

Indiana State University

2006 - 2007 Administrative Annual Report

Office of Strategic Planning, Institutional Research and Effectiveness

Vision Statement

View/Modify Vision

The following is your vision statement loaded from previous submissions. Some administrative units, but not all, may wish to revise their vision statements based on the direction of the University toward pre-eminence. If this pertains to you, then please make changes in the box below:

In five years OSPIRE will be recognized for the creative ways in which it integrates institutional research, assessment, and reporting to support the university's planning and continuous improvement needs. The office will be known for its use of technology in facilitating this integration as well as in meeting the planning needs of decision makers and stakeholders. The office will be a model of how information can be accessed and used by stakeholders to improve their function within the university as well as for its education programs in helping stakeholders use data for decisionmaking. Further, the office will be nationally known for the quality of its research into issues of importance to the university. Finally, the office will be an active participant in both experiential learning and community engagement.

Year in Review

Achievements

As you have heard, increasing public awareness of Indiana State University's accomplishments is crucial to building student enrollment, influencing policy makers, and developing a place of pre-eminence in the Midwest. What do you consider to be your department's accomplishments for the 2006-07 year that will contribute to this effort? (Please list in priority order and limit to no more than 8.)

Journal Article (1) Ishitani, Terry (2007). How do transfers survive after "Transfer Shock"? Research in Higher Education. Edited Book (1) Ishitani, Terry (Ed.). (2007). Planning Models in Institutional Research. New Directions for Institutional Research. Articles In Edited Book (1) Yonghong, Jade & Ishitani, Terry (2007). Classifying postsecondary institutions: A bayesian approach. In T. Ishitani (Ed.). Planning Models in Institutional Research. New Directions for Institutional Research. (2) Ishitani, Terry (2007). How to plan timing of intervention for students at risk of departure. In T. Ishitani (Ed.). Planning Models in Institutional Research. New Directions for Institutional Research. (3) McClintock, Patricia, Snider, Kevin & Ferguson, Linda (2007). Untitled Article. In T. Ishitani (Ed.). Planning Models in Institutional Research. New Directions for Institutional Research. Presentations at State and National Conferences: (1) McClintock, P. and Johnson, I. (2007) Bringing the First-Year Experience into View. 21st Annual Conference of the Indiana Association for Institutional Research, (INAIR) French Lick, IN, March 8. (2) Johnson, I. (2007) High School Profile: An HTML Application for Recruitment Process. 21st Annual Conference of the Indiana Association for Institutional Research, (INAIR) French Lick, IN, March 8. Technology Accomplishments: (1) Faculty Telecounseling Form – developed an online form for faculty to use, replacing the green-bar paper version. Greatly improved efficiency and accuracy of reporting. (2) Blogs – developed an Admissions blog site and two faculty blog sites in connection with the Williams Randall applicant and admit campaigns. (3) Strategic Planning Website – complete overhaul of the strategic planning website. It is now more user-friendly with all data

contained on one easy-to-use site. (4) Financial Aid Survey - created and hosted an online cost of attendance survey for Student Financial Aid Office. New Reports: (1) Admissions – too many to list individually, but fall across all areas of Admissions to include student correspondence (paper, email, Talisma); data processing; recruitment.

Enrollment

What steps did you take this year to aid ISU in overcoming enrollment challenges?

(1) Devoted large portion of office staff time to assisting Enrollment Services in all facets of recruiting, reporting, data management, data processing and operations. (2) Provided data and analysis of enrollment issues to President, Provost, First Year programs, Enrollment Planning Team, Admissions. (3) Active participant on the Enrollment Planning Team.

Action Steps

Do you have any further progress you would like to report?

EXPERIENTIAL LEARNING, COMMUNITY ENGAGEMENT: On studying these two topics, we have set institutional performance indicators that will capture progress at a macro level. We have not been able to make a great deal of progress in assessing effects of and on these two concepts, but will attempt to do so again this year. We have run our surveys by the CPSCE and received feedback on the proposed instruments. These are scheduled to be given in 05-06. INTEGRATED MARKETING: Our presence in this arena has been much larger than originally anticipated, with Snider becoming Interim VP for Enrollment Services. ENROLLMENT MANAGEMENT: Use of data has exponentially increased since last September, coinciding with Ferguson's (temporary) move to Admissions and Snider's move to Interim VP.

Assessment

What are two ways in which you evaluated the quality or effectiveness in your area last year? What changes did you make based on those assessments?

(1) Created a Data Request Form (DRF) that allows users to request data online and staff to electronically track and monitor the requests. The data allows OSPIRE to track turnaround times, distribution of effort, and frequency usage of specific data. (2) Data from the DRF database allowed us to determine we needed to complete the assessment loop with a Satisfaction Survey. This instrument has been implemented, but do not have enough data for analysis as of yet.

Budget

As you know, ISU is facing significant budget challenges. Finding ways to overcome these while increasing efficiency requires innovation. How are you overcoming your budget challenges this year?

(1) Computer Replacements: (a) instead of purchasing new laptop with docking station, replaced existing unit with a lower-cost desktop model, and (b) removed support staff from 3-year replacement cycle and replaced those machines with professional staff's computers. (2) Staffing: eliminated one of our two support staff positions.

Quality

Quality

Please provide 1-2 suggestions to increase the ability of your department or the University to meet the criteria above.

We will continue to seek out internships and explore ways to help create experiential learning opportunities for students (Engagement and Service).

Feedback

This section is to allow you to share your ideas for enhancing enrollment, dealing with budget and other challenges facing the university community.

Need help on this one.