

Building the Digital Infrastructure for Evaluating Your Academy	Janet Corral, PhD Assistant Professor University of Colorado
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Good evaluation tools = Good evaluation data

- Map your Academy/Society goals or objectives to the outcomes
 - Consider also what data is required for annual reports
- What evaluation tool(s) do you currently have in place, and do these align with your goals & outcomes?
- Consider what elements of the tools need to be redesigned, or what tool(s) need to be created
- Ask Academy/Society members, or your Executive committee to review the tool(s) prior to implementation

One Digital Location, Multiple Outputs

By putting your Academy/Society data in one “place”, you can be more efficient at analyzing and reporting on that data. All evaluations for sessions are sent using online forms. No manual data entry of results.

What is that ‘one’ digital location?

- “Free” tools on the web (e.g. survey monkey, JotForm). Challenge: Often ‘free’ tools mean more labor in extracting the data. Save this data at least once a quarter
- “Free” tools on campus (e.g. REDCap, Qualtrics). These are hosted by campus Information Technologies or a similar group. These tools often are hosted in a way that they are FERPA and HIPAA compliant; can cross firewalls at the hospital/clinical sites.
- Saving your existing evaluation data in ONE location. For example: one common folder backed up on a shared drive; all evaluations report to one database (or, one database by category of Academy event)

What are the possible reporting efficiencies?

- Recognition letters can be mail merged from the database (or .xls) into MS Word templates.
- Some of the digital tools have basic quantitative and qualitative analysis tools built in (e.g. Qualtrics), which can reduce the need for data extraction prior to analysis.
- Connect to a visualization tool (e.g. DataHero, Tableau, etc) to quickly produce overviews of how a program is doing
- Leverage digital reporting tools (e.g. Piktochart, Venngage, Canva, etc). Many have free or educational licenses that allow you to rapidly create high quality reports, presentations and visuals using templates from graphic designers