Name:

Institution:

Debunking Data Use Objections

Gain Buy-In and Engage Academic Leaders with APS Data

Complete the worksheet to prepare for potential objections to APS data use on your campus.

1 Data in the APS platform is not even our institution's data.

> *Possible responses: Data in the APS platform is an aggregated view of our institution's student, HR, and finance data that has undergone data quality tests to ensure consistent methodology is used.*

2 The data is wrong, so I don't trust it.

> *Possible responses: Can you provide specific examples? Standard APS methodology is applied to our institution's data in the APS platform. Are you familiar with the methodologies applied?*

3 The data will be used against our department or school.

> *Possible responses: Data will be used in conjunction with additional qualitative information to illuminate areas of high department or college performance, as well as areas for improvement. The data will not be used a punishing tool; but rather, to inform decisions.*

4 We have so many resources. Are we being asked to abandon all other data sources on our campus and only use the APS platform.

Possible responses:
The APS platform is only one source of data on our campus and is not intended to replace all other sources. Our xxx team has developed a data ecosystem guide that maps the various resources and technologies used on campus.

5 The data is not current.

Possible responses:
Data in the APS platform is refreshed each term, so it is historical data. It is not intended to inform current course planning but can be used to analyze historical trends and data points.

6 Consider other objections you may receive from users at your institution and specific individuals who may be primary naysayers. Prepare your potential response.