



BUSINESS & EDUCATION at work for Maine

Using Data to Make Decisions

College Goal Sunday Forum

- Importance of data
- Challenges we face
- Examples from Maine
- Resources
- Discussion

What Style are You?

Using Data to Make Decisions

Impulsive	Decide now; think later.
Fatalistic	Whatever will be will be.
Compliant	If it's OK with you, it's OK with me.
Delaying	I'll think about it later.
Agonizing	I can't make up my mind. I don't know what to do.
Intuitive	It feels right.
Paralytic	I know I should, but I just can't face up to it.
Escapist	I'm thinking about it.
Play-it-Safe	I like anthropology, but I can get a job in accounting.
Planner	I am the captain of my fate and master of my soul.

Keys to Making a Good Decision

Using Data to Make Decisions

- Identify the decision to be made
- Identify the objectives or outcomes you want to achieve
- Do your homework
- Brainstorm and come up with several choices
- Solicit feedback
- Make the decision and monitor your results

- Decisions are more likely to be effective and efficient when they are based on data.
- Data helps us ask the right questions...data does not provide the answers.



- Accurate data
- Secondary data
- Verifiable data
- Time
- Not enough data
- Too much data



Why do we care?

Using Data to Make Decisions

- Grant Applications
- Reports
- Workplace Decisions
- Allocating Resources
- Others?

- A. Our school is a low-income school.

- B. Our school's free and reduced lunch rate is 67%. The state average is 53%.

- A. This program helped many students go to college.

- B. Of the 100 students who participated in this program, 92 completed their FAFSA by March 1 and 89 of the 92 enrolled in the fall semester.

- A. We are overworked and do not have enough time to do our jobs.
- B. In 2008 our caseload was 2814. In 2010 our caseload was 3646 families, which is an increase of 30%.
- C. In the past 12 months our department has spent \$52,412 in overtime. The cost to hire one part-time person, including benefits, is estimated to be \$37,900. This will result in a savings of more than \$14,000.

- A. We only have enough staff for 6 CGS sites. Let's put them in Aroostook and Machias counties because they are poor areas.

- B. We have chosen these 6 counties to host a CGS site because we know they have the lowest per-capita income in the state: Somerset, Piscataquis, Penobscot, Waldo, Oxford, Machias

FAFSA Completion Rates

	A	B	C	D	E	O	P	Q	R
					Number of Seniors in Fall 2010:		Filed by 5/1	% Filed by 5/1	
1	High School	City/Town:		County					
2	Islesboro Central School	Islesboro		Waldo	7		7	100.0%	
3	Maine School of Science and Mathematics	Limestone		Aroostook	30		30	100.0%	
4	Jonesport-Beals High School	Jonesport		Washington	24		23	95.8%	
5	John Bapst Memorial High School	Bangor		Penobscot	115		97	84.3%	
6	Ashland High School	Ashland		Aroostook	19		16	84.2%	
7	Katahdin High School	Stacyville		Penobscot	36		30	83.3%	
8	Vinalhaven School	Vinalhaven		Knox	12		10	83.3%	
9	George Stevens Academy	Blue Hill		Hancock	67		54	80.6%	
129									
130	Buckfield High School	Buckfield		Oxford	43		16	37.2%	
131	East Grand School	Danforth		Washington	6		2	33.3%	
132	Old Orchard Beach High School	Old Orchard Beach		York	138		39	28.3%	
133	Blue Hill Harbor School	Blue Hill		Hancock	4		0	0.0%	
134									
135									
136									
137									

Student Demographics	School Selection	Dependency Status	Parent Demographics	Financial Information	Sign & Submit	Confirmation
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Student Eligibility continued

Enter the name, city, and state of your high school, then click **Confirm**.

What is the name of your high school?

In what city is your high school located?

In what state is your high school located?

▼

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[CLEAR ALL DATA](#)
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[EXIT](#)

Help and Hints

Student's High School Name, City, and State
Question 27

Enter the name, city, and state of the high school where you received or will receive your high school diploma. Click **Confirm** to continue.

