



From Data to Action: 2025 CCA Data Days

July 28-29
Denver, CO

Agenda & Resources:
CompleteCollege.org/DataDays2025

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Welcome Remarks

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Senior Vice President for Strategy & Chief of Staff

Complete College America

STAY CONNECTED

Social Media

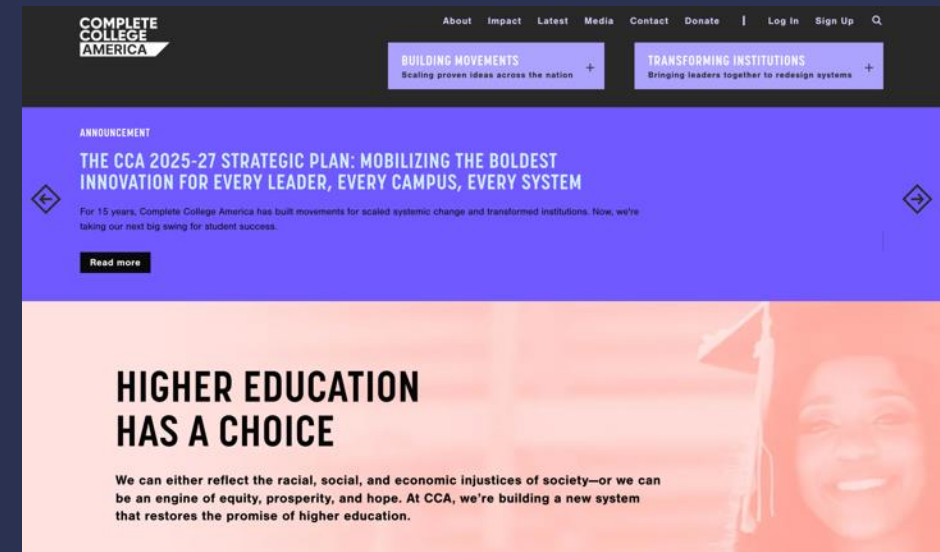
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Connect with the CCA Team

OUR MISSION

CCA is a bold national advocate for dramatically **increasing college completion rates and closing institutional performance gaps** by working with states, systems, institutions, and partners to scale highly effective structural reforms and promote policies that improve student success.

WHY COMPLETE COLLEGE AMERICA DOES THE WORK



We see a future where all learners graduate on time because the higher education system – every pathway, institution, and state – supports them.

VISION

The barriers to that vision are complex and intertwined.

No one educator, department, institution, or state can solve them.

Without a simultaneous and intersectional approach, those barriers will continue to rob all of us – educators, advocates, and students alike – of the life changing benefits of a **complete college journey**.

<20% / of community college students graduate in two years

75% / of low-income or first-generation students who enroll in college leave without a job related to their studies or without entering graduate school

~50% / of excess credits result from poor student choices, unavailable courses, transfer issues, or degree requirements

\$150k / cost for each additional year spent in college beyond on-time graduation

60% / of college students experience basic needs insecurity

THE WHY

Data is nonpartisan. Even when it doesn't feel like it.

Inside Higher Ed May 20, 2025

Our Debate Over Higher Ed Has Lost the Plot

We need to reorient the national conversation, Lynn Pasquerella writes.

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TRENDING: VOTING RIGHTS ACT | FCC PARAMOUNT SKYDANCE | TRUMP FEDERAL RESERVE | ALINA HABBA

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OPINION > EDUCATION

THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL

Graduate wage data can help restore public trust in higher education

BY MATT GIANNESCHI, OPINION CONTRIBUTOR - 07/22/25 8:30 AM ET

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Education Policy

Americans Have Not Actually Turned Against Higher Education Like the Media Says

GLOBE MAGAZINE EPAPER | METRO | WEATHER | POLITICS | SPORTS | BUSINESS | PUZZLES | RHODE ISLAND | GLOBE MAGAZINE | OPINION | HEALTH | ARTS | LIFESTYLE

Is a college degree really worth it? Inside the heated debate about the value of higher education.

