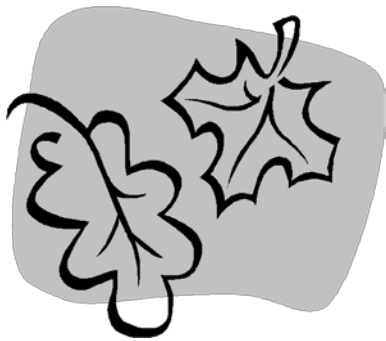


Collecting, Analyzing and Disseminating Data:

A Panel Discussion on Issues facing Institutional
Researchers



- Wendy Marson
 - Institutional Planner, UW-Stout
- Gloria Dohman
 - Associate Vice-President for Institutional Effectiveness, ND State College of Science
- Ron Huesman
 - Associate Director – Office of Institutional Research
University of Minnesota
- Leonard Goldfine
 - Assistant Director – Office of Institutional Research
University of Minnesota

Panel Members

- How do we present data in an informative and easily understood manner?
 - Do you change the presentation to fit the audience?
 - How do we communicate:
 - Survey results
 - Test/certification results
- What do you do with “difficult” data?
 - Small sample sizes
 - Poorly worded questions

Interpretation of Data

- How do we all get on the same page with terminology for data?
 - “Significance” – does this mean statistically significant or socially significant?
 - What is “squishy” data?
- How do we present data visually?
 - Graphing
 - Labeling axes
 - Numbers vs. percentages

Definitions and Data Standards

- Using survey results for policy development
 - Who gets your reports on results?
- Using assessment evidence for program review, outcomes, etc.
- What do you include in Executive summaries?
 - High and low mean values or just high?

Getting Campus "buy-in" for survey results

- Too many surveys
 - Declining response rates
 - Data being randomly collected and not used
 - Data being collected on one topic from many sources (parking, for example) but never consolidated
 - Data being collected too often
 - Is a survey clearinghouse the answer?

Survey Fatigue

- Challenges to data resulting from small groups (focus groups, for example)
- Analysis of qualitative data
 - Use of software
 - Theme development
 - Use frequencies or not?
 - Data triangulation

Qualitative Data: Interpretation of and reporting on

Additional topics of interest?