Site Last Updated: Saturday, January 1, 2011

CGS attendee analysis

2011 College Goal Maine Scholarship Entry Form		
Information about Future College Student:		
<i>Last Name</i>	<i>First Name</i>	<i>Middle Initial</i>
<i>Street Address</i>	<i>Town</i>	<i>Zip Code</i>
<i>Date of Birth</i>	<i>Telephone Number</i>	
<i>Information obtained from Entry Forms will be used to derive aggregate statistical data on attendees, as required by the terms of the grant funding. This information will not be shared.</i>		

**2011 Maine College Goal Sunday Data
Data Project**

1. What % of CGS participants filed a FAFSA by March 15?

607 signed release
586 filed FAFSA by March 15
96.54%

2. What % of CGS participants filed a FAFSA which was rejected as incomplete?

586 filed FAFSA by March 15
57 incomplete FAFSA
9.73%

3. How many CGS participants filed a FAFSA by 3/15 were the following ages?

17	5	0.85%
18	336	57.34%
19	188	32.08%
20	15	2.56%
30	1	0.17%
>30	17	2.90%
	586	

4. What percentage of CGS participants are first generation students?

586 filed FAFSA by 3/15
267 First Generation
45.56%

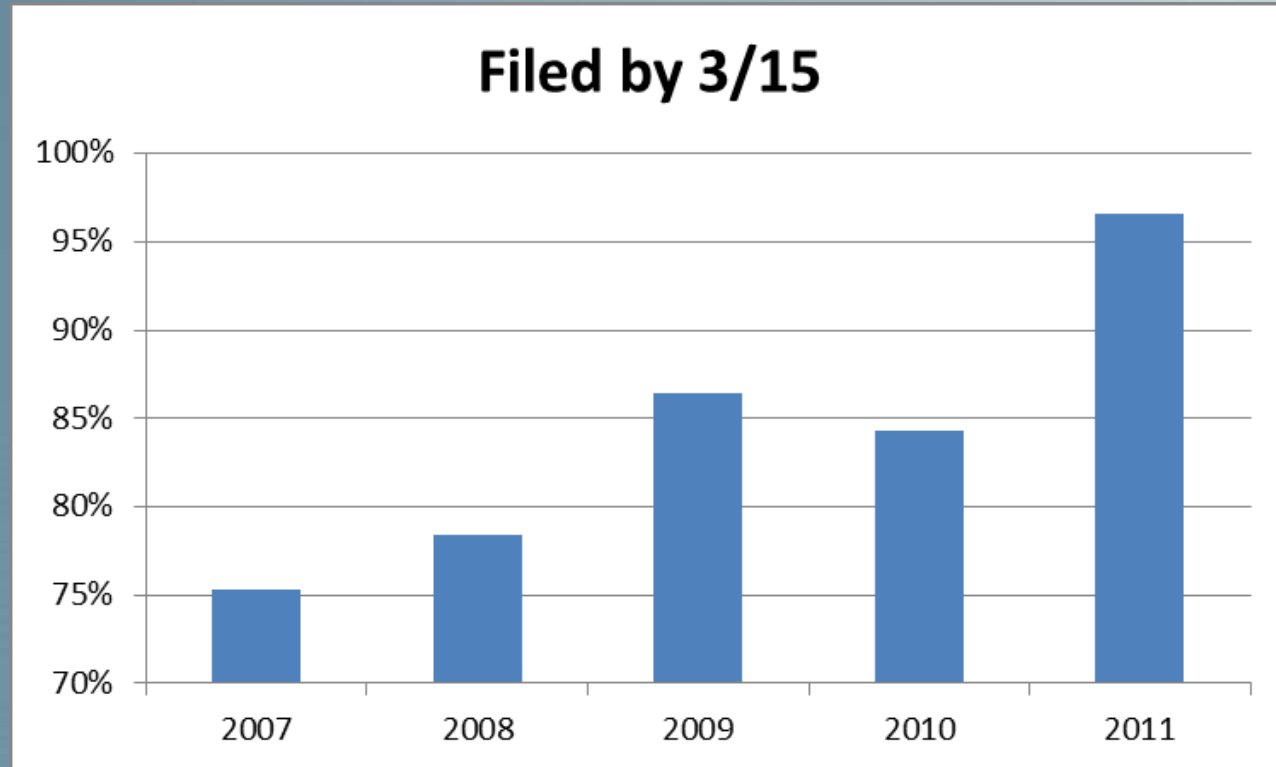
5a. How many CGS Independent students filed by 3/15 are in the following EFC categories?

0	47	83.93%
1 - 1000	1	1.79%
1001 - 2000	1	1.79%
>25001	0	0.00%
incomplete	2	3.57%
	56	

5b. How many CGS Dependent students are in the following EFC categories?

0	134	25.28%
1 - 1000	36	6.79%
1001 - 2000	25	4.72%
incomplete	55	10.38%
	530	

Note: Some data fields suppressed - for display purposes only.



