# Qualitative Awakening: How One University Became Qual Friendly

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#### Workshop Session Outline

- 1. Background / getting started at my institution
- 2. Gathering data on campus
- 3. Becoming Qual Friendly at FHSU
- 4. Becoming Qual Friendly at your institution!

## Institutional / Unit Orientation toward Qualitative Research

- Qual Hostile
- Qual Ambivalent
- Qual Unaware
- Qual Friendly

Where does your campus / unit fall?

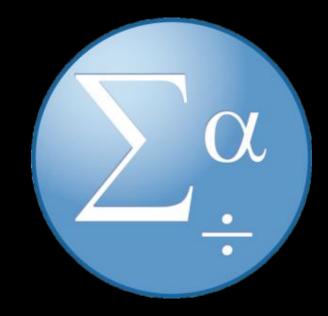
#### Getting Started at FHSU

- Institutional Profile
  - **60-20-20**



- SPSS
- What's qualitative data analysis software?

"Qual Unaware"



#### Gathering Data

- Conversations around the College of Education
- Faculty Senate Survey
  - ~55% of faculty in units with social research were doing qualitative research (and a few from others, like Geosciences)
  - ~50% of those faculty were doing quantitative research
  - ~10% were doing mixed methods

#### From Qual Unaware to Qual Friendly

Step 1: SPSS only upon request (saved ~\$10,000 per month)

- Step 2: Selecting qual software
  - Dedoose worked best for our low research volume and ondemand
  - Cost the institution <\$1,000 per month</p>



#### From Qual Unaware to Qual Friendly

- Step 3: Collaborating with campus programming to embed qual
  - Campus Qual Research Mini-Conference
  - Data Analysis Institute
  - Faculty Mentoring Program
  - Koalatative Conversations (lunch discussion group)



#### Key Points to Becoming Qual Friendly

- Finding allies
- Gathering data
- Affect, politics, and networking
  - Creating efficiencies where possible!
- Collaboration
- Navigating expectations at a regional public vs. R1 vs. other institutional types

#### Discussion: Your Institutions / Units

How is qualitative research generally perceived?

How is qualitative research supported?

How is qualitative research treated in tenure & promotion?

What steps can you help your institution / unit become Qual Friendly?

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