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Applicant Socio-Demographic Data
Collection & Archiving Model

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Objectives

- Examine essential information needed from applicants to a radiologic science education program;
- Describe processes in the development of an online preadmission socio-demographic data collection survey;
- Validate the effectiveness of the survey for value and revisions.

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- “While institutional research is commonly understood to be a key function of the Office of Institutional Research, each academic department and administrative unit throughout campus also conducts some form of institutional research.”¹

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- Data collection is the process of gathering information using university records, surveys, focus groups, or other methods.
- Data are the output of data collection process
- Typically used for assessment and institutional research.¹

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Review of Literature

- Academic institutions typically use some form of institutional research¹
- Provides mechanism to "describe student body, major demographic characteristics, and factors that may influence changes type of student attending college".²
- Harvard College Library provides resource for researcher looking for education statistics or data:³
 - Macro level – U.S., International
 - Micro level – National, State, Local, Private

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- Information used for:
 - Institutional planning
 - Decision-making
 - Policy formulation
 - Program development, review & continuation
 - Accountability reporting
 - Accreditation & reaccreditation
 - Assessment of programmatic effectiveness

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Background

- Radiologic Science program data needs
 - Centralized applicant and accepted student socio-demographic data bank
 - Easy access
 - Comprehensive design
 - Categorical design
 - Planning for program development
 - Internal & external client communication
 - University expectations

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Background

- Tracking number of qualified applicants
- Monitor emerging trends
 - Gender
 - Race
 - Age
 - Zip Code
 - Other

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Clients

| | |
|---|---|
| <ul style="list-style-type: none">• Internal<ul style="list-style-type: none">– Academic Affairs– Admissions– Registrar– Financial Aid– Institutional Advancement | <ul style="list-style-type: none">• External<ul style="list-style-type: none">– JRCERT– Pennsylvania Department of Education Career and Technical Education– Clinical education affiliates– Advisory Committee(s)– PhilaSRT |
|---|---|

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Project Purpose

- Create reliable data inventory
- Planning and reporting
- Program outcomes assessment
- Improve program operations & structure

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Prescription #1 - Forming

- Program Admissions Committee project
- Resources
 - Institutional determinant
 - Administrative personnel
 - Educational technology
 - Expertise in survey development
 - Format for summative data

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Prescription #2 - Storming

- Faculty collaboration
- Consult with IRB
- Complete elemental needs assessment
- Sifting essential data
- Calendar
- **Secured web services and hard copy**
- Who meets the counting criteria

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Prescription #3 - Norming

- Project committee reviews initial model
- Consensus
- Kick-off plan

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Prescription #4 - Performing

- Survey distribution
- Assessment
 - Technical glitches
 - Response rate
 - Ambiguous items
 - Glaring holes

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Prescription #5 - SWOT

- Identify Strengths, Weaknesses, Opportunities & Threats
- Analyze potential effectiveness
- Upgrade for next distribution

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How Do We Do It?

Options:

- Online survey website
- Educational Software
- Program Management Software

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Prototype

The image shows a prototype of a survey form. It includes fields for Name, Address, City/Town, State, ZIP, and Phone Number. There are also checkboxes for 'I am a student' and 'I am a teacher'. A 'Submit' button is visible at the bottom right.

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Results

The image displays three pie charts representing survey results. The first chart is for 'Work Status', the second for 'Age Category', and the third for 'Gender'. Each chart has a legend to its right. Below the charts is a table with columns for 'Response' and 'Percentage'.

| Response | Percentage |
|----------|------------|
| ... | ... |
| ... | ... |
| ... | ... |
| ... | ... |
| ... | ... |

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Discussion

- Initial phases of testing
- Goal: focus marketing efforts
- Predictor/Indicator of character/abilities of incoming students
- MAPPING
- Dialogue
- Follow up

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Conclusion

- Strengths: continue
- Weakness: for future, not past
- Adjust as needed
- After 3 – 5 year aggregate data to report to educator community:
 - success
 - outcomes

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Recommendations

- Share your models
- Standard admissions tool
- Capture cumulative data on spreadsheet
- Remodel as indicated with changing trends
- Next generation: Predictive Model of Inquiry to Enrollment⁴

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References

- ¹ California State University Stanislaus: Office of Institutional Research Retrieved March 23, 2010 from <http://www.csiustan.edu/ir/Pages/AboutUs.aspx>
- ² Lakeland Community College Retrieved April 8, 2010 from <http://lakelandcc.edu/administration/research/>
- ³ Harvard College Library Retrieved April 8, 2010 from <http://hcd.harvard.edu/research/policies/education/index.html#list>
- ⁴ Goenner, C. & Pauls, K. (n.d.) *A Predictive Model of Inquiry to Enrollment*. Retrieved April 8, 2010 from www.business.ind.edu/goenner_research_papers/16%20%20%20%20.pdf

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THANK YOU!!!!
