

Quantitative Assessment Methods

Victor W. Barr, Ph.D.

Dan Reilly

Quantitative Assessment Methods

This program will focus on guiding you through the process of planning for gathering and analyzing quantitative data. Quantitative data is data that can be analyzed as numbers as opposed to qualitative data. In addition, this session will briefly cover issues of how to make decisions about how such data is gathered, analyzed and used to make a decisions and arguments. Specific attention will be focused on how to build the structures that make gathering such data easier.

Learning Outcomes Examples

Participants will learn a process of making a decision about what data to collect and how simplify the collection of information.

Participants will be able to apply the methodologies of quantitative data to their own area of student affairs.

Participants will be better prepared to make decisions about how they will plan for using and presenting data.

“If we are to convince our colleges and universities of the worth of our centers we must begin to evaluate the outcomes of our services.

This is especially important as we move into times of budgetary restraint.” (Victor Barr, 1997)

Quantitative vs. Qualitative.

- I think of the two (quantitative versus qualitative) as complementary ways of gathering and presenting evidence to support your case.
-
- Qualitative is both a first step
(What's going on here? or Exploratory?)
- and frequently gives us the data to tell the story. It though can mostly tell us perceptions
-
- Quantitative helps us to look below the surface and see what is going on in a more definable way. It also provides data that for some is more convincing.

Need to think through ahead of time –
What story will I need to tell and
what data is needed to tell the story
and be convincing?

First Decision Points



- What point do you need to be able to make?
- Who is your audience(s)?
- How do you want to make your point?

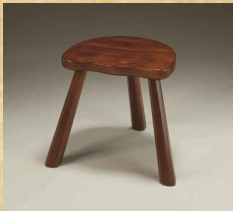
None stand alone

What point do you need to be able to make?

- What is the question at hand and how can you get to the best data to be able to answer it?

Question: Counseling Center

Are you really that busy?



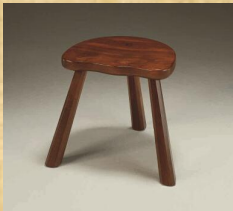
Who is your audience(s)?

- Is it one targeted audience?
- Are there more than one?
- For each audience what type(s) of data are convincing?

Counseling Center

Question: Are you really that busy?

Audience: VC Rogers, Departmental Review, Chancellor



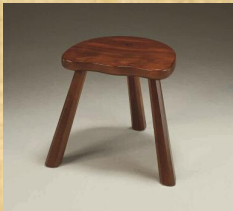
**Who is your audience(s)?
For each audience what type(s) of
data are convincing?**

Counseling Center Audience:

VC Rogers

Departmental Review

Chancellor



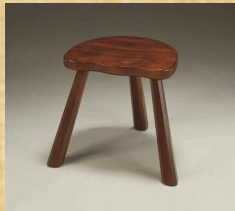
What type of data is the best way to make your *point*?

- Survey
- Usage data
- Process data
- Comparison data
- Outcome data

Question:

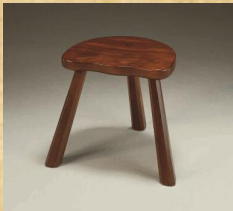
At its heart evaluation is a three step sequence

Objectives ----->Means----->Measures



Data Issues

- Validity of measures
- Ease of use of measures
- Data standardization – at UT and External to UT



Counseling Center Data Sources

The Association for University and College Counseling Center Directors Annual Survey

Reporting Period: September 1, 2008 through August 31, 2009

Victor Barr, Ph.D.
Director, Counseling & Psychological Services
University of Tennessee at Knoxville

Robert Rando, Ph.D.
Director, Counseling and Wellness Services
Associate Professor, School of Professional Psychology
Wright State University

Brian Krylowicz, Ph.D.
Director, University Counseling Services
Truman State University

Evelyn Winfield, Ph.D.
Director, University Counseling and Testing
Western Michigan University

Question: Are you really that busy?

Audience: VC Rogers, Departmental Review, Chancellor

Methodology: Usage data, Comparison Data.



Evaluations vs. Research

- **Research** is a proving causality and involved tight control, specificity and rigor. It can be artificial – random assignment.
- **Evaluation**, on the other hand, has come the way of technology rather than science. Its accent is not on theory building but on product delivery or mission accomplishment. Its essence is to provide feedback leading to a successful outcome defined in practical, concrete terms.
- “The purpose of evaluation is to improve, not to prove.” (Stufflebeam et al 1978)

Data to collect and how?

Creating the Hook

What data will you collect?

How will you set it up easily collect the data?

How do you plan to use the data?

Will data storage be an issue?

Desk drawer is not adequate.



If on-going, keep an eye on the data as you collect it.



Security Warning: Automatic update of links has been disabled. Options...