By **Hilary Burns** Globe Staff, Updated February 12, 2025, 10:40 a.m.

THE HECHINGER REPORT Covering Innovation & Inequality in Education

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OPINION: Clamping down on good, publicly available higher education data will send our system into a dark spiral

Reliable data measures college outcomes, tracks our progress and keeps our country competitive

APPROACH

We face complexity head-on.



TRUST THE DATA.

We use data –not public opinion– to identify intertwined barriers and successful strategies for college completion.



DESIGN FOR COMPLEXITY.

We align policy, perspective, and practice to bring complex systems into sync.



BUILD SHARED ACCOUNTABILITY.

We define and track progress toward improved completion rates – honestly and out in the open.



CONNECT THE EXPERTS.

We elevate unafraid leaders championing a critical piece of the puzzle, amplifying their insights and wins across the field.

Systemic change requires deliberate and collective action

We believe that if we
inform and influence policy
and practice at the institutional
level through **scaling and
adoption of strategies,
implementation support** by
content experts, and providing
research and resources



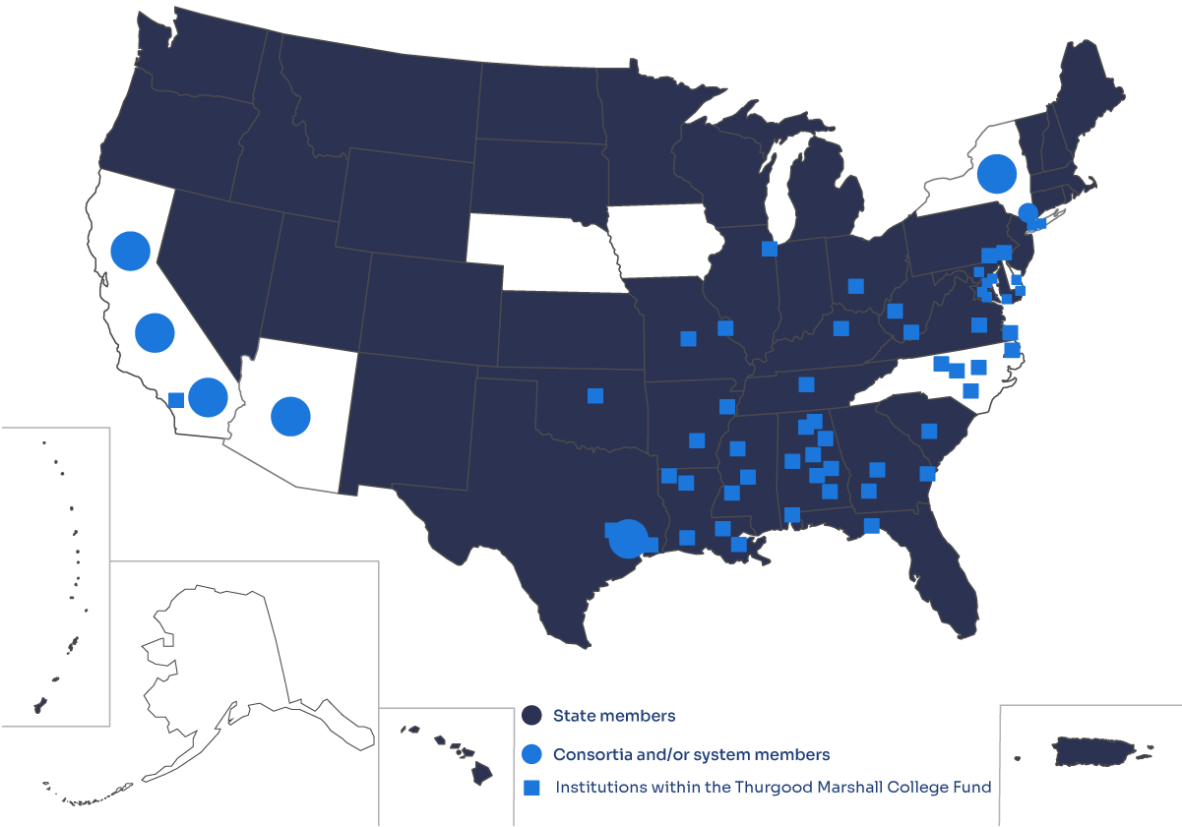
Then we can
**drive behavioral change
in institutional leaders,
faculty, and staff**



