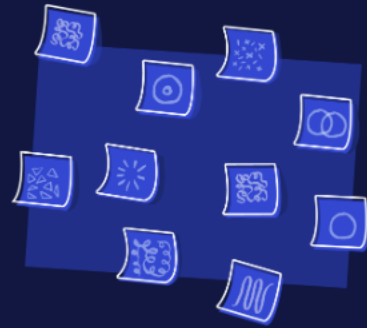


Data Use Toolkit



Purpose

Guide supporting pre-initiative problem exploration, effective data collection and use, and assessment

Who this is for

- Project Leads
- Team Members (use for research, data management, or evaluation)

When to use

Identifying problems

Considering renewal or scaling

Researching and learning

Assessing the initiative

Closing the initiative

[Introduction](#)

[Data Exploration Guide](#)

[Data Collection Guide](#)

Data Collection Guide

Why is this tool important?

Creating a plan for collecting data to track during an initiative is critical. Lean on your institutional research department for support if you don't have dedicated data analysis resources on your team.

🗨 Considerations

Before you start, consider the following questions to help you best plan your approach to collecting data throughout your project. These considerations are essential in understanding how and what data will be collected, who will be responsible, and how often.

Reminder! If you haven't already identified a problem for which to collect data around, consider using the [Data Exploration Guide](#) first.

1

What do you want to understand or achieve?

Think about what you are trying to achieve in this initiative. What is the goal? Refer back to the [Purpose Statement](#) component in the Project Charter for inspiration.

2

Which KPIs are you trying to work toward with the intended outcomes?

Key Performance Indicators (KPIs) are measurable values demonstrating how effectively an organization achieves key objectives. For inspiration, refer to the [Intended Outcomes](#) component in the Project Charter.

3

What data do you need to collect to track the impact of this initiative on the KPIs?

See the Resource—Data Types section below for guidance on what data to collect for your KPIs.

Activity

[Download activity](#) ↓

Data Collection Activity

Now that you've explored existing data and identified a problem for your initiative, it's time to develop an approach for collecting data, how you will measure progress, and who the data needs to be communicated to. Reflect on these questions based on your initiative and team capacity before you meet with data people to discuss the specifics.

Guiding Questions

1 Collecting Data

Create a plan for collecting your data.

How will you collect data?

How will you ensure the data collected is disaggregated enough to distinguish historically excluded students?

How frequently does the data need to be updated/collected?

Does it need to be real-time?

Will this data be readily available, or must it be manually tracked?

If manual tracking is required, how will you operationalize it?

Who is responsible for collecting the data?

Where will the data live?
And, who will have access?

If your data are qualitative in nature,
who will create the survey/run the
focus group/gather feedback, and
analyze the results?

2 Measuring Progress and Outcomes

Reminder! Disaggregate data to identify equity gaps. For inspiration on what data to disaggregate, see Resource—[Data Types](#)—Disaggregation options to explore or track.

How will you set a baseline?

How much granularity do you need
in your data?

For example, do you need to track
how a student/staff/faculty/etc
interacts with your initiative?

What methodology is best given
your intended outcomes?

For example, control vs. intervention,
pre/post, etc.

How and when do we assess the
initiative?

What triggers a reassessment?

What key milestones/checkpoints
do we track?

3 Communicating with Data?

You can use the [Communication Plan](#) in the Stakeholder Management Tool to build a more robust stakeholder communication strategy.

Who needs to make decisions based
on this data?

Think about who needs to be briefed
on data analysis.

How and how often will you share
data with key stakeholders?

Template

[Download template](#) ↓

Project Title

1 Collecting Data

Create a plan for collecting your data.

Answer

2 Measuring Progress and Outcomes

Reminder! Disaggregate data to identify equity gaps.

Answer

3 Communicating with Data?

Think about who needs to be briefed on data and data analysis.

Answer