I. Unit Title: Institutional Research and Planning

Unit Administrator: Lisa Lord

II. Data and information for department:

➢ Not applicable.

III. Personnel:

Noteworthy activities and accomplishments

Lisa Lord
➢ Web for Executives Project Chair
➢ Member of the Local Advisory Committee to Presidential Search
➢ Committee member, Enrollment Management Working Committee
➢ Committee member, Administrative Staff Council
➢ Committee member, Faculty Evaluation Task Force
➢ Committee member, One-Card Technical Team
➢ Attended the Mississippi Association for Institutional Research Conference
➢ Secretary of the Mississippi Association for Institutional Research, 2002-03 and 2003-04
➢ Representative for the IHL Task Force on the IHL Management Report
➢ Completed the 2002 Foundations for the Practice of Institutional Research Institute
➢ Completed MBA degree
➢ Leadership Bolivar County Class of 2002 Graduate
➢ Part-Time Instructor for CIS department

Mary Hankins
➢ Completed BBA degree
➢ Attended the Mississippi Association for Institutional Research Annual Conference
➢ March “Staff Employee of the Month”
➢ Presented “Data Capture, Variable Definitions, and Design: An Approach to Institutional Research on the ACT and College Grades” at the Mid-South Educational Research Association Annual Conference
➢ Facilitated session at the Mississippi Association for Institutional Research 2003 Annual Conference

Marilyn Read
➢ Working toward a BBA degree
New position(s) requested, with justification

- Assessment Analyst. In previous years, the Office of Institutional Research and Planning employed an Assessment Analyst, who was responsible for assisting in the assessment of University operations by supporting the planning and institutional effectiveness efforts and assisted departments with meeting SACS criteria. Due to budget cuts in FY 2002, this position was eliminated, and the Assessment Analyst and Senior Secretary positions were combined. As a result, the volume of assessment activities the office supported had to be significantly reduced.

During the 2002-03 academic year, the Office of Institutional Research and Planning has received an increase in the number of assessment requests during the last year. Fifteen assessment studies were designed, analyzed, and reported. Of these surveys, five were ad hoc requests (not on our annual assessment calendar).

With the upcoming SACS accreditation, the Office serves as a resource for the SACS committees. In prior years, the Assessment Analyst assisted in ensuring compliance with SACS criteria. Due to the increased number of data requests the Office of Institutional Research and Planning is receiving, the staff is unable to dedicate a lot of time to institutional effectiveness.

A recommendation of the Faculty Evaluation Task Force is to administer the Student Rating of Teaching Evaluation to all courses during the fall semester and the courses that were not evaluated during the following spring semester. The Task Force has recommended that the Office of Institutional Research and Planning analyze and report the results. In order for general office operations to continue, to be able to complete all annual surveys, and to analyze all course evaluations on a timely basis, I feel that the Assessment Analyst position should be reinstated.

On March 18, 2003, I submitted a memo to Academic Council asking for their support for this position request (please see attachment #1). Academic Council concurs with my request (please see attachment 2).

In order for the Office of Institutional Research and Planning to continue to operate efficiently and to provide assessment support, I feel that additional staff assistance is needed and the Assessment Analyst position should be reinstated.

Recommended change of status (promotion/tenure)

- None
IV. Department Goals for 2002-03

A. Goal # 1:

➢ Support the executive administration of the University in its management and decision making. Support of other areas of the University are met as resources permit.

B. Institutional Goal which was supported by this goal:

➢ Provide administrative services and auxiliary enterprises which are effective and efficient in the support of the institutional mission.

C. Expected Results:

➢ 85% of the respondents of the Institutional Research and Planning “Survey of Use and Effectiveness” will indicate a “yes” response to the question “provides pertinent information for decision purposes.”

D. Evaluation Procedure(s):

➢ "Survey of Use and Effectiveness" of the Institutional Research and Planning Office.

E. Actual Results of Evaluation:

➢ 81% of the respondents of the Institutional Research and Planning “Survey of Use and Effectiveness,” conducted in March 2003*, indicated that the Office of Institutional Research and Planning “provides pertinent information for decision purposes.”

F. Use of Evaluation Results:

➢ Each member of the IR&P staff gets a copy of the results as well as the Chief Information and Planning Officer.
➢ The results of the survey are discussed and suggestions for improvement are given from all parties involved.
A. Goal #2:

➤ Support the planning processes of the University.

