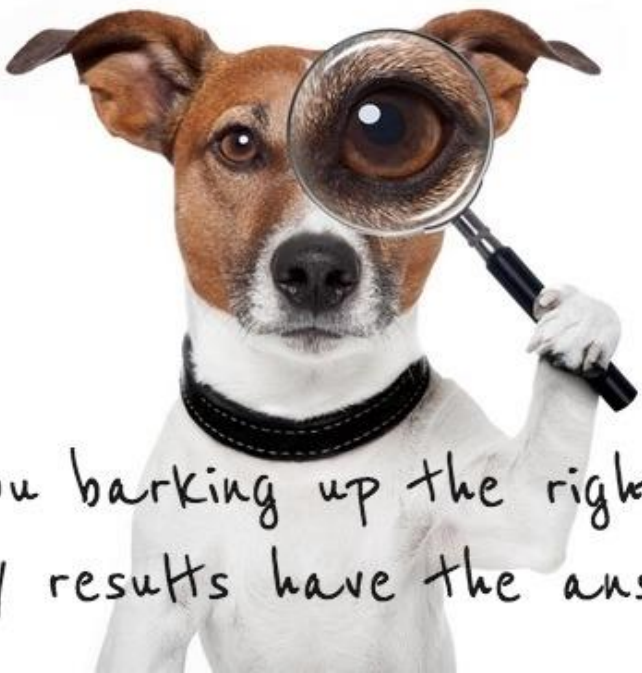




Don't Fear the Data

May 14, 2015

5/14/2015



Are you barking up the right tree?
Survey results have the answer.

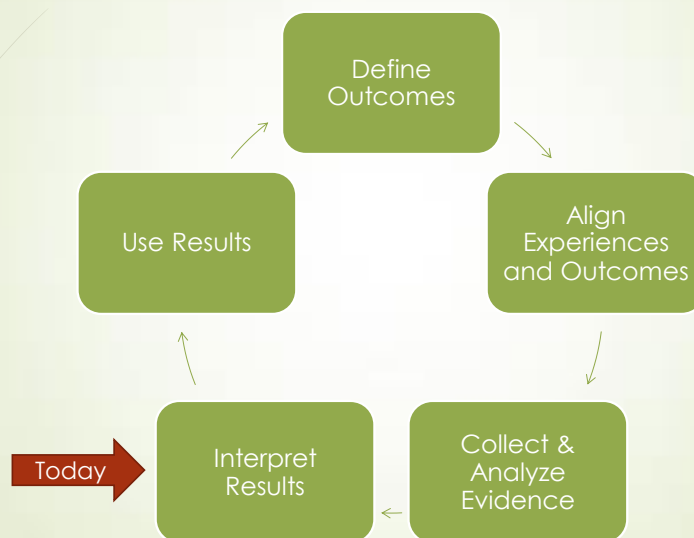
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After today you should be able to....


- Describe ways to analyze your data
- List do's and don'ts when you are reporting your data
- Understand ways your survey results can impact your practice

