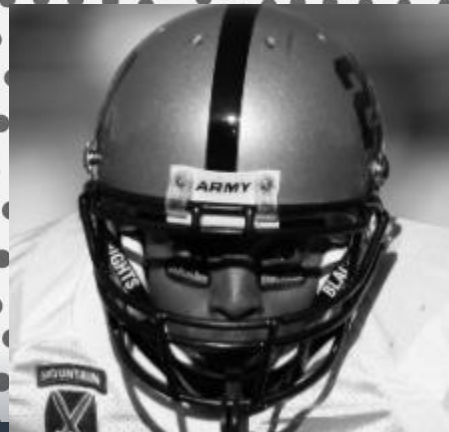


Data manipulation and your compliance report


4 A SOCIAL MEDIA POST

Cecil H. McManus, Ph.D.
PROBE CONSULTING COMPANY L.L.C.
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What does the game of football have in common with the Southern Association of Colleges and Schools—Commission on Colleges ([SACSCOC](#)), the National Council for Accreditation of Teacher Education ([NCATE/CAEP](#)), or the Accreditation Review Commission on Education for the Physician Assistant ([ARC-PA](#))?

accreditation

[əˌkredɪˈtɑːʃ(ə)n] 

NOUN

1. the action or process of officially recognizing someone as having a particular status or being qualified to perform a particular activity.
"the accreditation of professionals" · [\[more\]](#)
 - official certification that a school or course has met standards set by external regulators.
"the first fully online university to receive national accreditation" · [\[more\]](#)
2. an acknowledgment of a person's responsibility for or achievement of something.
"both parties create authorship, and to make this clear I have always used joint accreditations"

More than you may think!


National Football League

From Wikipedia, the free encyclopedia

"NFL" redirects here. For other leagues of the same name and other uses, see [National Football League \(disambiguation\)](#) and [NFL \(disambiguation\)](#).

The **National Football League (NFL)** is a professional [American football league](#) consisting of 32 teams, divided equally between the [National Football Conference \(NFC\)](#) and the [American Football Conference \(AFC\)](#). The NFL is one of the [four major North American professional sports leagues](#), the highest [professional level](#) of American football in the world,^[4] the wealthiest professional sport league by [revenue](#),^[5] and the sport league with the most valuable teams.^[6] The NFL's [17-week regular season](#) runs from early September to late December, with each team playing 16 games and having one [bye week](#). Following the conclusion of the regular season, seven teams from each conference (four division winners and three [wild card](#) teams) advance to the [playoffs](#), a [single-elimination tournament](#) culminating in the [Super Bowl](#), which is usually held on the first Sunday in February and is played between the champions of the NFC and AFC.

What are we talking about?

- What is data? What can you do with it?
 - What are statistics? What do they tell you?
 - What happens when you treat them as if they are interchangeable?
 - You get uninformed American Football fans!
 - You get very unhappy peer-reviewers!
 - We are talking about a bad situation.
- 

When you listen to your favorite talking head announcer describing the half-time statistics, she or he is really describing half-time data, not statistics.



PASSING	CM/AT	YDS	TD	INT	RT
R. Wilson	14/17	125	2	0	136.5

Of the six numbers shown above, only one can be described as statistics.

Passing yards, rushing yards, passing attempts, passing completions, number of touchdowns, number of interceptions, and so on do not convey statistical information—it is data. There are no statistics in the box below, except **one** column.

RUSHING	ATT	YDS	AVG	TD	LG
C.Hyde	8	38	4.8	0	17
R.Wilson	5	26	5.2	0	9
B.Scarbrough	3	18	6.0	0	12
D.Dallas	1	13	13.0	0	13

The passer rating in this box is a statistical result. Passer rating (RT) required data manipulation.

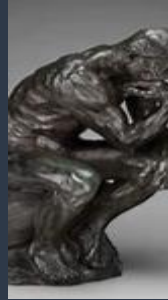
PASSING	CM/AT	YDS	TD	INT	RT
R.Wilson	14/17	125	2	0	136.5

Only when announcers talk about the *average* yards per carry, the *percentage* of third downs converted, or the *ratio* of touchdowns to interceptions are statistics provided.

TEAM STATS	ARZ	SEA
First Downs	6	13
3rd Down	2-6	6-9
Total Net Yards	107	205
Off Plays	25	37
Avg Gain	4.3	5.5
Rushing Net	24	95
Passing Net	83	110
Penalties (Yds)	4 (66)	4 (34)
Turnovers	0	0
Punts (Avg)	4 (45.5)	3 (45.3)
TDs	1	2
FGs	0-0	1-1
TO Remain	1	0
Time of Poss.	11:03	18:57

Even though this entire table is called Team Stats, only five of the fourteen items represents team stats. The rest are team data.

The SACSCOC, NCATE/CAEP, and ARC-PA require institutions to go beyond just displaying data. They want to know what can be inferred from the analysis of data and what was done with the evidence to improve operations.



You Must (not should) go beyond a description of your data points and delve into some real statistical analysis:

SACSCOC Standard 7

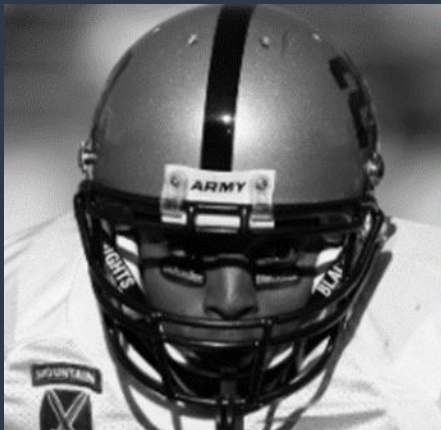
*SECTION 7: Institutional Planning and Effectiveness The institution engages in **ongoing, comprehensive, and integrated research-based planning and evaluation processes** that (a) focus on institutional quality and effectiveness and (b) incorporate a systematic review of institutional goals and outcomes consistent with its mission. (Institutional planning) [CR]*

Focus on 7.1 (Planning and Effectiveness)

Are your programs and support units effective? Can you demonstrate an ongoing, comprehensive, and integrated research-based planning and evaluation processes at your institution? Can you operationally define each facet of your IE process and its impact on institutional quality and Mission?

**DON'T SHOW DATA WHEN THE JOB CALLS FOR STATISTICS!
FOCUS ON STATISTICS!**

If you would like another set of eyes focusing on your assessment process, call the ASSESSMENT SYSTEM COMPANY. Are your programs and support units effective? What is the five-year trend? What is the seven-year forecast? Let's take a look! cecil_mcmanus@probeconsulting.com [TELL US ABOUT YOUR SYSTEM!](#)



A 125-yard rushing day means more if you know how many yards the defense normally gives up in a game and what is a typical day for this running back. Means, Standard Deviations, Modes, Differences, Interactions, and Relationships tells you much more than 125 yards alone.



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