Promising Practices In Program Management and Data Use

Infographics

September 23, 2014
Webinar Agenda

- Welcome
- Introduction to Webinar Series
- State Presentations
- Questions
What is the “Promising Practices in Program Management and Data Use” Webinar Series?

- Part of the NRS project’s ongoing effort to help states and programs improve their use of data for program improvement

- Each webinar will center on a specific strategy using data for program improvement.

- Hear from states that have successfully implemented the strategy
  - Find out what they have done
  - What the data says
Infographics Defined

- Graphic visual representations of information, data or knowledge
- Intended to present complex information quickly and clearly
- Created for the purpose of telling or explaining a specific story for a specific audience
Visual Impact

- It is not enough to present a visual representation of data. Designers must consider elements of:
  - Retention
  - Sharing Ease
  - Comprehension
  - Appeal
An Effective Infographic

- Shares information quickly and clearly
- Is more than a pretty picture
Seward County Community College’s Infographic

Travis McComb
What prompted you to create the infographic?

- I attended the NRS session in Denver, CO in regards to Linking Data Quality with Action: Evaluating and Improving Local Program Performance.
- As we were discussing some of the key factors that state’s are facing in regards to data integrity and quality, we were able to break–out into small groups who were facing similar issues/factors.
- Prior to this break–out session we had worked diligently throughout the training to create a state plan for the key issue/factor that we as a state are facing. As a state team we were charged to prepare a presentation to share how our action plan would allow us to make strides to fix the issue/factor we as a state are facing in our break–out small groups.
  - I “borrowed” the idea from the state team from Kentucky. They introduced the group to what was referred to as Piktochart. There is a free trial edition with limited templates and then there is a pro series; however, if you’re part of an educational entity the yearly subscription was far less expensive.
  - My first infographic was created prior to our enrollment in August. It was not traditionally how we have advertised, but I would say that it paid off as our enrollment for the first quarter increased by 12%!
Considerations in Creating It

- What your thought process was in creating it?
  - Who was your target audience?
    - I targeted the population in our area who lack a high school diploma.
  - How you decided what to include?
    - I didn’t want to put the boring usual stuff that said, “Now Enrolling!”
    - I wanted to provide them with some data and statistics regarding lifetime choices and real life data that our center has provided students. I hoped it would serve as an eye opener for those students who hadn’t seen data like this before. I truly believed it worked!
    - Because I believe it worked, I’ve now created two more infographics!
My 1st Infographic

SUCCESS PROVEN BY NUMBERS

800+

3690+

6512+

The Colvin Adult Learning Center has helped over 800 people earn their Kansas State High School Diploma, 3690 make an educational gain, and has served more than 6512 students.

ENROLL AUGUST 4TH

Enrollment will begin at 8:30am and at 5:00pm on Monday, August 4th. If you're looking for opportunities to improve and enhance your quality of life, come see us!

This year we are aiming to help 550 learners improve and enhance their life with quality educational opportunities to learn English, earn their GED, and/or enroll in college.

ENROLL NOW!

July 21, 2014

Written by: Travis Combs

Is it worth going back to school?

- dropouts earn: $20,241
- graduates earn: $30,621
- college graduates earn: $56,424
- dropout unemployment rate: 12%
- graduate unemployment rate: 4.1%
- dropout poverty rate: 30.8%
- graduate poverty rate: 13.5%
My 2nd Infographic
My 3rd Infographic


COLVIN ADULT LEARNING CENTER

2014-2015 BUDGET

$242,397

PROGRAM IMPROVEMENT PLAN: Educational Functioning Level Completions

In FY15, our negotiated PIP with KBOR is to meet and/or exceed the performance targets set by the state in FY14, of those learners who were post-tested in each educational functioning level.

A high priority is to focus on increasing our post-testing rate for ABE levels 1-6 as an area of improvement due to the decrease in post-testing rates over the past three years. Although this was an area of improvement in ABE level 5 from FY13 to FY14 and an area of decline in ABE level 4 from FY13 to FY14, we were 2% shy of meeting our 80% goal.

We are continually monitoring our data to make educational research-based decisions when implementing our PIP goals and objectives.
How We Use It

- Who have you shared it with and why?
  - Director of Marketing and Publications
  - Admissions
  - TRiO
  - Tri-State HEP
  - Division of Career and Technical Education
  - Education Program Manager for Title V
  - Business and Industry
  - President’s Office
  - Dean’s Council
  - Board of Trustee’s
  - Seward County United Way
  - Kansas Board of Regents

  - I decided to share this unique publication tool because it’s something new. The younger generation does not respond well to black and white flyers. If they see flyers that resemble things they see every day, they are more likely to read and relate to them.

