

HLC Self-Study Criterion Surveys

Making Meaning
Of
The Data

Our Goals

- Make meaning of the survey data to inform the HLC self-study
 - What meaning about FSU do we make from the survey data?
 - What needed action do the data suggest?
- Develop evidence based narrative useful as input to the self-study

The Challenge

- Lot's of survey data...
- Some beliefs...
- Not so much time...

- How can we move forward?

Proposed Approach

- Today...
 - Make meaning of survey data as self-reported respondent perceptions based on questions asked
- Another Day...
 - Identify limitations of study process and methods
 - Deal w/ generalization beyond the respondent pool

Make Meaning of Numeric Data

1. Make sense of the number of respondents and missing values i.e. NFW responses
2. Make sense of response statistics and distributions?
3. Relate meaning to other data e.g. crosstab w/ other survey data or correlate to word-rich data

Telling the Data Story

1. Narrate the data context
2. Present the data (narration, table, graph)
3. Narrate performance-based meaning of data
4. Narrate action implications of data

A Working Example

- Criterion 1 NFW “Missing” Data
- Overall survey results
- q2 and q3

Telling the Data Story

- During Spring semester 2009 about 1200 (?) FSU faculty, staff, and administrators were surveyed regarding FSU performance on criterion 1: Mission and Integrity.
- Of 461 respondents, 75% reported having read FSU mission documents, while 25% reported they had not read mission documents. [maybe insert table and/or graph]
- Of those respondents who reported they had not read the documents, 75% indicated they planned to read the documents.
- In addition, several Spring semester focus group sessions resulted in numerous comments suggesting that mission documents be more visible and accessible to employees.
- FSU has taken the following actions to elevate mission visibility and accessibility, and, raise employee awareness and understanding of the FSU mission...

Making Meaning of Word-Rich Data

- Identify themes that run across respondent narratives (across narrative and across respondents)
- Articulate range and depth of respondent opinions around identified themes
- Make meaning of themes and range/depth of opinion around themes
- Relate meaning to other data e.g. correlate to related word-rich or numeric data