

Data Driven Decision Making for Your Athletic Program

May 6, 2017

Goals

- Understand **why** data is useful for Athletic Directors
- Understand **how** you can begin to take steps to develop a data framework

Agenda

Why?

Understanding the Importance of Data

- Power of Data
- Increasing Investment
- Developing Programs
- Impacting Students

How?

Developing a Data Framework

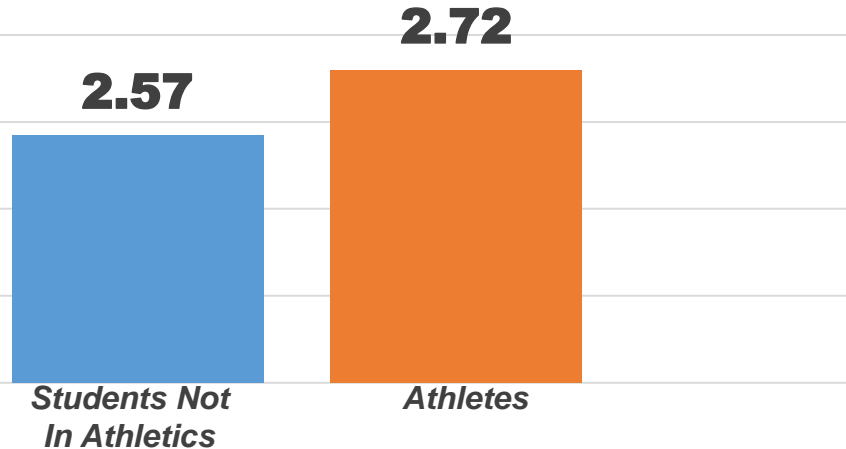
- Define your stakeholders
- Identify your priorities
- Define the dataset and goals
- Access and Prepare Data
- Spread the word
- Review, tweak, repeat

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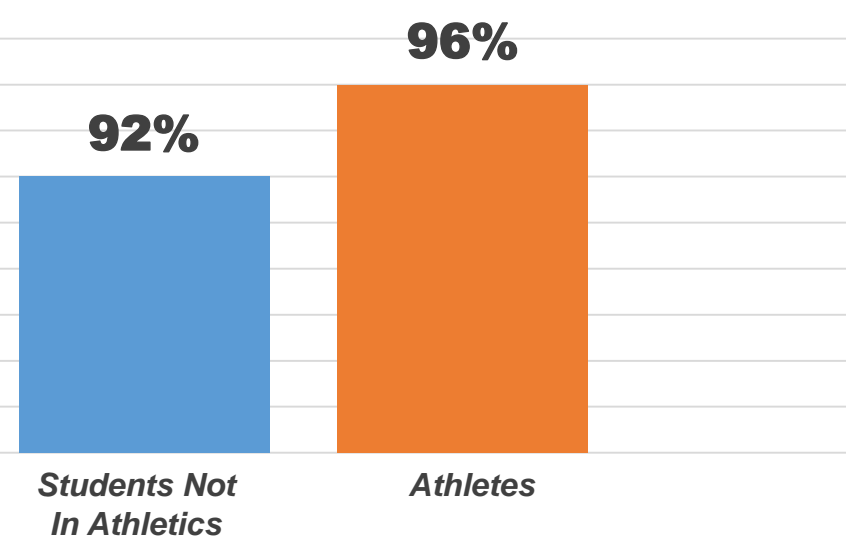
1. Enter the above link above in your web browser
2. Submit your vote on the screen