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Assessment Cycle



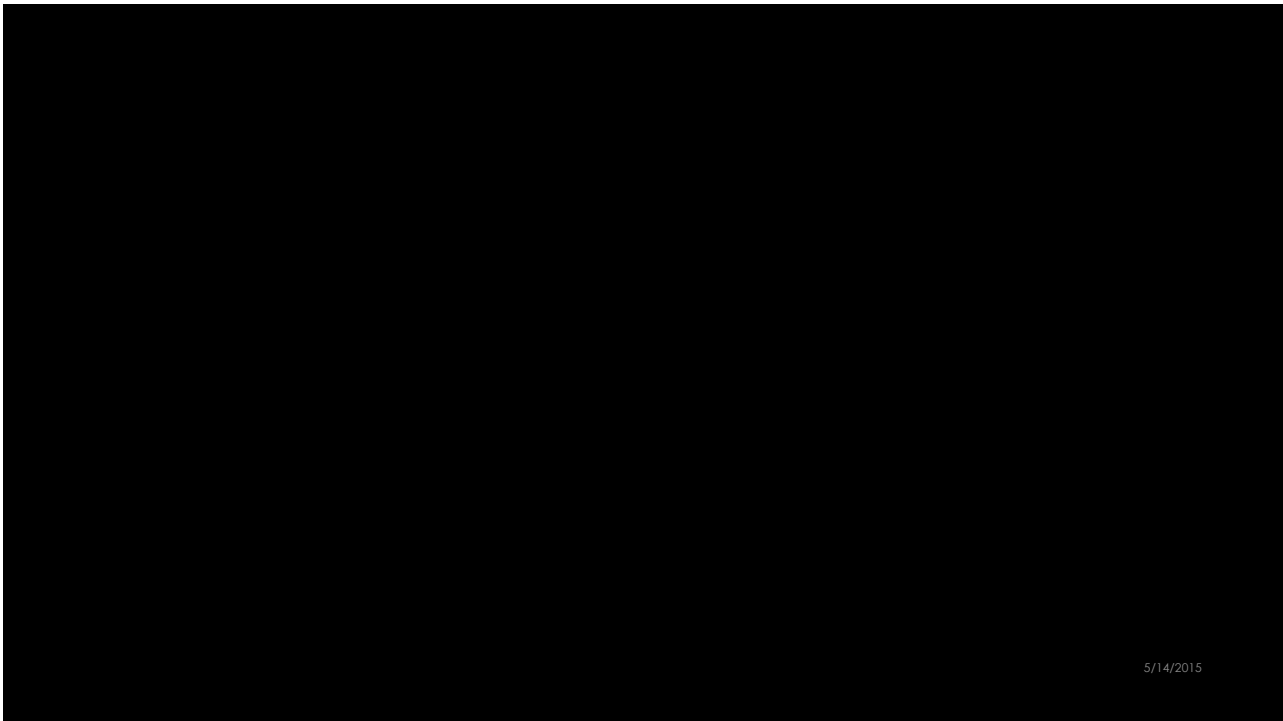
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Start by determining...

- ▶ What was your assessment question?
- ▶ What were you hoping to learn?
- ▶ How will you utilize the assessment results to inform your programming/activity?

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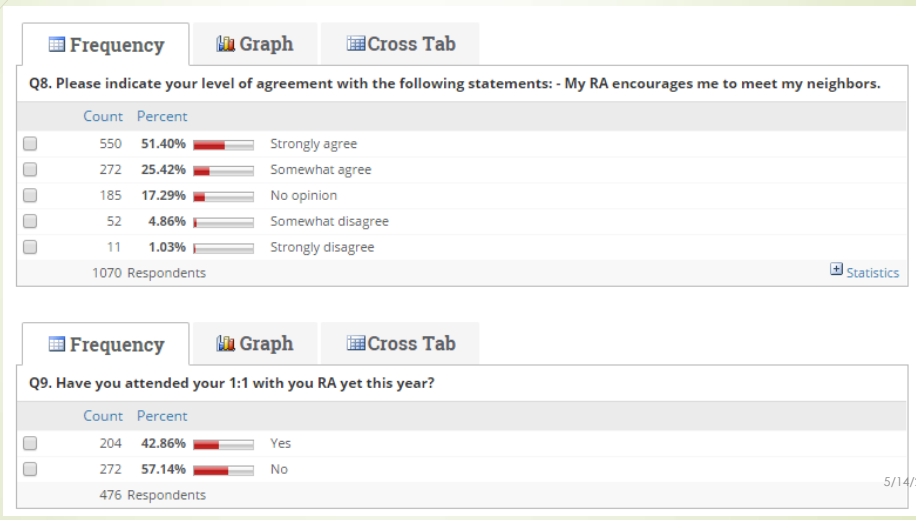
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Then look at the big picture

- Give your data a once over
- Who participated in your survey?

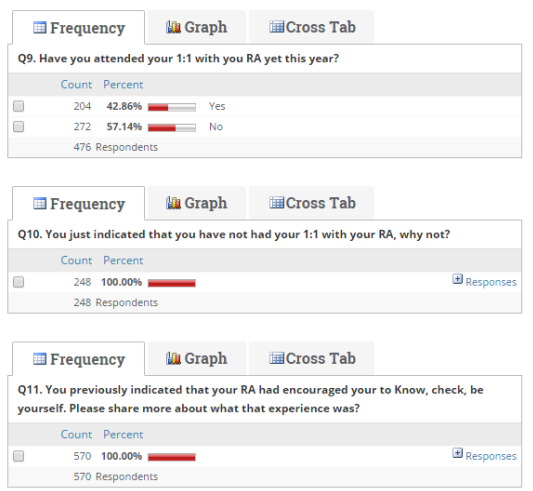
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Example (1102 total respondents)



