



WAKE || TECH

Lead the way.

**ESS Staff Professional Development:
Assessment, Evaluation, and Research**

What Does It Mean?

Quantitative and Qualitative Assessment

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LEARNING OUTCOMES

Participants will be able to:

- Identify differences between quantitative and qualitative assessment
- Recognize when it's appropriate to use quantitative and qualitative assessment

QUANTITATIVE ASSESSMENT

Quantitative Data: It can be measured, used to quantify attitudes, opinions, behaviors; numerical data – **NUMBERS**

Practical Examples: height of a person, today's temperature, price of a car

Higher Ed Examples: students enrolled, survey respondents, placement test scores, college cost

Applications: Collection for numerical computations – total count, averages, percentages, minimum values, maximum values, etc.

Answers: **WHAT?**

QUANTITATIVE ASSESSMENT

How many students are needed? **Sample size RULES DO APPLY**

Population	Margin of Error (Confidence Interval)		
	Note: Confidence Level - 95%		
	10%	5%	1%
100	50	80	99
500	81	218	476
1,000	88	278	906
10,000	96	370	4,900
100,000	96	383	8,763
1,000,000+	97	384	9,513

<https://www.surveymonkey.com/mp/sample-size-calculator/>

QUALITATIVE ASSESSMENT

Qualitative Data: Descriptive data expressing how people think or feel; categorical data, comments – **TEXT**

Practical Examples: Colorful artwork, smell of springtime, pleasant mood, love is in the air

Higher Ed Examples: Welcoming campus atmosphere, caring service experience, friendly employee, felt motivated to succeed, approachable staff

Applications: Gain an understanding of underlying reasons, opinions, and motivations

Answers: **WHY?**

QUALITATIVE ASSESSMENT

How many students are needed? **NO RULES** for sample size

Sample Size

- Depends upon what you want to know, risks involved, usefulness, credibility, time, and resources

Common Types of Sampling

- Purposeful Sampling – Choosing relevant students based on the study
- Stratified Sampling – Subgroups to make sure they're represented

