

**Office of Institutional Research and Data Management
(formerly Data Management, Analysis and Reporting DMAR)**

**INSTITUTIONAL EFFECTIVENESS PLAN
2010 - 2011**

The mission of the Office of Institutional Research and Data Management (IRDM) is to provide accurate data reporting and analysis to meet its reporting requirements and to support and guide the university's operational and strategic decisions. To accomplish this, the office works with university leaders to identify critical information that guides and supports institutional assessment and decision making in a manner that is consistent with the university's mission and strategic direction. IRDM's mission includes ensuring that the university meets its statutory and voluntary reporting requirements in an accurate and timely fashion. The office also will anticipate information needs and communicate relevant information to university community.

- ◆ **Required Reporting:** A wide variety of reports are mandated by federal and state government, LSU System, accrediting associations and select data exchange agencies on a scheduled, systematic basis.
- ◆ **Internal Reporting:** Internal data, trend analysis and marketing research provide university areas with information that enables them to successfully recruit, retain, and graduate students.
- ◆ **National/Professional Surveys:** Results from select participation in national or professional surveys are disseminated in ways that inform the university community.
- ◆ **Internal Surveys:** Recurring and on-demand internal surveys are scheduled to maintain quality customer service and address student opinions and needs.

As the University's official reporting unit, IRDM acts as liaison between the various external reporting agencies and the internal administrative units to assure accuracy and integrity of databases as well as relevance in data selection. These data production offices include Admissions, Registrar, Graduate School, Research, Human Resources, Financial Services, Financial Aid, Facility Services, and Sponsored Programs Accounting.

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| Approved by: <u> N. Rebecca Rutter </u> | <u> 5-11-2011 </u> |
| N. Rebecca Rutter, Director | Date |
| Institutional Research and Data Management | |
| Approved by: <u> Joe M. King </u> | <u> 6-3-2011 </u> |
| Joe M. King, Provost and Vice Chancellor | Date |
| for Student Affairs | |
| Approved by: <u> Joe M. King </u> | <u> 6-3-2011 </u> |
| Joe M. King, Acting Chancellor | Date |

**Office of Institutional Research and Data Management
2010-2011**

Goals and Objectives

Goal 1. Office of Institutional Research and Data Management (IRDM) will submit all required university reports and information to Federal, State, and local agencies.

Objective 1.1. IRDM will schedule, monitor, and maintain data logs in order to submit all required university reports and information in a timely and accurate manner.

Strategy 1.1.1. Monitor agency alerts to identify necessary revisions to surveys, data definitions or methodological considerations that may require re-programming.

Strategy 1.1.2. Schedule annual reviews of mandated compliance data to ensure that IRDM's web complies with federal HEA Institutional Disclosure Act and with Louisiana State Legislative resolutions.

Strategy 1.1.3. Consult with peer Institutional Research Officers to improve system reporting.

Strategy 1.1.4. Review and monitor internal data collection methods and techniques to identify changes in the way that data are collected and entered into PeopleSoft in order to assure reporting accuracy.

Strategy 1.1.5. Communicate and report any compliance or data integrity issues or new mandates to the appropriate university offices.

Strategy 1.1.6. Work closely with UCC to remain proficient with updated technology and to perform beta testing as appropriate.

Assessment Tool(s): Lack of citations from agencies.
Activities log.

Goal 2. Office of Institutional Research and Data Management will provide critical information in a timely manner to support decision-making, strategic planning, and policy.

Objective 2.1. IRDM will respond to requests from the UNO Administration for statistics, analytical reports, trends, and information in a timely manner.

Strategy 2.1.1. Work with University Administrators, Deans and Department Chairs to improve communications and determine ongoing campus information needs.

Strategy 2.1.2. Notify offices as UNO data and reports are published to the IRDM website.

Strategy 2.1.3. Work with UNO Marketing to identify and produce trend information critical for student recruitment and retention.

Strategy 2.1.4. Consult with academic departments to identify data needs that support professional re-accreditation efforts.

Strategy 2.1.5. Provide grant writers, researchers and principle investigators with statistics and information to support grant development and academic research.

Objective 2.2. IRDM will respond to requests for critical information and research data from academic/support units, faculty, staff, researchers, and external constituencies that support efforts such as accreditation, student recruitment and retention.

Strategy 2.2.1. Work with an advisory group of major users to periodically review data needs.

Strategy 2.2.2. Develop annual IRDM surveys that identify major data needs and that evaluate customer service.

Strategy 2.2.3. Provide opportunities for academic units to develop and run their own queries as needed.

Strategy 2.2.4. Resume work with UCC to determine feasibility of interactive online data.

Assessments: Surveys.
Activities log.

Goal 3. Office of Institutional Research and Data Management will strengthen its internal organizational capacity.

Objective 3.1 IRDM will develop policies and document practices that address privacy requirements (federal and state).

Strategy 3.1.1. Observe compliance with FERPA and determine what student information is appropriate to share on campus.

Strategy 3.1.2. Delineate IRDM's responsibilities regarding individual student information.

Strategy 3.1.3. Develop a policy for secure data transmittal that protects identity.

Objective 3.2. IRDM will expand its surveying capacity.

Strategy 3.2.1. Develop a plan to compare and analyze student trends from past internal and external surveys.

Strategy 3.2.2. Analyze and adjust internal survey as needed for organizational adjustments.

Strategy 3.2.3. Produce and publish reports.

Objective 3.3. IRDM will work with the IE Chair to develop a plan to coordinate the university's institutional effectiveness.

Strategy 3.3.1. Organize, update and inventory IE plans and assessments in SharePoint.

Strategy 3.3.2. Develop a toolkit of review and assess instruments and background information.

Strategy 3.3.3. Maintain IE calendar and reporting cycle and track activities.

Assessments: IRDM compliance web pages.
IE SharePoint, calendar and reports.
Documented policies.
Survey calendar and reports.