The Power of Data

GPA



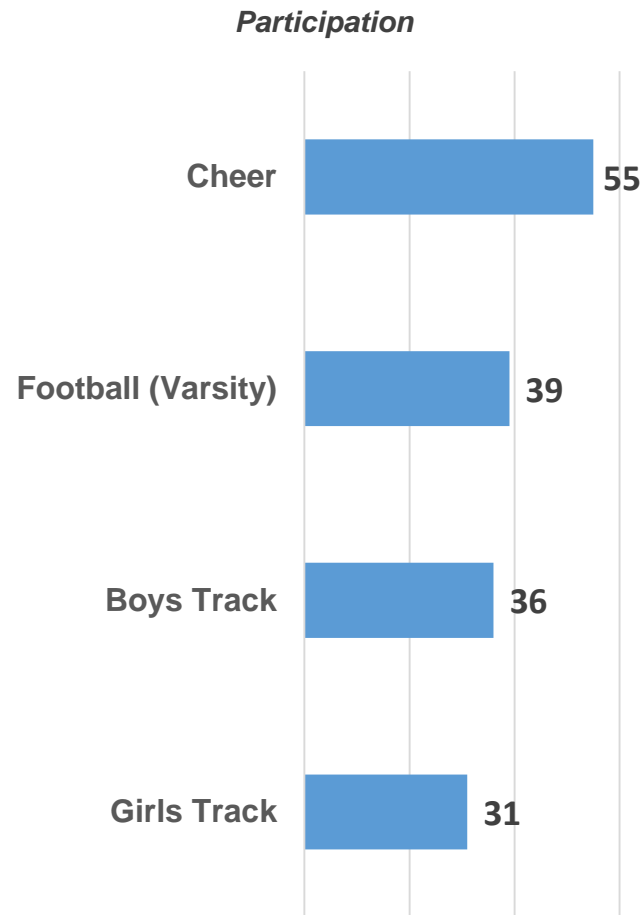
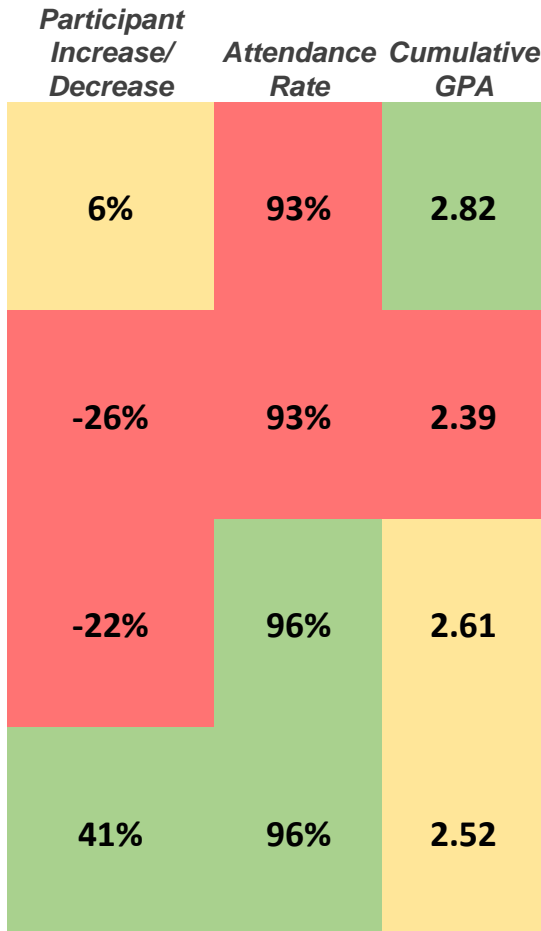
Attendance



Increase Investment

- Justify impact of your offerings and budgets to funders and school leaders
- Move the conversation from the subjective to the objective
- Developing empirical evidence for the outside world to see what you see everyday
- *Stakes are too high, budgets are too tight, and folks care way too much, to not have data to backup your decisions.*

The Power of Data



Develop Your Programs

- Ability to make more informed decisions
 - Program Design (i.e. Offerings)
 - Outreach Related (i.e. Grade, Gender, Race)
 - Budgetary (Equity & Title IX)
 - Personnel
- No longer do you have to always use your “gut feeling” or go off a “hunch”
- Confirm or disprove what you were already thinking

