



Introduction to Assessment: Analyzing and Presenting Data

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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



Google Forms



Excel

Canva

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

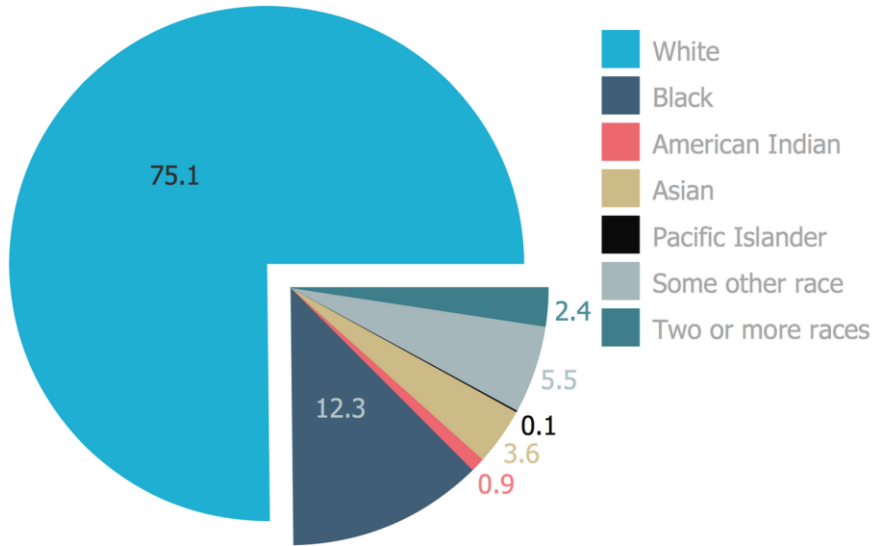
- participation rates, survey responses, & program attendance

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

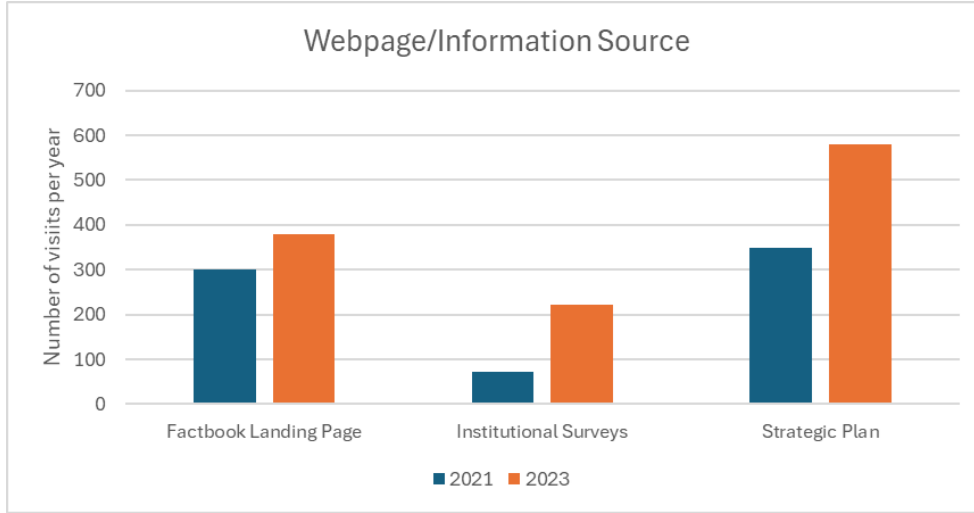
Pie Charts



Useful for showing distribution among different categories.

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

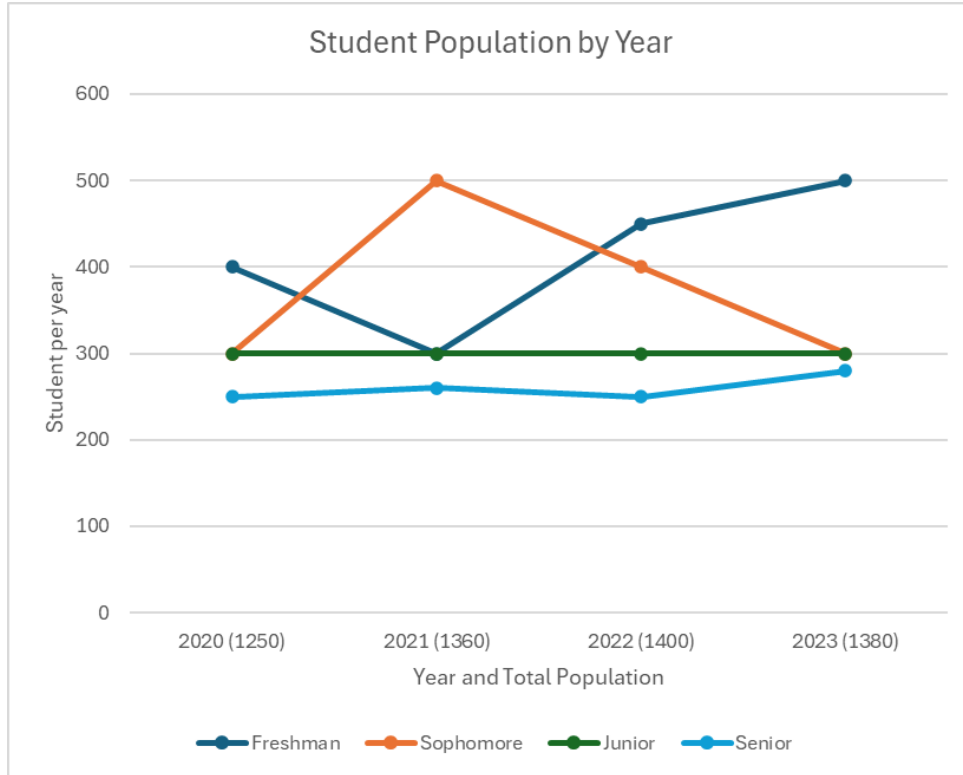
Bar Graph



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!



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