Worksheet Name: APB3

	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG	BH	BI																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
1	1419	1416	1423	1430	1437	1444	1451	1458	1465	1472	1479	1486	1493	1500	1507	1514	1521	1528	1535	1542	1549	1556	1563	1570	1577	1584	1591	1598	1605	1612	1619	1626	1633	1640	1647	1654	1661	1668	1675	1682	1689	1696	1703	1710	1717	1724	1731	1738	1745	1752	1759	1766	1773	1780	1787	1794	1801	1808	1815	1822	1829	1836	1843	1850	1857	1864	1871	1878	1885	1892	1899	1906	1913	1920	1927	1934	1941	1948	1955	1962	1969	1976	1983	1990	1997	2004	2011	2018	2025	2032	2039	2046	2053	2060	2067	2074	2081	2088	2095	2102	2109	2116	2123	2130	2137	2144	2151	2158	2165	2172	2179	2186	2193	2200	2207	2214	2221	2228	2235	2242	2249	2256	2263	2270	2277	2284	2291	2298	2305	2312	2319	2326	2333	2340	2347	2354	2361	2368	2375	2382	2389	2396	2403	2410	2417	2424	2431	2438	2445	2452	2459	2466	2473	2480	2487	2494	2501	2508	2515	2522	2529	2536	2543	2550	2557	2564	2571	2578	2585	2592	2599	2606	2613	2620	2627	2634	2641	2648	2655	2662	2669	2676	2683	2690	2697	2704	2711	2718	2725	2732	2739	2746	2753	2760	2767	2774	2781	2788	2795	2802	2809	2816	2823	2830	2837	2844	2851	2858	2865	2872	2879	2886	2893	2900	2907	2914	2921	2928	2935	2942	2949	2956	2963	2970	2977	2984	2991	2998	3005	3012	3019	3026	3033	3040	3047	3054	3061	3068	3075	3082	3089	3096	3103	3110	3117	3124	3131	3138	3145	3152	3159	3166	3173	3180	3187	3194	3201	3208	3215	3222	3229	3236	3243	3250	3257	3264	3271	3278	3285	3292	3299	3306	3313	3320	3327	3334	3341	3348	3355	3362	3369	3376	3383	3390	3397	3404	3411	3418	3425	3432	3439	3446	3453	3460	3467	3474	3481	3488	3495	3502	3509	3516	3523	3530	3537	3544	3551	3558	3565	3572	3579	3586	3593	3600	3607	3614	3621	3628	3635	3642	3649	3656	3663	3670	3677	3684	3691	3698	3705	3712	3719	3726	3733	3740	3747	3754	3761	3768	3775	3782	3789	3796	3803	3810	3817	3824	3831	3838	3845	3852	3859	3866	3873	3880	3887	3894	3901	3908	3915	3922	3929	3936	3943	3950	3957	3964	3971	3978	3985	3992	3999	4006	4013	4020	4027	4034	4041	4048	4055	4062	4069	4076	4083	4090	4097	4104	4111	4118	4125	4132	4139	4146	4153	4160	4167	4174	4181	4188	4195	4202	4209	4216	4223	4230	4237	4244	4251	4258	4265	4272	4279	4286	4293	4300	4307	4314	4321	4328	4335	4342	4349	4356	4363	4370	4377	4384	4391	4398	4405	4412	4419	4426	4433	4440	4447	4454	4461	4468	4475	4482	4489	4496	4503	4510	4517	4524	4531	4538	4545	4552	4559	4566	4573	4580	4587	4594	4601	4608	4615	4622	4629	4636	4643	4650	4657	4664	4671	4678	4685	4692	4699	4706	4713	4720	4727	4734	4741	4748	4755	4762	4769	4776	4783	4790	4797	4804	4811	4818	4825	4832	4839	4846	4853	4860	4867	4874	4881	4888	4895	4902	4909	4916	4923	4930	4937	4944	4951	4958	4965	4972	4979	4986	4993	5000	5007	5014	5021	5028	5035	5042	5049	5056	5063	5070	5077	5084	5091	5098	5105	5112	5119	5126	5133	5140	5147	5154	5161	5168	5175	5182	5189	5196	5203	5210	5217	5224	5231	5238	5245	5252	5259	5266	5273	5280	5287	5294	5301	5308	5315	5322	5329	5336	5343	5350	5357	5364	5371	5378	5385	5392	5399	5406	5413	5420	5427	5434	5441	5448	5455	5462	5469	5476	5483	5490	5497	5504	5511	5518	5525	5532	5539	5546	5553	5560	5567	5574	5581	5588	5595	5602	5609	5616	5623	5630	5637	5644	5651	5658	5665	5672	5679	5686	5693	5700	5707	5714	5721	5728	5735	5742	5749	5756	5763	5770	5777	5784	5791	5798	5805	5812	5819	5826	5833	5840	5847	5854	5861	5868	5875	5882	5889	5896	5903	5910	5917	5924	5931	5938	5945	5952	5959	5966	5973	5980	5987	5994	6001	6008	6015	6022	6029	6036	6043	6050	6057	6064	6071	6078	6085	6092	6099	6106	6113	6120	6127	6134	6141	6148	6155	6162	6169	6176	6183	6190	6197	6204	6211	6218	6225	6232	6239	6246	6253	6260	6267	6274	6281	6288	6295	6302	6309	6316	6323	6330	6337	6344	6351	6358	6365	6372	6379	6386	6393	6400	6407	6414	6421	6428	6435	6442	6449	6456	6463	6470	6477	6484	6491	6498	6505	6512	6519	6526	6533	6540	6547	6554	6561	6568	6575	6582	6589	6596	6603	6610	6617	6624	6631	6638	6645	6652	6659	6666	6673	6680	6687	6694	6701	6708	6715	6722	6729	6736	6743	6750	6757	6764	6771	6778	6785	6792	6799	6806	6813	6820	6827	6834	6841	6848	6855	6862	6869	6876	6883	6890	6897	6904	6911	6918	6925	6932	6939	6946	6953	6960	6967	6974	6981	6988	6995	7002	7009	7016	7023	7030	7037	7044	7051	7058	7065	7072	7079	7086	7093	7100	7107	7114	7121	7128	7135	7142	7149	7156	7163	7170	7177	7184	7191	7198	7205	7212	7219	7226	7233	7240	7247	7254	7261	7268	7275	7282	7289	7296	7303	7310	7317	7324	7331	7338	7345	7352	7359	7366	7373	7380	7387	7394	7401	7408	7415	7422	7429	7436	7443	7450	7457	7464	7471	7478	7485	7492	7499	7506	7513	7520	7527	7534	7541	7548	7555	7562	7569	7576	7583	7590	7597	7604	7611	7618	7625	7632	7639	7646	7653	7660	7667	7674	7681	7688	7695	7702	7709	7716	7723	7730	7737	7744	7751	7758	7765	7772	7779	7786	7793	7800	7807	7814	7821	7828	7835	7842	7849	7856	7863	7870	7877	7884	7891	7898	7905	7912	7919	7926	7933	7940	7947	7954	7961	7968	7975	7982	7989	7996	8003	8010	8017	8024	8031	8038	8045	8052	8059	8066	8073	8080	8087	8094	8101	8108	8115	8122	8129	8136	8143	8150	8157	8164	8171	8178	8185	8192	8199	8206	8213	8220	8227	8234	8241	8248	8255	8262	8269	8276	8283	8290	8297	8304	8311	8318	8325	8332	8339	8346	8353	8360	8367	8374	8381	8388	8395	8402	8409	8416	8423	8430	8437	8444	8451	8458	8465	8472	8479	8486	8493	8500	8507	8514	8521	8528	8535	8542	8549	8556	8563	8570	8577	8584	8591	8598	8605	8612	8619	8626	8633	8640	8647	8654	8661	8668	8675	8682	8689	8696	8703	8710	8717	8724	8731	8738	8745	8752	8759	8766	8773	8780	8787	8794	8801	8808	8815	8822	8829	8836	8843	8850	8857	8864	8871	8878	8885	8892	8899	8906	8913	8920	8927	8934	8941	8948	8955	8962	8969	8976	8983	8990	8997	9004	9011	9018	9025	9032	9039	9046	9053	9060	9067	9074	9081	9088	9095	9102	9109	9116	9123	9130	9137	9144	9151	9158	9165	9172	9179	9186	9193	9200	9207	9214	9221	9228	9235	9242	9249	9256	9263	9270	9277	9284	9291	9298	9305	9312	9319	9326	9333	9340	9347	9354	9361	9368	9375	9382	9389	9396	9403	9410	9417	9424	9431	9438	9445	9452	9459	9466	9473	9480	9487	9494	9501	9508	9515	9522	9529	9536	9543	9550	9557	9564	9571	9578	9585	9592	9599	9606	9613	9620	9627	9634	9641	9648	9655	9662	9669	9676	9683	9690	9697	9704	9711	9718	9725	9732	9739	9746	9753	9760	9767	9774	9781	9788	9795	9802	9809	9816	9823	9830	9837	9844	9851	9858	9865	9872	9879	9886	9893	9900	9907	9914	9921	9928	9935	9942	9949	9956	9963	9970	9977	9984	9991	9998	10005	10012	10019	10026	10033	10040	10047	10054	10061	10068	10075	10082	10089	10096	10103	10110	10117	10124	10131	10138	10145	10152	10159	10166	10173	10180	10187	10194	10201	10208	10215	10222	10229	10236	10243	10250	10257	10264	10271	10278	10285	10292	10299	10306	10313	10320	10327	10334	10341	10348	10355	10362	10369	10376	10383	10390	10397	10404	10411	10418	10425	10432	10439	10446	10453	10460	10467	10474	10481	10488	10495	10502	10509	10516	10523	10530	10537	10544	10551	10558	10565	10572	10579	10586	10593	

