



INFORMATION:

Getting from
Concepts to Outcomes



Nuventive™

Module 2:

Determining What Information is Needed, and Where to Get It

Presented by
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John Voloudakis



Today's Presenters



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Jones**

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Creating Futures, LLC



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Assignment from Module 1

The dining hall dilemma



Review:

The dining hall dilemma is going viral

- Complaints are pouring in on quality, quantity and diversity of food
- The problem is all over social media, blogs
- Parents are writing senior leaders and Trustees
- The problem is addressed in a letter to the editor of a large Sunday paper
- The institution needs to respond
- You are in the Office in Institutional Planning, Quality, and Effectiveness (IPQE).
- The institution needs your help defining and addressing the situation

Breakout groups to share thoughts on the questions posed at the end of Module 1 as “Homework”

1

What questions need
to be answered?

2

Where can you **get**
this information?

Breakout Groups by Facilitator



Group 1: Davina A. Desnoes

- Marisa Mariscal, UC Berkeley
- Kristine Maphis, U of Maryland
- Kelly Schaefer, Northwestern
- Ashley Kaplan, CSU Chico
- Jeff Minelli, Penn State

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Group 2: Dr. Jolie Lam

- Nikki Vamosi, UC Santa Cruz
- Andrea E. Allio, Penn State
- Alexandra Galarza, UCSD
- Jim Mello, Franciscan
- Stephanie Helm, Notre Dame

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Group 3: Dr. Jennifer Roth-Burnette

- Amy L Williams, Notre Dame
- Logan McKinley, UVA
- Julie Page, Kennesaw State
- Melinda Wallace, U of Alabama

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Group Reports



Debrief:

1

What questions need
to be answered?

- Have we clarified the various problem(s) in relation to quality, quantity and diversity?
- How widespread is the dissatisfaction?
- Is this year different from previous?
- What are the possible root causes of the problem?
- How do these problems compare to those at peer institutions?
- What is the vendor's strategy to define and address the problem?
- Others?

Debrief:

