Matching Assessment Questions with Approaches and Analyses
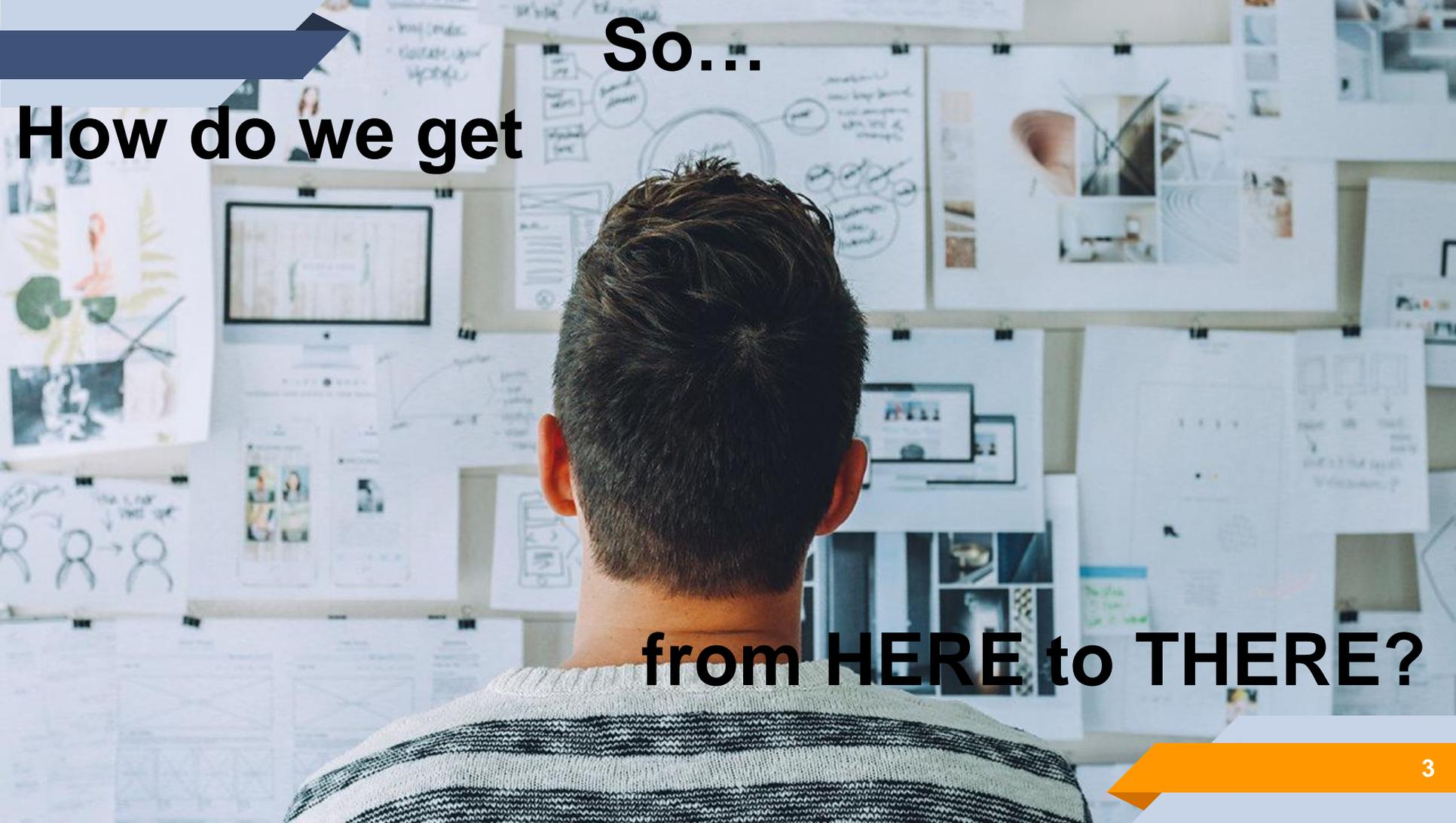
HELLO!

My name is Christine Wilson

I am here because I love to talk about, conduct, and helps folks with research and assessment.

