Predictive Analytics in Higher Education: **Five Guiding Practices for Ethical Use**

1. **Have a Vision and Plan**
   - Convene key staff to make important decisions.
   - Communicate the benefits of using predictive analytics and create a climate where it can be embraced.
   - Develop robust change management processes.
   - Assess institutional capacity.

2. **Build a Supportive Infrastructure**
   - Ensure data are complete and of high enough quality to answer targeted questions.
   - Ensure data are accurately interpreted.
   - Guarantee data privacy.
   - Monitor data security.

3. **Work to Ensure Proper Use of Data**
   - Design predictive models and algorithms so that they produce desirable outcomes.
   - Test and be transparent about predictive models.
   - Choose vendors wisely.

4. **Design Predictive Models and Algorithms that Avoid Bias**
   - 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.

5. **Meet Institutional Goals and Improve Student Outcomes by Intervening with Care**

For more information, visit newamerica.org/dataethics.