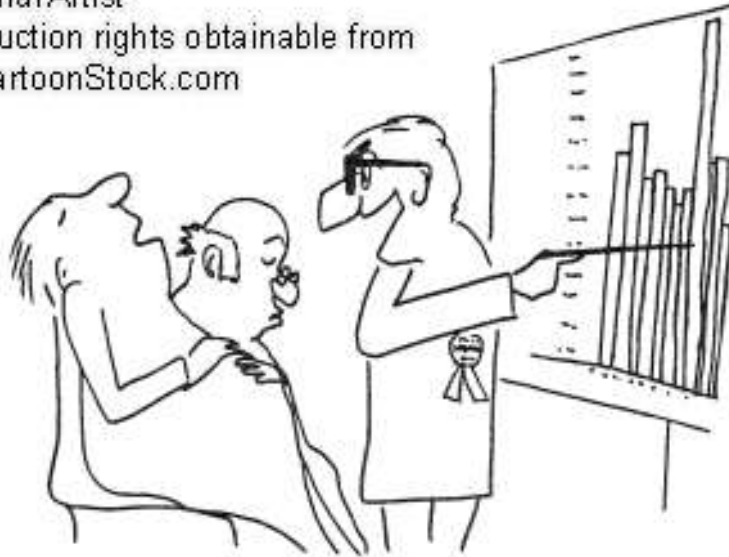
KEY FINDINGS

- Almost three-fifths (59%) of CGS participants in Maine were target audience members.
- Participants at CGS Maine generally mirrored state demographics in terms of race/ethnicity, income, and parental education, although fewer participants than would be expected came from families in which neither parent has attended college and more than expected came from families that earn between \$20,000 and \$40,000 a year (30% vs. 17%)
- Maine CGS sites that did particularly well reaching target audience members include Waterville (92%), Staceyville (84%), and Calais (79%). Quite a few other sites did well with the target audience but seem to have had lower turn-outs.
- A number of Maine CGS sites did well with specific target audience categories, including families earning under \$20,000 a year (Waterville 80%; Calais 55%; Staceyville 47%; Dover 40%), Hispanic families (South Paris 10%; Sullivan 8%), Black families (Lewiston 11%; Bangor 7%), and families in which neither parent graduated from high school (Waterville 13%; Calais 8%).
- The outreach strategies that reached the highest percentages of Maine CGS participants were high school counselors (50%) and high school publications (25%).

RECOMMENDATIONS

- Consider expanding outreach efforts for the sites that did particularly well in attracting specific groups of target audience members. Since the current publicity strategies seem to be working, it may be possible to increase the number of participants at those sites with expanded efforts.
- Expand outreach efforts to minority and low-income communities. Consider developing more outreach to working adults who have not attended college, many of whom are likely to be low-income and/or first generation college.
- Revisit outreach efforts for sites with very low turn-outs. While the problem may have been unavoidable (such as bad weather), there may also be a need to change the way the event is publicized in those areas.
- If resources are limited, consider eliminating sites that have had consistently low turn-outs or that tend to attract a relatively low percentage of target audience members.

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"Now look at this. This is interesting!"

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UNITED STATES EDUCATION DASHBOARD



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The President's 2020 College Attainment Goal

MAINE ▾

	Latest percent	Change from previous period
25- to 34-year-olds who completed an associate's or higher degree: 2005-07 and 2006-08 (ACS data) Chart Detail State Comparison More Info	36.4	↔

Early Learning through High School

	Latest percent	Change from previous period
3- and 4-year-olds enrolled in preschool: 2005-07 and 2006-08 Chart Detail State Comparison More Info	37.4	↔
4th graders Proficient on the National Assessment of Educational Progress (NAEP) in reading: 2007 and 2009 Chart Detail State Comparison More Info	35	↔
4th graders Proficient on the NAEP in mathematics: 2007 and 2009 Chart Detail State Comparison More Info	45	↔
8th graders Proficient on the NAEP in reading: 2007 and 2009 Chart Detail State Comparison More Info	35	↔
8th graders Proficient on the NAEP in mathematics: 2007 and 2009 Chart Detail State Comparison More Info	35	↔
Freshmen graduating from high school within 4 years: 2006-07 and 2007-08 Chart Detail State Comparison More Info	79.1	↑
Public school graduates who took at least one Advanced Placement test in high school: 2007-08 and 2008-09 Chart Detail State Comparison More Info	31.2	↑

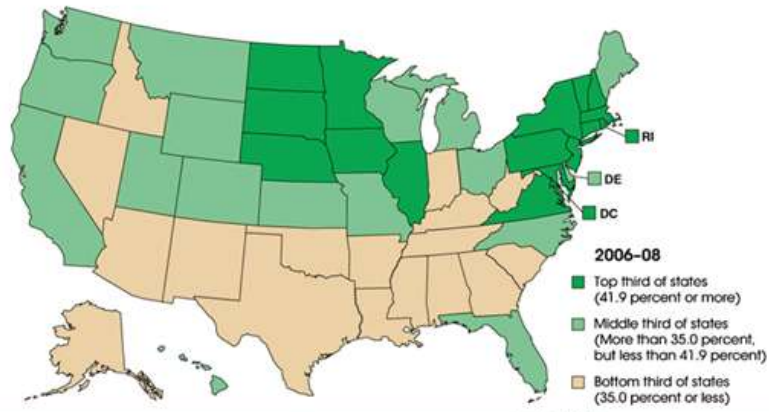
Postsecondary Education and Training

Change from

UNITED STATES EDUCATION DASHBOARD

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Percentage of 25- to 34-year-olds who have completed an associate's degree or higher (ACS data) ▼



