

DESIGN, ANALYSIS, REPORTING

The Institute brings research expertise that helps extend your capacity:

- 1) Integrated approach to assessment based on psychological and sociological research insights (principals hold PhDs in respective fields).
- 2) Over 25 years of experience in applied human, organizational, and leadership research and development.
- 3) The Leadership Through Culture and Character™ theoretical framework and supporting field research across multiple collegiate athletics departments from NCAA Divisions I, II, and III.

1) Expert survey design:

a. Constructive: questions focus on team culture practices and experiences identified by research as essential for strengthening performance so that results help identify insights for continuous improvement in a positive and constructive manner.

b. Objective: all results are presented in full and without subjective interpretation, bias, or exclusion.

c. Efficient: surveys use as few questions as possible.

d. Psychometrically sound: e.g., scales are balanced in size with consistent response framework.

e. Consistent: constructs support implementation across multiple teams and/or departments.

2) Data management/analysis/reporting:

a. Human-run analysis: since survey responses are rarely fully complete, we extract raw data and manage it using manual techniques, adjusting analysis to ensure data integrity and consistency from team to team and from year to year.

For example, we select only responses that meet the specific criteria for completeness that are determined based on the needs of the team or department; we only calculate scale scores when a specific threshold is met for items in the scale having responses so that each scale score is representative of complete responses.

b. Standardized interpretation: consistent data coding (and recoding when necessary) during data processing for all Likert-type questions and

scales ensures that that presentation of results is always the same: 1-5 response scale, 1 being least optimal (red), 5 being most optimal (green). Users do not need to learn new types of meaning behind different coding schemes when going from section to section, or from question to question.

c. Three levels of presentation: results are aggregated by scale for an easy overview of the overall trends, then shown by item graphically and numerically, and supplemented with detailed tables with frequencies, means, standard deviations, and valid Ns.

d. Graphical, numerical, and color/symbol-coded presentation of results, shown next to each other, matches different stakeholder needs and enhances identification of trends and insights.

3) Independent perspective and legitimacy of a Third Party Provider:

a. Confidentiality of all results is achieved in several ways: aggregation of data, suppressing results with too few responses from athletes, fully anonymous collection, etc.

b. Independent collection, data management, and analysis ensure the **atmosphere of safety and trust** which, in turn, empowers student-athletes to provide objective feedback that focuses on team improvement, rather than individual goals.

4) Non-profit pricing:

The Institute pricing for collegiate athletics teams and departments is discounted by 50-60%.