Weekly Data Gathered by Counseling Center

CentertasksSpring 10 - Microsoft Excel

Home Insert Page Layout Formulas Data Review View Add-Ins Nuance OCR Nuance PDF

Cut Copy Paste Format Painter Clipboard Font Alignment Number Conditional Formatting Styles Insert

Security Warning Automatic update of links has been disabled Options...

AR78

	A	B	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV
71		2009-10	Good Friday										
72		Week	3/29	4/5	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7
73		Schedule	250	254	275	276	258						
74		Show	195	198	209	213	196						
75		Intakes	31	40	41	29	20						
76		Waitlist 1	0	0	0	0	0						
77		Waitlist 2	19	14	7	2	1						
78		Waitlist 3	13	18	21	23	15						
79		Waitlist 4	7	9	7	5	4						
30		Group Sch	61	43	57	61	56						
31		Group Sh	37	29	36	44	45						
32		Group & I	311	297	332	337	314						
33		Group & I	232	227	245	257	241						
34		New SWC Sch	21	23	30	25	24						
35		New SWC Sho	7	12	20	13	13						
36													
37		Waitlist T	39	41	35	30	20						
04		Dif 09-08	-757	-715	-693	-665	-599						
05		% Change	87.9%	88.9%	89.6%	90.3%	91.5%						
06													
07		Intake + Shown + Gro											
08		2001-02	4621	4806	4986	5170	5311	5391	5460	5530	5579	5647	5710
09		2002-03	4214	4400	4548	4749	4918	5020	5081	5145	5185	5249	5310
10		2003-04	4361	4502	4667	4848	5006	5102	5161	5234	5316	5355	5432
11		2004-05	4773	4963	5168	5385	5531	5636	5708	5787	5844	5885	5968
12		2005-06	4736	4913	5089	5284	5472	5586	5667	5733	5796	5845	5913
13		2006-07	5588	5844	6082	6308	6566	6715	6835	6921	7015	7097	7187
14		2007-08	6262	6530	6781	7026	7267	7415	7534	7609	7691	7741	7847
15		2008-09	6900	7122	7377	7618	7776	7898	7978	8060	8149	8260	8350
16		2009-10	6650	6929	7235	7534	7808						
17													
18		FY05 to F	139.3%	139.6%	140.0%	139.9%	141.2%						
19		FY10toFY	96.4%	97.3%	98.1%	98.9%	100.4%						



Caveats

- Check your data regularly.
Verify as you go.
Will it make your point at the end?
Does your data make sense?
- Back up you data regularly.



