QUALITATIVE DATA IN CULTURALLY RICH EVALUATIONS
MEET YOUR MODERATOR

Louis J. Gross, PhD

Founding Director, NIMBioS

Professor of Ecology and Evolutionary Biology and Mathematics, University of Tennessee, Knoxville
WHO IS THIS PRESENTATION FOR?

- Principal Investigators of NSF Projects
- STEM Educators planning to submit INCLUDES Alliance Proposals
- STEM Educators and Evaluators interested in learning more about evaluating program success
HOW TO INTERACT TODAY
MEET YOUR PRESENTER

Sondra LoRe, EdS

Evaluation Manager
National Institute for STEM Evaluation and Research (NISER)
sondra@utk.edu
TODAY’S PRESENTATION

- What is NSF INCLUDES?
- Qualitative data in culturally rich evaluations
  - Inform
  - Insights
  - Immerse
- Resources
- Questions and Comments
WHAT IS NSF INCLUDES?

- Inclusion across the Nation of Communities of Learners of Underrepresented Discoverers in Engineering and Science
- Three essential components:
  - Design and Development Launch Pilots (DDLPs)
  - Alliances
  - National Network Coordination Hub

May 10, 2018
Evaluation as a celebration of learning.
What do we mean by QUALITATIVE data?

Data collected with people using your senses.

Focus Groups
Interviews
Participant observations
Reflective journaling
Mind mapping
Team meetings
Photo essays
Performance analysis
Why collect qualitative data for programs?

The triple **I**... (plus one more “I”)

- Immerse
- Insights
- Inform

Plus one more “I” = Integrate

We live in different places across the country do you really think we're the same audience?
Mind Mapping

Establish a culture of transparency and communication
Mind Mapping

Mission & Vision for the program

Prepared to be a LEADER

Real-world Problem Solving through Integration

Systems Design and Process Improvement Considerations and Tools

Basic Analytical Tools

Communication Skills
Focus Groups
Board Meeting
Journal writing

Shared amongst students
With program leaders
And evaluators
Inform

Design for assessment and evaluation quantitative measures

Exploratory Sequential Mixed Methods
“When you ask questions, it reminds me that other people don’t know what we are thinking or what we know about this project.”
“Things feel more cohesive. We are talking with each other.”
Some assembly required

Layering your qualitative data within other data – one more “I” = Integrate

1. Immerse: Being-there experiences  
   *Permission to wonder*  
2. Insights: Collecting Clues  
   *Building understanding*  
3. Inform: Assembling meaning  
   *Community and Culture*  
4. Construction of Knowledge  
   *Crystallization*  

*We do not learn from experience...we learn from reflecting on experience.*  
*John Dewey*
Resources

Layering Qualitative & Quantitative Data in Evaluation Reporting
Recap: TODAY’S Presentation

- What is NSF INCLUDES?
- Qualitative data in culturally rich evaluations
  - Inform
  - Insights
  - Immerse
- Resources
- Questions and comments
HOW TO LEARN MORE

ATTEND OUR NEXT WEBINAR:  www.nimbios.org/IncludesConf

June 7  Strategies for Measuring the Broader Impacts of NSF INCLUDES Projects

NISER Resources

stemeval.org

Facebook.com/NISERevaluation

twitter.com/NISERevaluation
#NISEReval

Contact us!

pbaird@utk.edu

sondra@utk.edu
Thank you!

Inclusion across the Nation of Communities of Learners of Underrepresented Discoverers in Engineering and Science (NSF INCLUDES)

These STEM evaluation activities are supported by the National Science Foundation through award HRD-1650390 to the University of Tennessee, Knoxville.