B. Institutional Goal which was supported by this goal:

➤ Provide administrative services and auxiliary enterprises which are effective and efficient in the support of the institutional mission.

C. Expected Results:

➤ Conduct a strategic planning process for the University.
➤ Institutional Research and Planning staff will serve on the Committee as resource personnel.

D. Evaluation Procedure(s):

➤ Minutes from the Planning and Institutional Effectiveness meetings detailing action on each item.
➤ Planning and Institutional Effectiveness Committee membership list.

E. Actual Results of Evaluation:

➤ In January 2003, there was a strategic planning retreat to review the 5-year Strategic Plan.

F. Use of Evaluation Results:

➤ At the end of the fiscal year, the institutional Research and Planning staff will review the annual reports and make recommendations to the PIE committee as to the level of adequacy of each department's report.
➤ The Coordinator of Institutional Research and Planning will use information gained from IHL to ensure consistency between IHL’s and Delta State’s planning and budgeting process.
A. Goal #3:

➢ Coordinate the submission of reports to the Board of Trustees of Mississippi Institutions of Higher Learning.

B. Institutional Goal which was supported by this goal:

➢ Provide administrative services and auxiliary enterprises which are effective and efficient in the support of the institutional mission.

C. Expected Results:

➢ 85% of IHL reports will be submitted by the due date.

D. Evaluation Procedure(s):

➢ Schedule of IHL MIS tape transmittals.

E. Actual Results of Evaluation:

➢ 96% of the IHL reports were submitted by the due date.

F. Use of Evaluation Results:

➢ The Office of Institutional Research and Planning will continue to run the edit checks two weeks before the due date and send a reminder to offices responsible for entering the data in an effort to increase the timeliness and accuracy of the reports.
A. Goal # 4:

➢ Provide consistent and reliable statistics and reports to external agencies.

B. Institutional Goal which was supported by this goal:

➢ Provide administrative services and auxiliary enterprises which are effective and efficient in the support of the institutional mission.

C. Expected Results:

➢ Complete and return 25 surveys from external agencies during the 2002-03 year.

D. Evaluation Procedure(s):

➢ External publications containing information on Delta State University.
➢ List of external agency surveys completed.

E. Actual Results of Evaluation:

➢ 26 surveys from external agencies surveys were completed in 2002-03.

F. Use of Evaluation Results:

➢ The information, provided in the surveys, is used to increase public awareness of the University.
A. Goal # 5:

➢ Develop and maintain databases and files for reporting requirements and internal
decision support and planning use.

B. Institutional Goal which was supported by this goal:

➢ Provide administrative services and auxiliary enterprises which are effective and
efficient in the support of the institutional mission.

C. Expected Results:

➢ Purchase up-to-date versions of software packages as they become available.
➢ 95% of the respondents of the Institutional Research and Planning “Survey of Use and
Effectiveness” will indicate that they have used our services as a source of
information.

D. Evaluation Procedure(s):

➢ Versions and types of software packages.
➢ Institutional Research and Planning “Survey of Use and Effectiveness.”

E. Actual Results of Evaluation:

➢ Of the total number of respondents to the Institutional Research and Planning “Survey
of Use and Effectiveness,” conducted in March 2003, 81% indicated they had used
our services during the past year.
➢ All current software packages were brought up-to-date.
➢ The Office of Institutional Research and Planning added results from the graduation
surveys and semester facts on its website as an added service.

F. Use of Evaluation Results:

➢ The "Survey of Use and Effectiveness" is reviewed to determine the satisfaction level
of the users of the information.
A. Goal # 6:

➢ Develop and support an on-going institutional assessment program of student outcomes, teaching effectiveness, and program review.

B. Institutional Goal which was supported by this goal:

➢ Provide administrative services and auxiliary enterprises which are effective and efficient in the support of the institutional mission.

C. Expected Results:

➢ Assist departments in assessing their programs.

D. Evaluation Procedure(s):

➢ University assessment plan.
➢ Requests for assistance by departments.

E. Actual Results of Evaluation:

➢ The Office of Institutional Research and Planning provided information to all academic departments regarding credit hours produced, number of majors, etc.