Presenting your data



Things to Remember

- Remember Point to be made and Audience
- Analyze data
- How will you present your results? What is the venue – report, PowerPoint, etc. Remember Point to be made and Audience.





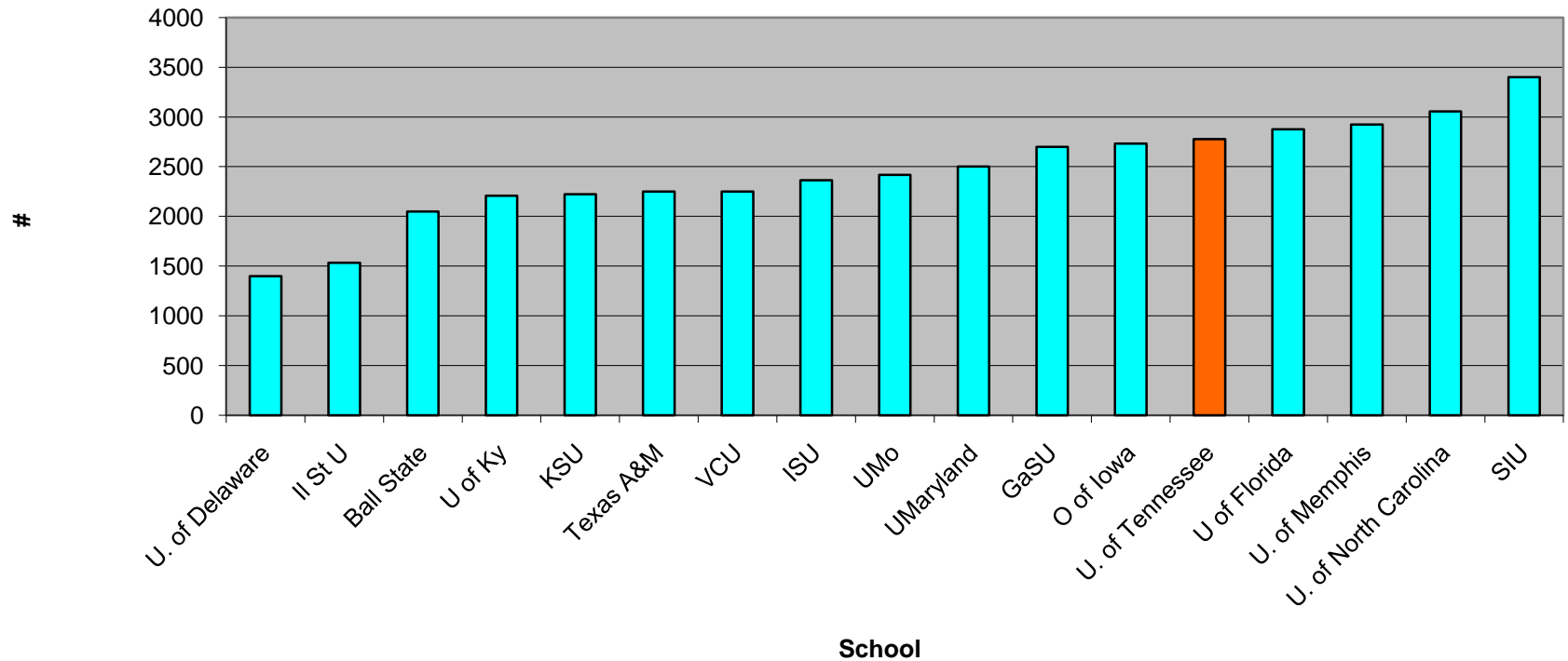


Counseling Center



Use of Comparison Group

Student ratio/Senior Staff



Question: Are you really that busy?

