

# Engaging Faculty and Staff With Engaging Data Displays

SSBTN Institute

April 2013

Muffo & Stirn

## Goals for the session

- Review best practices
- Work with examples
- Provide additional resources

## Know your audience

Board

Faculty

Staff

Students

Public

Media

## Tell the Story You Want To Tell

- Choose your medium
- Choose your tool
- Be Goldilocks
  - Not too much data
  - Just the right amount
- Pick an appropriate display

## Caveats

Carefully choose your colors and be sure to test how they are projected  
Keep the font changes to a minimum

## Numbers

Use of places before and after the decimal  
Use of symbols – currency, percent

Set your scale; don't let Excel default

Choose your display carefully

Coordinate your displays

Less is more

Choose your medium and tool

If all you have is a hammer, everything looks like a nail

## Recommended Reading

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Alley, M. (2003). *The Craft of Scientific Presentations*. New York: Springer.

Atkinson, C. (2008). *Beyond Bullet Points*. Redmond, WA: Microsoft Press.

Bers, T.H. & Seybert, J.A. (1999). Effective Reporting. *Resources in Institutional Research* (12). Tallahassee, FL: Association for Institutional Research.

Few, S. (2004). *Show Me the Numbers: Designing Tables and Graphs to Enlighten*. Oakland, CA: Analytics Press.

Paradi, D. (n.d.) *Think Outside the Slide*. Retrieved from <http://www.thinkoutsidetheslide.com>

Reynolds, G. (2008). *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. Berkeley, CA: New Riders.