



BINGHAMTON
UNIVERSITY
STATE UNIVERSITY OF NEW YORK

Office of Institutional Research & Assessment- 2011-2012 Strategic Plan

Binghamton University

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Office of Institutional Research & Assessment--2011-12 Strategic Plan

Mission: Support Binghamton University's mission by assisting in planning, decision-making, and assessment through engaging with the campus, providing information and analysis, ensuring accurate data, fostering skill development and understanding, and improving assessment processes. We perform such duties with objectivity, integrity, and professionalism.

Vision: Binghamton University's Office of Institutional Research & Assessment will be regionally recognized as a unit providing leadership in supplying reliable and valid information to university constituencies for the enhancement of university planning and decision-making, teaching, and overall student learning.

Goals	Objectives	Strategies	Indicators	University Strategic Plan Goal(s)
OIRA1: Engage with campus constituencies in order to understand their information needs	Work with campus committees to continuously improve our products and services, and to guide projects	Serve on committees when appropriate and provide information to key committees, responding to their requests when appropriate.	85% on questions regarding professionalism and use of information on annual OIRA survey.	Collaborative
	Meet with clients face-to-face to understand their needs and present results when work is complete.	Schedule appointments with clients as needed, including department chairs, deans, associate deans, division heads, university staff, etc., where appropriate	Provide list of meetings by June 2012	Collaborative
	Oversee university's efforts to assess Aesthetics, Composition, Global Interdependencies, Math, Pluralism, and Oral Communication	Meet with assessment category teams (ACTs), and facilitate information needs; work with Liz Abate and Deb Sanders on general education course portfolio process.	Submission of appropriate reports to the Provost by May 2012	Educationally Exemplary; Collaborative
	Work with schools and departments to help supply meaningful and useful institutional and student learning assessment for use in accreditation, and in enhancing student learning.	Generate list of departments and programs that will submit assessment reports this academic year and get approval of deans; meet with department chairs, undergraduate directors and/or graduate directors to discuss procedure; gather and evaluation reports.	Completion of reports by 80% of units by June 2012. Establishment of new assessment evaluation database by June 2012.	Educationally Exemplary; Collaborative
	Consult with faculty senate organizations, such as the Educational Policies and Procedures Committee and University Undergraduate Curriculum Committee (as well as other committees), to meaningfully assess institutional and student learning outcomes	Present assessment results to EPPC and UUC; investigate organization of assessment committee, and if organized, present results to them	Discussion of results to EPPC and/or UUC by May 2012	Educationally Exemplary; Collaborative

OIRA2: Foster professional development and growth of OIRA members and the university community	Educate academic affairs communities on various assessment topics and procedures	Facilitate and/or sponsor workshops and/or webinars for faculty and academic affairs staff to educate campus communities in assessment	Completion/facilitation of at least 3 workshops, with 85% satisfaction on workshop survey by May 2012	Collaborative
	Educate various units on campus on how to use assessment information.	Provide a variety of training and support opportunities such as workshops, website, training classes, newsletter, users group and information sessions	Positive results from ODS survey-- 85% or higher on questions having to do with usefulness of assessment results by July 2012. Results of OIRA surveys and attendance to sessions	Educationally Exemplary; Collaborative
	Share information in regional and national venues	Present at state and regional conferences; complete white papers and place them on OIRA website	Number of presentations and publications. (Do a unit CV). 3 White papers.	Collaborative
	Cross-Training of OIRA team members in key functions and responsibilities	Create and maintain internal documentation detailing key functions and business rules.	Cross-Training worksheet will evidence decrease in functions where only 1 staff member has competency.	Resourceful
	Develop binder of business rules and procedures that staff produce on a regular basis	Continued conversations about what to include in the binder, individually and as a unit	First draft of binder by July 2012	Resourceful
OIRA3: Ensure that information in campus systems is accurate and conforms to the University's business rules and operational policies	Develop and maintain edit checks for all SIRIS data submissions and other processes relevant to OIRA analyses	Use SAS for internal data checks as well as Hyperion for internal and external data checks. Collaborate with appropriate offices to identify checks they should be performing	Timely and clean data file submissions by July 2012.	Resourceful
	Keep Banner reference tables up-to-date and accurate	Make sure appropriate individuals review set-ups before creating them in production	Few mismatches between data elements by July 2012	Resourceful
	Freeze data for reporting	Create and maintain appropriate set-ups in ODS administrative tool	Needed frozen tables are made available by July 2012	Resourceful

