Purpose:
- To inform
- To think about what you want to know about students or student learning
- To start a conversation in order to get rid of redundancy in data collecting
- To start a conversation about how data can be mined (how all of the different sources of information can be combined to be more powerful)
- To be more mindful and systematic university-wide
- To do better with what we have
- To be able to pair institutional data with departmental data, so we can answer big questions that are important to you

Non-Purpose:
- to add more work
- to do more
- to collect more information (adding more surveys or questions . . . yet)

University Exit Exam Discussion:
- Add-on questions (review and recommend deletion of all but 10-11)
  - Public Affairs Scale (PAS) long form
  - Public Affairs open-ended questions
- Pie in the Sky
  - Office of Assessment wants to know about student learning
    - Learning related to university mission in public affairs
  - What do you want to know about student learning?
    - Understanding student learning in General Education overall
    - Understanding student learning by program/department (for automatically generated reports by program/department)

Do more with what we have:
- Look at the info we have
- Evaluate the system
- What are we already collecting?
- How do we utilize what is there?

Assignments:
1. Talk to colleagues and heads and ask “What is it that you want to know (Pie in the Sky)?”
2. Go back to your colleges, programs, departments, units, and look at the data you are collecting
   - From here on out, make sure to collect the following information on everything
     - Bear Pass number (Mnumber)
     - first name
     - last name
     - middle initial
     - birthdate