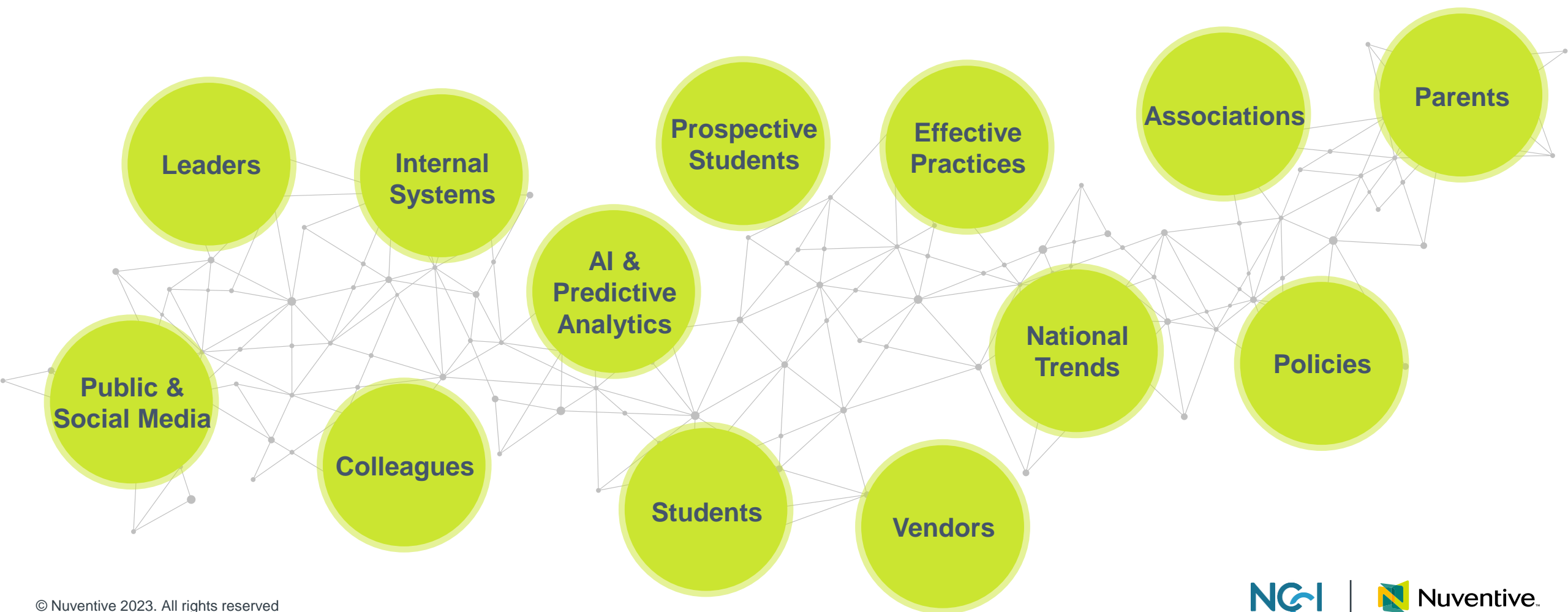
2

Where can you **get this information?**

- Review and analysis of media coverage and unsolicited letters/comments **10**
- Operational statistics from this institution and comparable peer campuses?
- Retail sales figures and meal plan participation rates?
- Satisfaction survey results for multiple years?
- Comparable satisfaction surveys from peer institutions?
- Interviews with management, hourly and student employees?
- Campus focus-groups?
- Institutional data and AI

Determining What Information is Needed, and Where to Get It

11



The Place to Begin Any Project: Defining the Information Need

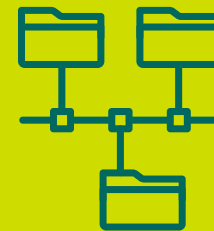
To get to “outcomes,” you need to:



Define the **situation**, the “**problem**” or “**problems**” that need to be addressed.