	Stay current in our knowledge of pertinent university data that is outside of the student system.	Keep aware of developments by participation in AIRPO and AIR events, and consulting additional resources	List of consultations and events attended by July 2012; 85% or higher approval on OIRA survey having to do with staff knowing data and how to help university use data	Resourceful
	Make sure data submitted for state and federal reporting (e.g., IPEDS, NYSED, SUNY) are complete and accurate	Check data against previous years (to identify large variations), do frequency counts, etc.	Few or no discrepancies between OIRA internal counts and external reporting counts throughout fiscal year	Resourceful
	Catch up with timeliness of SUNY submissions schedule	Monitor SUNY IR calendar and submission status vs. other SUNY institutions on SUNY database	All submissions approved by SUNY by July 2012	Resourceful
	Maintain and make available the net price calculator by submitting data for SRDS and FADS.	Work with campus constituents to coordinate on time submissions of financial aid and student revenue data submissions	Make available on BU website by November 2012	Resourceful
	Ensure the university is compliant with UDOE's gainful employment process	Obtain guidance from DOE, SUNY, and work with university financial aid office; work with affected deans and offer guidance regarding placement information	Compliance with process and submission of all required information by December 2012.	Resourceful
OIRA4: Provide information and conduct analyses pertinent to current discourse, decision making needs, and strategic goals	Administer Senior Survey and analyze results; ensure that results are incorporated into student learning and institutional assessment dashboards for use in the university's strategic planning process.	Administer in Nov/Dec and April/May using SurveyMonkey utility.,		Educationally Exemplary; Resourceful
	Accurate and useful megafire by June 2012	Ensure that edit checks are developed and applied; check warnings frequently for threats to validity and reliability of university data	Completion of all required submissions by July 2012; 85% or higher approval rate on all questions on OIRA survey	Resourceful
	Maintain an accurate EPM	Continue to consult with various university constituencies to produce an accurate and meaningful EPM; maintain hit rate analysis	Accurate and useful EPM by June 2012; maintain a hit rate of no less than 97% on any one measure for Fall semester 2011 by December 2011	Resourceful

	Work with Division of Alumni and Parent Relations on successful implementation of 2011 Alumni Survey by July 2012 (class of 2009)	Format survey on SurveyMonkey and work with alumni office to gather appropriate emails; clean list supplied by alumni office to ensure that the list contains only graduates	Achieve at least a 15% response rate by July 2012; Incorporation of alumni survey information on institutional assessment and student learning assessment dash boards by July 2012	Educationally Exemplary; Resourceful
	Complete assessment newsletters, with emphasis on use of assessment information in teaching and in student learning	Write specific stories publicizing findings	Submit 2 newsletters to academic affairs audiences by May 2012	Collaborative
	Work with Office of Continuing Education & Outreach on Summer/Winter Session survey, and other surveys as they deem necessary to assess services and performance	Continue survey processes, working with Tom Kowalik and Murnal Abate	Successfully implement Summer/Winter Session survey, with at least a 20% response rate, by June 2012	Resourceful
	Share results of surveys with departments and colleges/schools for use in the assessment process	Send results of senior survey and other surveys to appropriate audiences	Document use of senior survey results in assessment documents by June 2012	Educationally Exemplary
	Complete economic impact analysis	Work with Don Paukett, and others on campus, to gather data and complete appropriate report; work with Division of Research to investigate ways to communicate economic impact of research and incorporate research impact into economic impact report	Complete economic impact analysis by April 2012	Resourceful
	Make data available and easily accessible to campus constituencies	Maintain/update OIRA Website with current and historical official data; add blurb or sidebar to webpage that states, "data based on official SUNY submission"	Website is up-to-date by January 2012	Resourceful

