Dean’s & Directors Retreat
Data Interpretation & Benchmarking

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Director, Assessment & Academic Initiatives

December 18, 2017
DSA Guiding Principles

• Intentionality
• Excellence
• Accountability
Assessment Guiding Principles

I.E.E.E.C.I

• Integrity
• Efficacy
• Effectiveness
• Continuous Improvement
Assessment as Logic Model

Assessment Cycle

Foundational Documents
(mission, goals, strategic plan)

Establish Criteria for Success
(outcomes or targets)

Provide Programs and Services

Determine Effectiveness

Use Results for Improvement

Collect Data

Analyze & Interpret Data

Effect Change

Identify Outcomes

Develop Strategies

Collect Data

Henning & Roberts (2016)
## DSA Assessment Cycle

<table>
<thead>
<tr>
<th>ASSESSMENT PLANNING</th>
<th>WORKSHOPS &amp; CONSULTATIONS</th>
<th>PROGRAMMING &amp; DATA COLLECTION</th>
<th>DATA ANALYSIS, EVALUATION &amp; BENCHMARKING</th>
<th>REPORTING</th>
<th>PRESENTING DATA</th>
<th>SUPPORT &amp; RESOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JUNE</strong></td>
<td>Dept. Assessment Plans Due (6/26)</td>
<td>Assessment Workshop Series (Planning for improvement)</td>
<td>Collect Data (select initiatives)</td>
<td>Set Benchmarks for Outcomes &amp; Conduct Research (for new or improved programs services)</td>
<td>DSA Annual Report – Pt 2 Due (6/15)</td>
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<tr>
<td><strong>JULY</strong></td>
<td>SALT Sets Annual Goals for DSA (7/16)</td>
<td>Assessment Workshop Series (Planning, Data Collection)</td>
<td>Collect Data (select initiatives)</td>
<td>Conduct Research (for new or improved programs services)</td>
<td>Division Annual Report Publish (7/1)</td>
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<tr>
<td><strong>SEPTEMBER</strong></td>
<td>Assessment Workshop Series</td>
<td>Collect Data</td>
<td>Ongoing Analyzation, Evaluation, &amp; Debrief of Depts. Programs &amp; Services</td>
<td></td>
<td></td>
<td>KPI Update (8/30)</td>
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<tr>
<td><strong>OCTOBER</strong></td>
<td>IEA Plans Due (10/1)</td>
<td>Assessment Workshop Series</td>
<td>Collect Data</td>
<td>Ongoing Analyzation, Evaluation, &amp; Debrief of Depts. Programs &amp; Services</td>
<td>IEA Reports Due (10/1)</td>
<td>KPI Update (10/30)</td>
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<tr>
<td><strong>NOVEMBER</strong></td>
<td>Assessment Workshop Series</td>
<td>Collect Data</td>
<td>Ongoing Analyzation, Evaluation, &amp; Debrief of Depts. Programs &amp; Services</td>
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<td>KPI Update (11/30)</td>
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<td><strong>DECEMBER</strong></td>
<td>Assessment Consultation Sessions (Benchmarking)</td>
<td>Close Data Collection Analyze &amp; Compile</td>
<td>Evaluation Mid-year Data Review Benchmark Outcomes</td>
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<td>DSA Mid-year Report</td>
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<tr>
<td><strong>JANUARY</strong></td>
<td>Assessment Workshop Series</td>
<td>Collect Data</td>
<td>Ongoing Analyzation, Evaluation, &amp; Debrief of Depts. Programs &amp; Services</td>
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<td>KPI Update (1/30)</td>
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<tr>
<td><strong>FEBRUARY</strong></td>
<td>Assessment Workshop Series</td>
<td>Collect Data</td>
<td>Ongoing Analyzation, Evaluation, &amp; Debrief of Depts. Programs &amp; Services</td>
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<td>KPI Update (2/28)</td>
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<tr>
<td><strong>MARCH</strong></td>
<td>Assessment Consultation Sessions (for Annual Reports)</td>
<td>Collect Data</td>
<td>Ongoing Analyzation, Evaluation, &amp; Debrief of Depts. Programs &amp; Services</td>
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<td>KPI Update (3/30) DSA Assessment Showcase</td>
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<td><strong>APRIL</strong></td>
<td>Assessment Consultation Sessions (for Annual Reports)</td>
<td>Collect Data Collection Analyze &amp; Compile</td>
<td>Ongoing Analyzation, Evaluation, &amp; Debrief of Depts. Programs &amp; Services</td>
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<td></td>
<td>KPI Update (4/30)</td>
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</table>

**Steps in the Assessment Cycle**

- Foundational Docs
- Establish Criteria for Success
- Provided Programs/Services
- Determine Effectiveness
- Use Results for Improvement
<table>
<thead>
<tr>
<th>Process</th>
<th>Time Spent</th>
<th>Weighted Importance</th>
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<tbody>
<tr>
<td>Determining “what you need to know”</td>
<td>10%</td>
<td>.20</td>
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<tr>
<td>Tracking Data</td>
<td>70%</td>
<td>.40</td>
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<tr>
<td>Data Interpretation &amp; Implementation</td>
<td>10%</td>
<td>.20</td>
</tr>
<tr>
<td>Benchmarking &amp; Research</td>
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<td>.10</td>
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<tr>
<td>Sharing Data</td>
<td>1%</td>
<td>.05</td>
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<tr>
<td>Politics</td>
<td>4%</td>
<td>.05</td>
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<tr>
<td>Luck (or lack thereof)</td>
<td>0%</td>
<td>±.05</td>
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</table>

Perry & Goldstein (2017)
• Internally - Longitudinally
• Externally - Peer
• Externally - Nationally
Exercise
External Benchmarking Strategies

• General Literature on Topic or Functional Area
• Professional Listservs
• Webinars
• Conferences
• Other Directors
• National Surveys
• Research
Education Advisory Board (EAB)

- National Research Agenda
- Daily Briefings
- Web Content
- Webinars
- “Ask EAB”
- Survey Impact
Resources

REACTIONS
THOUGHTS
CONCERNS
COMMENTS
QUESTIONS