#nerdherd

So…

How do we get

from HERE to THERE?

Student affairs practitioners most often want to know the following:

Student and staff needs and wants

Program attendance or service usage (tracking)

Satisfaction

Climate or culture

Return on investment *or* maintenance / impact / cost

If students and staff are learning what we want / need them to learn

How we compare to other institutions (benchmarking) *or* how we measure up to standards

Impact of programs (broadly defined) and services

If goals are being met

1

What do you want to know?

Let's start with figuring this out.

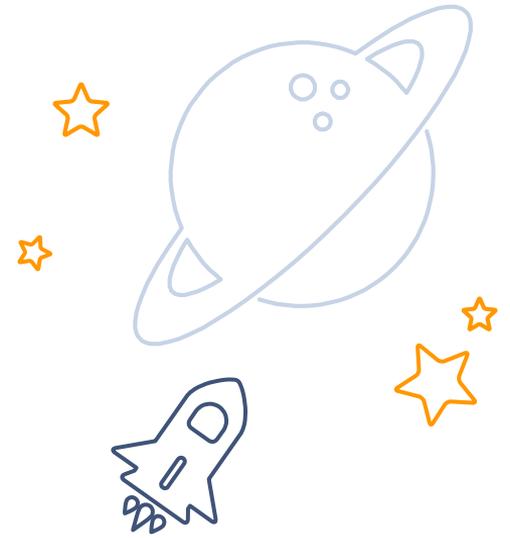" It's so much easier to suggest solutions when you don't know too much about the problem."
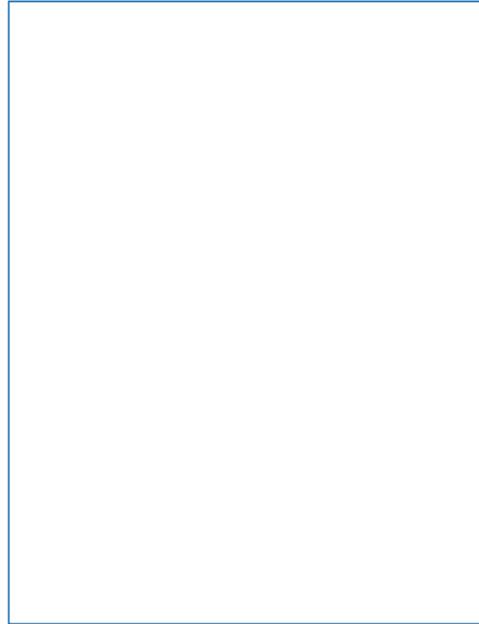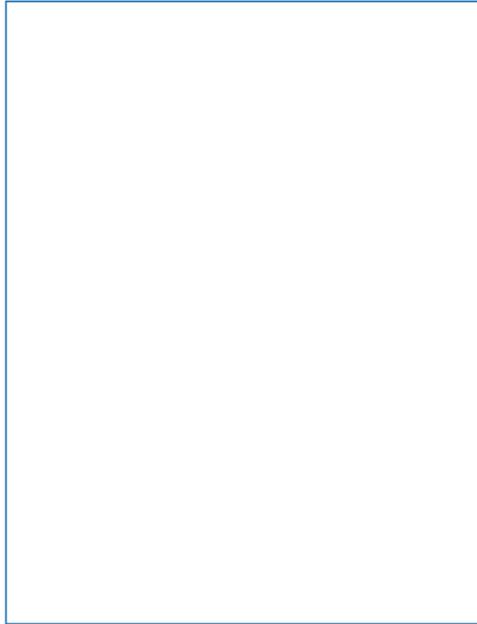
-*Malcolm Forbes*