Which will lead to
**elimination of
institutional
performance gaps**

We build the network to create change.

- Alabama
- Arizona
- Arkansas
- Central Valley Higher Education Consortium
- City University of New York (CUNY)
- Colorado
- Connecticut
- District of Columbia
- Florida
- Georgia
- Hawaii
- Houston GPS
- Idaho
- Illinois
- Indiana
- Inland Empire
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- North Dakota
- Northern California
- Northern Mariana Islands
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Puerto Rico
- Rhode Island
- South Carolina
- South Dakota
- State University of New York (SUNY)
- Tennessee
- Texas
- Thurgood Marshall College Fund
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming



IMPACT

CCA is getting real results.

53

states, systems, and
consortia participating in
the CCA Alliance

1.5x

rate of improvement in
community college graduation
rates for CCA Alliance members
relative to non-Alliance
members since 2015

10%

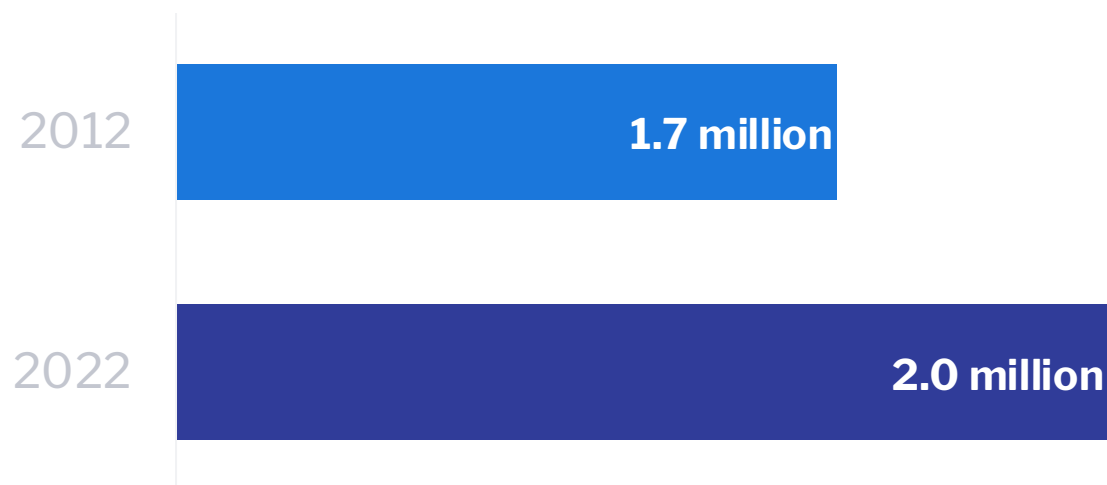
increase in credentials
and degrees awarded by
the CCA Alliance since
2015

IMPACT

CCA is getting real results.

