Introduction to Assessment: Analyzing and Presenting Data

Terri Provost, Ph.D.
Institutional Effectiveness Committee Member
Professor of Biology

Kira Maddox, MBA
Institutional Effectiveness Committee Member
Communications & Engagement Coordinator, DEIB
The Basics

What is assessment in administration?

- Administrative assessment is a systematic process to evaluate effectiveness and identify areas for improvement. The goal is to improve the quality of services for students, faculty, and staff.

Why do we do it?

- Useful feedback (identify strengths, address weaknesses)
- To make informed decisions (data-driven decision making)
- To tell our story (showcase strengths & identify areas for improvement)
Goals

The story of what you are trying to accomplish.

Objectives

How you are going to accomplish your goals?
Ask Yourself...

- What are you using the information for?
- How are you representing the data?
- Who is your audience?
Data Variety

Direct Data
- Primary sources – survey data about your exact goal
- Goal outcomes

Indirect Data
- Secondary sources – pulling data from other surveys
- Focus group discussions
Validating Data

- Ensuring that the data collected is accurate, complete, and relevant
  - **Why?** - to ensure that the information is reliable and useful for decision-making
  - **Accuracy**: avoid errors in data that lead to incorrect conclusions/decisions
  - **Consistency**: ensure data follows a standard format & structure (to make it easier to compare and analyze)
  - **Completeness**: avoid missing data, ensure all necessary information is captured for comprehensive analysis
  - **Relevance**: only necessary & pertinent data is present; avoid clutter & focus on what’s important
Data Representation

Why is this important?

- Increases the credibility of assessment findings
- Aids in effective communication of findings (across a wide range of constituencies)
- Clear & accurate data presentation facilitates strategic decision-making
- Engages stakeholders and supports transparency
- Supports program improvement & strategic planning
- Accountability!
Developing Data Representation
Using Data to Tell Your Story
Know Your Audience

What does the data tell you: get away from only operationalizing the information

What do you want others to know: discussing data with others

● Internal:
  ○ “The three legged stool”
    ▪ Administration
    ▪ Staff
    ▪ Faculty
  ○ Students

● External:
  ○ Accreditors
  ○ Public
Analyzing and Presenting Data

Methods for analysis:

Descriptive Analysis: summarize the main themes within the data
- participation rates, survey responses, & program attendance

Trend Analysis: identify changes in engagement/patterns over time

Comparative Analysis: compare data across different groups or time periods

Inferential Analysis: make inferences - draw conclusions from the data that extend beyond the immediate/obvious output
Pie Charts

Useful for showing distribution among different categories.

- Goal: “University population will be representative of the general population.”
Bar Graph

Useful for comparing participation across different programs, events, or time periods.

● Goal: “University constituents will know how to access data or whom to contact for data.”
Line Graphs

Useful for showing trends over time.

- Goal: “Student populations will be maintained to reach total student population of 1,400 students.”
Using Data to Tell Your Story

The graph alone doesn’t tell the story.

- Make quality inferences and analysis
  - *What* is the data illustrating
  - *Why* might the data show certain outcomes

- Be honest and thoughtful about results
  - Provide context regarding what worked and what didn’t work
  - Were there any outside factors?
  - What resources were used or could be implemented going forward?
What are your thoughts?

- What are some of the effective ways that you have analyzed data and shared results?
  - What are some of your challenges?
- What challenges have you come across in analyzing your data & presenting your findings to your stakeholders?
- What creative ways has your department used to share findings?
Thank You

Questions?
Contact Us!

Terri Provost
tprovos@utica.edu

Kira Maddox
klmaddox@utica.edu