Defining the Problem
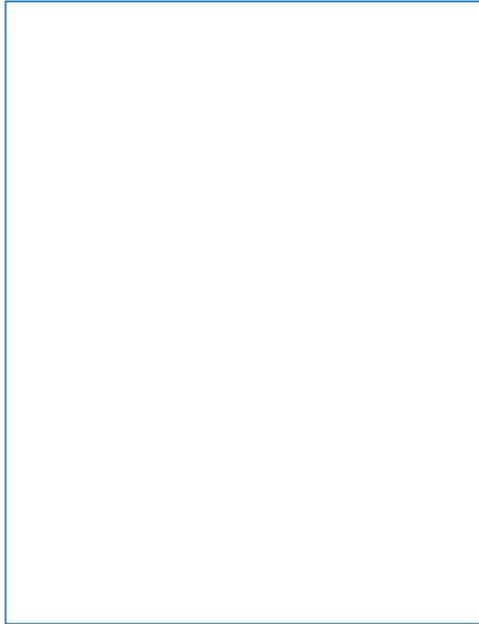
What do you know? How? (So do you really know?)

What don't you know?

Is there a lack of information that could help you?

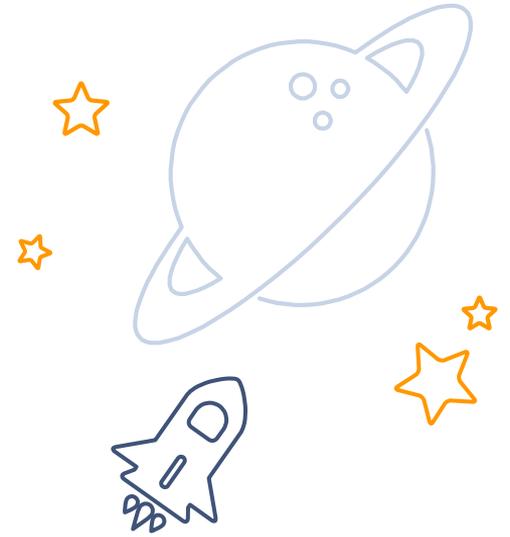Is there information, but it isn't helpful to you for some reason?

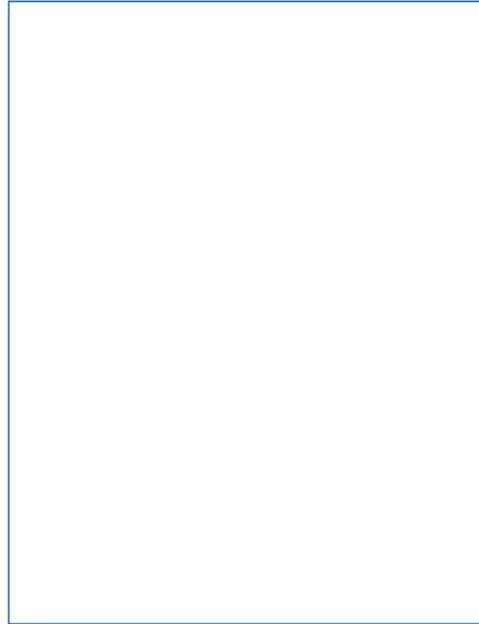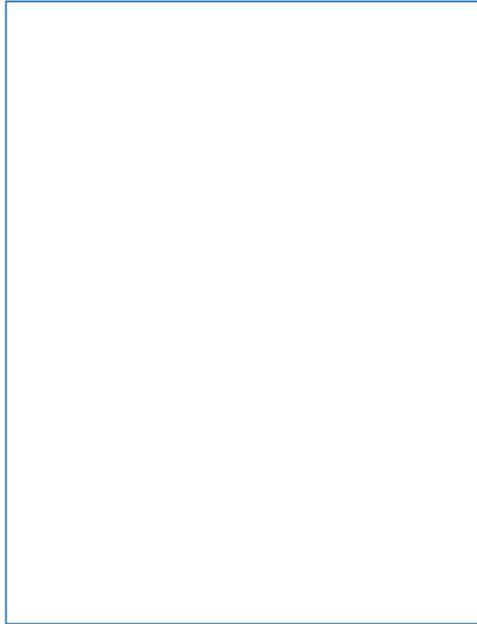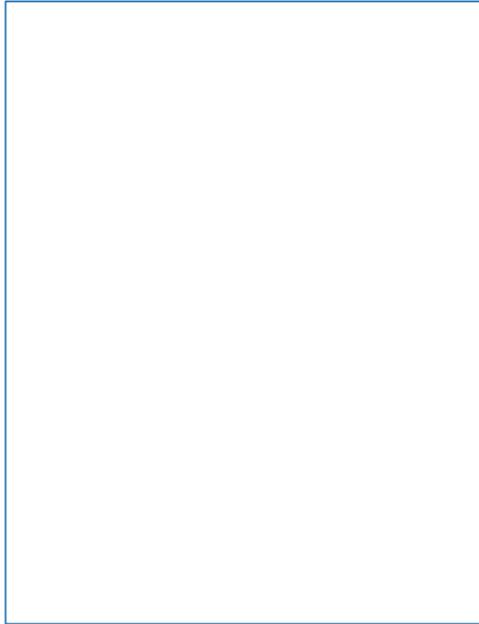# The problem is…

