THE OHIO STATE UNIVERSITY

Make it Work for You!
Using Data to Guide Decision Making
Meet Your Presenters

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Learning Objectives

Participants will be able to identify data they are collecting in their programs and facilities.

Participants will be able to identify at least one way they could use this data for decision making.
"The world is full of obvious things which nobody by any chance ever observes."

– Sherlock Holmes
DECISION MAKING BEFORE
Partnership with Center for Study of Student Life

- Putting data into context
- Development of reporting tools
- Tie to strategic planning
“Information is a source of learning. But unless it is organized, processed, and available to the right people in a format for decision making, it is a burden, not a benefit.”

– William Pollard
FACILITY SWIPE DATA

Since 2005 collecting visitors swipes to indoor recreation facilities

DATA COLLECTION

Developed reports to compare swipe data to student information system
- Swipes and class rank
- Swipes and time of day
- Swipes and residence area
Provide monthly snapshot of data to staff
FACILITY SWIPE DATA

USAGE

• Analyze usage trends to determine facility hours and staffing
• Identify percentage of students who are using facilities
  • 69% of all eligible students visited at least once time in spring 2015
• Identify usage by membership type
  • Develop targeted marketing and programs for groups to see if we can increase swipes by that population
  • Vet School Yoga, Yoga As You Are
Recreational Sports Facility Usage
Snapshot March 2015

- There were a total of 225,916 swipes into all Rec Sports facilities in March 2015 compared to 203,768 swipes in March 2014, an increase of 10.9%.

All Facility Swipes

- RPAC: 140,170 (March 2015), 126,065 (March 2014)
- ARC: 26,901 (March 2015), 24,355 (March 2014)
- Jesse Owens South: 33,635 (March 2015), 30,416 (March 2014)
- Jesse Owens North: 20,860 (March 2015), 19,021 (March 2014)
- Jesse Owens West: 1,511 (March 2015), 1,366 (March 2014)
- OAC: 2,839 (March 2015), 2,545 (March 2014)
• There were a total of 162,356 undergraduate swipes and 25,336 unique undergraduate swipes during March 2015.
• Please note the year in school level is based on credits passed, not year in school. This tends to lead to a lower number of 1st years and a larger fluctuation from semester to semester.

Total Non-Unique Facility Swipes Breakdown

<table>
<thead>
<tr>
<th>Member Type</th>
<th>Swipes</th>
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<tbody>
<tr>
<td>4th years</td>
<td>63,491</td>
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<tr>
<td>3rd years</td>
<td>41,217</td>
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<tr>
<td>2nd years</td>
<td>40,277</td>
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<tr>
<td>1st years</td>
<td>17,371</td>
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<tr>
<td>Professional</td>
<td>9,471</td>
</tr>
<tr>
<td>Other</td>
<td>20,677</td>
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<tr>
<td>Graduate Students</td>
<td>20,478</td>
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<tr>
<td>Faculty/Staff</td>
<td>14,248</td>
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LABOR DAY ANALYSIS

Labor Day Swipes by Day of Week

Fitness Classes Offered per Day of the Week

<table>
<thead>
<tr>
<th>Day</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
<th>Monday</th>
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<tbody>
<tr>
<td>2014</td>
<td>12</td>
<td>0</td>
<td>0</td>
<td>18</td>
</tr>
<tr>
<td>2013</td>
<td>15</td>
<td>5</td>
<td>3</td>
<td>16</td>
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“Go out and collect data and, instead of having the answer, just look at the data and see if the data tells you anything. When we're allowed to do this with companies, it's almost magical.”

– Steven Levitt
GROUP FITNESS PARTICIPATION

Three years ago the decision was made to include group fitness classes as part of the Rec Sports membership and not charge any additional fees.

DATA COLLECTION

Collect participant swipe data
  • Breakdown by class, day, week and gender

Developed Participant survey
  • Distributed each semester
GROUP FITNESS PARTICIPATION

FINDINGS

Swipe data showed tremendous growth in participation when classes were made free
  • Numbers continue to grow each year
Swipe data confirmed low participation by male students
  • Set strategic goal to increase participation
  • Collect gender data in all classes
Survey data provided suggestions for classes and class times
  • Confirmed by swipe data collected to show popular classes and class offerings
GROUP FITNESS SPRING 2015

Total Group Fitness Participations per Semester

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<tr>
<td>2012</td>
<td>23,345</td>
<td>31,669</td>
<td>33,912</td>
<td>37,874</td>
<td>37,627</td>
<td>42,441</td>
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<tr>
<td>2013</td>
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<td>2015</td>
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Women participations made up 89.88% (38,117), while men participations made up only 10.18% (4,388). This is the first SP semester we are tracking total male participations. In the future, Group Fitness hopes to reach an average of 300 male participations per week (currently at 288.13) per week). The total average percentages for male and female participation remained the same for AU14 and SP15 (90% vs 10%), while the average weekly participations for males rose from 237.9 per week in AU14 to the 288.13 per week in SP15.
DATA & ACADEMIC ACHIEVEMENT
Living Learning Community focused on sport and wellness

DATA COLLECTION
Initiated a pre and post program assessment to see what program participants were learning

FINDINGS

Statistically significant pre-post differences were found in students’ knowledge of and comfort in using campus resources and programs. Specifically, students in the post-program assessment reported that they were more comfortable finding and using campus resources.

The average score for students’ rating of their use of leadership concepts in daily life increased significantly in the post-program assessment compared to the pre-program assessment
GPA AND USE OF RECREATION FACILITIES

We have conducted two assessments to determine if there is a correlation between people who swipe into the facilities and GPA as well as participating in group fitness and intramural sports correlating to a higher GPA.
GPA AND USE OF RECREATION FACILITIES

FINDINGS

Our examination of cumulative GPA and Rec Sports facility usage discovered that there was no evidence to suggest a strong relationship between GPA and usage. This was determined by the fact that there was no clear pattern between GPA range and facility usage. Additionally, correlations between GPA and usage did not reveal a strong association between the two since the highest correlation was 0.16.

Students who participated in a group fitness class at least once during the 2013-2014 academic had cumulative GPA’s that were significantly higher by 0.18 than students who never participated. Similarly, students who participated in intramural sports at least once during the 2013-2014 academic had cumulative GPA’s that were significantly higher by 0.17 than students who never participated.
Group Work

• What data are you currently collecting?
• How could it be used?
QUESTIONS?