F. Use of Evaluation Results:

➢ The Office of Institutional Research and Planning will continue to provide assessment information to all departments and assist them in designing assessment instruments as needed.
A. Goal # 7:

➢ Enhance the professional skill, competence and development of office staff and university colleagues.

B. Institutional Goal which was supported by this goal:

➢ Provide administrative services and auxiliary enterprises which are effective and efficient in the support of the institutional mission.

3. Expected Results:

➢ Office staff will attend, collectively, five conferences related to Institutional Research and Planning.
➢ 95% of respondents on the Institutional Research and Planning “Survey of Use and Effectiveness” will indicate that our office is effective in the area of research skills, knowledge, and methods.

4. Evaluation Procedure(s):

➢ Number of classes and/or seminars attended by office staff.
➢ Institutional Research and Planning “Survey of Use and Effectiveness.”

E. Actual Results of Evaluation:

➢ Office staff attended five conferences.
➢ 74% of respondents on the Institutional Research and Planning “Survey of Use and Effectiveness,” conducted in March 2003, indicated our office is effective in the area of research skills, knowledge, and methods.

6. Use of Evaluation Results:

➢ At the end of each fiscal year, the Coordinator of Institutional Research and Planning will review the number and types of seminars/classes attended by staff and determine the schedule for the next year.
➢ For university colleagues, the "Survey of Use and Effectiveness" will be evaluated to determine if personnel are satisfied with Institutional Research's approach to developing skills related to research and assessment.
*The Use and Effectiveness Survey is conducted annually in the spring semester. This survey is administered to all members of Cabinet, Deans, Directors/Department Chairs. In March 2003, the return rate was 41.9% (the survey was administered to 74 people, with 31 responding). The return rate has decreased 19.5% from 5 years ago (Spring 1998). Therefore, some expected responses (and percentages included in this annual report) for the Use and Effectiveness Survey may need to be reviewed.
Institutional Research and Planning
2002-03 Activities and Accomplishments

**IPEDS**

- Institutional Characteristics (October 2002)
- Completions (October 2002)
- Fall Staff (January 2003)
- Faculty Salaries (January 2003)
- Employees by Assigned Position (January 2003)
- Fall Enrollment (April 2003)
- Finance (April 2003)
- Graduation Rate (April 2003)

**SACS**

- Financial Profile (September 2002)
- Fall Profile Report (November 2002)

**IHL-Scheduled Reports**

- Degrees Granted (July 2002)
- Program Performance Measures (July 2002)
- Expenditures by Program (July 2002)
- 5-Year Strategic Plan (July 2002)
- Developmental Studies - Summer term (August 2002)
- Student Enrollment-Summer term (September 2002)
- Report on Research and External Funding (September 2002)
- Employee Demographics - Summer term (September 2002)
- Course Credit Hours - Summer term (September 2002)
- Student Outcomes - Summer term (September 2002)
- Student Enrollment - Fall term (October 2002)
- Developmental Studies - Fall term (October 2002)
- Annual Report - Part II (October 2002)
- Employee Demographics - Fall term (November 2002)
- Faculty Biographical - Fall term (November 2002)
- Scholarships and Financial Aid (November 2002)
- Program Performance Measures (January 2003)
- Expenditures by Program (January 2003)
- Student Outcomes - Fall term (February 2003)
- Developmental Studies - Spring term (February 2003)
- Course Credit Hours - Fall term (February 2003)
- Student Enrollment - Spring term (March 2003)
✓ Employee Demographics - Spring term (March 2003)
✓ Student Outcomes - Spring term (June 2003)
✓ Course Credit Hours - Spring Term (June 2003)

IHL - Ad hoc Reports

★ Preliminary enrollment (September 2002)
★ Plan of Compliance (September 2002)
★ Campus Crime Survey (October 2002)
★ Economic Development Report (October 2002)
★ Summer Program Participants (October 2002)
★ Summer Developmental Program (October 2002)
★ Salaries, Tenure, and Fringe Benefits of Full-Time Instructional Faculty Survey (November 2002)
★ Delaware’s National Study of Instructional Costs & Productivity (February 2003)
★ Summer Developmental Program (March 2003)

