Data Literacy Series

Module 3: The Heart of Qualitative Data

Reynolds

DATA LITERACY SERIES
From Evidence to Action

Reynolds COMMUNITY COLLEGE

UNLOCKING POTENTIAL

Module 1:
You are a
Data Person

Module 2:
Data
Visualization

Module 3:
Advancing
the Use of
Qualitative
Data

Module 4:
Sensemaking -
Moving from
Data to Insight

Module 5:
Translating
Insight into
Action

This five-part professional development series is designed to strengthen data literacy skills and foster a data-informed culture at Reynolds. Using real student success data, participants will learn how to interpret, visualize, and apply data to support decision-making across campus. Faculty and staff will work together to explore Reynolds' data, transform insights into understanding, and move from evidence to action.

Today's Workshop Agenda

- Goal setting and learning expectations

- Key terms to know

- Participant engagement

- Data creation, interpretation, analysis

- Reynolds data use

Data Literacy Series - Qualitative Data

Learning goals

A. Explain the difference between qualitative and quantitative data

B. Contribute productively to a data-informed discussion

C. Generate research questions to inform qualitative data collection

DATA ROADMAP

IDENTIFY CHALLENGES

What we observe about our patrons, our community, and our operations.

ANALYZE THE DATA

What does the data tell us about our observations? Our lack of observations?

SHARE THE DATA

Advocacy messages, grant proposals, strategic plans (institutional and departmental) with cited data.

ACCESS THE DATA

Use good data!

APPLY THE DATA

Create plans and proposals that tell a compelling narrative citing your new data

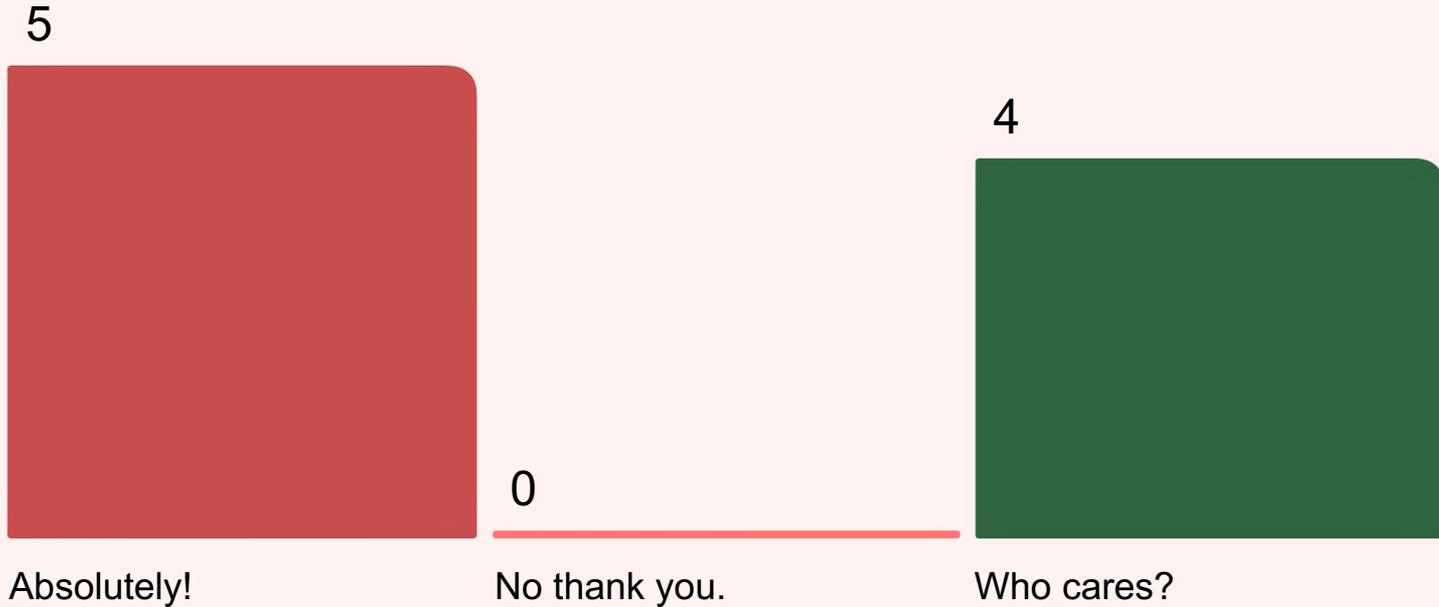|	Quantitative	Qualitative
Definition	Data that can be numerically analyzed and quantified into hard facts.	Non-numerical data that describes qualities, opinions, or feelings.
Collection Methods	Online, in-person, and phone interviews or surveys with closed-ended questions, controlled experiments, and more	Open-ended survey questions, unstructured interviews, focus groups, observation, and more
Best For	Drawing conclusions through larger-scale studies, conducting statistical analyses.	Formulating hypotheses and gathering detailed information from smaller groups
Analysis	Statistical analysis through charts, tables, and statistical programs.	Manual analysis through grouping of common themes and other methods.
Question Example	"Did you buy ice cream today? 1) Yes 2) No"	"Why did you buy ice cream today?"
Data Example	67% of respondents bought ice cream today.	"1 saw ice cream on sale by the checkout and it was an impulse buy. I wanted to treat myself."

Participation link:
https://www.menti.com/alr9jgb2uhc8

Next few slides will be from Menti…

What single word describes your feelings about Valentine's Day 2026?

romance giving

the restaurant industry

heart friends commercial red

getaway

thoughtful flowers

y

chocolate

overated

commercialized

expensive

balloons

sweet

romantic

If you had a small group chat, what question would you ask?

Why do some people put a big emphasis on Valentine's Day while others do not?

Do you prefer to go out to eat on Valentine's Day or cook a meal at home?

Who are you having dinner with tonight?

How do people feel about Valentines Day?

What do you like to do on valentine's day?

How much money do you think you will need to spend??

how do you express "love" to all ages for valentines day?

What meals do you associate with Valentine's Day dinner?

If you had a small group chat, what question would you ask?

What do you like to do on valentine's day?

4 **Popular**

how do you express "love" to all ages for valentines day?

4 **Popular**

Why do some people put a big emphasis on Valentine's Day while others do not?

3

Do you prefer to go out to eat on Valentine's Day or cook a meal at home?

3

How do people feel about Valentines Day?

3

What meals do you associate with Valentine's Day dinner?

2

Based on retention data, what are some questions to identify reasons?

Why did you not return to Reynolds? Asking students who didn't return What would help you stay in classes? What challenges do you experience when trying to earn a C or better in your classes?

What changes could be made that would increase your likelihood of returning to Reynolds?

What happened in Fall 2019 when there was a spike?? Should what occurred in 2019 be analyzed for future success??

Question for retained students: at any point did you consider discontinuing your education, and if yes, what factors allowed you to continue?

What challenges outside of Reynolds are you facing that may be impacting your ability to fully focus on your studies?

Why did you enroll at Reynolds?

What barriers have you encountered academically?

What circumstances that you are dealing with that prevented you from returning?

What there a financial impact that prevented you from returning?

% ress to group responses

Let's look at some Reynolds quantitative data and ask about what qualitative data would improve this information^

Are you feeling differently about Valentine's Day 2026?