

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



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What data do we have, and how do we 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