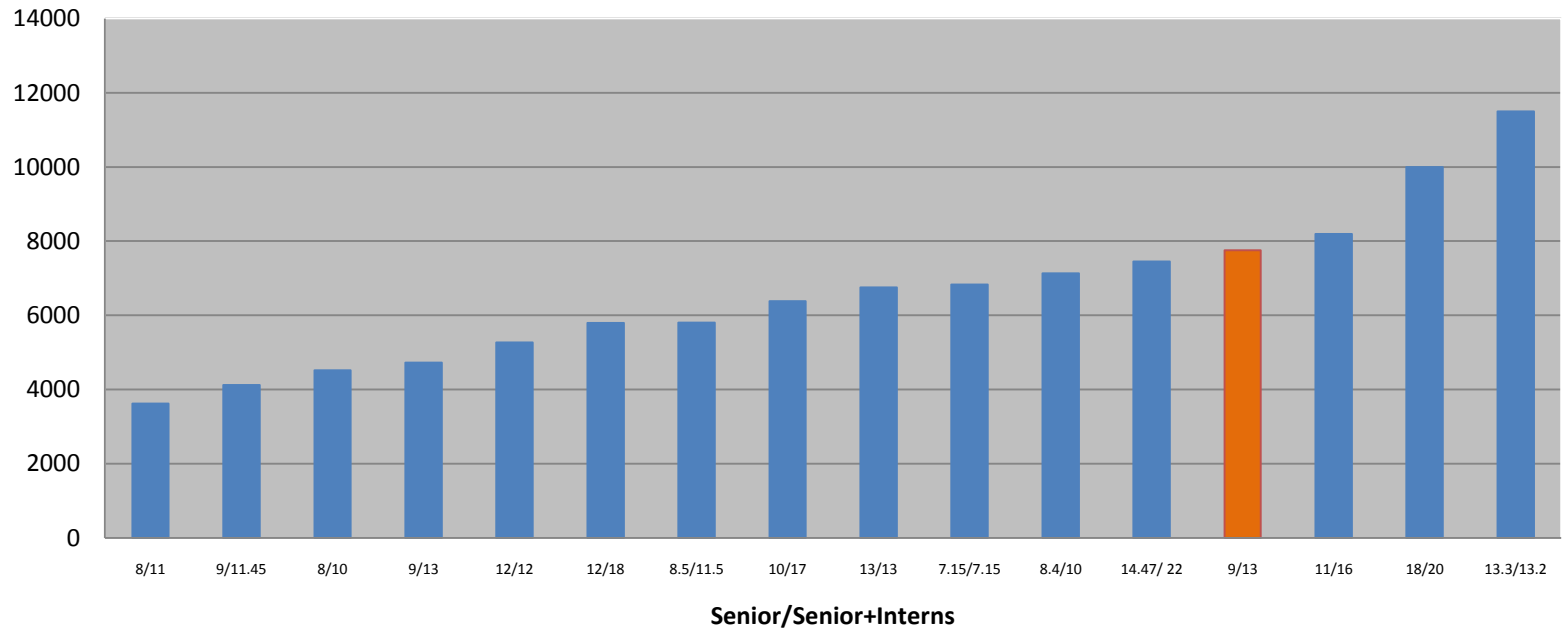
Audience: VC Rogers, Departmental Review, Chancellor

Methodology: Usage data, Comparison Data.



Use of Comparison Group

What is the total number of sessions provided by your center?



Public Universities of 25001-30,000

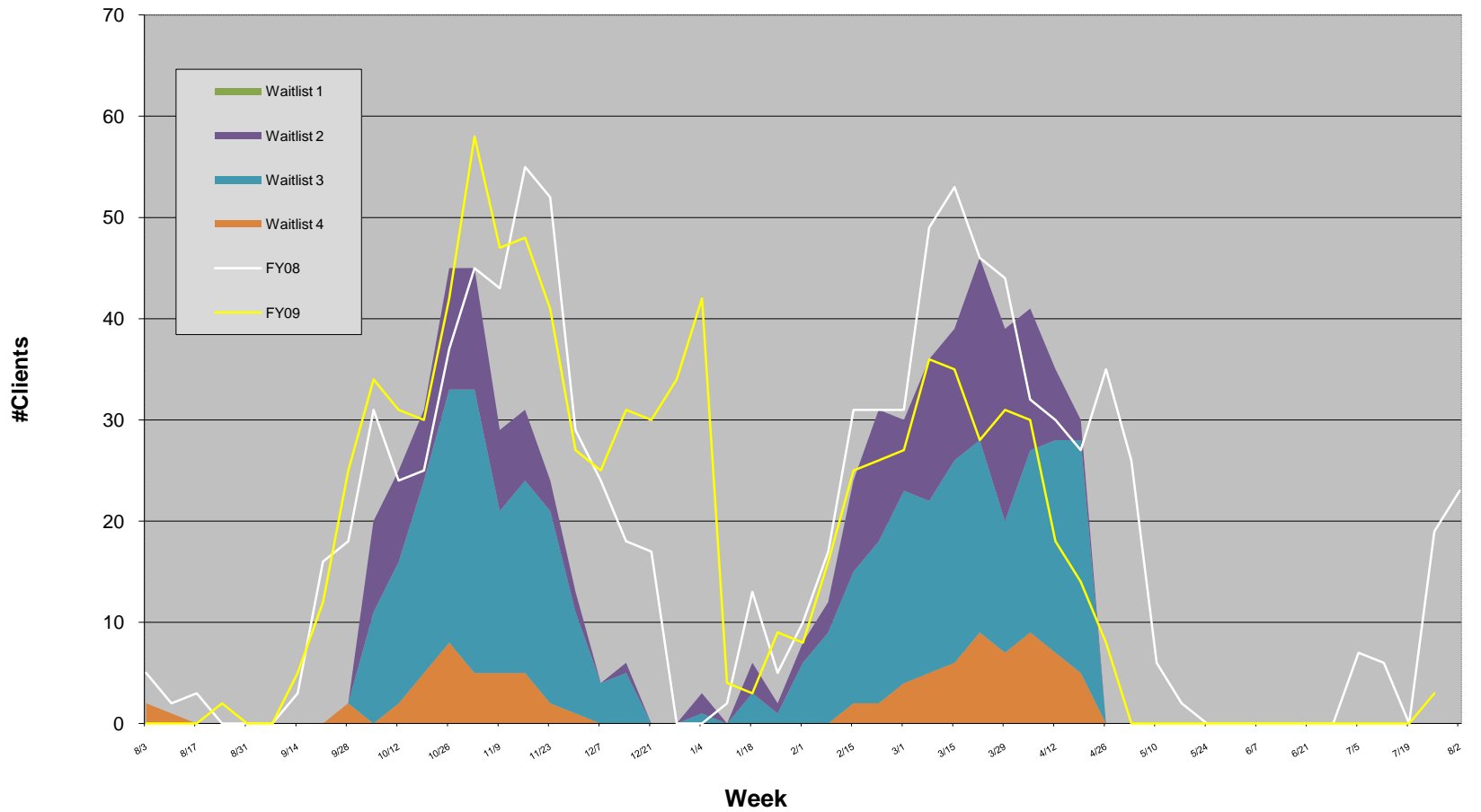
Question: Are you really that busy?

