



Qualitative Awakening: How One University Became Qual Friendly

Dr. Phillip A. Olt

Associate Professor of Higher Education / Educational Research
Fort Hays State University



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
- ▶ Arrival
 - ▶ 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 on-demand
 - ▶ Cost the institution <\$1,000 per month



dedoose
Great Research Made Easy

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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paolt@fhsu.edu