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## PRESS RELEASE

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*Before your college spends thousands of dollars on the latest data system and tools, buy this book to find out how to use data you already have to better help your students succeed. It is packed with practical guidance based on the authors' decades of experience helping colleges across the country improve student outcomes and institutional performance.*

—Davis Jenkins, senior research scholar, Community College Research Center, Teachers College, Columbia University

*Phillips and Horowitz perform a great service, providing strategies and tools that help community college practitioners use data to discern where action is needed and whether that action makes a difference. The authors demonstrate an uncommonly nuanced understanding of issues on the ground as community colleges strive mightily to strengthen student success and equity in outcomes.*

—Kay McClenney, senior advisor to the President/CEO,  
American Association of Community Colleges

*Brad C. Phillips and Jordan E. Horowitz highlight a critical point for college leaders: data without context does little to help us understand how to improve student outcomes. This book provides college leaders tools to visualize the most important trends in student data and allows them to make the most impactful decisions for improving the lives of our students.*

—Eloy Ortiz Oakley, chancellor, California Community Colleges

**CAMBRIDGE, MA, August 7, 2017** In *Creating a Data-Informed Culture in Community Colleges* (Harvard Education Press; Publication date: September 12, 2017; \$30.00 paper, \$60.00 cloth), Brad C. Phillips and Jordan E. Horowitz offer a research-based model and actionable approach for using data strategically at community colleges to increase completion rates as well as other metrics linked to student success. They draw from the fields of psychology, neuroscience, and behavioral economics to show how leaders and administrators can build good habits for engaging with data constructively.

At the core of their approach is a strategic effort to help administrators and faculty identify leading indicators that they can affect and monitor before student failure occurs. In addition, the book helps educators make better use of common sources of data, clarify problems to be solved, match research-based interventions to problems, and evaluate results. The authors incorporate strategies for college personnel to engage with data more effectively by integrating student stories into presentations and embedding these discussions into existing meetings and routines. Three case studies from Long Beach City College, Southwestern College, and Odessa College further illustrate how this approach was implemented as part of comprehensive reform efforts.

Based on two decades of experience working with colleges across the country, *Creating a Data-Informed Culture in Community Colleges* promises to be a valuable contribution to the ongoing conversation about information use in education to improve student outcomes.

### About the Authors:

**Brad C. Phillips** is the president and chief executive officer of the Institute for Evidence-Based Change (IEBC). **Jordan E. Horowitz** is the vice president of IEBC.

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**Creating a  
Data-Informed Culture  
in Community Colleges**

A NEW MODEL FOR EDUCATORS



Brad C. Phillips and Jordan E. Horowitz