Audience: VC Rogers, Departmental Review, Chancellor

Methodology: Usage data, Comparison Data.



Waitlist FY10



Counseling Center

- Issues to Consider
 - We started putting more emphasis on group counseling 3 years ago.
 - This last fall we made the walk-in briefer and mores structured.
 - We added to out array of services Stress and Wellness Clinic .

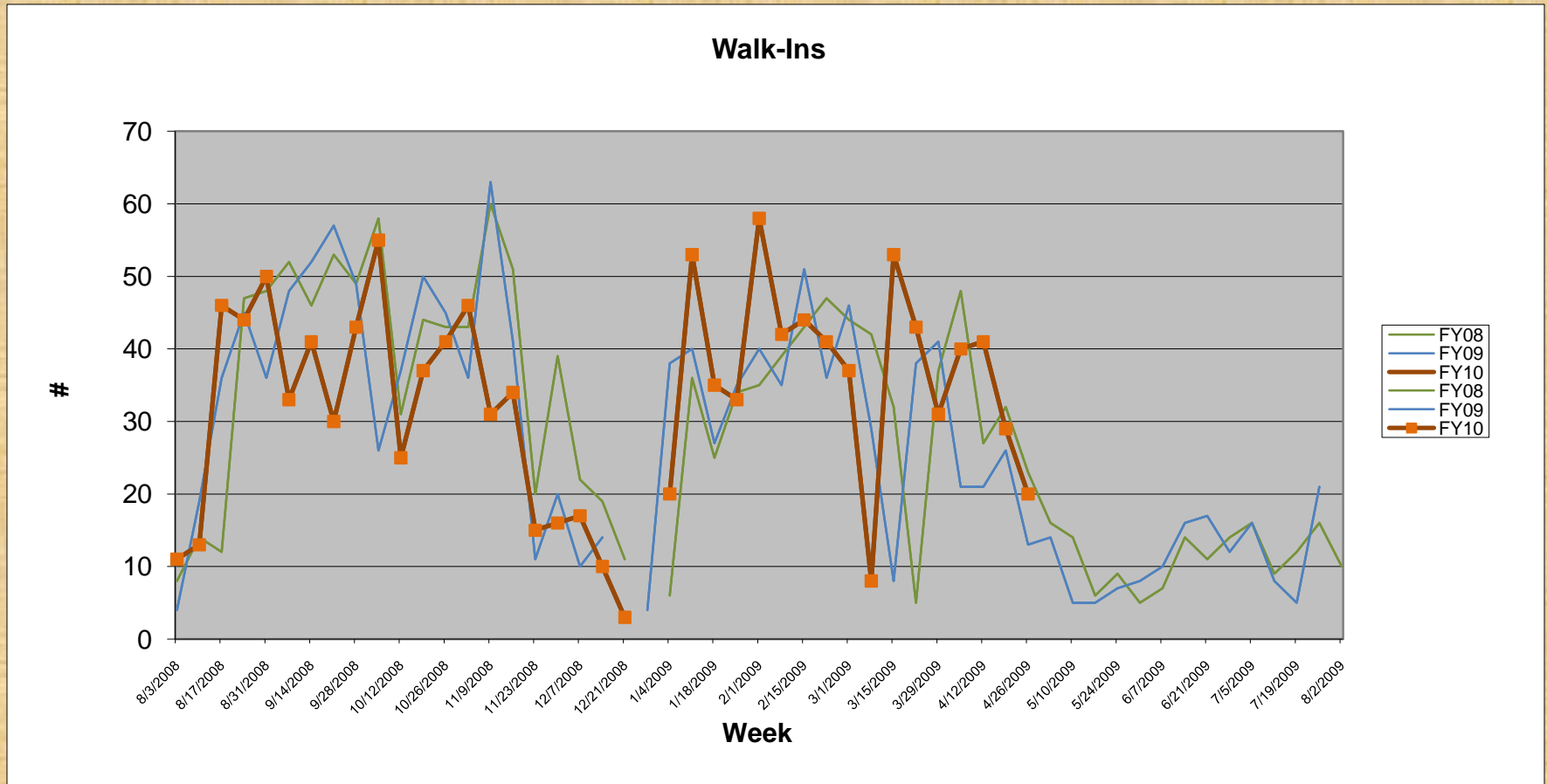
Question: Are you really that busy?

Audience: VC Rogers, Departmental Review, Chancellor

Methodology: Usage data, Comparison Data.



Center Utilization Data



Question: Are you really that busy?