State	Total	Race/ethnicity						
		White	Black	Hispanic	Asian	Native Hawaiian/Pacific Islander	American Indian/Alaska Native	Two or more races
U.S. total	37.5	44.0	26.1	17.5	69.4	26.5	19.8	36.7
Alabama	30.2	34.5	21.4	11.3	60.5	±	24.7	27.9
Alaska	30.4	36.7	31.1	15.3	25.2	±	11.7	20.5
Arizona	31.6	42.2	34.1	15.5	70.4	30.5	15.8	42.5
Arkansas	27.0	29.7	20.7	10.2	58.2	±	30.2	25.9
California	35.6	49.1	28.8	15.8	67.2	28.4	22.8	43.3
Colorado	41.0	50.1	30.3	15.5	64.3	±	23.5	43.2
Connecticut	46.0	53.5	31.9	18.8	78.7	±	±	42.9
Delaware	39.2	43.2	31.4	10.1	82.7	±	±	49.6
District of Columbia	63.6	93.4	30.6	41.2	89.6	±	±	81.8

federalstudentaid.ed.gov/datacenter

				FEDERAL PELL GRANT PROGRAM	
School	State	Zip Code	School Type	Sum of Recipients	Sum of Disbursements
ALABAMA AGRICULTURAL & MECHANICAL UNIVERSITY	AL	357621357	PUBLIC	3119	\$7,471,097.01
FAULKNER UNIVERSITY	AL	361093398	PRIVATE-NONPROFIT	1432	\$3,420,304.00
UNIVERSITY OF MONTEVALLO	AL	351156000	PUBLIC	84	\$210,588.00
ALABAMA STATE UNIVERSITY	AL	361045714	PUBLIC	3404	\$8,373,936.00
CENTRAL ALABAMA COMMUNITY COLLEGE	AL	350110000	PUBLIC	1363	\$2,925,225.22
ATHENS STATE UNIVERSITY	AL	356111999	PUBLIC	1271	\$2,387,179.00
AUBURN UNIVERSITY	AL	368495113	PUBLIC	3211	\$6,889,645.00
BIRMINGHAM SOUTHERN COLLEGE	AL	352540002	PRIVATE-NONPROFIT	303	\$657,515.00
CALHOUN COMMUNITY COLLEGE	AL	356092216	PUBLIC	4682	\$9,350,602.06
ENTERPRISE STATE COMMUNITY COLLEGE	AL	363311300	PUBLIC	1417	\$3,164,377.34
UNIVERSITY OF NORTH ALABAMA	AL	356320001	PUBLIC	1939	\$4,342,325.00
GADSDEN STATE COMMUNITY COLLEGE	AL	359032269	PUBLIC	4133	\$8,745,404.60
GEORGE C. WALLACE COMMUNITY COLLEGE	AL	363030943	PUBLIC	2764	\$5,909,106.08
HUNTINGDON COLLEGE	AL	361062148	PRIVATE-NONPROFIT	415	\$854,281.00
JACKSONVILLE STATE UNIVERSITY	AL	362651602	PUBLIC	3482	\$7,651,458.00
JEFFERSON DAVIS COMMUNITY COLLEGE	AL	364272790	PUBLIC	734	\$1,462,271.28
JEFFERSON STATE COMMUNITY COLLEGE	AL	352153098	PUBLIC	3028	\$5,751,200.00
JUDSON COLLEGE	AL	367562504	PRIVATE-NONPROFIT	117	\$266,231.79
UNIVERSITY OF WEST ALABAMA	AL	354700000	PUBLIC	1118	\$2,659,755.20
MARION MILITARY INSTITUTE	AL	367563214	PUBLIC	157	\$360,033.65
MILES COLLEGE	AL	350642697	PRIVATE-NONPROFIT	1316	\$3,298,748.41
UNIVERSITY OF MOBILE	AL	366630220	PRIVATE-NONPROFIT	714	\$1,372,136.00
BISHOP STATE COMMUNITY COLLEGE - MAIN CAMPUS	AL	366035898	PUBLIC	2410	\$5,519,895.00

