EVALUATION AND INTERPRETATION

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Center for Institutional Effectiveness

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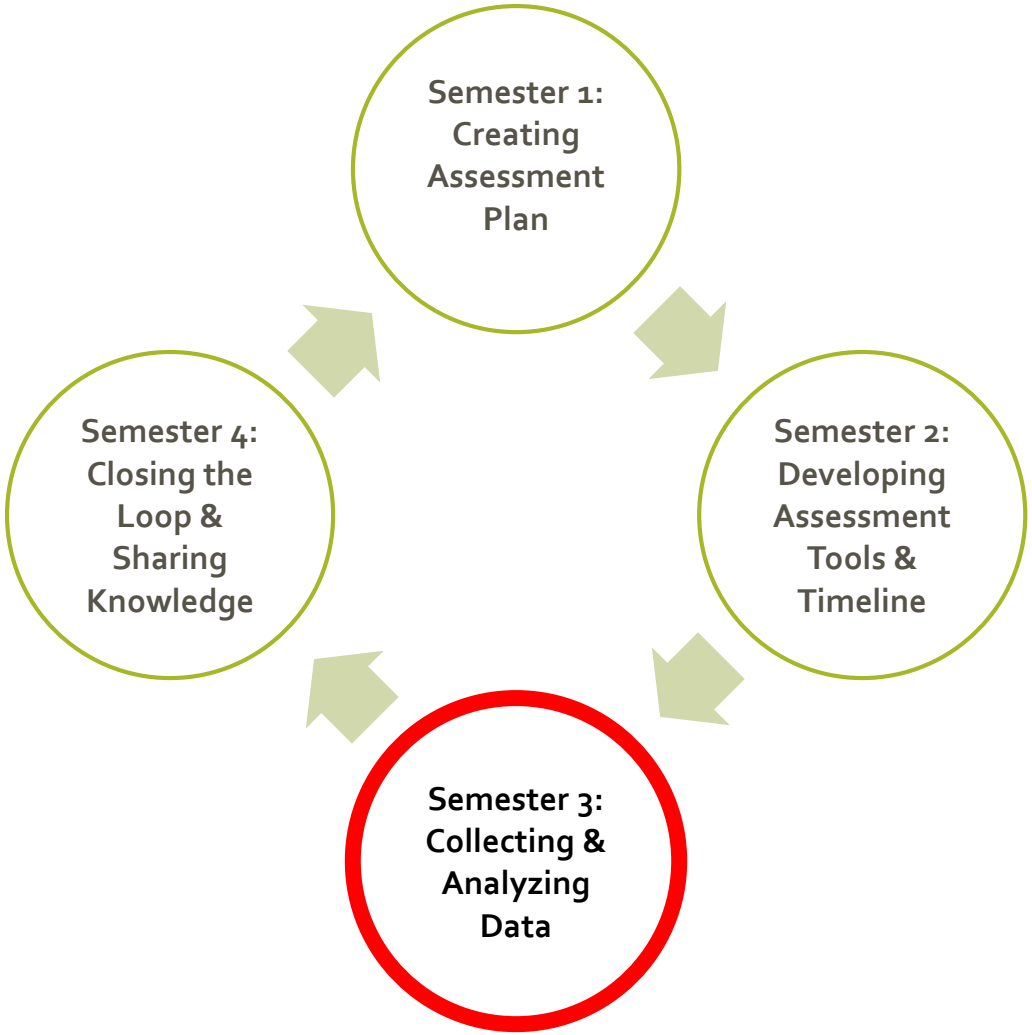
Assessment Cycle



SEMESTER 2: DEVELOPING ASSESSMENT TOOL (s) and TIMELINE

4A. Describe or attach assessment tool (s), including sources of data, timeline for data collection and how data will be analyzed.

4B. Desired results faculty would like to see. (What percent/number of students should be achieving _____.)

SEMESTER 3: COLLECTING AND ANALYZING DATA

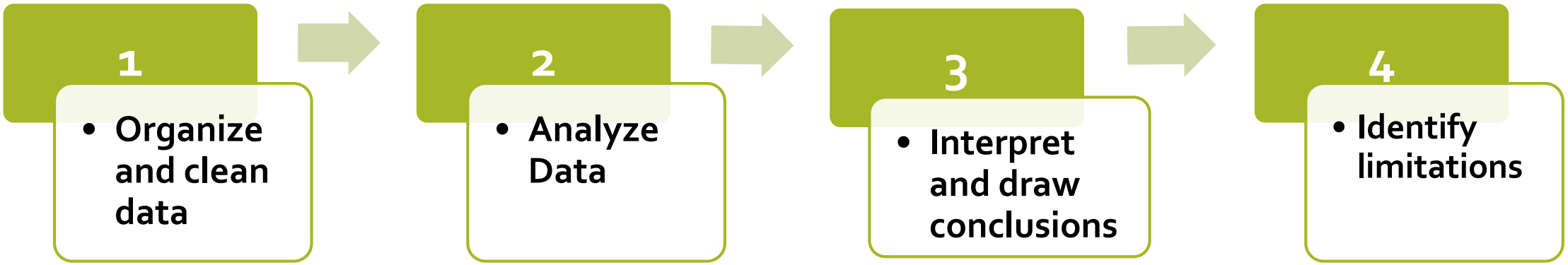
5. Summary of Results (attach aggregated data table, survey tool, etc., to support the summary)

