

# You Are Rembrandt, Not Dutch Boy™

## What IR Needs Today

Texas Association for Institutional  
Research

Addison, TX  
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John H. Pryor

john\_h\_pryor (twitter)





# How IR People Can Talk Like **TED**

John H. Pryor

AIR 2014

john\_h\_pryor (twitter)

# What Is A **TED** Talk?

**T**echnology

**E**ntertainment

**D**esign



# What Is A **TED** Talk?

**18 minutes maximum**

**New, exciting idea**

**Call to action**

# **TED**

**Get right into it**

**Keep it simple**

**Tell a story**

**TED**





**MOST COMMENTED**

**MOST EMAILED**



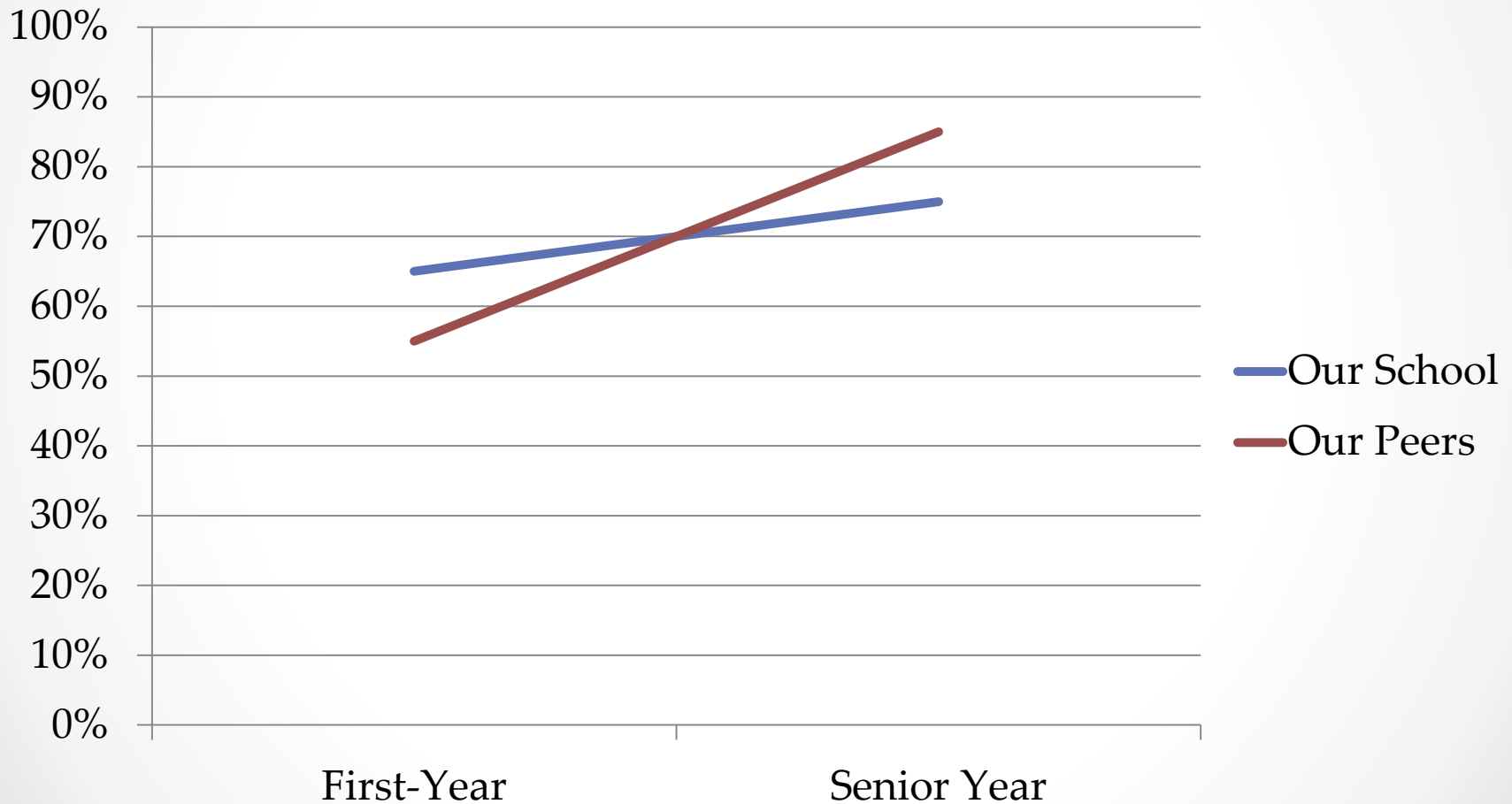
# What IR Needs Today



# Contextualized Data is Information

# Information Facilitates Decision Making

# Frequently Participate in Community Service



# Contextualized Data is Information

*Use research findings to enhance the value of the information you provide*

Community Service in college is linked to higher rates of community service after college

