

Action Project Worksheet Evangel University, Missouri	Challenging	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Easy
	Complex	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Simple
	High Payoff	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Low Payoff

Action project idea #6: Development of a Data-Driven Decision-Making Culture

AQIP Criterion to which this primarily relates: Measuring Effectiveness

Briefly describe what you would like this project to accomplish.

Successful completion of this project will result in processes and procedures enabling Evangel to collect, analyze, and use internal and external data to make data-driven decisions. It will help us assess our performance, identify and respond to our stakeholders, and set benchmarks to measure our institutional effectiveness. Our goal is to collect internal and external data which we can organize, analyze, and disseminate, in order to make good institutional decisions and plans.

Where did the idea or stimulus for this Action Project originate?

The absence of an Assessment Office has been discussed informally for more than a decade. Evangel's acceptance into AQIP has heightened the awareness of, and need for, a centralized data center; the Systems Appraisal Feedback Report provided further impetus for the project, wherein appraisers noted the development of systematic, data-driven approaches to quality improvement as a strategic issue. Further recommendations were found in categories 1, 7, and 8..

Which specific needs of your students or other external stakeholders would be better met if you accomplished this Project? How?

Making data-driven decisions will help virtually all stakeholders' needs to be better met. Decisions about academic programs and support services, budgeting, marketing, public relations, recruitment and retention of students and employees, alumni and community relations, and institutional planning will be made based upon data driven processes and systems.

How would doing this Project allow you to better meet your employees' needs? Which, specifically?

It is anticipated that developing a data-driven decision-making culture will enable faculty and staff to gather and analyze data and measure performance, track progress, and communicate results to stakeholders with confidence. With increased demand for accountability, it is essential we make decisions confidently, which will lead to priorities which have the greatest impact on our constituents.

How would accomplishing this Project change or affect your institution's culture?

This will strengthen decision making and continue to develop a culture of quality across campus.

What leadership and employee enthusiasm and support is there for doing this Project now?

Strong support for this Project was revealed when the development of a data-driven decision-making culture emerged as the top priority in the category of "Academic Excellence" during a campus-wide strategic planning conversation day in November of 2007.