



Top Three Data Roadblocks

Attention Pays on the road to reaching your institution’s goals.

Common roadblocks can put these goals in jeopardy, while evaluating the right data can support your success. Discover the roadblocks institutions can face and why it pays to pay attention to learning outcomes data to ensure your programs – and your students – are making measurable progress.

Roadblock #1

Blurry Starting Points

Each new class of students is a blank slate – and often it is too blank. To start new cohorts off strong and ensure students are set up for success, it’s critical to get a full and clear view of their general education skill levels as soon as they arrive on campus.

Questions to consider

- Are you setting incoming students up for success?
- Are you looking at areas where students may need to improve certain skills to ensure their success and the success of your program?

Why attention pays

Knowing where students might need a little extra support will set them up for success right from the start – and your institution will be better positioned to achieve its goals.

Roadblock #2

Low Visibility of Curriculum Health

Collecting and analyzing data to evaluate the impact of your general education curriculum will provide students with the most valuable learning experience, as well as ensure your institution is on track to steadily improve each year and be as competitive as it can be.

Questions to consider

- Are you collecting the data you need to evaluate curriculum and ensure that you are meeting your commitment to your students?
- Are student’s skills progressing as a result of what you’re teaching in your programs?
- Are you evaluating how your students are performing compared to other institutions?

Why attention pays

You’ll know – and be able to prove – your students are learning, and your institution is making progress and staying competitive with other institutions.

Roadblock #3

Obstructed View of Improvement Efforts

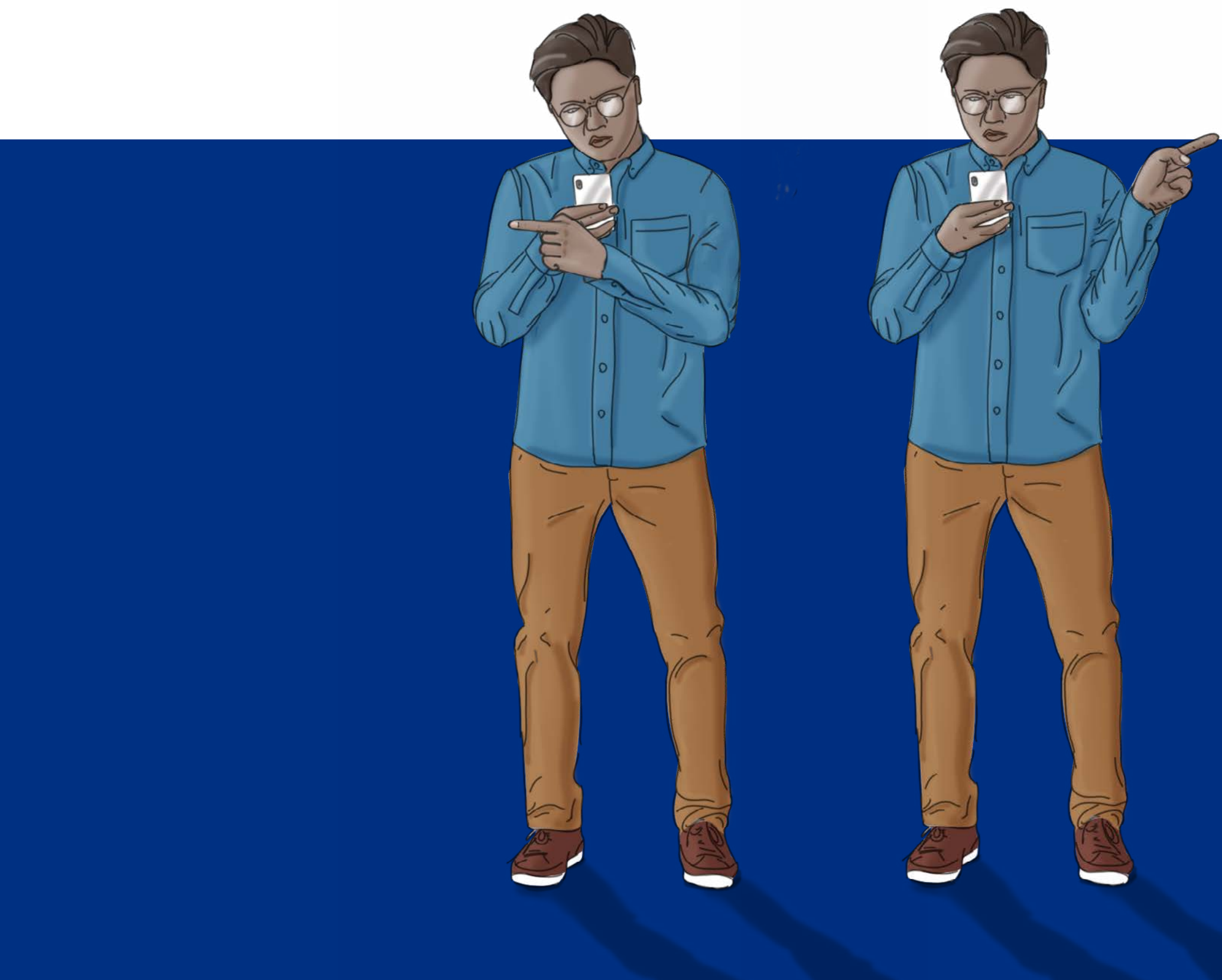
They say hindsight is 20/20. The insights you uncover by evaluating data can support your institution by showing overall learning – and it can foster the continuous improvement of general education curriculum to support accreditation and merit-based funding initiatives.

Questions to consider

- Are your students succeeding?
- Does your data tell a story of continuous learning and improvement?
- Are you meeting requirements for accreditation or merit-based funding?

Why attention pays

Testing gives your institution valuable data to show progress, make improvement, validate your claims, support accreditation and optimize your general education program.



Pay attention with ETS® Proficiency Profile

Want to know if your gen ed teaching and learning is on track? The ETS Proficiency Profile objectively measures your students’ performance in four key skill areas – reading, writing, mathematics and critical thinking – to empower you to make important decisions. Discover more about it at [ETS.org/ProficiencyProfile/About](https://ets.org/ProficiencyProfile/About).