Columbus State Community College Data Analytics Kick-Off Meeting
Summary of Data Collected
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Introduction

On March 2, 2018 Columbus State Community College (CSCC) held its Data Analytics Industry Meeting with community partners for the National Science Foundation (NSF) Advanced Technological Education (ATE) grant. The goal of this meeting was to introduce industry partners (i.e., Cardinal Health, Centric, Collin College, Otterbein College, and Nationwide Insurance) to the NSF ATE grant, to provide feedback to industry leaders on the Data Worker Responsibilities results, and to obtain feedback from industry leaders on the usefulness of creating an assessment that would evaluate data analytics internships.

A total of 12 industry leaders participated in the meeting. At the end of the two-hour event, participants were asked to complete two data collection forms. The Data Analytics Support form asked industry leaders to identify how they might support students CSCC interested in data analytics. Industry leaders were then asked to complete a meeting evaluation form, which solicited opinions about the meeting itself, data analytics career pathways within their organization, industry needs, and demographic characteristics about the industry leader (see Appendix A).

This document summarizes the findings from these two forms. A total of 5 industry leaders responded to the Support Form and 5 participants responded to the evaluation form; it is unclear as to whether it was the same 5 respondents who completed both forms.

Key Findings
Provide Student Support

- Almost all respondents indicated they would be willing to either (a) provide input into curriculum development or (b) serve on an Industry Advisory Committee.
- All activities had at least one industry leader who indicated s/he would support or might support if more discussions occurred.
- Outright commitment to participate in activities was low. All respondents, for most activities, wanted to have more discussion before committing.

Meeting Evaluation

- Industry leaders were satisfied with prior communication, the length of the meeting, and time allocation to each topic.
- Fewer industry leaders were satisfied with the activities that sought their feedback, although satisfaction was still relatively high. Respondents suggested allocating more time to assessing internships, that CSCC be more open to industry leader feedback and thoughts, and that the meeting end with specific action items for all parties.

- Most respondents indicate that it was important for their organization to hire entry level staff with data analytics skills, and that the number of these entry-level staff will increase in the next five years.
- Some respondents did not know how many data analytics positions are currently needed at their organization.
- All respondents would be interested in providing internships to college students who participate in this project perhaps because industry leaders need specialized talents in data science, need inters who can meaningful contribute to the business, and need a good pipeline of data analytics talent in the local community.

Recommendations

1. It is recommended that future conversations be planned where industry leaders can co-plan and co-develop some of the support activities requested of them, if the goal of the project is to increase the ways industry leaders are involved with supporting CSCC students in data analytics. Consider capitalizing on the two activities industry leaders are interested in as a foundation in building future collaborative initiatives.
2. Some industry leaders are unsure of the current data analytic needs of their organization, therefore, consider asking them to collect this type of information from the appropriate person in their company before a working meeting. This way, the industry leaders can provide project staff with the information needed for the project.
3. Consider structuring future industry leader meetings with specified goals and time allocated for discussion and collaboration across attendees. Consider as part of this process that the meeting facilitators mirror back what the industry leaders are communicating. This might assist in the attendees feeling as if their thoughts, ideas and opinions, are being heard. Depending on the nature of the meeting, facilitators can either apply information from industry leaders to the meeting goals during the meeting or synthesize the information after the meeting. If the latter is done, consider obtaining feedback from industry leaders later to ensure that their concerns and ideas were accurately interpreted.