The Power of Data

Weekly Athletic Eligibility

Afterschool Sport- Cheer Fall

Ineligible This Week

Failing 1 or more course

Student	Status	Passing Courses	Pass Rate	Attendance
Colton, Michael	Ineligible	4	80%	100%
David, John	Ineligible	3	75%	100%
Walter, Alexander III	Ineligible	4	80%	100%
Joseph, Thomas	Ineligible	1	20%	67%

Eligible This Week

Passing All Courses

Student	Status	Failing Courses	Pass Rate	Attendance
David, John	Eligible	0	100%	100%
Colton, Michael	Eligible	0	100%	100%
Walter, Alexander III	Eligible	0	100%	67%
Joseph, Thomas	Eligible	0	100%	100%
David, John	Eligible	0	100%	83%
Colton, Michael	Eligible	0	100%	100%

Impacting Students

- Enables you to act on what you discover
- Helps you ask more of the right questions
- Help coaches bridge the gap between school and afterschool
- Discover what coaches are having impacts in what areas

"Everybody says the data shows we need to get more students involved in athletics

Where is this data? Who has it?

I guess I have to go get my own"



How do I start?

80%

**of data analysis is spent on the
process of cleaning and
preparing the data**

(Dasu and Johnson 2003)

Step 1: Define your stakeholders

- Student-Athletes
- Student Body
- Captain's Council
- Coaches
- Prospective Coaches
- School Board
- School Leadership
- School Staff
- Parents
- Community
- Prospective Students
- Booster Club
- Development Officer
- Sponsors
- Assistant AD
- Athletic Secretary
- YOU!

Step 2: Identify Priorities

- | | |
|--|---|
| <ul style="list-style-type: none">• Student-Athletes• Student Body / Prospective Students• Captain's Council | <p>Why should I participate in athletics?
Why should I support athletics?
Why should I continue to participate in athletics?</p> |
| <ul style="list-style-type: none">• School Staff• School Leadership | <p>What is the return on investment of athletic participation?
How does athletics impact our school culture?</p> |
| <ul style="list-style-type: none">• Coaches• Prospective Coaches | <p>What is the impact of my coaching on young people?
Why am I coaching?</p> |
| <ul style="list-style-type: none">• Parents• Booster Club• Development Team• Sponsors | <p>What is the makeup of the athletic program?
What is the impact in and out of the classroom?
Is my time being well spent supporting this program?</p> |
| <ul style="list-style-type: none">• School Board | <p>How will investing in athletics improve student outcomes?
What successes have our teams had that we can celebrate?
What is the return on investment of athletic participation?</p> |

