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
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...
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...
How are you going to answer your question?

Let’s talk about methodology
Overarching approach and 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
Take care!

Integrity
Ethics
Protection
Kinds of data analysis

**Qualitative**
- Coding
- Quantifying the qualitative

**Quantitative**
- Descriptive statistics
- Inferential statistics
Take care!

Reliability

Validity

Trustworthiness
3

What does the data tell you?
The answer is...
Examples
### LET’S REVIEW SOME CONCEPTS

<table>
<thead>
<tr>
<th><strong>Problem</strong></th>
<th><strong>Assessment</strong></th>
<th><strong>Approach</strong></th>
<th><strong>Data Collection</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>What’s going on? What do you want to know and why? What are you going to do with the information?</td>
<td><strong>Question</strong></td>
<td>Specifics or components? Quantitative! Wholes, systems, stories and perspectives? Qualitative!</td>
<td>What data has the best chance to answer your question and match your approach?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Data Analysis</strong></th>
<th><strong>Taking care!</strong></th>
<th><strong>Results and Findings</strong></th>
<th><strong>Conclusions and Implications</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Coding / Quantifying the qualitative</td>
<td>Integrity-Ethics-Protection</td>
<td>What does the data say?</td>
<td>So...what is the answer to the question? Why does it matter? And what’s next?</td>
</tr>
<tr>
<td>Descriptive statistics</td>
<td>Reliability- Validity- Trustworthiness</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inferential statistics (tests of difference, tests of comparison)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Any questions?

You know where to find me!