Decide what **information** is needed, for what purposes



Determine **what sources** and **resources** will be helpful

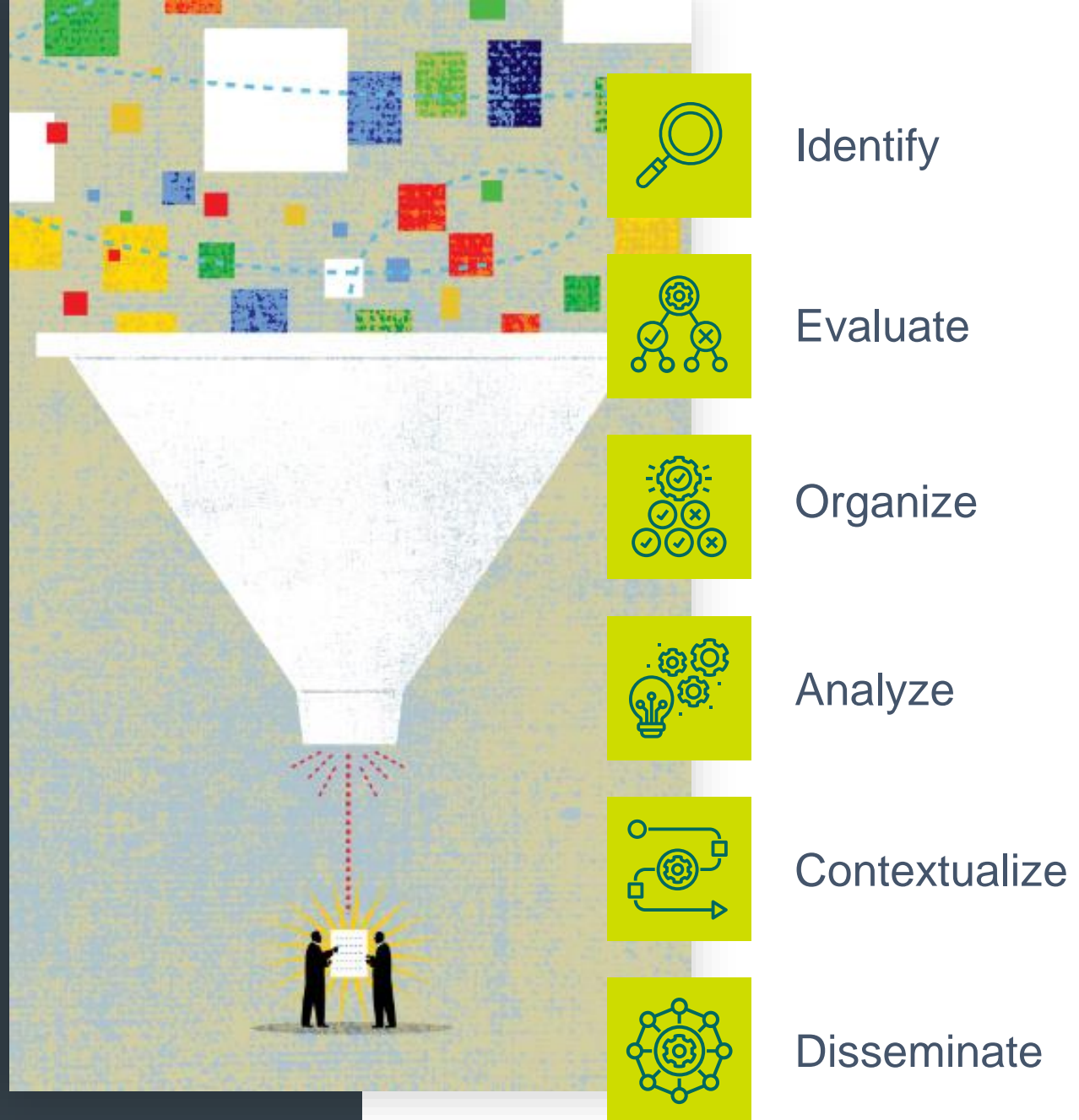


Clarifying Your Role

- Deciding if/how you and/or your office can help?
- Determining who your sponsor and/or collaborator(s) should be?
- Deciding how to structure your help?
 - Consulting with individuals/office
 - Helping to define the problem(s)?
 - Offering to gather, analyze and curate information
 - Facilitating a cross-departmental team