  - It has received great praise as a useful resource when recruiting, marketing, presenting information, and for newsletter updates...and much more!
The Results

What results have you seen from using it?

- Anecdotally and supported by data
  - In FY15, we have increased our enrollment in Quarter 1 by 12% over FY14’s Quarter 1 enrollment.
    - FY14 Quarter 1 Enrollment: 158 learners
    - FY15 Quarter 1 Enrollment: 180 learners
    - From FY14 to FY15 that is a 12% increase in learners.

- What has been the reaction from your audience?
  - At the time of enrollment, we ask all of our students how they heard about the classes that we offer. We received responses from students in three different categories: our infographic flyer, our infographic flyer on our Facebook page, and by word of mouth.

- How successful do you feel your infographic has been?
  - I feel it’s been successful. There will always be a statistical percentage of data that is off, but overall I feel like they’ve been helpful. I’ve created two more infographics because of the response and little bit of data we have received.

- What have been your greatest challenges and successes?
  - There really haven’t been many challenges. The program that I’ve used to create my infographics has provided me the ability to create my infographics relatively easy. Collecting the data to place in the infographic is the most challenging because there is so much data that you want to put on the infographic, but you have to choose what is best going to grab the attention of the audience it’s intended towards.
Looking Forward

- How else do you think you will use it in the future?
  - Because the program is so useful I plan to use it when recruiting, marketing, presenting information, and for newsletter updates...and much more! I just created the Board of Trustee’s report yesterday. It took me about an hour to complete, but I can guarantee my Board of Trustee’s has never been given a report like this!

- What changes do you think you’ll make to it and why?
  - Right now, I don’t know that I would make many changes to the infographics that I’ve created. Usually if I think of something else I just write it down on my to do list so that I can create another infographic.
Our Best Tips

- What would you tell other programs that are interested in putting together an infographic for their program?
  - What steps should they take?
    - Visit [www.piktochart.com](http://www.piktochart.com) and sign-up for the FREE trial version. It truly is 100% free!
  - What do they need to keep in mind?
    - If it is a program that you like, consider contacting the Piktochart team and ask about their educational entity pricing.
  - What should they include or not include?
    - I would include only factual data. I wouldn’t include any personal opinions or misleading information.
  - What are other considerations?
    - I would definitely tell you to share your experiences with your co-workers. I’ve shared this tool with my colleagues and they have used it to create different infographics for their departments. It’s a new way to attract the younger population!
Contact Information

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Kentucky’s Infographic

September 23, 2014
Background

We wanted:

- Something new and different – eye-catching
- A lot of information in an easy-to-read format
- A way to tell a story
Considerations in Creating It

- Know the audience
- Have a story/facts you want to tell or show
- Make sure you have the data
Your future starts here!

Infographic

<table>
<thead>
<tr>
<th>State Population 18-64</th>
<th>2,700,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kentucky 5th District population 18-64</td>
<td>481,444 18%</td>
</tr>
<tr>
<td>State GED Graduates FY 2012-2013</td>
<td>8,890</td>
</tr>
<tr>
<td>Kentucky 5th District GED Graduates FY 2012-2013</td>
<td>1,537 17%</td>
</tr>
<tr>
<td>State 2011 GED Graduates Transitioning to Post Secondary within 2 years</td>
<td>1,610</td>
</tr>
<tr>
<td>Kentucky 5th District 2011 GED Graduates Transitioning to Post Secondary within 2 years</td>
<td>577 36%</td>
</tr>
<tr>
<td>State Enrolled in Adult Education with a High School Diploma/GED</td>
<td>9,718</td>
</tr>
<tr>
<td>Kentucky 5th District Enrolled in Adult Education with a High School Diploma/GED</td>
<td>4,407 45%</td>
</tr>
</tbody>
</table>

Source: American Community Survey 2006-2010 5 year estimate.
How We Use It

- Shared with Congressman Hal Rogers of the 5th District of Kentucky Staff
- Tells story about the need for adult education in 5th District
- Show data on how the 5th District impacts adult education overall state performance
Looking Forward

- Looking at different audiences and different purpose for Infographics
- Designing updated state profile using an infographic feel/look
- Adding concept of infographic design to reports with the state data system (KAERS)
Our Best Tips

