What do we do with all of this data?

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Where we’re going today

- Introduction
- Overwhelmed? Let’s take a step back
- Data inventory, and being honest
- Importance of piloting
- Data and stakeholders
- Using data to make decisions
- How to get others to use the data
- Conclusion(s)
Introduction – what is the problem?

• Need consistency with data
• Create a culture of decision making with data
• Show stakeholders how decision making informs practice
Department Overview

• Recreational sports facilities at Ohio State
• Programs and services
• How data is collected and evaluated
So much data!

• Facility Traffic Reports
  – Measure the swipes into our facilities
  – Compare data to university systems to gather
    • Class Rank
    • Residence
    • Ethnicity
    • Gender and age
Fitness Classes

• In spring 2011 we moved to a free class model
  – Created an activation system so we can track who activates for fitness
  – Track daily class participations
    • Number in the class
    • Gender

– Tracking at special event classes
  • Using ID reader to collect information
Intramural Sports

• Moved to online registration
  – Now able to track individuals instead of just team captains
  – Collecting gender, age, class rank
What data do we have, and how do use it?

• The first step – a data inventory
  – What do we collect? And why?
  – Can help find holes
  – Or unreliable data

• The second step – how much do we actually use?
  – Honesty key here
  – Data collected just to be collected is…
Organizing your data

• Self-report and institutional data
• The “hard data” and “soft data” binary
  – Which is better?
  – Both together - much more powerful
• Reliable and unreliable data
  – Varying degrees
  – Bottom line: what is useful? Utility may drive validity efforts
Next step: Collecting new data

• After the inventory, new initiatives
  – What/where are the holes?
  – What are the unreliable data, and why do we need reliable data for our purposes?

• Stakeholder interests
  – The importance of “good data”
  – The importance of a pilot
Piloting and testing

• Though time might be a constraint, piloting is the most important step
• Questions the pilot helps with:
  – Is the data reliable?
  – Is it easily collected and validated?
  – Is it useful?
And after the pilot

• Continue to adapt and adjust
  – A good data framework can be added to, when applicable
  – Framework key here
  – As is documentation

• Apply scrutiny and lessons to other data initiatives
  – And try to connect the dots!
Data and Stakeholders

• Needed to create buy-in among stakeholders to collect data
• Show them how it is accessible and can be used for decision making
• Use data to back up hunches and opinions
Using the data to make decisions

• Facility hours
• Fitness programs
• Campus programs
• Items to sell for retail
• Where to build new facilities
Getting others to use the data

• Inform stakeholders and policymakers
• Co-construct the reports/reporting tool with stakeholders
  – Does it work?
  – Is it useful?
  – An example
• Show the data in action to large groups
  – And illustrate how it is being used to make decisions
Conclusion(s)

- When working with a fee based operation, data analysis is critical.
- Using data to inform practice should include sharing information with stakeholders.
- Data analysis and sharing helps with accountability.
Learning outcomes

• Explain a consistent process for collecting data and tying it together
• Understand how data can be connected across multiple data sets
• Cultivate a culture of evidence that checks existing, trusted data before making decisions
• Communicate evidence to various stakeholders in such a way as to be useful for them