Academic and Professional Development Data Consulting Checklist

1 Ask the Right Questions while Focusing on Design & Data Collection Options

- Do you understand your universities' goals and objectives for this work and how future content ties to those? You might ask…
  - What are the problems you trying to solve?
  - What is driving your request?
  - How does this fit in with the bigger picture?
  - Who must be involved and sign off in order to release the resources required?
  - Do you have a sense of what kind of impact you are expecting?
  - Do you have a plan wherein the data you collect will demonstrate that impact?
  - Do you have a target in mind you want to achieve? (i.e. 10% reduction in time to degree?)
- Do you have a clear line of sight from my analysis back to these metrics so you can show impact?

2 Get to the Foundational Issues for Data Collection and Analysis

- Have you defined how you want to segment your data so that you get a complete picture?
- Have you incorporated a baseline to show context and growth?
  - Timeframe (Month over month, year over year, etc.)
  - What are the Internal targets you are aiming for?
  - Have you focused on "What's changed?" or "Noticeable improvements?"
  - Have you used frequencies, charts, and adoption patterns wisely in your analysis?
    - Do the key insights lead to educational programmatic outcomes?
    - Have you disaggregated and interpreted distributions per program to disperse learning to your stakeholders?
  - Have you determined signal vs noise when you look at trends?
    - Do you have enough data over time to chart growth?
  - Have you "pruned the weeds" through ongoing data analysis and redesign?

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o Do you ask new questions and work to redesign your data analysis so that you are finding answers that are more and more meaningful?

Planning to Communicate Your Insights

- Do your data tell the human story in the context of the broader figures?

- Has it become obvious how your academic and professional development are helping students?

- Does your data include…
    - o The story or "why" behind the data – i.e. what is driving this?
    - o Impacts and recommended next actions?
  - Do your visualizations or reports pass the "5 second test?" (insights <5 seconds)
  - Have I used guided analytics to communicate insights or my thought process?
    - o Provided details as needed, not overwhelming all at once
  - Have you used your data to build to a conclusion and tell a story?

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