- Determine audience and story/facts you are wanting to tell
- Choose your theme based upon audience and ability to convey story
- Build in plenty of time to create
- Remember that “less is better,” then build on that as needed to tell story
Contact Information

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Utah’s Infographic
Mark Mataya
Utah’s Use of Infographics

September 23, 2014
Background

Reasons for creating this infographic

- NRS training January 2014
- Basic Information about AE in Utah
- Advocacy tool
Considerations in Creating It

- What your thought process was in creating it?
  - Target Audience:
    - People who know very little about adult education in Utah
  - Information we chose to include:
    - Basic definition of services and populations
    - Total # of students served
    - ROI study
    - We should have included some contact info
Our Infographic

Utah Adult Education
Return on Investment

THIS IS WHAT WE DO

ESOL Instruction
English for Speakers of Other Languages is a program for those limited English proficient students who have a focus on improving English communication skills such as speaking, reading, writing, and listening.

Literacy
Adult Basic Education is a literacy program that provides instruction for adults whose ability to compute, speak, read, or write the English language at or below the ninth grade level.

High School Completion
Adult High School Completion is a program for those adults who have some literacy skills and can function in everyday life but do not have a secondary school diploma or GED®.

Return on Investment
In a 2012 study by the Department of Economics at the University of Utah, it was conservatively concluded that for every $1 spent on adult education, Utah received $3.45 in taxpayer benefits.

20,390 Adult Students Enrolled 2013/14
How We Use It

- Combined Statewide Summer Conference
- Utah AE Quick Reference Guide
- Given to programs for advocacy efforts
The Results

- What results have you seen from using it?
  - Anecdotally and supported by data
    - No direct feedback that I know of
  - What has been the reaction from your audience?
  - How successful do you feel your infographic has been?
    - It has been successful in getting us to produce more infographics or to make our presentation of data/information more interesting and entertaining
- What have been your greatest challenges and successes?
  - Challenge—finding robust tools for free
  - Successes—
Looking Forward

- How else do you think you will use it in the future?
  - Conferences and trainings

- What changes do you think you’ll make to it and why?
  - Update annually
  - Put contact info on the document
  - Or… Scrap and completely redesign
Smart Uses for UtahFutures

ASSESSMENTS
- Reality Check
- Career Cluster Inventory
- Work Importance Locator
- Interest Profiler
- Self Employment Assessment

CAREERS
- Career Roadmap
- Occupation Search
- Find a Job
- Resume Builder
- Become a US Citizen
- Career Guidance

COLLEGE
- Scholarship Wisely
- Choosing a School
- Choose an area of Study

Learning Express Library
- GED Prep Materials
- Recursos en Espanol
- Skill Builders for Math, Reading, & Writing

utahfutures.org

Additional Infographics

Key Traits of a Successful Transition Program
- Program Culture
- UtahFutures
- Strong Community Partnerships
- Serve All Adult Ed Populations
- Counseling Services
- Consistent Services
- Soft Skills Training
- College and Career Ready
- Infused Throughout Program
- Goal Setting
**Additional Infographics**

**Meeting State Targets**

**IS YOUR PROGRAM MEETING STATE TARGETS?**

- NO
- DO YOU HAVE A PLAN TO CHANGE THAT?
- Yes
- ARE YOU SERIOUS?
- NO
- Yes

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**Raising the Bar: The Time Is Now!**

$115,000 in grant awards available! Awards are given for meeting target in each EFL.

Statewide 2014/15 Targets

- ESOL 1: 40% (31%)
- ESOL 2: 49% (31%)
- ESOL 3: 45% (33%)
- ESOL 4: 30% (40%)
- ESOL 5: 32% (3%)
- ABE 1: 42% (32%)
- ABE 2: 38% (28%)
- ABE 3: 35% (28%)
- ABE 4: 30% (28%)
- AHS/Cl: 47% (28%)

Percentage of students with 12 hours and a pre-test who earn a level gain

- Performance Gap
  - 0%: 19%
  - 10%: 17%
  - 15%: 10%
  - 17%: 10%
  - 18%: 10%
  - 19%: 5%
  - 20%: 3%
Our Best Tips

What would you tell other programs that are interested in putting together an infographic for their program?

- What steps should they take?
  - Have others look at your infographic
- What do they need to keep in mind?
  - Have a clear message, one big idea
- What should they include or not include?
  - Should be colorful/fun
  - Avoid too much clutter/data
- What are other considerations?
  - The more you do, the better you will get at making infographics
Contact Information

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Thank You!

Please join us for the next webinar.