

COLLECTING AND USING RESEARCH DATA FOR **ASSESSMENT & STRATEGIC PLANNING**

Accurate information is arguably the most sought-after, coveted, and valuable commodity on the market today. Possessing, analyzing, and interpreting key information opens the doors to successful strategic planning, program development, quality improvement, and assessment in institutions of all types.

We understand how challenging it is for colleges and universities to keep well informed about their students and their needs. Students today differ not only from their predecessors, but also from each other, and their changing attitudes, opinions, needs, and priorities have to be uncovered and analyzed in order to build a secure baseline of information. These data can pave the way for more responsive and successful student services, academic programs, and out-of-classroom learning opportunities.

Do you know who your students are?

All colleges and universities today seek to strengthen student engagement, build a solid sense of campus community, and, ultimately, support academic persistence and retention. Every institution seeks to deliver a satisfying student experience. Learning outcomes, assessment processes, and accountability have become routine parts of our work. Understanding your students' needs, attitudes, opinions, and preferences has never been more crucial.

K&A works with colleges and universities to collect, analyze, and report data and to develop a rich understanding of information that will support decision-making and strategic planning. We provide both **quantitative analysis** using advanced Web-enabled survey and questionnaire technology and **qualitative research** through the careful thematic analysis of focus group, interview, and recorded data. In partnership with campuses, we build effective research tools to gain insight into their unique student communities. But we also answer the question, "Data for what?" Through all of our projects, our goal remains consistent: to use data to improve the student experience, increase student engagement, and accomplish desired learning outcomes. Providing exceptionally relevant, useful, and accurate data is one key way in which we help campuses build engaged, successful communities. In the process, we build the capacity of each institution to understand and respond to data – thereby strengthening assessment and planning.

Each campus is different, but the need to know your students is the same. How can K&A help?

- Determining study populations; identifying and generating data collection plans that will promote success
- Targeting your audience; generating sound, representative, study samples through systematically segmenting, stratifying, and qualifying participants in both qualitative and quantitative studies and analyses
- Building, presenting, and evaluating the appropriate research vehicles and implementation media for the project; individual or group interviews, focus groups, on-site surveys, brief satisfaction questionnaires, Web-enabled or other survey formats and designs
- Planning, layout, and sequencing of questions designed to provide pertinent and complete information in support of project goals
- Developing communications, marketing, and participant incentive campaigns to generate increased awareness and interest in the initiative - resulting in a high overall rate of response
- Collecting, aggregating, analyzing and interpreting response data in detailed but attractive and understandable reports, thus uncovering trends, patterns and results used for the measurement, evaluation, assessment of programs and services
- Guidance with incorporating study results into effective decision-making and strategic planning
- Preparation of staff members to embrace the collection and integration of data into their work

Our experience ensures the efficient delivery of excellent services and our results help you improve the student experience and strengthen the campus learning environment.

For More Information >>

To learn more about K&A and our work in research, surveys, and data gathering, please visit www.keelingassociates.com or call us at 212.229.4750.

Related Resources:

- **Information Sheets from Keeling & Associates:**
 - Student Learning Outcomes: [Getting Started](#)
 - Workshops, Tools, & Templates: [Professional Development Experiences](#)