Responses to Surveys

- AACTE/NCATE Survey
- ACT Freshman Class Profile
- ACT Graduate/Professional School Survey
- ACT Institutional Data Questionnaire
- ACT Prediction/Retention Research Summary
- American Association of University Professors
- American Council on Education Update
- CGS/GRE Survey of Graduate Enrollment
- Chronicle Guidance Publications
- College Board - Annual Survey of Colleges
- CUPA National Faculty Salary Survey
- Graduate School Guide
- Institutional Data Archive Survey of Institutional Research Officers
- Institutional Research & Evaluation
- Market Data Retrieval College Technology Survey
- Mississippi Department of Education - Teacher Education Performance Report
- NCAA Report
- National Postsecondary Student Aid Study
- Newsweek and Kaplan - How to Get into College
- Peterson’s Annual Survey of Undergraduate Institutions
- Peterson’s Annual Survey of Graduate and Professional Institutions
- Peterson’s Annual Survey of Higher Education Personnel
- Princeton Review
- U.S. News and World Report - American Best Colleges
- Wintergreen Orchard House - College/University Information Update
Institutional Studies and Reports

◆ 2000-01 and 2001-02 Fact Books
◆ Community/Junior College Report on Transfer Students
◆ GST 100 Retention Study (in progress)
◆ Report of Courses Taught Outside Home Department
◆ Utility Statement Report
◆ Writing Proficiency Exam Reports

DSU Surveys

◆ Recruiting Communication Survey (April 2002)
◆ Activity Card Survey (May 2002)
◆ Graduation Survey (May 2002)
◆ Greenville Higher Education Center (August/September 2002)
◆ Student Teacher Assessment Instrument (STAI) (November/December 2002)
◆ Division of Social Science Teacher and Course Evaluation (December 2002)
◆ Department of Art Teacher and Course Evaluation (December 2002)
◆ Graduation Survey (December 2002)
◆ Candidates for Athletic Director Interview Survey (February 2003)
◆ Office of Institutional Research and Planning Use and Effectiveness Survey (February 2003)
◆ Student Teacher Assessment Instrument (STAI) (March/April 2003)
◆ Reengineering Driving Team State Personnel Board Sessions Evaluations (March 2003)
◆ Technology Learning Center Use and Effectiveness Survey (April 2003)
◆ Administrative Evaluation (April 2003)
◆ Preparing for Graduation Survey (May 2003)

DSU Projects

◆ Distributed enrollment, grade distribution and credit hour reports to all academic departments prior to budget hearings
◆ Provided information for the Joint Legislative Budget Committee handouts
◆ Maintain student, faculty, employment, degree, course and finance databases
◆ Provided Preliminary Enrollment Reports for the Summer, Fall, and Spring semesters to members of Cabinet and Enrollment Services administration
◆ Provided “brag facts” to Alumni/Foundation and University Relations
◆ Provided data and information for SACS committees
◆ Uploaded the 2001-02 Factbook to the Office of Institutional Research and Planning webpage
◆ Preparing to make the 1999-2000 and 2000-01 Factbooks available online
Provided data for the SACS Faculty Credentials Table

**Ad hoc requests**

😊 Over 100 additional ad hoc requests
Office of Institutional Research and Planning
Staff Accomplishments

University Activities

- Web for Executives, Project Chair
- Member of Enrollment Management Working Committee
- Member of Faculty Evaluation Task Force
- Member of Local Advisory Committee for the Presidential Search
- Member of Administrative Staff Council
- Member of Campus Banner User Group
- Member of One-Card Technical Team
- March “Staff Employee of the Month”
- Completed MBA degree in May 2002
- Completed BBA degree in May 2003

IHL

- Council of Institutional Research Officers
- Mississippi Association for Institutional Research
- Representative for the Task Force on the IHL Management Report

Professional

- Mississippi Association for Institutional Research
  - Secretary, 2002-03 and 2003-04
- Southern Association for Institutional Research
- Association for Institutional Research
- Society for College and University Planning
- Consortium for Assessment and Planning Support
- Mid-South Educational Research Association
- Presented paper “Data Capture, Variable Definitions, and Design: An Approach to Institutional Research on the ACT and College Grades” at the Mid-South Educational Research Association Annual Conference
- Facilitated session at the Mississippi Association for Institutional Research 2003 Annual Conference
- Completed the 2002 Foundations for the Practice of Institutional Research Institute

Community

- 2002 Graduate of Cleveland/Bolivar County Chamber of Commerce Leadership Bolivar County Class