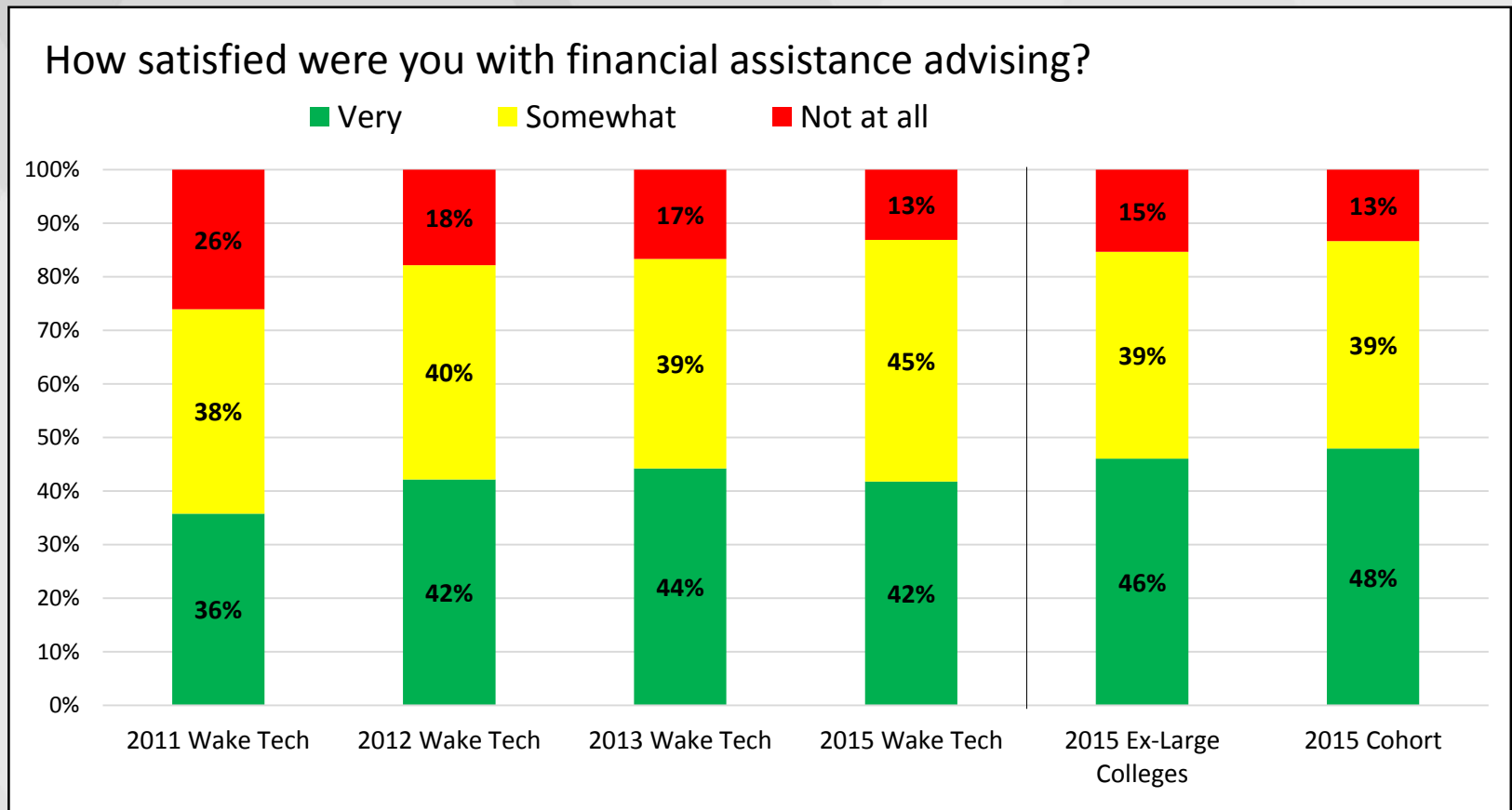
Saturation

- Same responses over and over, nothing new is emerging
- Stop sampling when saturation is reached.

WHEN DO WE NEED QUANTITATIVE AND QUALITATIVE DATA?

Quantitative (Numbers)	Qualitative (Text)
What do students think?	Why do students think that way?
How do students feel?	Why do students feel that way?
What are students are doing?	Why are students doing that?

SENSE SURVEY: FINANCIAL ASSISTANCE ADVISING



FINANCIAL AID CUSTOMER SERVICE SURVEY:

QUANTITATIVE ASSESSMENT

- Friendly and welcoming attitude
- Knowledgeable about concerns
- Wait time for service
- Helpful in resolving concerns
- Assisted in person, phone, chat, email
- Overall satisfaction

FINANCIAL AID CUSTOMER SERVICE SURVEY:

QUALITATIVE ASSESSMENT

Are there any comments that you would like to share about our service or your contact with Financial Aid?

FINANCIAL AID CUSTOMER SERVICE SURVEY:

QUANTITATIVE RESULTS

Percent Strongly Agree or Agree

- Helpful in resolving concerns – 77%
- Assisted
 - in person – 71%
 - phone – 38%
- Overall satisfaction – 73%

FINANCIAL AID CUSTOMER SERVICE SURVEY:

QUALITATIVE RESULTS

Some Common Themes

- Good customer service
- Poor customer service
- Timely answer and return phone calls
- More service to distance students

USING ASSESSMENT RESULTS: TAKE ACTION

- ✓ Peak Duty Schedule
- ✓ Increased customer service training
- ✓ Implemented the [Financial Aid Contact Form](#)
- ✓ Communication preference

QUANTITATIVE AND QUALITATIVE ASSESSMENT: TAKEAWAYS

- Short, Simple, Specific
- Include both types of assessment
- Analyze the data
- Share the results
- Use the results
- Take action to improve
- Repeat

SOURCES

<http://www.waketech.edu/student-services/strategic-planning-and-assessment>

<https://www.surveymonkey.com/mp/sample-size-calculator/>

<https://www.snapsurveys.com/blog/what-is-the-difference-between-qualitative-research-and-quantitative-research/>

<http://www.surveysystem.com/sscalc.htm>

Questions

SPA Website

assessment.waketech.edu