Task 2: Build a strong foundation for the initiative by assessing the existing landscape

Getting Ready: Data Collection Self-Assessment

Directions: Use these prompts and examples to assess what data you already have on hand, what data you need to collect, and who you should work with to collect it.

Data collection self-assessment. In our planning team, am I or do I have a colleague who is professionally trained to collect and analyze quantitative and qualitative data and to conduct focus groups?

Before you launch into an assessment project, it can be very useful to look at the data you already have on hand. Seek to understand what your current reality is before outlining the direction of your next efforts. Any analysis you make should inform your strategic direction and formation of goals.

Assessment Examples

Recruitment assessment. Before you set strategic recruitment goals around increasing diversity, review the current hiring and promoting patterns available through your equal opportunity plans. If you look at exit survey data and find a persistent loss of female faculty, then you need to question why. Analyze exit surveys to determine root causes.

Student assessment. Before you redesign the student curriculum to bolster the cultural competence content, review the matriculated-student graduation survey to assess gaps that you are aware of and student-identified needs.

Tips

- Within your institution, locate a support group and/or core facility with expertise in data analysis and research. In academic medical centers, this expertise usually resides within the biostatistics and study design department (or division or core facility). A university's business school or communications school will probably contain similar expertise.
- Remember to consider both quantitative and qualitative data — each offer different strengths and can be utilized to draw a holistic understanding.
- If you are having problems getting the requisite expertise, consider hiring a consultant to design and conduct data collection and then analyze the data for you.

Possible Data Sources:

- Medical student graduation questionnaire
- Independent student analysis
- Applicants, matriculants, nonmatriculated-student data, and admissions trend data (seven years)
- Faculty data (three to seven years, consider eligible faculty promotions)
- Exit survey data
- Faculty Forward initiatives
- Resident data (three years)
- All mission statements: school wide, offices of admissions, faculty affairs, student affairs, and diversity and community engagement strategic plans
- Curriculum goals that address the health of the community
- The AAMC Missions Management Tool