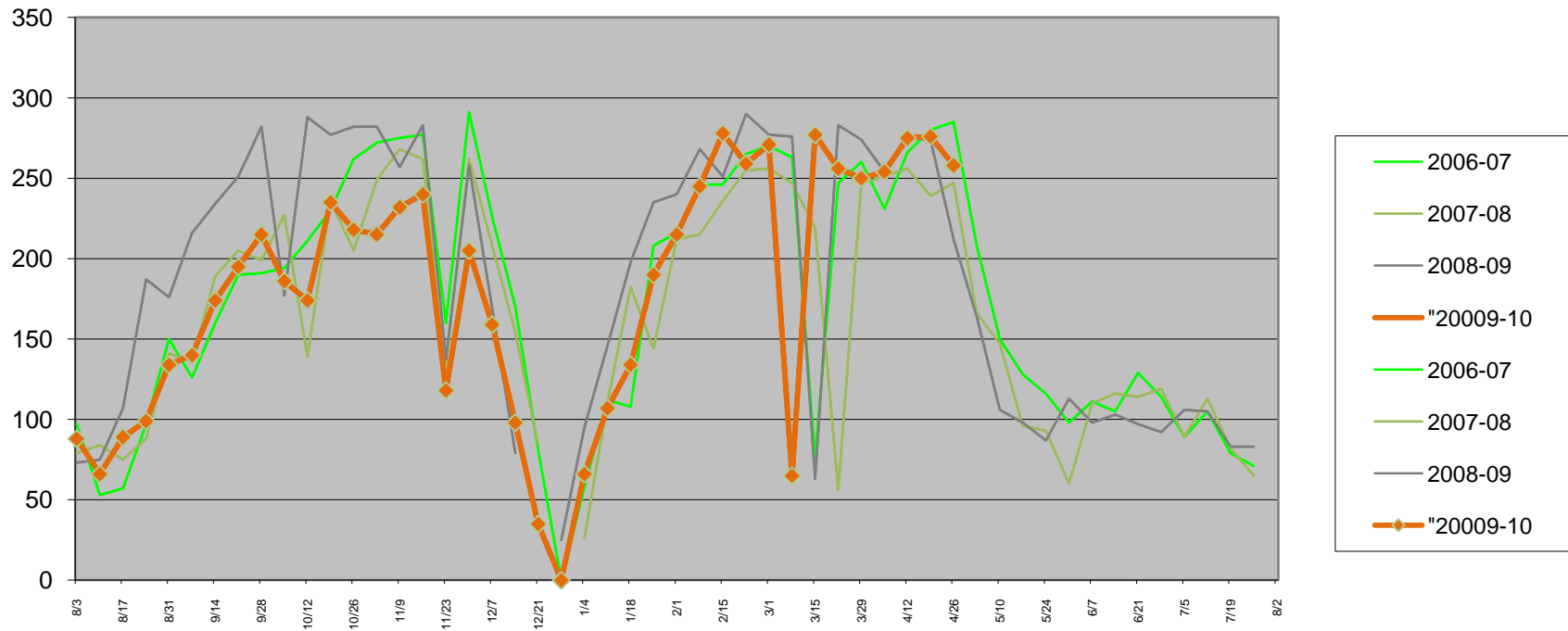
Audience: VC Rogers, Departmental Review, Chancellor

Methodology: Usage data, Comparison Data.



Center Utilization Data

SESSIONS Offered FY10



Question: Are you really that busy?

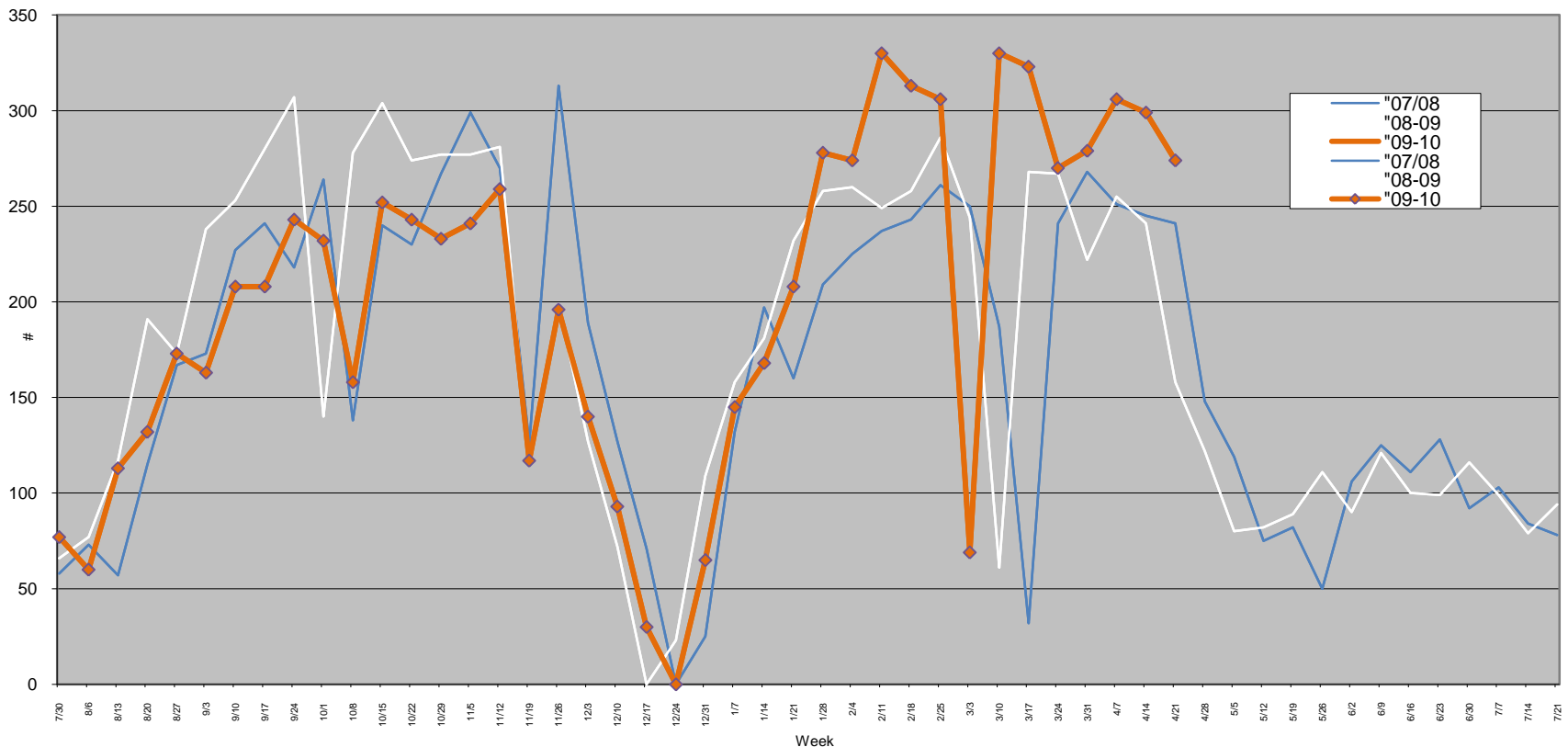
Audience: VC Rogers, Departmental Review, Chancellor