	Provide information and other support to units and individuals engaging in grant activities	Continue assist departments applying for grants and continue to serve current grant funded initiatives, including tobacco cessation group and HHMI grant. Continue to mention to faculty that OIRA can be of assistance, in accordance with BU's 2010-15 Strategic Plan	OIRA Survey evidences 85% or higher on all questions.	Resourceful; Collaborative
	Communicate BU's aspirations and achievements to internal and external constituencies	Provide accurate data to internal constituents (e.g. CDC, Student Affairs, Senior staff) and external constituents (e.g., College Guidebooks, SUNY reports, IPEDS, Common Data Set, etc.)	Show volume in OIRA end-of-year reports by June 2012 (from Project Management database).	Resourceful
	Distribute results of 2011 NSSE to various constituents, including the Division of Student Affairs, Vice Provosts, and Deans	Create more appealing documents that communicate findings; meet with deans to discuss findings	Number of meetings with deans	Resourceful
	Educate campus community to confirm or refute conventional wisdom	Conduct analyses for campus constituencies, including math-reasoning and composition rubric analyses. Ensure that composition rubric study contains study of performance between native and transfer students	Completion of math-reasoning and composition rubric analyses by June 2012; completion of at least one additional white paper by July 2012.	Educationally Exemplary; Resourceful
OIRA5: Assist in the development of performance measures, provide context and benchmarks, and monitor progress toward University and OIRA goals	Assist undergraduate program, faculty, staff, and administrators in developing, implementing, and using fully-functional assessment plans	Meet with deans and associate deans to discuss progress in student learning assessment using 2010-11 <i>Assessment Progress Database</i> ; make specific plans in each unit to improve performance; work with following departments: LACAS, Art History	Establish renewed baseline for <i>Assessment Progress Database</i>	Educationally Exemplary
	Assist graduate program, faculty, staff, and administrators in developing, implementing, and using fully-functional assessment plans	Address issues of graduate student assessment with graduate school, and assist the following departments in the assessment process: Student Affairs Administration, Public Administration	Establish renewed baseline for <i>Assessment Progress Database</i>	Educationally Exemplary

	Continue to oversee assessment of general education course portfolio process, and additional survey processes related to general education assessment	Work with Liz Abate and Deb Sanders on course portfolio process; help with general education portfolio workshops	Achieve at least an 85% return rate on course portfolios by June 2012; Achieve at least 85% satisfaction on course portfolio survey completed by participating faculty	Educationally Exemplary
	Implement assessment procedures as defined by Voluntary System of Accountability	Administer MAPP to first-year and senior students; complete data input on new VSA template	Complete VSA template by April 2012; administer MAPP to at least 50 senior students by May 2012	Educationally Exemplary
	Coordinate Student Opinion of Teaching (SOOT) Instrument with computer center by electronic (Blackboard) means or with paper survey forms.	Send out notices announcing when requests for SOOT surveys are available. Fill faculty requests for paper forms. Retrieve data of previous responses for faculty.	Spreadsheet updated each semester with paper requests and distribution.	Educationally Exemplary; Resourceful
	Generate BU's strategic planning dashboard; ensure that template is set up to complete 2012 dashboard	Work with Michael McGoff to complete dashboard	Completion of dashboard by August 2011; complete coding and provisional strategic plan dashboard by August 2012	Resourceful
	Generate strategic planning dashboard for deans; ensure that templates are set up for 2012 dashboards	Work with Michael McGoff to complete dashboard	Completion of dashboard by August 2011; complete coding and provisional deans' dashboard by August 2012	Resourceful
OIRA6: Improve assessment processes	Complete periodic review of academic units database and submission of reports to SUNY	Continue development of database to report completed reports and submission of reports to SUNY. Use SUNY spreadsheet	Completion and submission of spreadsheet by June 2012	Educationally Exemplary
	Solicit feedback from constituents about OIRA services	Write and administer OIRA survey	Complete report containing OIRA survey results by June 2012	Resourceful
	Work with chair of Faculty Senate Committee on Committees to staff ACTs	Consultations with Angelique Jenks-Brown and Les Lander	Completion of ACT reports in global interdependencies, pluralism, composition, etc.	Educationally Exemplary