

- Avoid repetitive data from month to month (e.g., statistics reported in January should not be reported again in February – use the new monthly/ BOT template to report data that is regularly collected, such as # of appointments or # visitations). Data/information in each report should cover data obtained or activities *completed* since the last submission.
- Provide titles for graphs or charts and include a succinct, but clear explanation of the data.
- Write updates in language that an “outsider” who has no experience in student affairs will understand.
- Use the full name/ spelling of an acronym the first time it is used in the report.
- Write updates with the understanding that board members may look at it only once and quickly – make it stand out!
- Provide historical comparisons when reporting numbers. For example, if you report the # of programs provided in Fall 2009, compare it to Fall 2008 and earlier as possible. Also report the percent change over time. When significant increases or decreases in numbers or percentages occur, explain why you believe this has happened.
- Any data should be easy to understand by a novice reader.
- When reporting survey data, indicate the response scale (e.g., students responded to survey items on a 1-5 Likert-type scale with 1 indicating low satisfaction and 5, highest satisfaction). Always give data a context.
- Keep narrative data succinct and clear – avoid wordiness.
- Summarize as much narrative data as possible with bullet points or charts/ graphs that have strong visual appeal.
- The BOT report provides an opportunity – usually the only opportunity – for departments to display their value and significance to the University and students. Question why statements or data in the department report would be of interest to the trustees. (Read the trustees’ bios at <http://www.uakron.edu/bot/trustees/about.php>.) Reports are included in the bound Board of Trustees book and become public record; copies of the BOT book are distributed to President, Provost, VPs, Library and Archives.