6. Recommendations for Improvement:

What is data evaluation and interpretation?

- **Data interpretation** is the process of assigning meaning to the collected information and determining the conclusions, significance and implications of the findings.

Four Key Steps



Organize & Clean Data

- Put data into a standard format
- Keep original documents for referral
- Consider the sensitivity of the data – remove personal identification (students and faculty)
- Problematic responses should be deleted from the data set you are analyzing (incomplete answers, selecting two answers when only one applies)

Analyze Data

- Qualitative Analysis:
  - Carefully review responses
  - Identify key points and patterns or themes

- Quantitative Analysis:
  - Tally responses or do calculations

Interpret and Draw Conclusions

- What is your data telling you about your program or unit? *What is your story?*
- What key findings are of most interest?
- Compare the results against your desired results or hypothesis:
  - Examine trends (compare the data collected to a previous assessment project)
  - Compare the results against national standards
  - Look for outliers (e.g., high numbers, low numbers, or unique perspectives) and note expected/unexpected results; consider what insights these provide

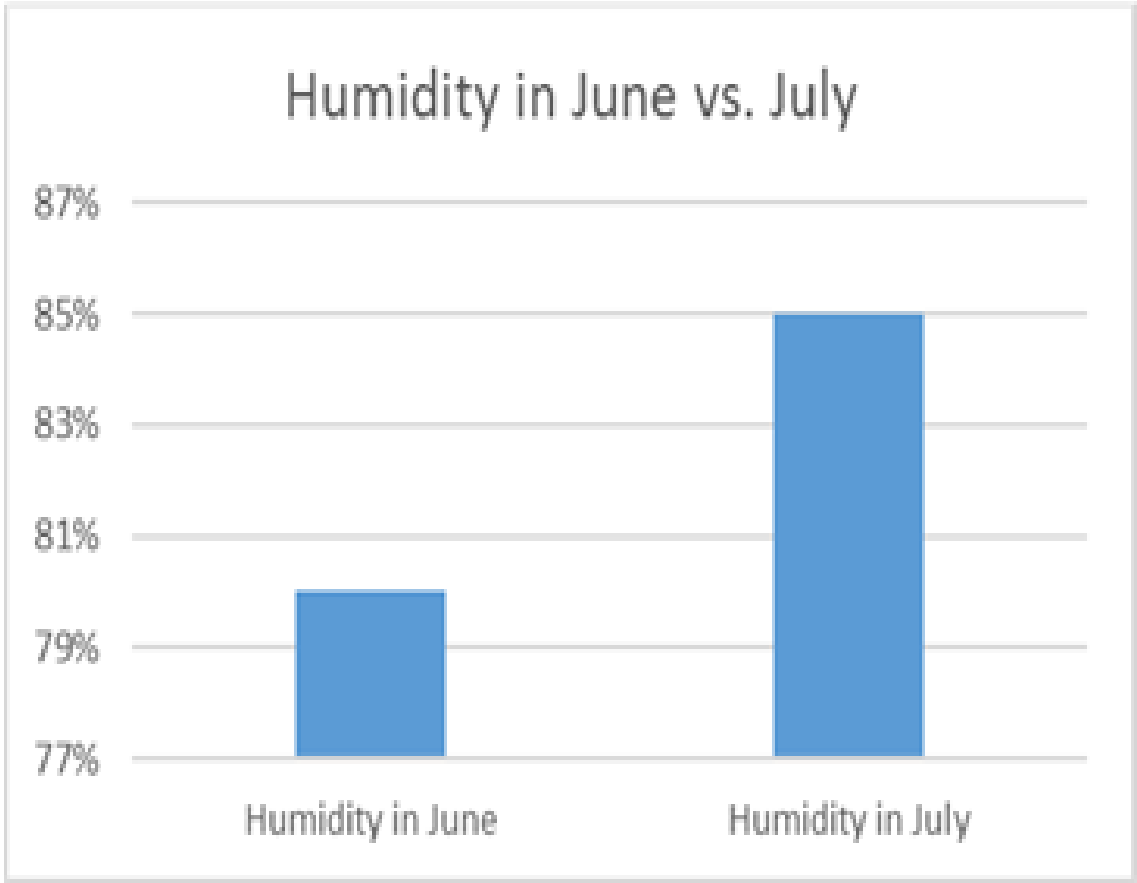
Identify Limitations

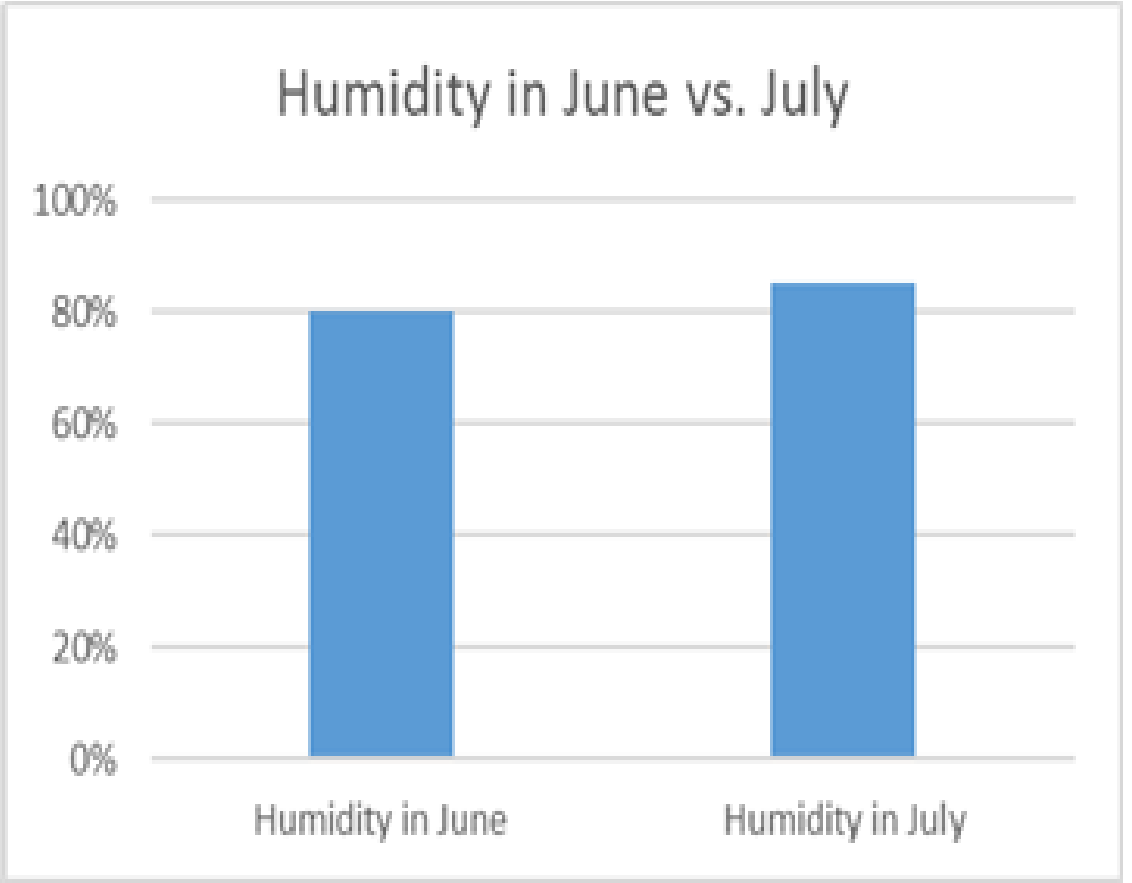
- What factors may have affected the results?
  - How the data were collected
  - How much data was collected
  - How the data source affects results
  - Poor response rates
  - Biases that could have been introduced

- Be transparent
  - Acknowledge limitations -- strengthens people's confidence in your results

Questions to Consider

- What was your data source?
- Does the data answer what you were asking?
- Does the point in time of the assessment affect results?
  - If assessing at end of the semester, can a student's prior knowledge affect results?
- Does your bias affect the interpretation?
  - Let the results do the talking.
- Avoid misleading visuals.


Humidity in June vs. July
87%
85%
83%
81%
79%
77%
Humidity in June
Humidity in July


Humidity in June vs. July
100%
80%
60%
40%
20%
0%
Humidity in June
Humidity in July

For More Information

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https://bergen.edu/about-us/institutional-effectiveness/assessment/

References

- How to analyze and interpret data Cottage Health Evaluation Toolkit, cottagehealth.org/toolkit