Examples

Defining the Assessment Question

- Stem from the "statement of the problem"
- Clear
- Focused
- Concise
- Should give you information that you can use in practice
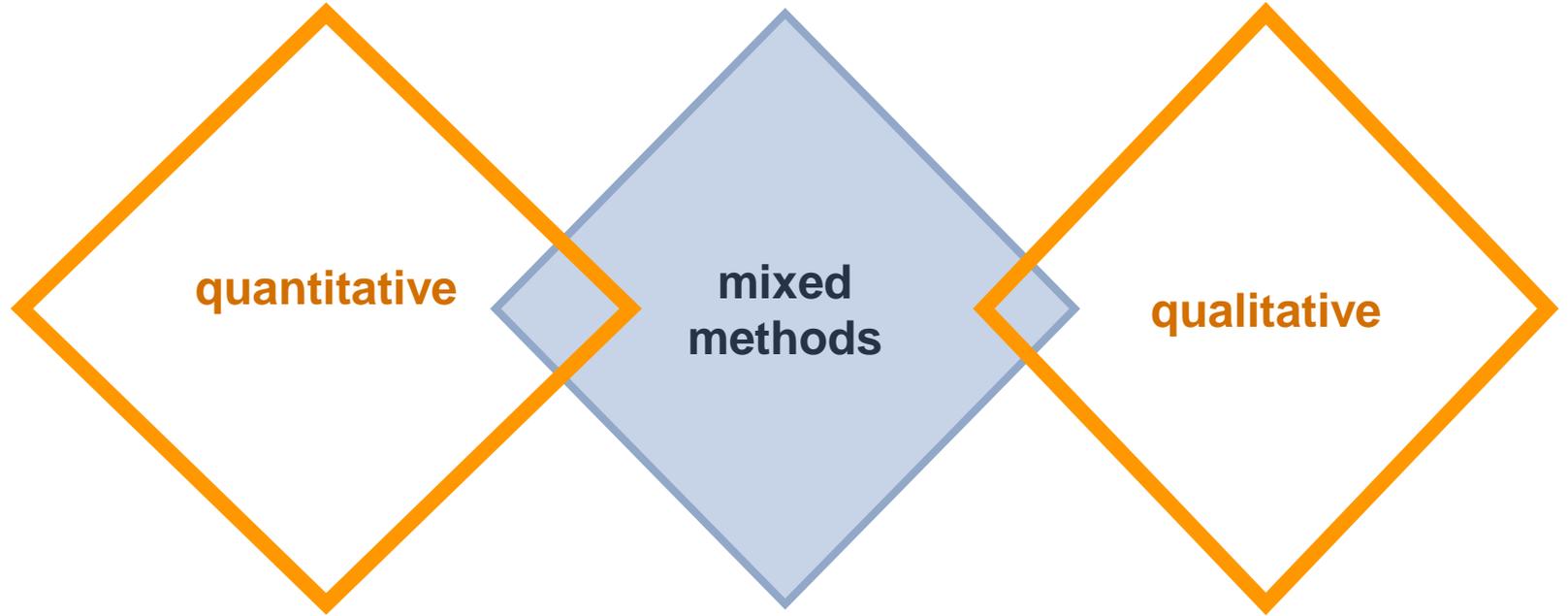
The question is…

