

Table of Contents

Prologue	vii
Introduction	ix
Electronic Appendix	xiii
About the Authors	xiii
Chapter 1 – The Context of Reporting	1
The Purpose of Institutional Research	1
How Information is Used in Decision-making	1
Preparing for Effective Reporting	2
Chapter 1. Summary	6
Research Checklist	7
Chapter 2 – Client and Audience	9
Who Might Read the Report: Different Audiences	9
How Will the Report Be Used: Intended and Unintended Uses	10
What Other Information Gets Conveyed in the Reporting Process?	11
Chapter 2. Summary	11
Chapter 3 – Reporting Quantitative Information	13
Presenting Quantitative Information	13
Access to Data	13
Access to Information	15
Access to Insights	16
Role of the Internet	17
Chapter 3. Summary	17
Chapter 4 – Reports	19
Delivering Information in a Narrative	19
What Goes Into a Report?	20
Types of Reports	21
Components of Reports	22
Outlines, Drafts and Proofreaders	23
The Executive Summary	23
Chapter 4. Summary	24