

THECB major policy discussion on predictive analytics set for April 20

Austin, Texas, April 18, 2017 — Predictive analytics in higher education will be the major policy discussion topic at the Texas Higher Education Coordinating Board meeting on April 20. The meeting will be held in the board room at 1200 E. Anderson Lane in Austin and will be webcast at <http://www.thecb.state.tx.us/>. The major policy discussion is slated to begin at 9 a.m.

Predictive analytics has been identified as a strategy in the 60x30TX strategic plan for higher education and has the potential to make an impact across the state on student persistence and completion in Texas colleges and universities. Predictive analytics refers to statistical analysis that extracts large amounts of historical data using various technologies to uncover relationships and patterns that can be used to predict behavior and events.¹ San Jacinto College is currently leveraging predictive analytics to influence student persistence and completion.

Panelists include:

- Dr. Ellen Wagner, co-founder and chief research officer, Predictive Analytics Reporting (PAR) Framework, and vice president of research, Hobsons
- Iris Palmer, senior policy analyst, education policy program, New America Foundation
- George Gonzalez Jr., director, institutional research and effectiveness, San Jacinto College
- Michelle Callaway, lead research programmer analyst, institutional research and effectiveness, San Jacinto College

Panelists will provide a comprehensive overview of predictive analytics, including how it benefits students, and will discuss the opportunities and challenges confronting higher education institutions with regard to transparency and the ethical concerns of using student information in predictive analytics.

To schedule a media interview, please contact Kelly Carper Polden at 512-427-6119 or kelly.polden@thecb.state.tx.us.

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¹ Ekowo, M. and Palmer, I. (2016). The promise and peril of predictive analytics in higher education: A landscape analysis. New America Foundation. Accessed Nov. 14, 2016 at http://na-production.s3.amazonaws.com/documents/Promise-and-Peril_4.pdf

THECB Mission Statement

The mission of the Texas Higher Education Coordinating Board is to provide leadership and coordination for the Texas higher education system and to promote access, affordability, quality, success, and cost efficiency through 60x30TX, resulting in a globally competitive workforce that positions Texas as an international leader.