

COASTLINE COLLEGE

Field Test: Certificate of Achievement in Data Analytics

During the fall 2018 term Coastline College conducted a field test survey using a random selection of professionals and faculty in the field of data science and data analytics from private industry and universities. A survey was distributed electronically via LinkedIn to approximately 50 professionals that held titles directly related to the data analytics field. There was a 60% response rate to the survey.

Prior to taking the survey, participants were asked to review the [proposed framework](#) for the Certificate of Achievement in Data Analytics, which was a link to a PDF stored on a Coastline College Google Drive. After reviewing the proposal, participants were asked to specify their level of agreement to a series of statements related to the framework. Table 1 provides a summary of the findings.

Table 1 *Field Test Results*

Framework Assessment	Total	Strongly Agree	Agree	Disagree	Strongly Disagree
There is industry demand for entry-level data analytics-related positions.	30	63.3%	33.3%	3.3%	0.0%
There is a need for data analytics career development for working professionals.	30	63.3%	36.7%	0.0%	0.0%
The proposed program supports career development for individuals seeking to enter the data analytics field.	29	37.9%	62.1%	0.0%	0.0%
The course sequence provides a clear pathway leading to entry-level positions in the data analytics field.	30	40.0%	50.0%	10.0%	0.0%
12 months is a reasonable time for program completion.	30	46.7%	30.0%	20.0%	3.3%
The course descriptions are relevant to entry-level positions in the data analytics field.	29	31.0%	58.6%	10.3%	0.0%

The majority of all participants felt that there was an emerging demand for entry-level positions and career development in the field of data analytics. Additionally, over 90% percent of respondents agreed that the proposed framework provides a clear and relevant pathway into the field of data analytics. While overall, the field study affirmed the program as an opportunity to meet job and skill market demand, only 77% indicated that 12-monthes was a reasonable timeframe. While this response was the lowest outcome on the assessment, it was not below a threshold which would be a cause for concern.

Finally, 57% of respondents indicated that they would be interested to participate on a program advisory board.