

Institutional Effectiveness Report

Assessment Summary

Administrative Unit: Strategic Research and Analysis (SRA)

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Assessment Cycle (academic or calendar year): Fiscal Year 2008

Mission (related to VSU mission):

The mission of Strategic Research and Analysis is to provide campus data and information to students, staff, faculty, and administrators. Our primary purpose is to facilitate the collection, analysis, and interpretation of institutional data to support planning and effective decision making.

Assessment History (discuss here how and when the unit developed its current assessment program, what it used prior to starting that program to assess its effectiveness, etc.):

In August 2007, the leadership of SRA changed. Responsibilities of the office were reevaluated and realigned. The result was the transfer of facilities management reporting to Physical Plant Operations in 2007 and strategic planning functions to the Office of Strategic Planning in 2005.

Prior to a formal assessment plan within the department, SRA provided opportunities for external assessments in the form of user surveys contained within publications such as the Fact Book; however, few responses were ever received by the department. In previous years, Strategic Research and Analysis functioned largely in a support role in the assessment process, aiding academic and administrative departments to gather data to support program assessment. Few measures were put in place to assess the accomplishments of SRA prior to implementation of the Strategic Planning Database, at which point measureable goals were established and updated accordingly. Since implementation of the Strategic Planning Database, SRA has made efforts to better track departmental accomplishments. Plans for a survey are currently in development to help SRA better assess the current level of satisfaction with services and data availability.

Goals for Unit:

Goals 2005-2006

1. **Culture of effective decision-making:** Promote a culture of effective decision-making at all levels across campus, integrating sound data and analyses, including VSU trends, peer comparisons, benchmarks, and dashboard indicators.
2. **Development of analyses:** Support student success at VSU through the development of analyses and models to inform the campus community about student enrollment, retention, persistence, and graduation.
3. **Strategic Planning:** Implement multiple strategies to further educate the campus on the use of data for strategic planning and informed decision-making, including workshops and seminars.

Goals 2006-2007

4. **Benchmark data:** Enhance the department's communications strategy by reaching out to additional campus entities and employing multiple methods and benchmark presentation formats that display the strategic indicators compared, as appropriate, to overall VSU data, USG data, and data from peer institutions.
5. **Database training:** Secure training for Strategic Research and Analysis staff in use of the USG and VSU data marts, as well as VSU's PeopleSoft and SCT Banner softwares for retrieving officially reported data and other techniques that will empower staff to more effectively inform both internal and external stakeholders.
6. **Professional Development:** Continue to enhance the educational and skill levels of all division personnel.

Goals 2007-2008

7. **Fact Sheets:** Develop informational fact sheets by academic department for the campus community and receive feedback from departments about the fact sheets.
8. **National and Regional Conferences:** Attend and present VSU data and research from SRA at national conferences including the Association for Institutional Research (AIR). Attend regional conferences (GA Institutional Research Planners and the Southern Association for Institutional Research).
9. **Survey Revision:** Review, revise, and enhance existing surveys conducted by SRA (i.e. Senior Exit Survey and Graduate Exit Survey) and transition these surveys to online format.
10. **Fact Book Revision:** Create a more user friendly fact book (hard-copy and online).
11. **Retention Study:** Conduct a student retention study that provides baseline data on VSU's retention strengths and challenges to improve retention.
12. **External Studies and Surveys:** Participate in nationally-normed studies and increase participation rates to support benchmarking as well as faculty research projects related to student success.
13. **Providing and Analyzing Data:** Support VSU's and USG's mission by providing and analyzing data to make informed decisions and remain at the forefront in higher education.

Assessments (include when and to whom these are administered, and align goals with specific assessments):

- DIALS Information Request Tracking System (annually) - **Goals 1,2,4,13**
- Number of data requests received outside of DIALS (annually) - **Goals 1,2,4,13**
- Number of professional development opportunities attended (annually) – **Goals 5,6,8**
- Number of presentations given (annually) – **Goals 6,8,11**
- Number of external surveys completed (annually) – **Goals 12,13**
- Number of publications created to support data-based decision making (annually) – **Goals 4,7,10,11**
- Number of surveys created to support VSU assessment (annually) – **Goals 9,13**
- Number of web site visits (annually) - **Goals 1,2,13**

2005-2006 (July 1, 2005 – June 30, 2006)