Examples

2

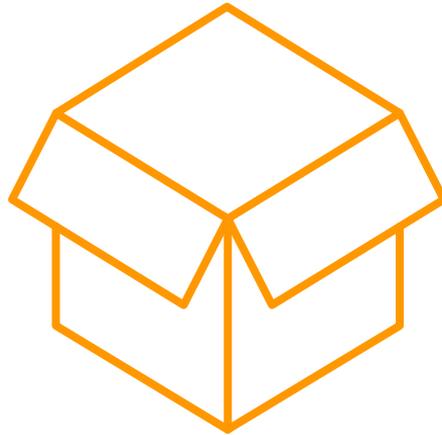## How are you going to answer your question?

Let's talk about methodology

quantitative

mixed
methods

qualitative

Kinds of data: What are you collecting?

Qualitative

- Surveys
- Interviews
- Focus groups
- Observations
- Documents
- Benchmarks
- Standards

Quantitative

- Existing data
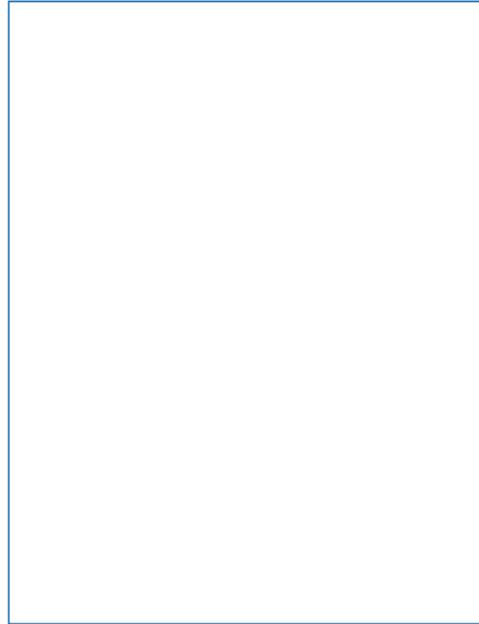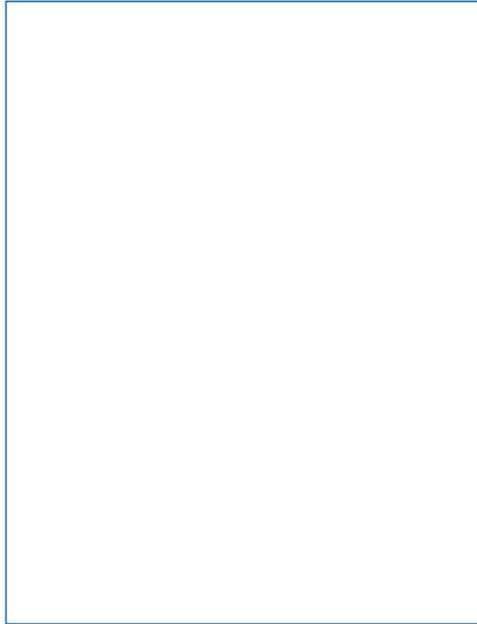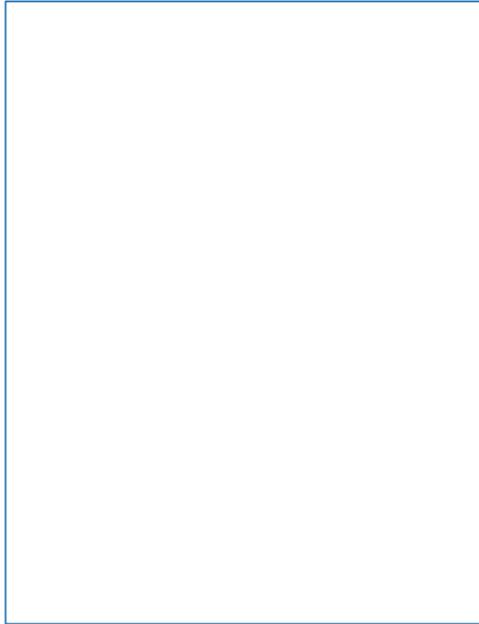- Surveys
- Measures
- Usage / tracking
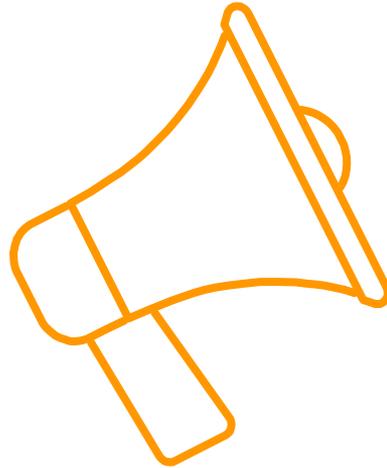- Documents

