



Data Readiness Checklist

FOR COMMUNITY COLLEGE ENROLLMENT LEADERS

Data-driven institutions gain competitive advantages over their competition by better understanding how prospective and current students behave, and then creating predictive models and strategies to achieve specific objectives.

This checklist outlines the questions community college leaders should ask and the information needed to get the ball rolling.



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✓ Clearly Defined Goals

Do you want to:

- ☐ Gain insight into students' behavioral patterns?
 - ☐ Engage prospects and applicants the right way at the right time?
 - ☐ Optimize financial aid?
 - ☐ Support diversity and inclusivity?
 - ☐ Increase retention and graduation rates?
 - ☐ Enable post-graduate success?
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✓ Designated Team Roles and Responsibilities

- ☐ Are individuals assigned to specific tasks at each stage of the project?
 - ☐ Does your team include people from outside your department, such as faculty and committee members, who can champion the importance of data readiness and predictive AI?
 - ☐ Have you identified which team members will be empowered to transform analysis into actions?
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✓ A Robust CRM and Rich Data Sources

Does your institution already collect data about students and prospects related to:

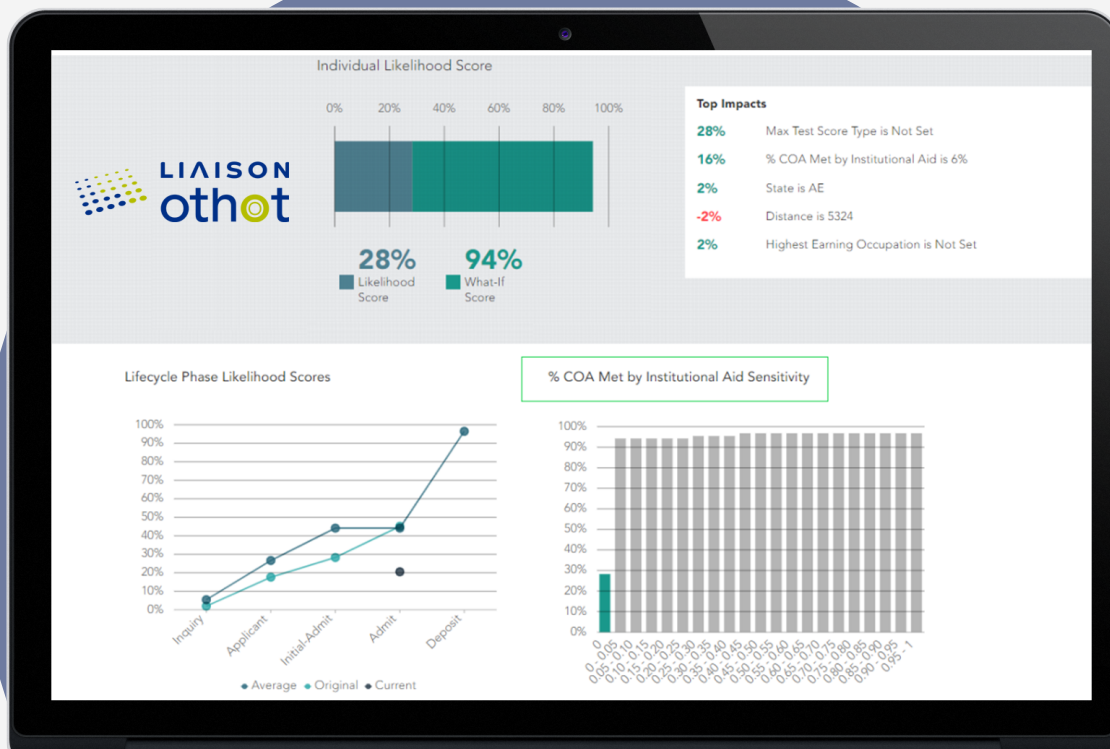
- ☐ Demographic information (location, FAFSA information, etc.)?
 - ☐ Academic history (high school or existing college/university transcripts)?
 - ☐ Behaviors (extracurricular participation, meal plan participation, etc.)?
 - ☐ Levels of engagement (recruitment participation, counselor interaction, etc.)?
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✓ At Least Two Years of Historical Data

- ☐ Have you used consistent variables and data definitions each year?
 - ☐ Does your data record positive and negative outcomes ("enrolled," "retained," "did not enroll," "did not graduate," etc.)?
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✓ A Post-Launch Action Plan

- ☐ Have you identified who will manage the ongoing flow, automation, and validation of your data?
- ☐ Do they possess the appropriate expertise (such as an admissions analyst responsible for enrollment data or a financial aid analyst overseeing financial data)?
- ☐ Do you have policies regarding secure access and permission levels for end users?
- ☐ Do you have a plan for sharing data analysis with stakeholders?
- ☐ Do you have access to a partner with expertise in guiding predictive AI strategies?
- ☐ Do you have a plan to integrate actionable insights into day-to-day and strategic decision making?



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and the work we do with predictive AI in higher education.



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