Methodology: Usage data, Comparison Data.



Center Utilization Data

Delivered: Triage + Sessions + Group + SWC



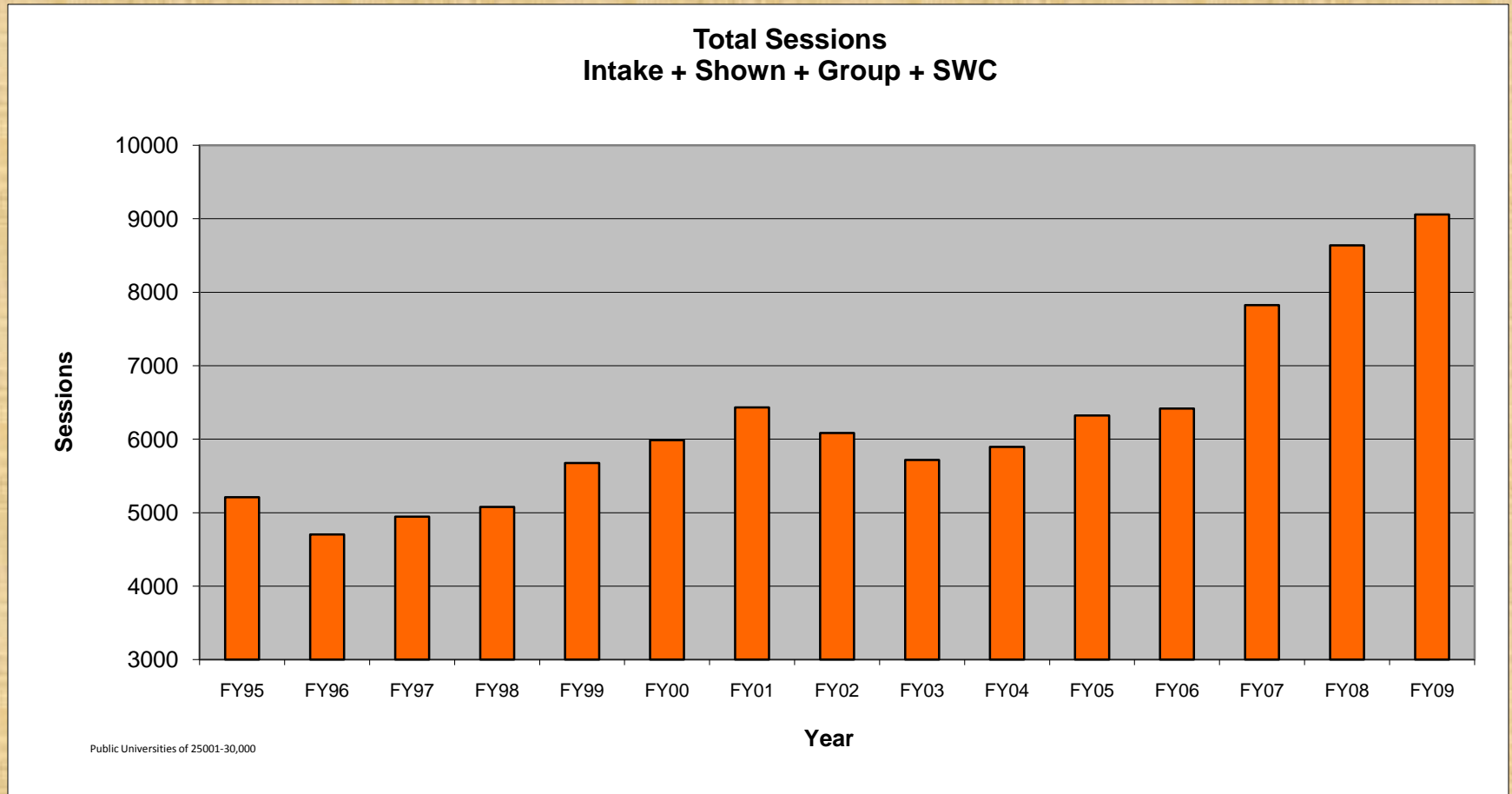
Question: Are you really that busy?

Audience: VC Rogers, Departmental Review, Chancellor

Methodology: Usage data, Comparison Data.



Center Utilization Data



Question: Are you really that busy?

Audience: VC Rogers, Departmental Review, Chancellor

Methodology: Usage data, Comparison Data.



Questions