Step 3: Define dataset and goals

Example Dataset

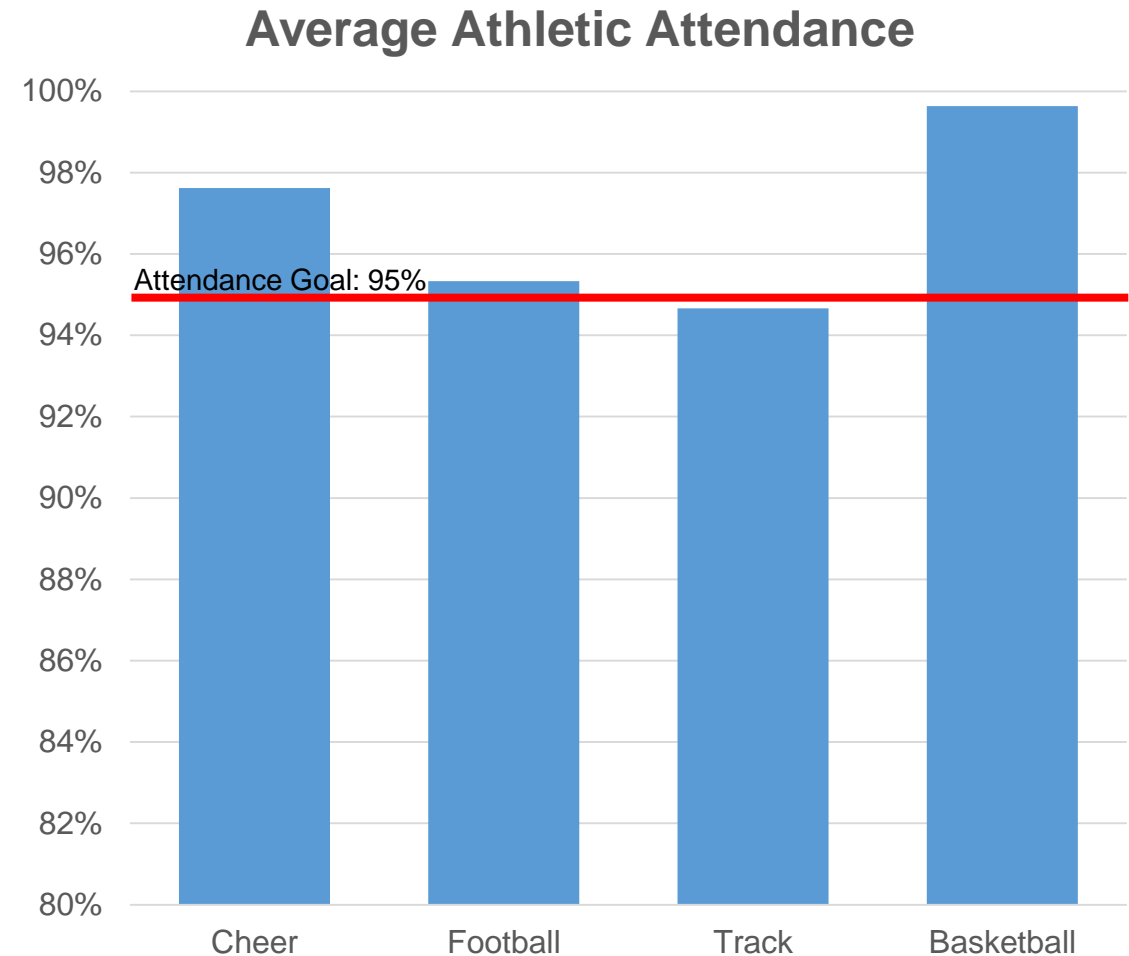
- Overall Participation
- Demographics
- Attendance
- Academics

Athletic Program Participation				
		Girls	Boys	Total
Grade Level	9 th	36	51	87
	10 th	64	74	138
	11 th	57	42	99
	12 th	60	58	118
	Total	217	225	442

Step 3: Define dataset and goals

Example Goals

- Student Athlete GPA: 2.75 or greater
- Team GPA: 3.0 or greater
- 50% of student body participates in Athletic or Intramural Program
- Athletes attend 95% of all team activities
- Participation goals per different students groups (grades, race, gender, etc..)



Step 4: Access & Prepare Data

Determine what data your school is **already collecting and storing**

School Attendance, GPA, Rosters, Offerings, Test Scores, Eligibility, Expenditures

Determine data you would like to **start collecting or grouping**

Athletic Attendance, Wins/Losses, Team Academic Performance, Rosters, In Season vs Out of Season Academics, Retention %, Eligibility

Identify resources to assist with data collection and analysis

Technology Tools: Student Information System, Google Drive, Excel, Third Party Tools

Human Capital: Data Analyst, IT Team, Registrar, Assistant AD, Athletic Secretary, Math Teacher, Tech Savvy Coach

Correlate your data to find insights

Team vs Team, Athlete vs Non-Athlete, Tied to budget expenditures, In Season vs Out of Season, By Grade Level

