Data Governance'](#)
Sound data governance throughout an organization creates a foundation to understand the responsibility of data ownership and to derive insights from data assets. Data governance should matter to executives, not only data professionals.

[Does Your Company Know What to Do with All Its Data?](#)
Harvard Business Reviews details seven ways to create value and profit from data. Businesses implement these approaches into a long-term data strategy to meet their organizational needs.

[Policymakers shouldn't underestimate the value of high-quality education data](#)
State educational databases are valuable resources for monitoring educational outcomes. Their investment value lies in the long-run payoffs that rigorous data analysis provides to drive policy decisions, and policymakers should continue to prioritize their continuous improvement.

[How Much Does the Government Really Need to Know About College Students in America?](#)
A new proposal would allow federal agencies to collect higher-education data to inform degree-seekers on college outcomes. Critics argue that it's an infringement on privacy and could put those who are undocumented at risk.

[Want to Search Earnings for English Majors by College? You Can't](#)
Comprehensive data on earnings based on a particular major at a certain school is not available under current law. A bipartisan coalition of senators has introduced multiple bills to disseminate more higher education data to demonstrate the return on investment and full transparency.

Financial Impact:
    No financial impact is expected at this time.

Timetable for Further Review/Action:
    No further review is expected at this time.

Resolution:
    No resolution is expected at this time.

Item: Ad Hoc Committee on Data and Policy #3– Charge to Ad Hoc Committee
Date of Meeting: February 2, 2018

Presenter: Tod Massa, Director of Policy Analytics,
todmassa@schev.edu

Most Recent Review/Action:
☒ No previous Council review/action
☐ Previous review/action
    Date:
    Action:

Background Information/Summary of Major Elements:

The bylaws of the Council stipulate that the chair may appoint standing or ad hoc committees as he or she deems appropriate to ensure the effective disposition of the Council's work; the bylaws require the chair to specify the purpose and duration of such committee.

On October 31, 2017, Mr. Fralin appointed Mr. Ampy and Mr. Slater to work with staff to develop a data and policy blueprint. On January 9, 2018, Mr. Fralin, noting the need to devote more attention to making SCHEV's data resources more focused for policy decision-makers, designated an ad hoc data committee that would hold regular meetings to advance the data blueprint. The committee was directed to work with staff to lead Council's statutory responsibilities pursuant to § 23.1-203.9 and § 23.1-203.30, *Code of Virginia*, specifically the responsibilities to:

> 9. Develop a uniform, comprehensive data information system designed to gather all information necessary to the performance of the Council's duties. The system shall include information on admissions, enrollment, self-identified students with documented disabilities, personnel, programs, financing, space inventory, facilities, and such other areas as the Council deems appropriate.[1]

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[1] Duty 9 also includes the following language, which is necessary to protect the privacy of individuals for certain data-sharing activities. "When consistent with the Government Data Collection and Dissemination Practices Act (§ 2.2-3800 et seq.), the Virginia Unemployment Compensation Act (§ 60.2-100 et seq.), and applicable federal law, the Council, acting solely or in partnership with the Virginia Department of Education or the Virginia Employment Commission, may contract with private entities to create de-identified student records in which all personally identifiable information has been removed for the purpose of assessing the performance of institutions and specific programs relative to the workforce needs of the Commonwealth."

30. Administer the Virginia Longitudinal Data System as a multiagency partnership for the purposes of developing educational, health, social service, and employment outcome data; improving the efficacy of state services; and aiding decision-making.

In addition to Messrs. Slater and Ampy, Ms. Connelly and Dr. Moret will serve on the ad hoc committee. Mr. Slater was designed the co-chair of the ad hoc committee with Mr. Ampy. Mr. Fralin encouraged all members to attend meetings and be involved.

Staff propose the following for consideration as a mission statement for the Committee:

To develop a blueprint to guide the use of data and data systems maintained by SCHEV as strategic assets in transforming the lives of Virginians and the Commonwealth through higher education. Through this blueprint, the Council shall:

- Provide leadership to ensure that development of SCHEV's data assets and the Virginia Longitudinal Data System (VLDS) meet the ongoing needs of the Commonwealth and seek to ensure that these assets are adequately funded and staffed.

- Ensure that data and information are readily available to support better alignment among education, workforce, and human capital needs of the Commonwealth.