- Instills a life-long value and habit

# Contextualized Data is Information

Volunteering is one way students enact our mission statement:

Our mission, therefore, is the search for truth, the discovery and sharing of knowledge, the fostering of personal and professional excellence, the promotion of a life of faith, and the development of leadership ***expressed in service to others.***

# Contextualized Data is Information

Collect qualitative information to connect with those who are less quantitative.

*“I’d never really volunteered before until my service learning part of the course on Poverty when we worked at the soup kitchen downtown. Now I go once a month. I’ve gotten to know some of the regulars there and it’s made me more interested in non profits as a potential career.”*





# Key Points

- Add value with information
  - Your data
  - Other data
  - Research findings
- Have a point of view
  - Based on information
  - Not opinions
- Always be credible
- Remember that your information is only part of what will guide decisions

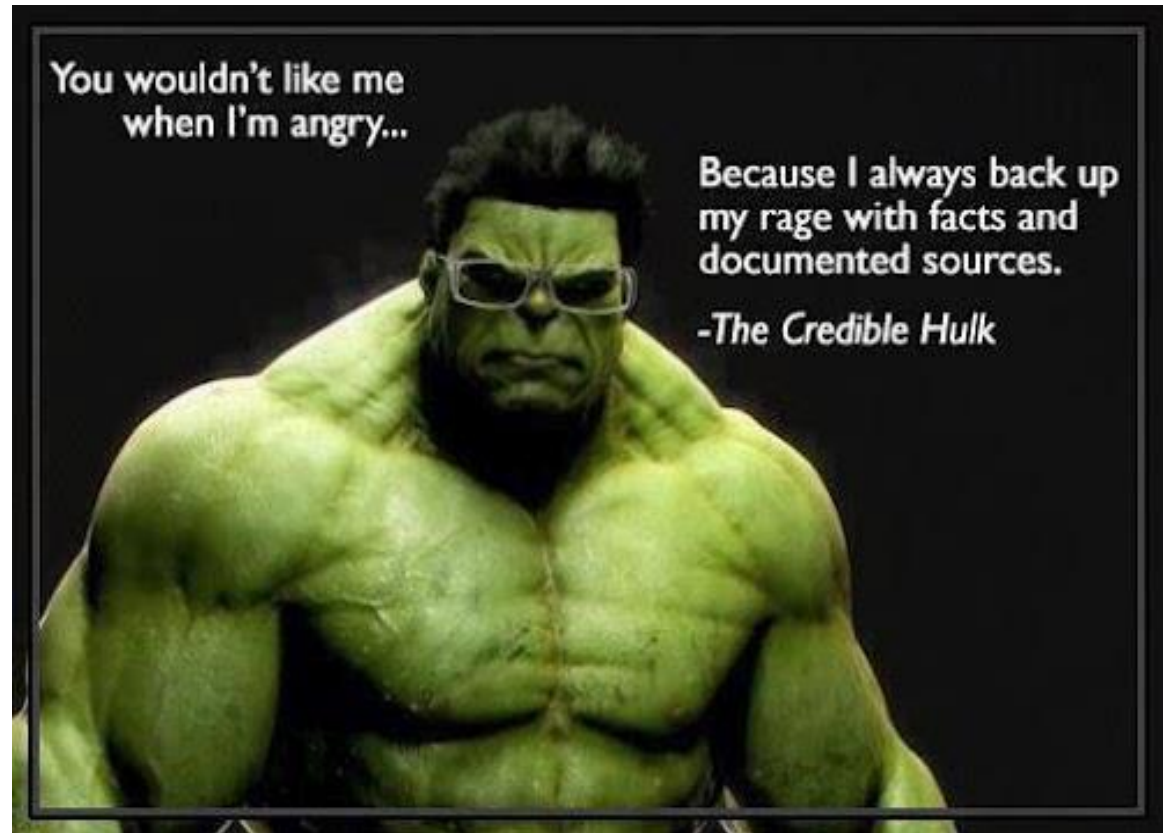


# Make the Information Come Alive



**You have the power to change the world.**

# Discussion



John.Pryor@PryorEdInsights.com  
www.PryorEducationInsights.com