Step 5: Spread the Word

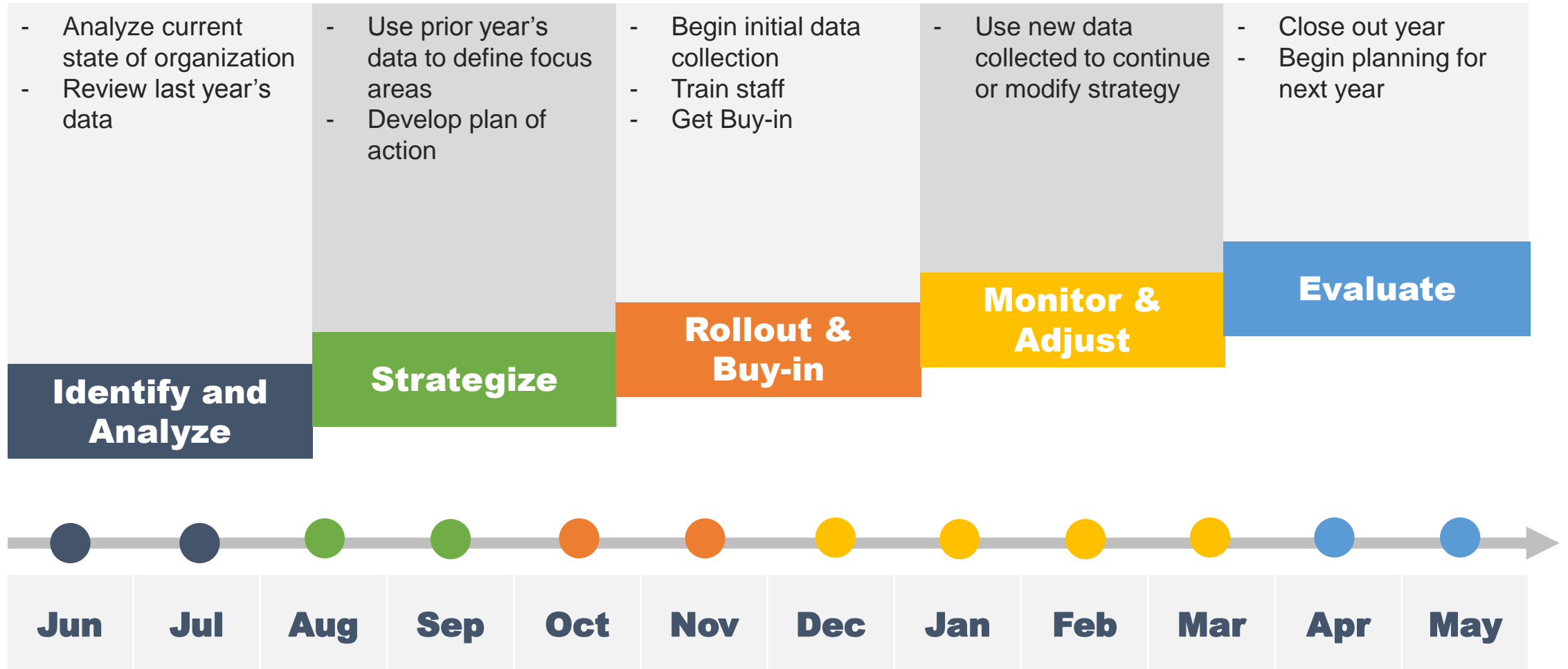
Now you have your insights...Where do you go?

- Revisit your **stakeholder priorities**
- **Identify the venue** to present your insights
- Develop a schedule to **regularly communicate** your insights
- **Communicate your successes** to generate continuous buy-in

Be prepared...

- for questions, feedback, and potential backlash
- to justify your data collection and analysis

Step 6: Review, Tweak, Repeat



Goals

- Understand **why** data is useful for Athletic Directors
- Understand **how** you can begin to take steps to develop a data framework

Questions?

Contact

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