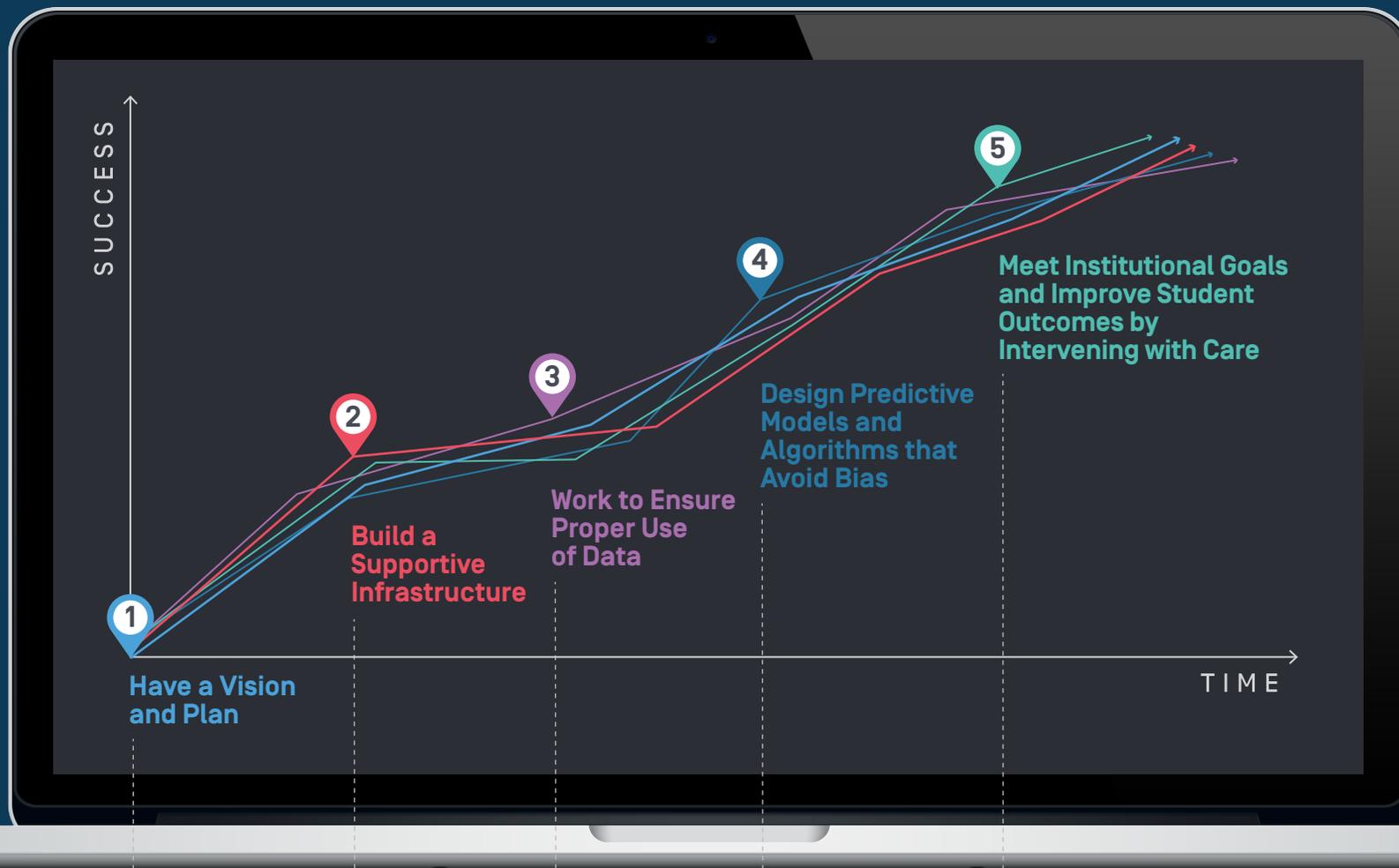


# Predictive Analytics In Higher Education: **Five Guiding Practices For Ethical Use**



- Convene key staff to make important decisions.
- Consider the purposes, unintended consequences, and outcomes to measure when developing the plan.

- Communicate the benefits of using predictive analytics and create a climate where it can be embraced.
- Develop robust change management processes.
- Assess institutional capacity.

- Ensure data are complete and of high enough quality to answer targeted questions.
- Ensure data are accurately 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.
- Choose vendors wisely.

- Embed predictive-driven interventions into 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.
- Carefully communicate when deploying interventions.
- Train staff on implicit bias and the limits of data.
- Train students to use their own data.
- Evaluate and test interventions.