Students receiving degrees & certificates

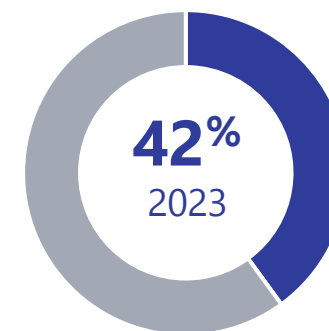
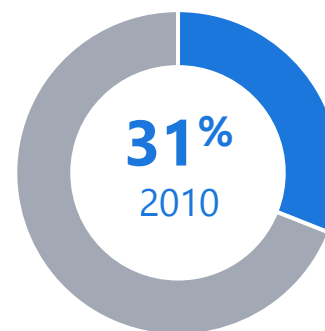
Nationwide, the movement led by CCA is supporting completion of postsecondary credentials by more students at public institutions:



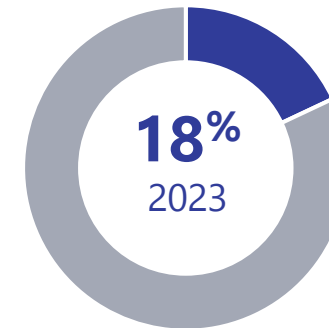
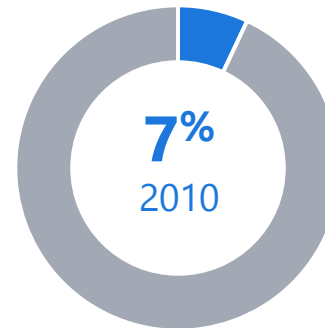
Graduation rate*

Even as the Alliance has expanded, graduation rates among members have increased:

4-YEAR INSTITUTIONS



2-YEAR INSTITUTIONS



**100% time; four-year data includes bachelor's degrees only
Source: National Center for Education Statistics, Integrated Postsecondary Education Data System*

Data empowers us to do
what we **KNOW** works
for students, not just
what we **THINK** works.

Data is key to know how to focus your time, energy, and money.

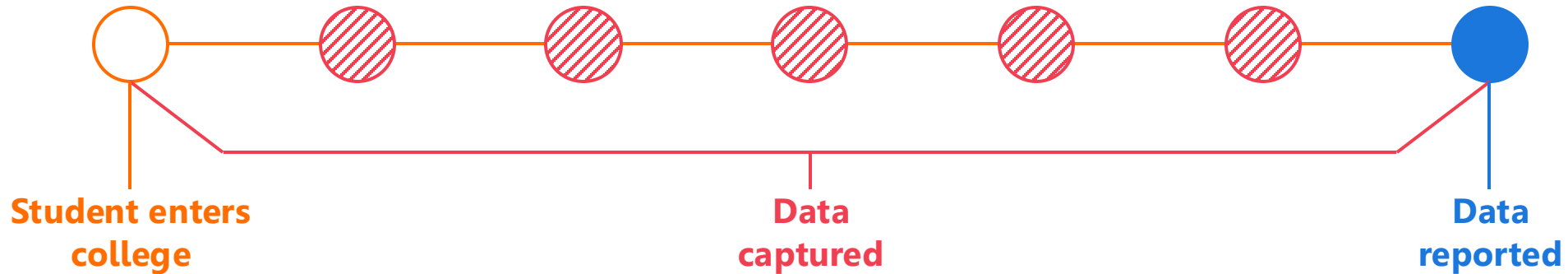
The greatest challenges to gathering the data:

- Metrics that **exclude large numbers** of students
- **Data that can't be sorted** according to unique student populations
- Students who don't fit the "full-time first-time" mold, and who are **often overlooked** as a result.

Without data, you have no way of knowing what's working—and what isn't.

