

Existing Measures

ASSESSMENT OF LEARNING WINTER 2017

HARTWICK COLLEGE

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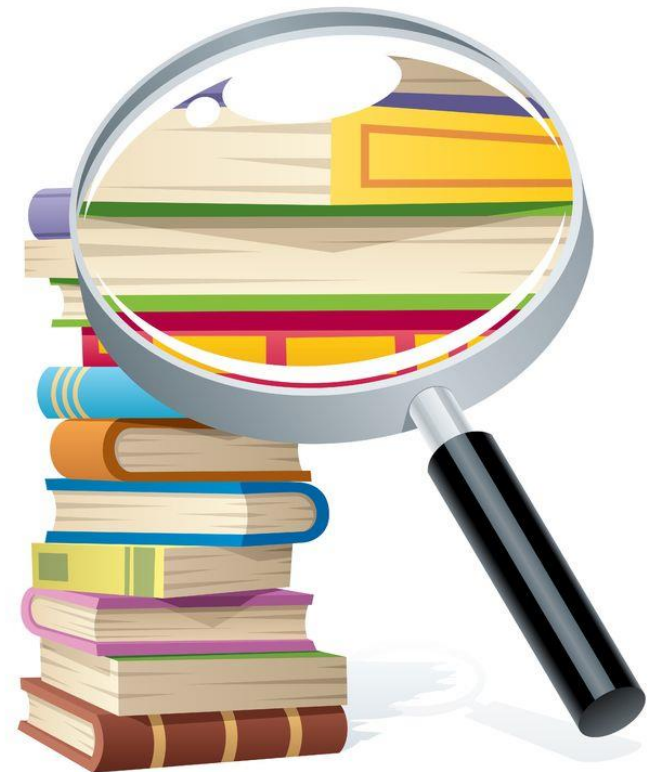
Existing Measures

- ▶ Data that has been collected for another purpose
- ▶ Could be quantitative or qualitative
- ▶ Usually in the form of tracking information, documents, summaries, reports



Document Analysis

- ▶ A form of qualitative research in which documents are used to give voice, interpretation and meaning
- ▶ Kinds of documents: flyers, magazines, agendas, blogs, emails, calendars, listservs, websites, student newspapers, papers written for a class, training manuals, handbooks, syllabi, annual reports, etc.



Examples:

- ▶ Using NSSE results by drilling down to a specific group of students
- ▶ Evaluating needs for staffing
- ▶ Demographic Profiles from event attendance
- ▶ Career Counseling appointments
- ▶ Reviewing Senior Thesis Rubrics for overall trends

Existing Measures



Strengths:

- Do not have to take the time to collect data (saves time and \$\$)
- Pre-determined response rate
- Cuts down on “survey fatigue” and other concerns



Challenges:

- Gaining access to data
- Reliant on reliability of the source
- Can't follow-up (non-responsive)

Things to consider:

- ▶ Previous IRB approval?
- ▶ Maintaining confidentiality or anonymity
- ▶ Tracking using ID numbers and how that is stored
- ▶ Maintaining the integrity and intent of the original source of data
- ▶ Was the data reliable?



Brainstorming Time...

- ▶ What do you have already collected that you can use for your assessment needs?



So I found “it”, now what?

- ▶ Quantitative data – organizing and running some numbers
- ▶ Qualitative data – usually coding but sometimes you use a rubric or observation guide



"Is it just me or have these numbers lost their crunchiness?"