



HOW TO MAKE THE MOST OF YOUR STUDENT DATA

Community arts and adult education programs know how valuable their student data is for recruitment, student services, operations and finance. But your data's value is only valuable if it's up-to-date and in a useable format.

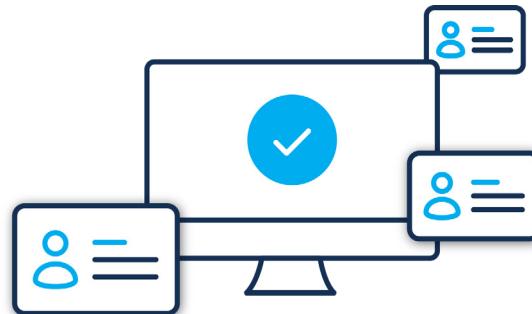
ASAP, a leading education administration software system, has been working with education organizations for more than 20 years, so we know that the most successful education administrators keep their data current and accessible. In this guide, we'll examine why data is so important to educators, and how to use this data.

Why You Need Clean and Organized Data:

- Clean data gives you a single version of the truth. With everyone on your staff working with the same information, decisions are uniform and consistent.
- A systematic way to collect data minimizes manual intervention and the errors associated with data input. In other words, preventing poor data collection up front is better than fixing flaws later.
- It saves time by automating many analytical and record-keeping tasks.
- It creates a standard taxonomy and procedure for entering and maintaining information.
- It makes information easy to display, evaluate and understand.

Tips for how to get clean data:

- Gather the same data from all your constituents/customers/participants, and keep that data in one place that all stakeholders have access to.
- Make data management a core responsibility for one of your staff members. This will create a data expert on your team, help you train staff and make it easier for them to access and use data.
- Start by examining what you know about where data comes from, why you collect it, how you obtain it, who is allowed to access it and who is responsible for maintaining it. End by knowing why you are gathering the data, who will use it and what it will be used for.
- Guide and restrict responses by providing options to choose from and limiting free text entry where possible.
- Design surveys, sign-in sheets and online registration forms to collect all pertinent data in the same format.



How to Use Your Data:

- Increase confidence making instructional, marketing, purchasing and other decisions, because they are founded on current, accurate information.
- Micro-market by pitching lessons, courses, and products based on each participant's demonstrated interests and history.
- Foster a culture of continuous improvement by fine-tuning operations, curricula, and productivity based on real-time data that reflects stakeholders' attitudes.
- Position your organization to win grants and other funding by demonstrating trends in enrollment, efficiency, and participant outcomes with quantifiable data.
- Use your data to re-market classes to current students.

Start using your data more with ASAP from Vanco.

ASAP helps organizations by providing software that allows education administrators to collect and organize data easily, so they can better understand their student and improve their offerings.

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