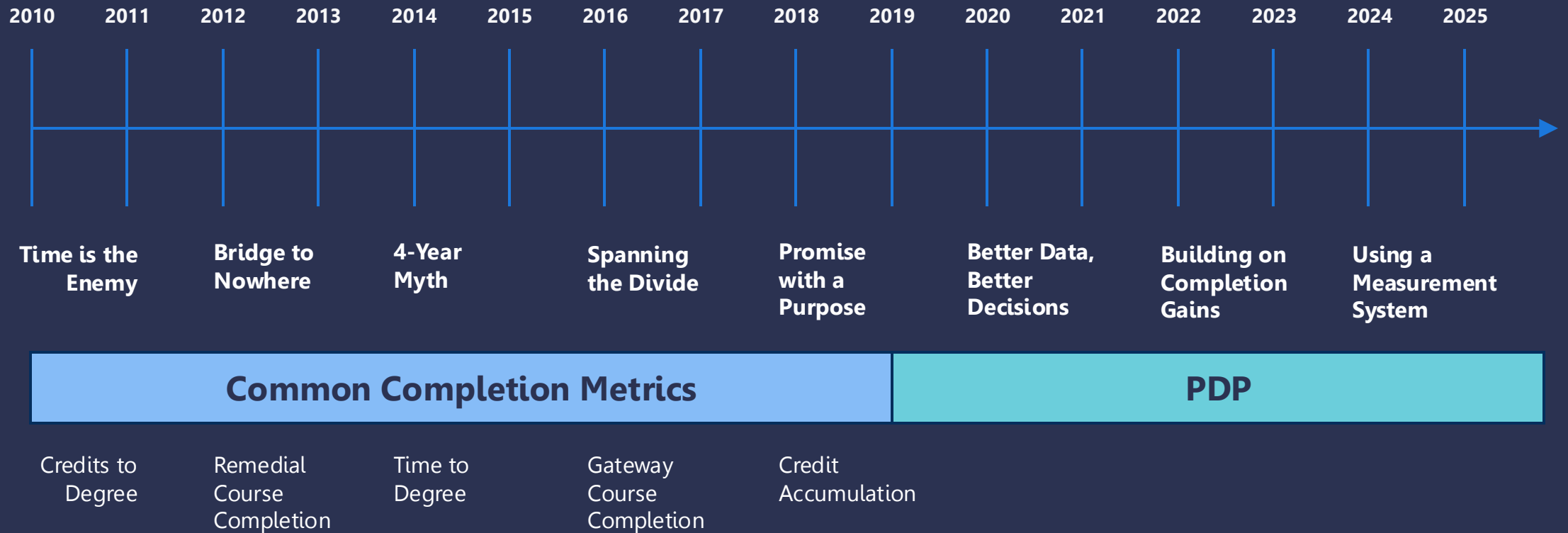
Too little, too late.

The typical lag between student enrollment and the reporting of most outcomes data.



DATA INFORMS THE EVOLUTION OF CCA'S STRATEGIES

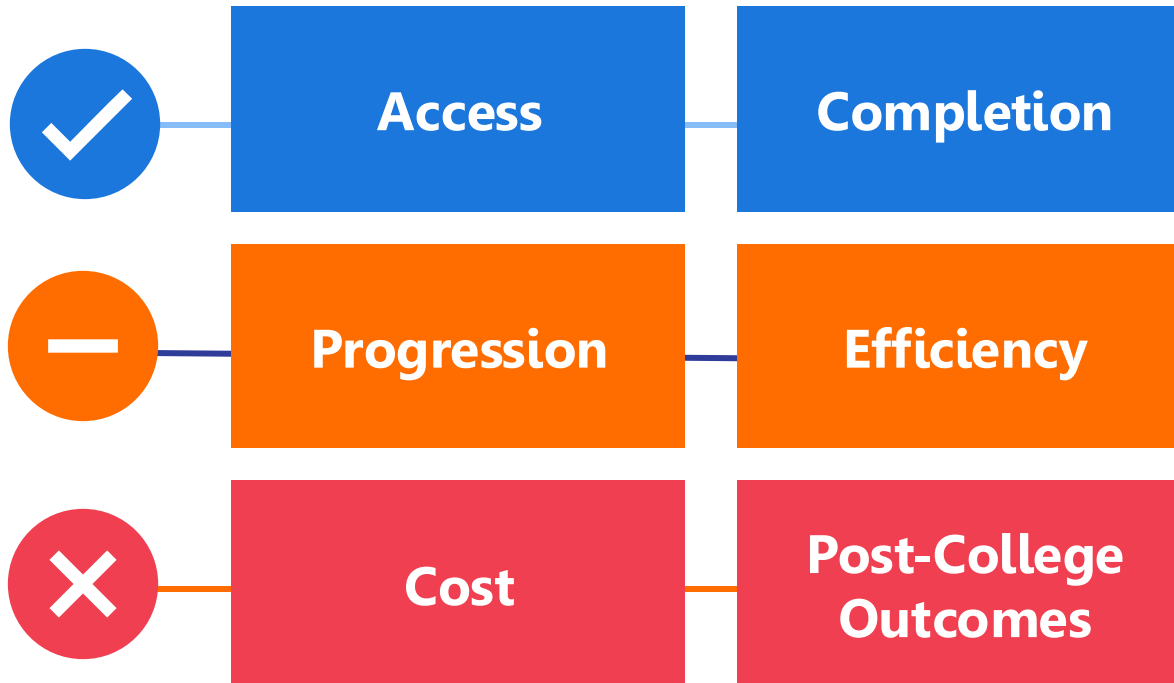
When it comes to data, we've made progress—but not enough.