15

Take care!

Integrity

Ethics

Protection

Examples

Kinds of data analysis

Qualitative

■ Coding

■ Quantifying the qualitative

Quantitative

■ Descriptive statistics
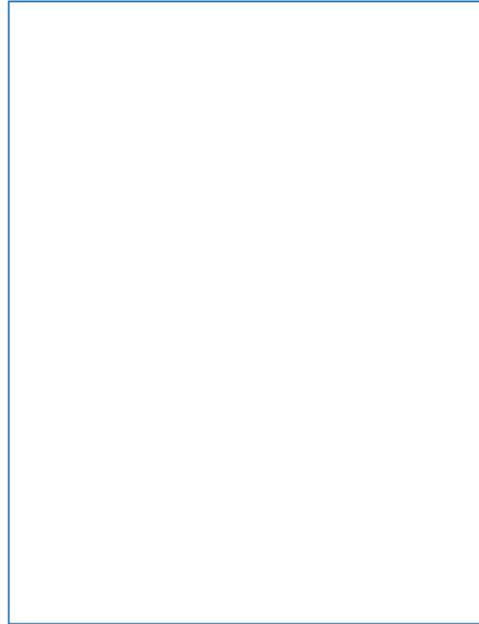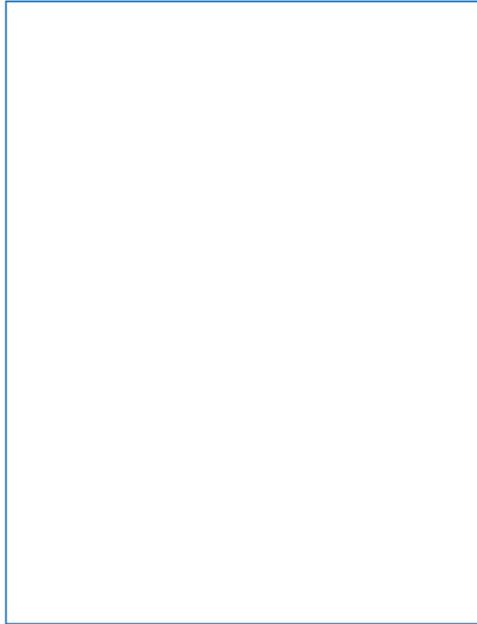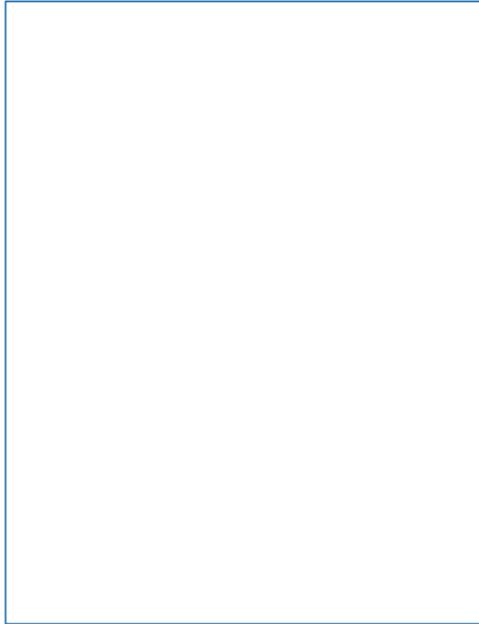
■ Inferential statistics

Take care!

