Tacoma Community College: Transforming Data Analytics

Datatelligent

AT A GLANCE

CHALLENGES
TCC faced difficulties with real-time enrollment insights, tracking student progression, identifying at-risk students, and optimizing operations.

PARTNERING
The journey of collaboration and a competitive RFP process led TCC to choose Datatelligent for its expertise, holistic approach to data, and value.

SOLUTIONS
Datatelligent's tailored analytics solutions will empower TCC with unified data, actionable insights, and continuous partnership planning.

🏢 Higher Education

🌐 www.tacomacc.edu

📍 Tacoma, WA

CHALLENGES ❯

The Need for Comprehensive Data Insights Tacoma Community College (TCC) faced a series of challenges that limited its ability to make data-driven decisions. The college struggled with the following:

- **Enrollment Data Visibility:** Limited real-time insights into enrollment trends, requiring daily snapshots to monitor progress.
- **Tracking Student Progression:** Difficulty monitoring student journeys through the enrollment funnel, from admissions to graduation.
- **Identifying At-Risk Students:** Challenges providing actionable insights for early intervention to support student success.
- **Understanding Faculty and Program Impact:** Insufficient tools to evaluate faculty performance and its relation to student outcomes.
- **Diversity, Equity, and Inclusion Metrics:** TCC needs to track DEI-related data better to improve support for diverse populations.
- **Optimizing Marketing Efforts:** Insufficient visualization in assessing marketing impact and ROI.
- **Financial Decision-Making:** They lacked dynamic scenario modeling for complex budget planning.

TCC needed a partner to address these challenges holistically and provide a robust, user-friendly, and customizable data analytics platform.

PARTNERING ≫

After an exhaustive process, TCC ultimately selected Datatelligent in October 2024 for its:

- **Experience in Higher Education:** A proven track record with community colleges and higher education institutions.
- **Holistic and Customizable Solutions:** Offering design, development, training, and ongoing support with flexible, non-proprietary tools.
- **Value and Affordability:** Delivering impactful solutions for multiple departments and stakeholders.
- **Tailored Approach:** Datatelligent's agile methodology, pre-built datasets, and KPIs resonated with TCC's priorities, offering quick implementation and long-term adaptability.

> *"Partnering with Datatelligent marks a significant milestone in our data and analytics transformation. Their expertise in higher education and deep understanding of our needs makes them the ideal partner. This partnership will streamline our data, enhance adoption, and drive better outcomes."*
>
> ***Kelley Sadler***
> *Director of Institutional Research*
> *Tacoma Community College*

SOLUTIONS ≫

Datatelligent's partnership with TCC will deliver transformative data analytics solutions, including:

- **Unified Data Solutions:** Comprehensive integration and visualization on the Snowflake Cloud Data Platform.
- **Analytic Solutions:** Covering areas such as Enrollment Trends, Student Success, Academic Performance, Budget Forecasting, and Marketing Effectiveness.
- **Data Pipelines:** Powered by Azure Data Factory & Logic Apps for efficient data flow.
- **Annual Partnership Planning:** Continuous collaboration to identify opportunities for additional analytics solutions, such as our <u>AI and machine learning options</u>.

The initial focus will be on enrollment trends, with a three-year contract ensuring robust support and room for future expansions.

CONCLUSION ≫

Tacoma Community College's decision to partner with Datatelligent reflects its commitment to leveraging data for institutional growth and student success. By addressing TCC's unique challenges and providing tailored solutions, Datatelligent is enabling the college to make informed, impactful decisions that will benefit students, faculty, and the broader community. Together, TCC and Datatelligent are shaping a data-driven future for higher education.