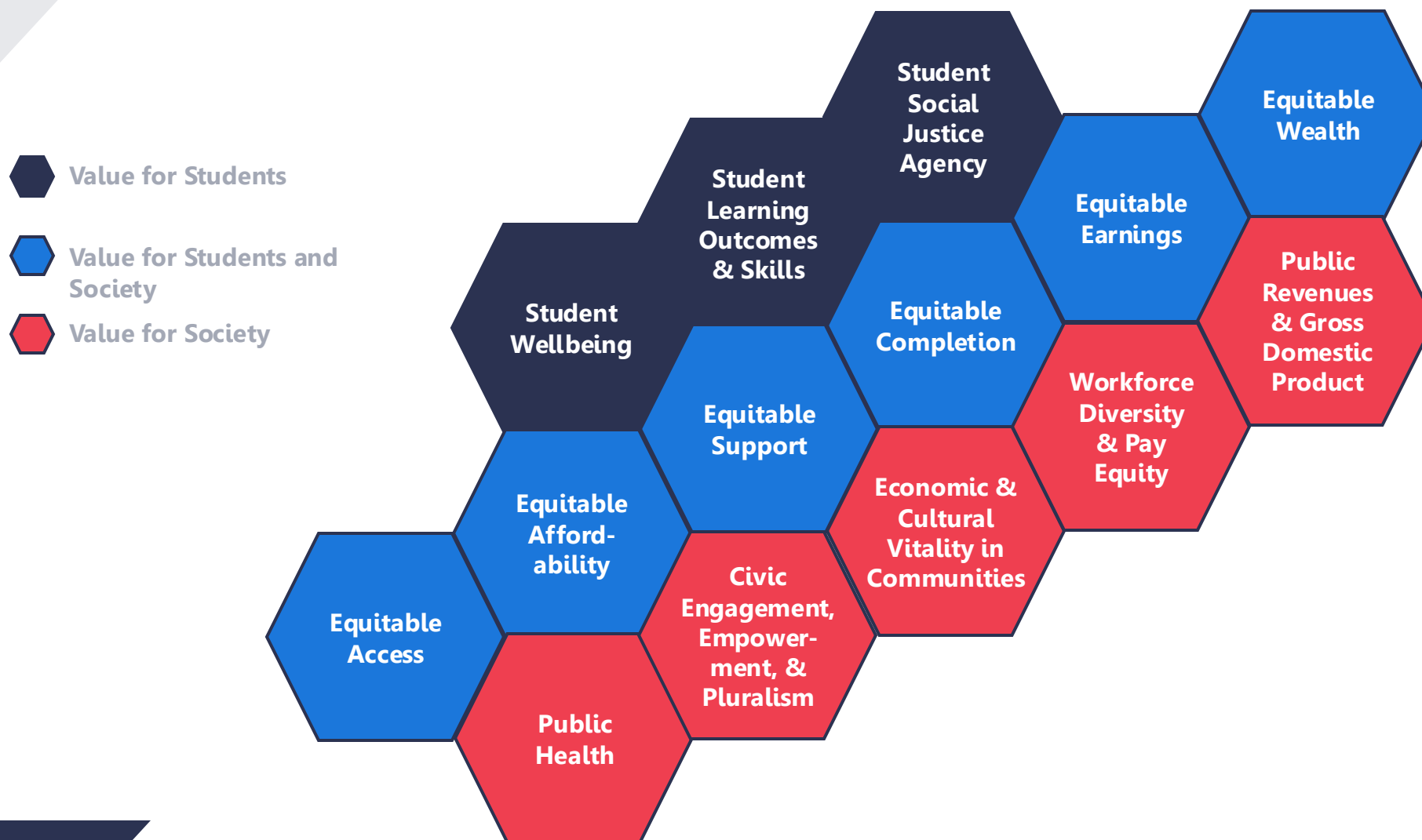
YOU CAN'T QUANTIFY THE REAL LONG-TERM VALUE YOU PROVIDE TO STUDENTS.

