



Predictive Analytics in Action

- Recruit, admit, and offer aid to new students (*enrollment*)
- Identify students at-risk of failing (*early alerts*)
- Offer students guidance on course and degree plans (*recommender systems*)
- Help students reach course learning goals (*adaptive technologies*)

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Why Ethics Matter

Closed futures




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Why Ethics Matter

Profile students



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Why Ethics Matter

Transparency



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Why Ethics Matter

Privacy



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Predictive Analytics In Higher Education: Five Guiding Practices For Ethical Use

- 1 Have a Vision and Plan**
- 2 Build a Supportive Infrastructure**
- 3 Work to Ensure Proper Use of Data**
- 4 Design Predictive Models and Algorithms that Avoid Bias**
- 5 Meet Institutional Goals and Improve Student Outcomes by Intervening with Care**

- Convene key staff to make important decisions.
- Consider the progress, unexpected consequences, and outcomes to measure when developing the plan.
- Develop robust change management processes.
- Assess institutional capacity.
- Ensure data are complete and of high enough quality to answer key questions.
- Ensure data are correctly interpreted.
- Guarantee data privacy.
- Monitor data security.
- Design predictive models and algorithms so that they produce desirable outcomes.
- Test and be transparent about predictive models.
- Show results clearly.
- Tested predictive driven interventions on other student success efforts.
- Communicate to staff and students about the change in intervention practices.
- Recognize that predictive-driven interventions can do harm if not used with care.
- Create a communication plan for keying interventions.
- Train staff on legal issues and the limits of data.
- Train students to use their own data.
- Evaluate and test interventions.

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For more information, visit newamerica.org/dataethics.


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1 Have a Vision and Plan


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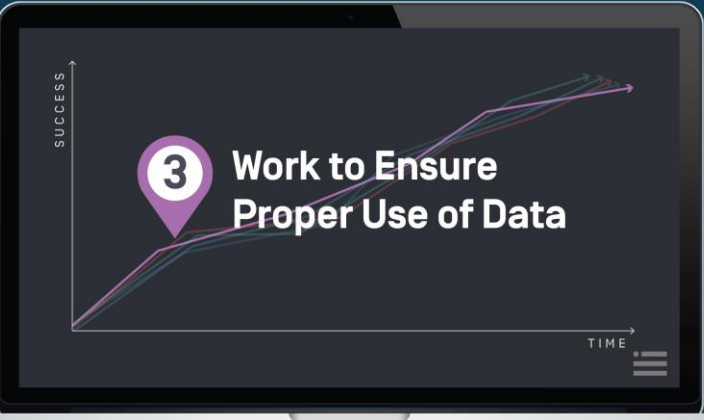
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2 Build a Supportive Infrastructure

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3 Work to Ensure Proper Use of Data

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4 Design Predictive Models and Algorithms that Avoid Bias

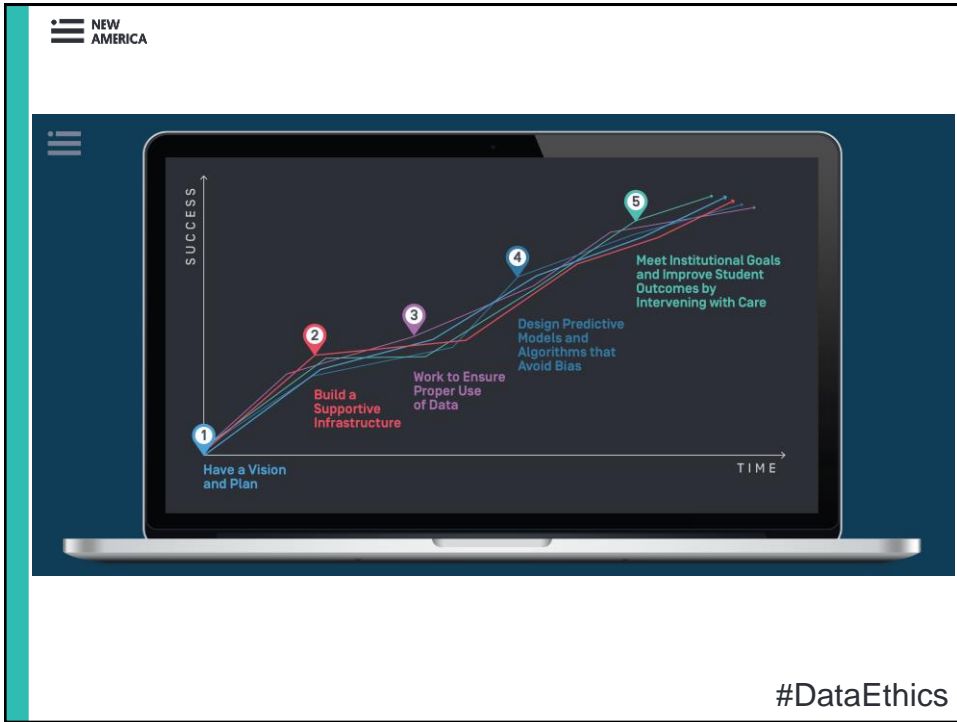
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5 Intervene with Care

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