- Assessment Results (submit an electronic file of the data collected):
 - 100+ data request received (Goals 1,2)
 - 10+ presentations made to campus audiences (Goals 1,2,3) (Planning Retreat, Faculty Salary Model, Budget Advisory Council, Educational Leadership, Faculty Senate, Deans' Council, Student Government Association)
 - 11 publications were created and disseminated to present data to campus (Fact Book, Annual Report, Reference Guide and Calendar, Senior Exit Survey Results, Graduate Student Exit Survey Results, Alumni Survey Results, 5 newsletters) (Goals 1,2,3)
 - 17 surveys were designed and created to assist campus departments in collecting data (Goal 1) (Campus Recreation, Employee Exit, Orientation, Alumni Survey, Housing Survey, Blazer Leadership Survey, Nursing (3 surveys), Communication Survey, MLIS Survey, Administrative Evaluations (4 surveys), Candidate Evaluations (2 surveys))

- Discussion/Dissemination of Results:
 - Number of presentations given - discussed in VSU Annual Report
 - Number of publications created to support data-based decision making – all publications are posted on the SRA website; a print version of the Fact Book is also distributed to all Cabinet and Dean level administrators
 - Number of surveys created to support VSU assessment – SRA collected and disseminated data from surveys to appropriate departments

- Modifications Made:
 - Goal 1 – Increased data resources available on SRA website
 - Goal 2 – Developed additional analyses and models to inform the campus community, additional information added to web site
 - Goal 3 – The function of strategic planning was moved to the newly created Office of Strategic Planning in 2005

2006-2007 (July 1, 2006 – June 30, 2007)

- Assessment Results (submit an electronic file of the data collected):
 - DIALS Information request tracking system shows that 11 online information requests were completed in 2006-2007 (Goals 1,2)
 - 75+ data request received outside of DIALS (Goals 1,2)
 - 4 employees attended one or more external conferences for professional development (Goal 6)
 - 4 presentations were given at conferences (Goal 6)
 - 4 employees attended one or more campus hosted events for professional development (Goals 5, 6)
 - 6+ presentations made to campus audiences (Goals 1,2) (Student Affairs Retreat, Student Adaptation to College Questionnaire Presentation, Diversity Council, Budget Advisory Council, SGA, Faculty Senate)
 - 11 publications were created and disseminated to present data to campus (Fact Book, Annual Report, Reference Guide & Calendar, 5 newsletters, Senior Exit Survey Results, Graduate Student Exit Survey Results, Alumni Survey Results) (Goals 1,2,4)
 - 12 surveys were designed and analyzed to assist campus departments in collecting data (Goals 1,2,4) (Delaware FAS, Orientation, Admin Evaluations (4 surveys), Fin Aid, Housing, Employee Exit, Sr. Exit, Alumni Survey, Candidate Evaluation)

- Discussion/Dissemination of Results:
 - DIALS Information request tracking system – during the period from February to August 2007, only eleven requests were submitted via the online DIALS system. Increased awareness of this system resulted in 30 requests filed in 2007-2008.
 - Number of professional development opportunities attended – discussed in VSU Annual Report
 - Number of presentations given - discussed in VSU Annual Report
 - Number of publications created to support data-based decision making – all publications are posted on the SRA web site; a print version of the Fact Book is also distributed to all Cabinet and Dean level administrators
 - Number of surveys created to support VSU assessment – SRA collected and disseminated data from surveys to appropriate departments

- Modifications Made:
 - Goal 4 – Additional analyses and benchmarks were developed for comparison purposes.
 - Goal 5 – Completed – all employees received training in use of the USG and VSU data marts, PeopleSoft, and Banner
 - Goal 6 – No modifications made

2007-2008 (July 1, 2007 – June 30, 2008)