MISSING METRICS MISREPRESENT SUCCESS

Metrics measured by major data initiatives fail to consistently measure what matters most to students.



What higher education can deliver for students and society



Purpose

Aligning the college experience to each student's goals for the future.

Structure

Building course road maps that make the path to a degree or valued workplace credential clear.

Momentum

Designing multiple avenues for students to get started, earn credits faster, and stay on track to graduate.

Support

Addressing student needs and removing barriers to academic success.

Partner with CCA & the Postsecondary Data Partnership (PDP)

PDP Metrics

Enrollment

Count of new first time and transfer students

Credit Accumulation Rate

% of full-time students who complete sufficient credits each year

Gateway Course Completion

% of full-time students who complete required gateway courses by grade

Credit Completion Ratio

Average ratio of credits attempted to credits earned

2-Year Retention

% of students enrolled (or completed a credential) at any institution by their 2nd year

Term-to-Term Retention

Proportion of students enrolled (or completed a credential) at any institution on a term-to-term basis

Transfer

The rate at which students transfer to another institution and whether they earn a credential before or after they transfer

Credential

% of students completing a credential at any institution

CCA STRATEGIES

Returning Adult Outreach | **PURPOSE**

Concurrent Enrollment | **MOMENTUM**

Career Advising | **PURPOSE**

Credit for Competency | **MOMENTUM**

15 to Finish | **MOMENTUM**

First-Year Experience | **PURPOSE**

Corequisite Support | **MOMENTUM**

Math Pathways | **STRUCTURE**

Meta Majors | **STRUCTURE**

Academic Maps & Milestones | **STRUCTURE**

Proactive & Purpose-Driven Advising | **SUPPORT**

360 Coaching | **SUPPORT**

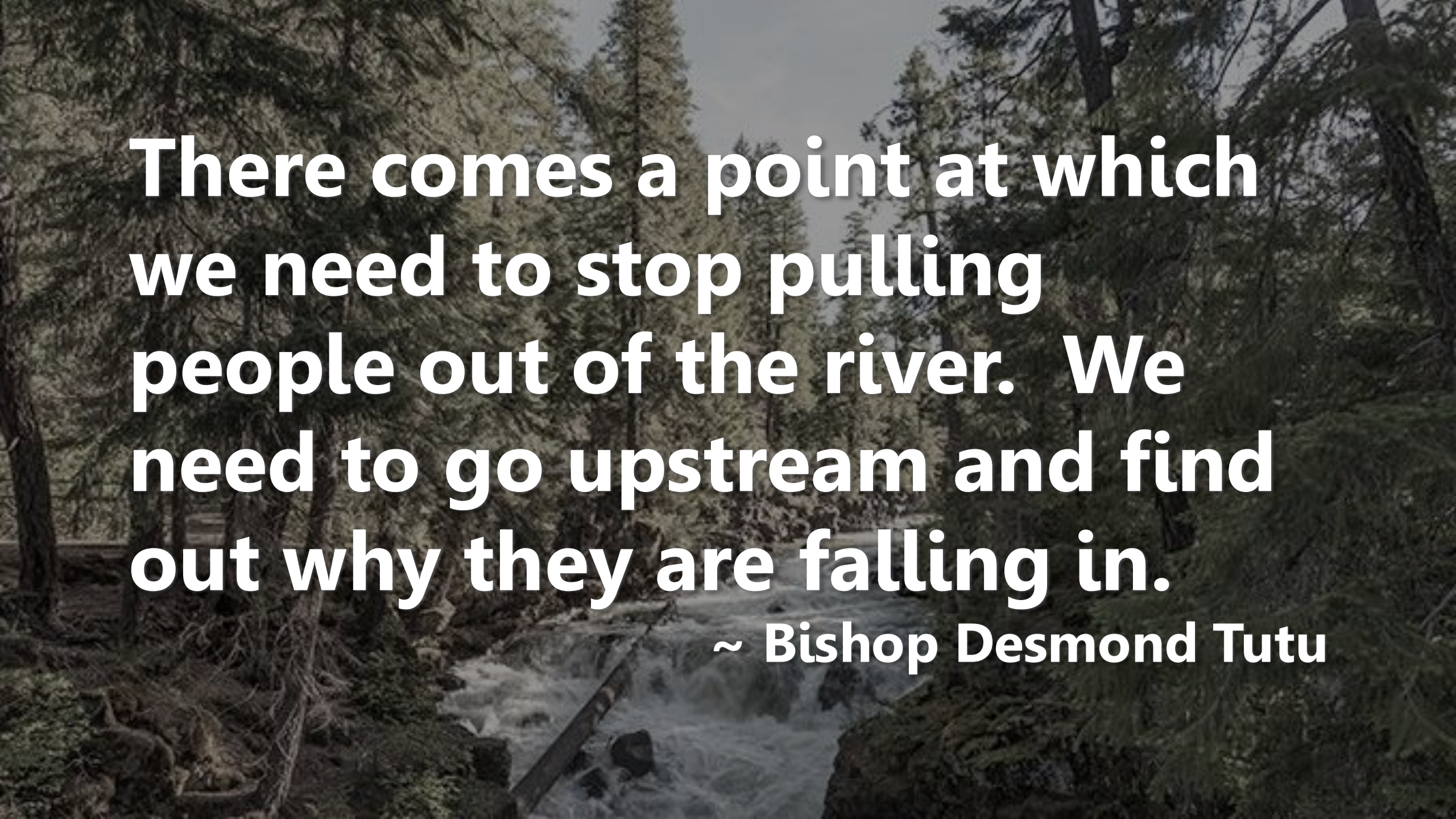
Smart Scheduling | **STRUCTURE**

Active Academic Support | **SUPPORT**

Student Basic Needs | **SUPPORT**

Stackable Certificates & Credentials | **STRUCTURE**

Academic & Career Alignment | **PURPOSE**

A photograph of a river flowing through a dense forest. The river is in the foreground, with white water rapids. The forest is composed of tall, dark evergreen trees that line both banks. The sky is visible through the canopy, appearing overcast. The overall tone is somber and contemplative.

**There comes a point at which
we need to stop pulling
people out of the river. We
need to go upstream and find
out why they are falling in.**

~ Bishop Desmond Tutu



**Let's create the higher
education system
students deserve.**
