

Activity 1: Data Integrity & Post-Secondary Readiness Plan

1. Problem Analysis

First - quantify the data gap by performing a Three-Way Reconciliation between our Student Information System, SchoolLinks, and State files.

- **Automation Tools:** I will use SQL to automate the joining of these disparate datasets, replacing manual spreadsheet audits.
- **Potential Root Causes:**
 - **The Sync Gap:** Students failing to link Common App/ApplyTexas accounts to SchoolLinks.
 - **The Roster Lag:** Discrepancies between official PEIMS enrollment and active advising caseloads.
 - **Qualitative Overwrite:** Advisors manually overriding data in personal trackers without updating the official system of record.
- **Impact:** Inconsistent data leads to inaccurate CCMR reporting, which directly jeopardizes district HB3 funding and misleads leadership on student post-secondary trajectory.

2. Key Metrics & Data Sources

Establish a Recurring Reporting Hub using the following:

- **Metrics:** College Application Submission (by division), Financial Aid Completion (FAFSA/TASFA), Intent to Enroll vs. Verified Matriculation, and TSI Math/Reading Readiness Indicators.
- **Data Sources:**
 - **SIS:** Official PEIMS Roster, GPA Bands, and TSI status.
 - **SchoolLinks:** Real-time application logs and advisor touchpoints.
 - **THECB/NSC:** External state and national verification for financial aid and actual enrollment.

3. Data Analysis Approach

My approach focuses on trend and anomaly detection to highlight actionable insights:

- **GPA Band Stratification:** Analyze application and intent data across GPA bands to ensure students in the middle bands are not experiencing a gap in advising support compared to top-tier students.
- **Division Benchmarking:** Compare sync rates across different school divisions to identify which require targeted training.

- **Gap Insights:** Highlight inconsistency flags for the Director, such as campuses showing high intent to enroll but low TSI Readiness or transcript requests—indicating a reporting situation rather than actual student progress.

4. Action Plan

These four actions focus on stabilizing the 2026-2027 school year:

1. **Roster Reconciliation:** Join SY 2025-2026 PEIMS snapshots with advising rosters to identify records of students no longer enrolled.
Measure: 100% reconciliation of SY 2025-2026 datasets to create a zero-variance baseline.
2. **Transcript-to-Application Audit:** Match SY 2024-2025 transcript logs with portal statuses to identify sent documents missing corresponding application updates.
Measure: Document 95% of historically missing outcomes to define 2026-2027 validation protocols.
3. **Sync Diagnostic:** Evaluate account linkage rates from SY 2024-2025 and 2025-2026 to isolate systemic technical failures.
Measure: Produce a priority training list for the 10 campuses performing below 50% linkage.
4. **Integrity Alert Testing:** Run discrepancy scripts on a sample of SY 2025-2026 data to verify logic for missing TSI or financial aid indicators.
Measure: Achieve 98% accuracy in identified mismatches before system deployment.

5. Data Systems & Governance

I will serve as the technical liaison to unify district departments through a centralized data framework:

- **Coordination with PEIMS:** I will utilize findings from the SY 2025-2026 roster reconciliation to establish monthly audits. This ensures student advising outcomes are accurately mapped to official TSDS/PEIMS CCMR funding codes, securing state reimbursement.
- **Coordination with Academics Data Strategy & Innovation (ADSI):** I will transfer SQL logic developed during the historical forensic audit to ADSI for integration into the district's BigQuery environment. This replaces manual tracking with a nightly-refreshed pipeline, providing a single source of truth for all leadership reports.
- **Validation Protocols:** Based on historical data leakage patterns, I will implement automated logic gates within the reporting system. These gates prevent data entry errors—such as marking a student as matriculated without a corresponding application—ensuring system consistency at the point of origin.
- **Coordination with the Advising Team:** I will facilitate the transition from decentralized campus files to system-validated dashboards. By providing advisors with real-time discrepancy lists, we shift governance from reactive cleanup to proactive data maintenance throughout the 2026-2027 cycle.

6. Reporting & Communication

Executive CCMR Dashboard (Leadership)

- **Strategic Progress:** High-level metrics tracking district HB3 goals.
- **Division Benchmarking:** Comparative charts showing college readiness by geographic region.
- **GPA Band Analysis:** Drill-down views identifying if post-secondary intent aligns with TSI academic eligibility.
- **Funding Impact:** Real-time tracking of potential reimbursement tied to financial aid completion status.

Advisor Health Check (Operational)

- **Case Management:** Dynamic tables isolating student IDs with conflicting records.
- **Account Sync Monitor:** Status indicators for Common App and portal linkage to identify technical barriers.
- **Academic Alignment:** Flags identifying students with college plans who have not yet reached TSI readiness.

Governance & Presentation

- **Data Confidence Score:** Metrics distinguishing verified sources, such as NSC or state files, from self-reported student intent.
 - **Forensic Audit View:** A dedicated interface to investigate and resolve inconsistencies revealed during the historical audit phase without disrupting primary reporting.
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90-Day Implementation & Timeline

- **Phase 1: Diagnostic & Forensic Audit (Days 1–30)**
 - **Extraction:** Access SQL SIS and SchoolLinks APIs for historical data retrieval.
 - **Baseline Audit:** Analyze SY 2024-2025 and 2025-2026 sync rates to identify priority campuses.
 - **Roster Reconciliation:** Cross-reference SY 2025-2026 enrollment to remove records of non-enrolled students.
 - **Field Audit:** Identify tracking columns in campus shared drives missing from official systems.
- **Phase 2: Technical Build & Coordination (Days 31–60)**
 - **Pipeline:** Partner with ADSI to automate nightly joins of SIS, SchoolLinks, and TSI data.
 - **Validation Protocols:** Script logic to flag missing transcripts or application status lags.
 - **Governance:** Align advising outcomes with PEIMS CCMR state funding codes.
 - **Dashboards:** Develop Looker Studio visuals utilizing GPA and Division filters.

- **Phase 3: Validation & Training (Days 61–90)**
 - **Stress Testing:** Run integrity alerts on SY 2025-2026 data samples to verify logic accuracy.
 - **SOP:** Establish operational guidelines for a September District Sync Day.
 - **Briefing:** Present the Data Confidence Score model and discrepancy resolution plan to leadership.
 - **Handover:** Conduct PD for Lead Counselors on automated dashboard utilization and reporting.
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Projected 2026-2027 Operational Milestones

- **August 2026:** Full rollout of the Looker Studio Suite to all campuses.
 - **September 2026:** Execution of the first District Sync Day to maximize account linkage.
 - **November 2026:** First Verified CCMR Report delivered to leadership, utilizing reconciled PEIMS and application data.
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Assumptions

- **System Access:** Administrative SQL and API permissions for SIS and SchoolLinks are granted within the first 15 days of Phase 1.
- **Data Retention:** Historical logs and transaction records for SY 2023-2024 through 2025-2026 are archived and accessible for forensic mapping.
- **Departmental Bandwidth:** ADSI and PEIMS teams have the capacity to collaborate on pipeline automation and CCMR code mapping during the summer recess.
- **External Data Availability:** State and national data files from THECB and NSC are provided by the Research & Accountability department by Phase 2.
- **Campus Cooperation:** High school principals and lead counselors support the transition from decentralized campus files to standardized district dashboards.
- **Technical Infrastructure:** The district's BigQuery and Looker Studio environments are stable and capable of hosting the newly developed nightly-refreshed pipelines.