



COLLECTING DATA

Overview, Objectives, Inquiry Questions, and Planning

THINGS TO CONSIDER FOR MILESTONE #2

- You might want to give your students a folder to keep all of their project materials in one place. They will need to refer back to information on past printables, and you will need them to complete the rubric and assess their work.

LEARNING OBJECTIVES FOR MILESTONE #2

At the conclusion of this milestone, students will be able to:

- Collect attendance data for their sports team and record it in a chart.
- Make a list of big ideas to increase their sports team's attendance.
- Explain why it's important to collect data before implementing growth hacking strategies.

EXTENSIONS AND ENHANCEMENTS FOR MILESTONE #2

- Could you have your students collect data from their classmates on another topic? Have them use the "Creating a Survey" printable on page 8 of the Student Pack to write their question and record the data they gather.

STUDENT INQUIRY QUESTIONS FOR MILESTONE #2

- How many people attended the team's games for the past 5 years?
- What are some ways to increase attendance at future games?
- Why is it important to collect data before you start growth hacking?

ASSESSMENT FOR MILESTONE #2

- **Formative Assessment for Individual Activity:** Check each student's "Collecting Data" printable on page 9 of the Student Pack.
- **Formative Assessment for Group Activity:** Meet with the groups, and discuss the students' ideas for increasing ticket sales.
- **Summative Assessment:** Have the students complete the response printable on page 10 of the Student Pack for the Inquiry Question, "Why is it important to collect data before you start growth hacking?"

Project Activities for Milestone #2: Collecting Data

PREPARE (Bell-ringer/opener activity)

Show the students the video "[Human Size Rainbow Slinky Performing at Halftime](#)." Have them turn and talk about whether or not this would increase their interest in attending a sporting event.

PRESENT (Lecture/model)

Tell the students that today they are going to collect attendance data for their sports team and develop their big ideas for increasing ticket sales.

PARTICIPATE (Student/group share, group activity)

Give the students the "Collecting Data" printable on page 9. Have them use the Internet to collect attendance data from the current and past 4 years for their chosen team. They should complete the chart at the top of the page.

Have the students meet with their groups and share their big ideas for increasing attendance. They should work together to list 5 ideas. They can use their brainstorming list from Milestone 1 to help them.

Formative Assessment: Meet with the groups, and discuss the students' ideas for increasing attendance.

PRACTICE (Homework/independent work/extensions)

Give each student the writing response template on page 10 of the Student Pack and ask them to write an answer to the inquiry question for this Milestone: "Why is it important to collect data before you start growth hacking?"

ASSESSMENT

Formative Assessment for Individual Activity: Check each student's "Collecting Data" printable on page 10 of the Student Pack.

Formative Assessment for Group Activity: Meet with the groups and discuss the students' ideas for increasing ticket sales.

Summative Assessment: Have the students complete the response printable on page 10 of the Student Pack for the Inquiry Question, "Why is it important to collect data before you start growth hacking?"