- Assessment Results (submit an electronic file of the data collected):
 - DIALS Information request tracking system shows that 30 online information requests were completed in 2007-2008 (Goals 1,2,11)
 - 100+ data request received outside of DIALS (Goals 2, 11)
 - 5 employees attended one or more external conferences for professional development (Goals 6,8)
 - 6 presentations were given at conferences (Goals 6,8)
 - 7 employees attended one or more campus hosted events for professional development (Goals 6,8)
 - 30+ presentations made to campus audiences (Goals 1,2,11,13)
 - To increase participation rates, Student Exit Surveys have been reduced from over 150 paper-based questions to 26 questions online questions in BANNER (Goal 9)
 - Increased public relations efforts on campus resulted in participation rates for the National Survey of Student Engagement (NSSE) increasing from 19% in 2006-07 to 38% in 2007-08 (Goal 12)
 - 7 publications were created and disseminated to present data to campus (Fact Book, Senior Exit Survey Results, Graduate Student Exit Survey Results, 4 newsletters) (Goals 1,2,4,7,10,13)
 - 20+ surveys were designed, revised, and/or analyzed to assist campus departments in collecting data (Goals 9,13) (Student Advising, Faculty Advising, Admin Evaluations (4 surveys), Delaware FAS, Candidate Evaluations (2), QEP Needs Assessment, QEP Survey, Public Admin, Orientation, PLA, Public Administration, etc.)
 - 20+ external surveys were completed (Goals 12, 13) (IPEDS (3 surveys), CUPA, (3 surveys), AAUP, CDS, Barron's Profiles of American Colleges, Peterson's Annual Survey of Undergraduate Institutions, ACT IDQ, Delaware Cost & Productivity Study, Delaware Faculty Activity Study, National Survey of Student Engagement, Faculty Survey of Student Engagement, U.S. News & World Report Survey, U.S. News Distance Education Survey, Princeton RDS, Princeton CDS, Wintergreen Degree Offerings Survey, Chronicle Guidance Publications Survey, etc.)
 - 1,422 visits to the Strategic Research and Analysis website were logged from July 1, 2007 to June 30, 2008 (Goal 1,2,13)
- Discussion/Dissemination of Results:
 - Departmental Fact Sheets are available in the Fact Book and via the EAS/SRA portal online. Information was shared at Cabinet, General Faculty Meeting, Deans Council, and the Department Heads Meeting
 - DIALS Information request tracking system – during the period from February to August 2007, only eleven requests were submitted via the online DIALS system. Increased awareness of this system resulted in 30 requests filed in 2007-2008
 - 25 professional development opportunities attended by 7 staff members - discussed in VSU Annual Report
 - 21 presentations given on and off campus - discussed in VSU Annual Report

- 20+ external surveys completed – results of external surveys which generate comparison data for peers and benchmarking use are posted on the SRA web site and, when applicable, in University Council, Cabinet, and Faculty Senate
 - 7 publications created to support data-based decision making – all publications are posted on the SRA web site; a print version of the Fact Book is also distributed to all Cabinet and Dean level administrators
 - 20+ surveys created to support VSU assessment – SRA collected and disseminated data from surveys to appropriate departments
 - 1,422 web site visits – this information is collected for internal recordkeeping only
- Modifications Made:
 - Goal 7 – Completed. Fact Sheets were developed and are available for download from the EAS/SRA portal
 - Goal 8 – No modifications were made
 - Goal 9 – Completed. Both Student Exit surveys were revised and placed in BANNER
 - Goal 10 – Completed. The Fact Book was revised to a smaller format with more visual information
 - Goal 11 – Completed
 - Goal 12 – No modifications made
 - Goal 13 – No modifications made

Unit Director	Date	President/VP for Unit	Date
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Adapted from: University of Alabama SACS site (<http://sacs.ua.edu/degreeInfo2.cfm?college=2&dept=50>);

University of Western Kentucky SACS Accreditation Review Process (<http://www.wku.edu/sacs/assessmentmanual.htm>); and

Mrs. Marila D. Palmer, VP-Executive Affairs & Planning, LeTourneau University, Presentation to 2008 SACS-COC Institute

Goal	2005	2006	2007
Goal 1: Culture of effective decision-making	On-going	On-going	On-going
Goal 2: Development of analyses	On-going	On-going	On-going
Goal 3: Strategic Planning	Complete		
Goal 4: Benchmark data		On-going	On-going
Goal 5: Database training		Complete	
Goal 6: Professional development	On-going	On-going	On-going
Goal 7: Fact sheets			Complete
Goal 8: National and regional conferences			On-going
Goal 9: Survey revision			On-going
Goal 10: Fact Book revision			Complete
Goal 11: Retention study			Complete
Goal 12: External studies and surveys			On-going
Goal 13: Providing and analyzing data			On-going