

[The Impact of Survey Quantity and Quality on Informed Decision-Making](#) by Kenneth Scott, Mimi Johnson, Novadean Watson-Stone

This session presents the findings of a study of community colleges and universities to assess the impact of quantity and quality response rates on informed decision-making. The presentation provides IR professionals a critical analysis of why individuals respond to surveys and to what extent their responses are of value (quality) to an organization in terms of collecting, analyzing, and utilizing survey data in a holistic approach to decision-making and outcomes. A mixed-mode survey methodology was used to collect the sample population dataset. Attendees will better understand how the respondents perceived and responded to surveys to improve institutional survey methods/outcomes.

[A Graphical Representation of Survey Quantity and Quality on Informed Decision-Making](#) by Kenneth Scott, Mimi Johnson, Novadean Watson-Stone

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