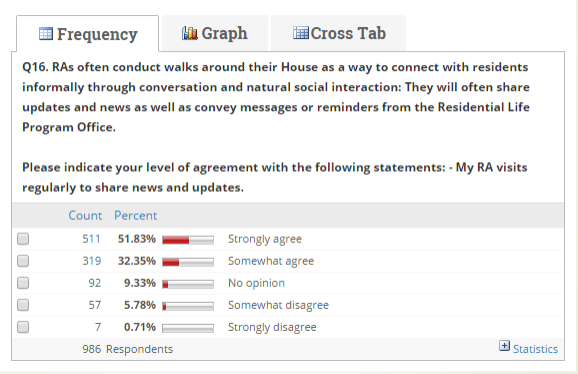
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Example (1102 total respondents)



5/14/2015

Example (1102 total respondents)



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For each question, ask

- ▶ Did the question provide results that answered your assessment question?
- ▶ What curious questions are formed as result of looking at the data?

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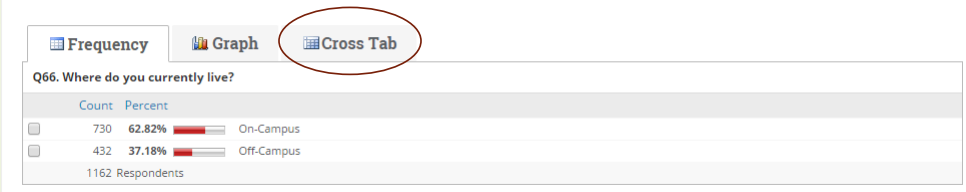
Digging Deeper

- ▶ Ex. In a survey to 100 people...
- ▶ Question: Do you eat ice cream in the summer? 75% Yes, 25% No
- ▶ Question: Do you use AC in the summer? 23% Yes, 77% No
- ▶ Link in having AC and eating ice cream?

	Ice Cream	No Ice Cream
AC	5%	18%
No AC	70%	7%

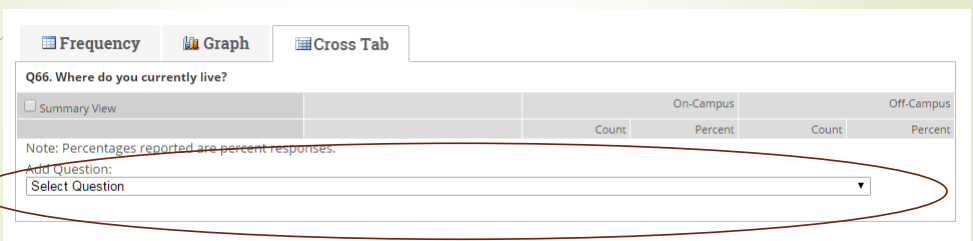
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Cross-tabbing



5/14/2015

Cross-tabbing



5/14/2015

Cross-tabbing

Frequency Graph Cross Tab

Q66. Where do you currently live?

Summary View

		On-Campus		Off-Campus	
		Count	Percent	Count	Percent
Note: Percentages reported are percent responses.					
Add Question:					
Select Question					
Select Question					
Q1. Campus Events How often do you attend campus events?					
Q2. How familiar are you with the events provided by A.S. Concerts & Events (ASCE)?					
Q3. Please rank your top five campus venues. - The Loft					
Q4. Please rank your top five campus venues. - Porter's Pub					
Q5. Please rank your top five campus venues. - Price Center Ballroom West					
Q6. Please rank your top five campus venues. - Price Center Ballroom East					
Q7. Please rank your top five campus venues. - Price Center Plaza					
Q8. Please rank your top five campus venues. - Ché Cafe					
Q9. Please rank your top five campus venues. - RIMAC Arena					
Q10. Please rank your top five campus venues. - RIMAC Field					
Q11. Please rank your top five campus venues. - Sun God Lawn					
Q12. Please rank your top five campus venues. - Warren Field					
Q13. Please rank your top five campus venues. - Conrad Prebys Music Hall					
Q14. Please rank your top five campus venues. - Mandeville Auditorium					
Q15. Please rank your top five campus venues. - Matthew's Quad					
Q16. Please rank your top five campus venues. - Other					
Q17. If you selected "Other" please specify the venue:					
Q18. What suggestions would you make to improve your experience at your top ranked venues?					
Q19. Which of the following types of events are you interested in attending on campus? (Check all that apply)					

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Cross-tabbing

Frequency Graph Cross Tab

Q66. Where do you currently live?

