

Synthesizing and Using Results Across the Division

Beware of these barriers:

- ▶ Lack of clear expectations/vision from leadership
- ▶ Consideration of stakeholders and format
- ▶ Keeping things simple and concise
- ▶ Getting overwhelmed with too much data
- ▶ Making things too complex
- ▶ Consideration of time, knowledge/skills and resources
- ▶ Confusing division reporting with unit or program level

Characteristics of division-wide reporting:

- ▶ Big picture
- ▶ Concise/summarized
- ▶ Related to foundations (planning, budget, priorities, etc.)
- ▶ In stakeholders' or leaderships' language
- ▶ Meant to transform data into information

Organize by established framework to get faster buy-in:

- ▶ Work from assessment plans, strategic plans, any report templates
- ▶ Include language of foundational documents, objectives, outcomes, initiatives
- ▶ Ensures relating “up”
- ▶ Use available resources and examples

Tips for Synthesizing Results:

- ▶ Have a clear and consistent outline
- ▶ Remember who you are talking to
- ▶ KISS and concise
- ▶ Stay objective, you may need to throw out the way it has always been
- ▶ Don't forget the polish
- ▶ A picture says a thousand words
- ▶ Peer review
- ▶ Look for opportunities in your current process, structures before creating something new

Reporting Methods and Products

Audience	Methods														
	Full Report of Findings	Abstracts, Briefings, Executive Summaries	Annual or Periodic Reports	Fact Sheet	Talking Points	Elevator Speech	Brochures & Posters	Exhibits and Road Shows	Press Conferences	Press Releases	Public Forum/Town Hall	Verbal Presentations	Campaigns	Journal Articles	Popular or Trade Article
High Level Administrator (e.g., VP, Dean, Provost)		X			X	X					X	X			
Department Director	X	X	X		X	X						X			
Program Staff/ Line Staff	X	X				X						X			
Current Funder	X	X	X			X						X			
New or Potential Funder		X		X		X						X		X	
Board Members		X	X	X	X	X					X	X		X	
Community Groups			X	X		X	X				X		X	X	
General Public			X	X		X	X		X		X	X	X	X	
Organizations				X	X	X	X						X		
Media				X		X		X	X		X		X		
Professional Peers						X						X	X	X	X

<http://studentaffairs.arizona.edu/assessment/documents/ChoosingAppropriateReportingMethods.pdf>
 for descriptions of each reporting method