Information strategists guide people to effectively use data

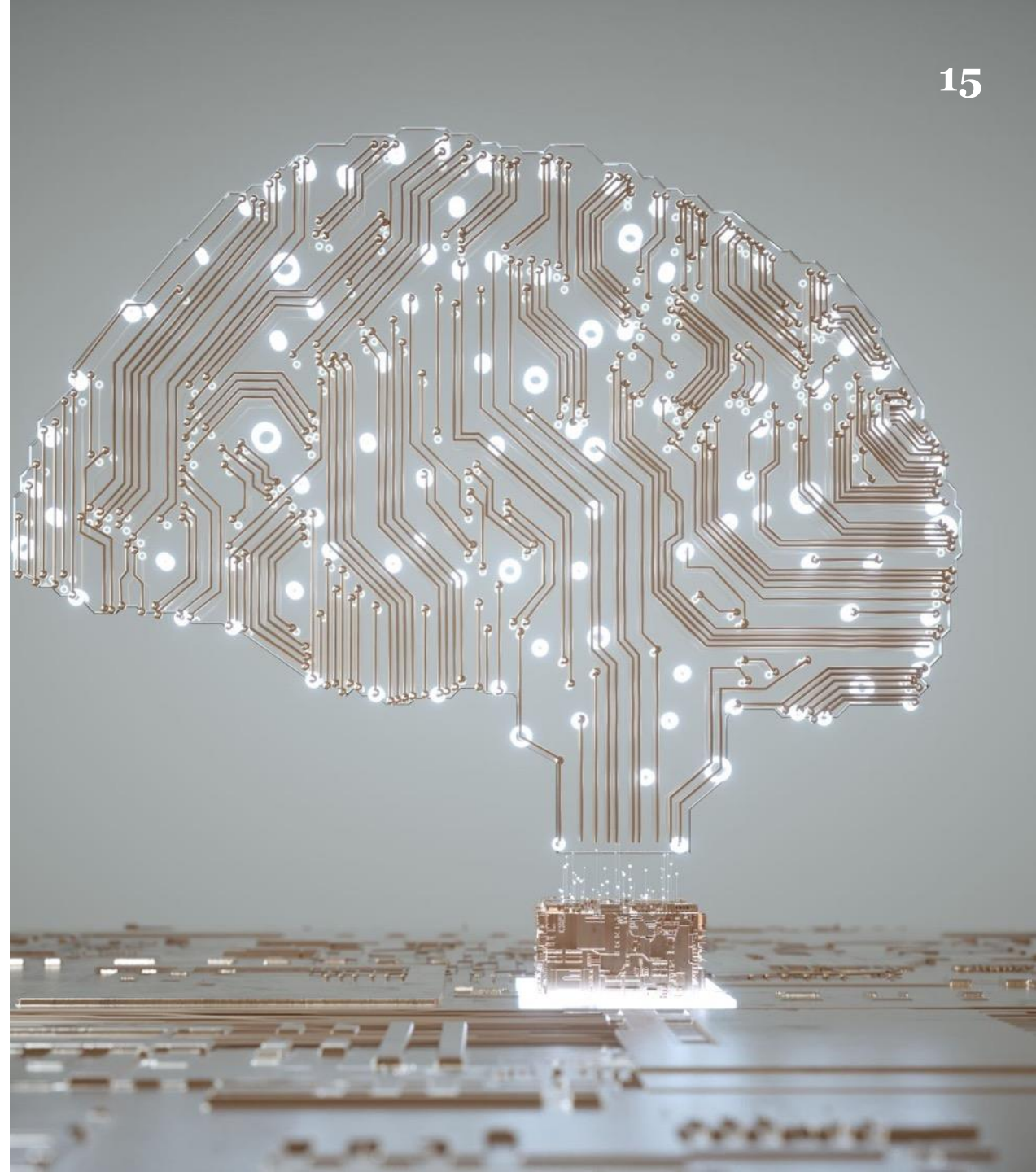


The Relationship of Information Platforms and Human Decision-Making

Business Intelligence

Artificial Intelligence

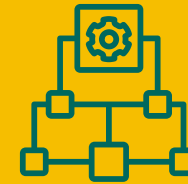
External Data Sources



Take-Aways



As is so often the case, the first impression may be that the situation is easily analyzed and addressed with an **intuitive response**



In this case and many others there are benefits from applying a more **systematic problem-solving framework**



Requires **analysis, organized and shared information** to define the problem and support problem-solving



Instills culture that **values using information** for institutional effectiveness

Information Strategy Template

1

What is the
issue/problem?

2

What
information
is needed?

3

For **what**
purpose?

4

From what
sources/
resources?

5

Information
for whom?

6

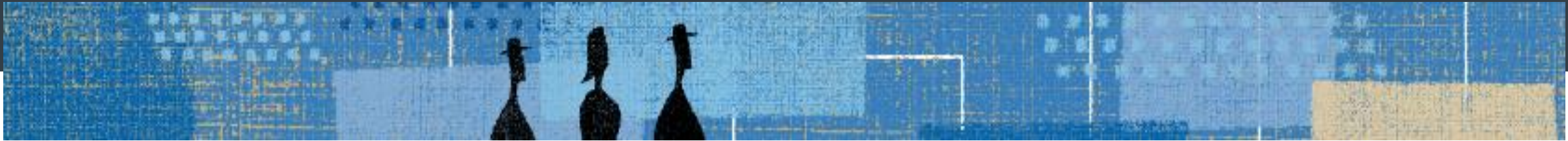
Provided in
what way and
in what form?

7

To engage
individuals/groups
to **facilitate use.**

In Preparation for Module 3

Identifying and Working with Individuals and Groups Who Need Information



A Case Study:
The Dining Hall Dilemma Continues!
(Available in Resources)

Homework: Review the case, note your thoughts, and be ready to discuss the following:

1

What individuals and groups need **the information and analysis** being gathered?

2

Be specific in listing **who needs what and why**

Reading & Resources

- McKinsey & Company. (2020). *Decision-making in uncertain times* – see file in course library
- Kotter, John (2016) [*Our Iceberg Is Melting: Changing and Succeeding Under Any Conditions*](#),
- Nuventive. (2023). *The Human Element: Closing the Critical Last Mile for AI, BI, and Improvement* – see file in course library
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