Don’t Fear the Data
May 14, 2015

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

Assessment Cycle

Define Outcomes

Align Experiences and Outcomes

Collect & Analyze Evidence

Interpret Results

Use Results

Today
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?
Then look at the big picture

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

Example (1102 total respondents)
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Q8. Have you attended your 1:1 with your RA yet this year?
- Count: 204, Percent: 42.86% - Yes
- Count: 272, Percent: 57.14% - No
- 476 Respondents

Q10. You just indicated that you have not had your 1:1 with your RA, why not?
- Count: 248, Percent: 100.00% - Responses
- 248 Respondents

Q11. You previously indicated that your RA had encouraged you to know, check, be yourself. Please share more about what that experience was?
- Count: 570, Percent: 100.00% - Responses
- 570 Respondents

Example (1102 total respondents)

Q16. RAs often conduct walks around their House as a way to connect with residents informally through conversation and natural social interaction. They will often share updates and news as well as convey messages or reminders from the Residential Life Program Office. Please indicate your level of agreement with the following statements: - My RA visits regularly to share news and updates.

- Count: 511, Percent: 51.83% - Strongly agree
- Count: 319, Percent: 32.35% - Somewhat agree
- Count: 92, Percent: 9.33% - No opinion
- Count: 57, Percent: 5.78% - Somewhat disagree
- Count: 7, Percent: 0.71% - Strongly disagree
- 984 Respondents
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?

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?

<table>
<thead>
<tr>
<th></th>
<th>Ice Cream</th>
<th>No Ice Cream</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC</td>
<td>5%</td>
<td>18%</td>
</tr>
<tr>
<td>No AC</td>
<td>70%</td>
<td>7%</td>
</tr>
</tbody>
</table>
Cross-tabbing

Q66. Where do you currently live?

<table>
<thead>
<tr>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>736</td>
<td>62.82%</td>
</tr>
<tr>
<td>432</td>
<td>37.18%</td>
</tr>
</tbody>
</table>

Note: Percentages reported as percent responses.
## Cross-tabbing

**Q66. Where do you currently live?**

<table>
<thead>
<tr>
<th>Campus Events</th>
<th>On-Campus</th>
<th>Off-Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 times per quarter</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>1 - 3 times per quarter</td>
<td>306</td>
<td>548</td>
</tr>
<tr>
<td>4 - 6 times per quarter</td>
<td>282</td>
<td>497</td>
</tr>
<tr>
<td>7 - 10 times per quarter</td>
<td>65</td>
<td>191</td>
</tr>
<tr>
<td>More than 10 times per quarter</td>
<td>71</td>
<td>1162</td>
</tr>
</tbody>
</table>

Note: Percentages reported are percent responses.

Add Question:

Select Question:

<table>
<thead>
<tr>
<th>Q1. Campus Events</th>
<th>How often do you attend campus events?</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 times per quarter</td>
<td>6</td>
</tr>
<tr>
<td>1 - 3 times per quarter</td>
<td>306</td>
</tr>
<tr>
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Note: Percentages reported are percent responses.

Add Question:

Select Question:
Let’s Try it: Analyze a survey

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

About the survey

Questions were asked to understand:
- Student awareness of services
- Use of Services
- Need for new services
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?

Common Pitfalls
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

Frequency vs. Averages

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

Average score: 3.6
Open Ended Questions

Do something!

- Don’t just look for specific responses, or what “jumps out”
- https://www.youtube.com/watch?v=nxlErzX3aQQ
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

Questions?