Reliability

Validity

Trustworthiness

Examples

3

What does the data tell you?

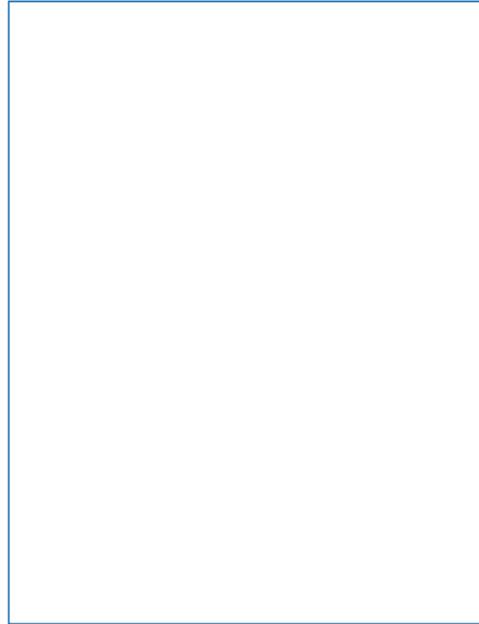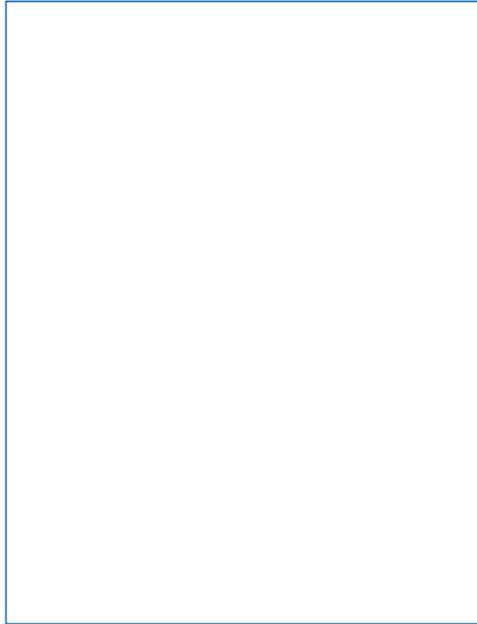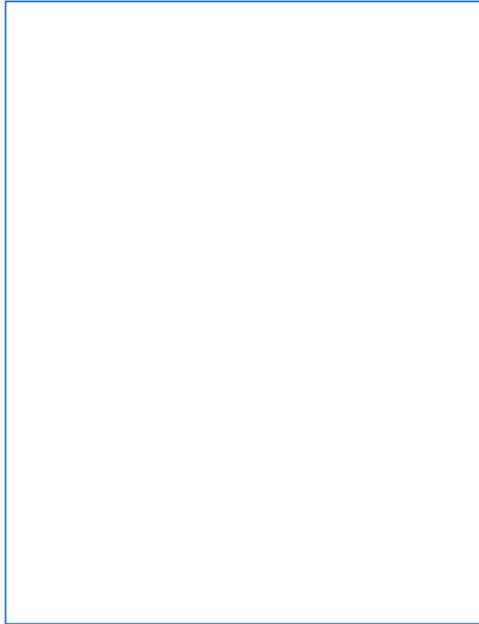# The answer is…

Results & Findings

WHAT?

Conclusions

SO WHAT?

Implications

NOW WHAT?

Examples

LET'S REVIEW SOME CONCEPTS

Problem	Assessment Question	Approach	Data Collection
What's going on? What do you want to know and why? What are you going to do with the information?	The formal declaration of what you are asking	Specifics or components? Quantitative! Wholes, systems, stories and perspectives? Qualitative!	What data has the best chance to answer your question and match your approach?
Data Analysis Coding / Quantifying the qualitiative Descriptive statistics Inferential statistics (tests of difference, tests of comparison)	**Taking care!** Integrity-Ethics-Protection Reliability-Validity-Trustworthiness	**Results and Findings** What does the data say?	**Conclusions and Implications** So…what is the answer to the question? Why does it matter? And what's next?

Any questions?

You know where to find me!