

Making Data-driven Decision

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Planning Phase

- Identify a need/problem
 - Per our strategic plan, we need to improve retention.
 - How can we ensure that students receive transfer advising before the end of the first semester?

Planning Phase

- Find out what information is available
 - Primary data
 - May often require additional time
 - Secondary data
 - May not have been collected for the specific purpose

Planning Phase

- Set goals and objectives
 - Goals are general statement of what you hope to achieve
 - Our goal is to improve retention
 - Objectives/outcomes are measurable statements of what you seek to achieve within a specified time.
 - Our objective is to improve retention by 3% over the next academic year.

Planning Phase

- Develop a plan of operation
 - Who will be affected and how can we get all stakeholders involved?
 - Who is going to do what (in what time frame)?
 - What skills are required to perform each task?
 - How much will it cost?
 - Do we have the resources? How can we obtain needed resources?

Planning Phase

- How will we know if we have met our objectives?
 - What information will we need to collect?
 - Is it feasible to collect the information we are seeking?
 - Who will provide the information?
 - When should we collect the information?

Implementation Phase



Evaluation Phase

- Outcomes Evaluation
 - Did we achieve our objectives/outcomes?
- Process Evaluation
 - Was the project implemented as planned?
 - What changes were made in the implementation?
 - Did the changes possibly affect the outcomes?

Evaluation Phase

- Formative Evaluation
 - How can we use the lessons learn to improve the project?
- Summative Evaluation
 - Should we continue/discontinue the project?

Data-driven Decision making