- Promote data governance and the protection of individual privacy as a fiduciary duty of the Council and its staff.

- Ensure alignment with the Virginia Plan for Higher Education.

Materials Provided:
None.

Financial Impact:
No financial impact is expected at this time.

Timetable for Further Review/Action:
No further review is expected at this time.

Resolution:
No resolution is expected at this time.

State Council of Higher Education for Virginia
Agenda Item

Item: Ad Hoc Committee on Data and Policy #4– Alignment with the Virginia Plan

Date of Meeting: February 2, 2018

Presenter: Wendy Kang, Director of Innovation/Interim Director Finance Policy
wendykang@schev.edu

Most Recent Review/Action:
☒ No previous Council review/action
☐ Previous review/action
   Date:
   Action:

Background Information/Summary of Major Elements:

Based on the outcomes from agenda items #2 and #3 related to context and charge to the committee, the discussion for this agenda will focus on a review how the outcomes align with The Virginia Plan for Higher Education and if further refinement is needed.

Materials Provided:

Members should reference agenda item #2 related to background materials of The Virginia Plan for Higher Education or reference information located at
http://schev.edu/index/statewide-strategic-plan/overview

Financial Impact:
No financial impact is expected at this time.

Timetable for Further Review/Action:
No further review is expected at this time.

Resolution:
No resolution is expected at this time.

State Council of Higher Education for Virginia
Agenda Item

Item: Ad Hoc Committee on Data and Policy #5– Timeline and Process

Date of Meeting: February 2, 2018

Presenter: Wendy Kang, Director of Innovation/Interim Director Finance Policy
wendykang@schev.edu

Most Recent Review/Action:

☒ No previous Council review/action
☐ Previous review/action
> **Date:**
> **Action:**

Background Information/Summary of Major Elements:

- To meet the committee objective, committee members will need to identify stakeholders to engage in the blueprint development process and approve a proposed timeline.
- Stakeholder Identification: Stakeholders should include a mix of individuals that represent students/parents, institutions, policy makers and business/economic development. SCHEV staff will seek further input on specific representatives and stakeholder groups to engage in the blueprint process during the meeting.
- SCHEV Advisory Committees: SCHEV regularly convenes presidents, provosts and chief finance officers to serve in an advisory capacity to the Council. These groups also can provide input to process. The following is a list of upcoming dates these groups will meet:
  - Public Presidents (GPAC): March 26, April 30, June 18, August 27, September 17 (Joint meeting with SCHEV Council), October 22
  - Private Presidents (PCAB): May 21 (Joint meeting with SCHEV Council)
  - Provosts (IPAC): March 30, May 18, June 22, September 7, October 12
  - Finance Officers (FAC): March 14, May 16, September 12, October 24
- Timeline: The Ad Hoc Committee is expected to meet three times during the development of the blueprint (proposed dates are February, May and September) with a final blueprint approved by the Committee and Council by October 2018. The following table provides expected tasks/processes to be completed along with timeframes for reporting and deliverables.

Tasks/Process	Timeframe for Reporting	Deliverable

Identify committee charge, project objectives and stakeholders	February: Ad Hoc Committee on Data and Policy Meeting	-Document containing above items to committee members after meeting.
Gather stakeholder input (surveys, meetings or other methods); form key stakeholder group to advise the committee	March: Council meeting	-Status update on input gathering process
Review input with key stakeholder group; begin to identify priority areas and strategies	May: Ad Hoc Data Policy Meeting/could coincide with May Council meeting	-Document summarizing key findings from input gathering provided prior to meeting. -Identification of preliminary priority areas and strategies sent to committee members after meeting.
Confirm priority areas, receive input on strategies and potential timelines; meet with key stakeholder group	July: Council Meeting	-Status update on priority areas, strategies, and estimated timelines and costs.
Review full data strategies, timeline and costs	August/September: Ad Hoc Committee on Data and Policy Meeting	-Draft blueprint framework that includes key priorities, strategies, timelines and estimated costs provided prior to meeting. -Updated draft for presentation to Council at September meeting.
Approve strategies, timeline and costs with Council	October: Council meeting	-Final version of blueprint for committee and Council approval.

Materials Provided:
No additional materials provided.

Financial Impact:
No financial impact is expected at this time.

Timetable for Further Review/Action:
No further review is expected at this time.

Resolution:
No resolution is expected at this time.