

Prove It! How to Use Research to Support Policy and Process Proposals

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Overview

- Why bother
- When to bother
- Frameworks
- SEM Funnel Framework
- Conducting Your Own Research
- Resources
- Takeaways

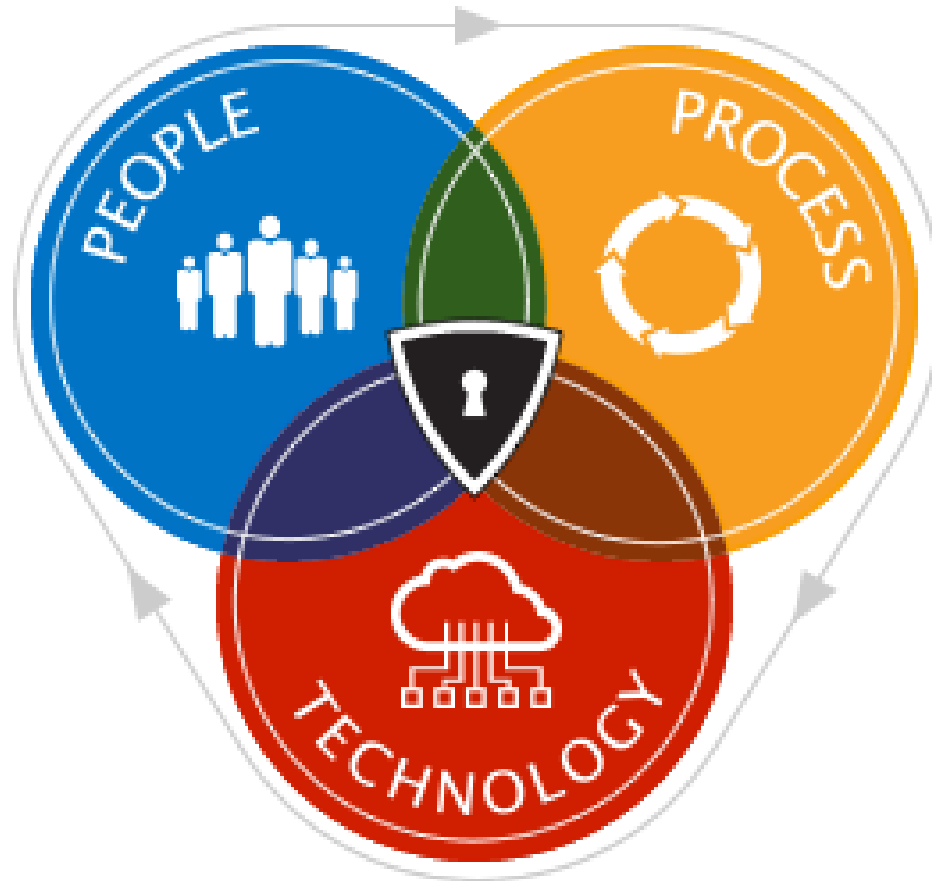
Why Bother

- Demanded of us
- Credibility
- Better outcomes
- It's rewarding

When to Bother

- Inform Strategies
- Inform Policies
- Inform Process
- Inform Purchases

Frameworks



Frameworks

Goals: vibrant student experience

Objectives: increase “quality of interaction” NSSE scores

Strategies: implement a one-stop to increase the quality of interaction

Tactics: self-serve, mobile, training...



Suspects to Applicants

- How are we viewed in the market place?
- How are people gathering information on us?
- What are the preferred forms of communication?
- What markets have potential?
- What disciplines have potential?
- Why are they choosing us?
- Why are they not choosing us?

Applicants to Registrants

- How was their application process?
- What additional criterion should we apply?
- What education system are they coming from?
- How does the timing of our offers compare?
- How does the format of our offers compare?
- What is the impact of our entrance awards?
- How was the orientation process?
- How successful are they?

Registrants to Graduates

- How is our registration process?
- Are students able to take the courses they need?
- Why do we lose students from first to second?
- What's happening in the murky middle?
- What high impact practices would work best for us?
- Why are students not graduating, or taking longer than expected?
- Are our financial aid packages sufficient to retain?

Graduates to Alumni

- Are students able to graduate on time?
- How is the convocation experience?
- Are students able to easily request documents?
- How will we connect with alumni after graduation?
- How do we best attract time, talent, treasure?

Types of “Research”

- Google
- Surveys
- Round tables
- External review or desk audits
- Consultants

Types of “Research”

- Case Studies
- White Papers
- Journal articles
- Monographs

Conducting Your Own Research

- [ARUCC Research Working Group](#)
- The ARUCC Research Working Group is a volunteer committee that supports, showcases, and conducts research with the goal of contributing to our profession.

Strategic Topics Template

- Identify a topic
- Identify the author of the brief (in case there are additional questions, changes, or additions)
- Provide an overview of the topic
- Identify current research articles (provincial, national, international)
- Highlight the details available from a particular Canadian study (if available) on the topic
- Highlight any former ARUCC studies on the topic
- Provide a summary of additional resources (if applicable)

Operational Topics Template

- Identification of topic
- Identify the author of the brief (in case there are additional questions, changes, or additions)
- Summary of challenge to be solved or issue
- Identification of any relevant literature or surveys (informal or formal)
- Suggestion of operational or implementation principles along with pros and cons
- Identification of best or promising practices
- Identification of known exemplar(s)

Research Template

- Pick a topic to research - Fall Breaks
- Develop a hypothesis – Improves Student Experience
- Develop a research design – blueprint for collection, measurement, analysis of design
- Determine qualitative, quantitative or mixed method – mixed
- Describe previous research – very little
- Collect data – qualitative and quantitative
- Analyze and draw conclusions - to break or not to break

Resources

- [ERIC](#) Education Resource Information Centre
- [Canadian Public Policy](#)
- [The International Journal of Higher Education](#)
- [The Journal of Higher Education](#)
- [Canadian Journal of Higher Education](#)
- [CAUT Bulletin](#)
- [Academic Matters](#) OCUFA

Resources

- [University Affairs](#) Universities Canada (AUCC)
- [College Quarterly](#) Seneca College
- [College & University Journal](#) AACRAO
- [AACRAO](#)
- [ARUCC](#)
- [OURA](#)
- [John N. Gardner Institute](#)
- [Education Advisory Board](#)

Resources

- [Duklas Cornerstone Consulting](#)
- [Higher Education Strategy Associates](#)
- [Academica](#)
- [Sem Works](#)
- [Ruffalo Noell Levitz](#)
- [Academic Impressions](#)
- [Innovative Educators](#)