Summary View

		On-Campus		Off-Campus		Total	
		Count	Percent	Count	Percent	Count	Percent
Q1. Campus Events	0 times per quarter	6	0.82 %	4	0.93 %	10	0.86 %
	1 - 3 times per quarter	306	41.92 %	237	54.86 %	543	46.73 %
	4 - 6 times per quarter	282	38.63 %	125	28.94 %	407	35.03 %
	7 - 10 times per quarter	65	8.90 %	36	8.33 %	101	8.69 %
	More than 10 times per quarter	71	9.73 %	30	6.94 %	101	8.69 %
Total		730	100.00 %	432	100.00 %	1162	100.00 %

Note: Percentages reported are percent responses.

Add Question:


Select Question

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Let's Try it: Analyze a survey

5/14/2015



The survey presented in this section of the workshop is for educational purposes only, please do not try this at home

5/14/2015



AS Survey Context

- Associated Students – Office of Student Services
 - Consists of
 - Student-run services: Triton Television, KSDT Radio, Volunteer Connection
 - Staff-run services: AS Graphics Studio,
 - AS-run services: Safe Rides, Essentials
 - Student-run commissions: All Campus Transfer Association, All Campus Commuter Board

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About the survey

Questions were asked to understand:

- Student awareness of services
- Use of Services
- Need for new services

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Let's take a look

- ▶ What was the assessment question?
- ▶ How will the assessment results be used to inform programming/activity?
- ▶ Give the data a once over
- ▶ Who participated in the survey?
- ▶ Did the question provide results that answered the assessment question?

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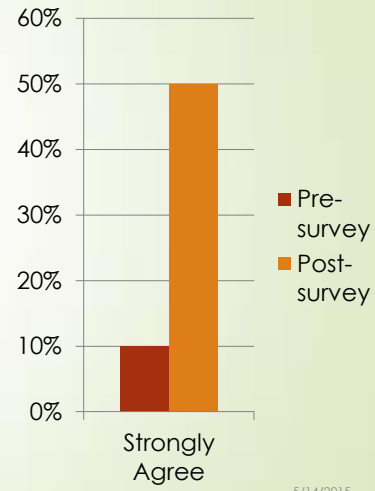


Common Pitfalls

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Percentage-Point Increases

- Please rank your level of agreement with the following statement: "I like ice cream"
- In the pre-survey, 10% strongly agreed with the statement
- In the post-survey, 50% strongly agreed with the statement
- 10% to 50% is a 40 percentage-point increase not percent increase



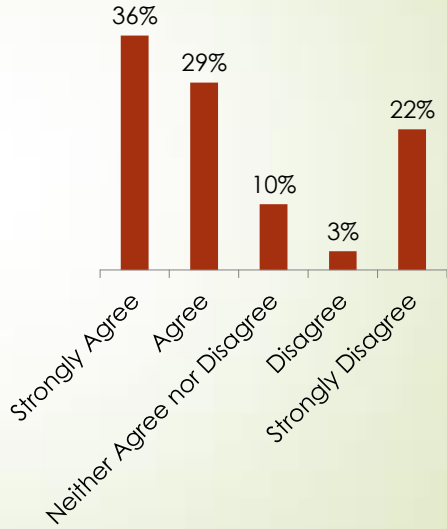
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Frequency vs. Averages

Please indicate your level of agreement with the following statement: "I like ice cream"

Average score:

3.6

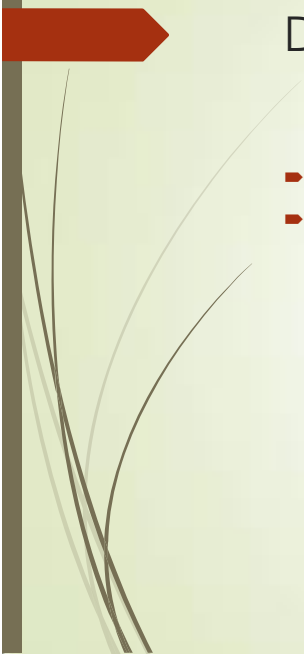


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Open Ended Questions

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Do something!

- Don't just look for specific responses, or what "jumps out"
- <https://www.youtube.com/watch?v=nxlErzX3aQQ>

5/14/2015

You should...

- Ask good questions that provide responses that are useful
- Don't ask nice to know questions
- Use your results
- Let us know if you need help

5/14/2015

Questions?

